

ESTTA Tracking number: **ESTTA369901**

Filing date: **09/23/2010**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Applicant:	<b>iMusic Connection, Inc.</b>
Application Serial Number:	<b>77677262</b>
Application Filing Date:	<b>02/24/2009</b>
Mark:	<b>ACE MEDIA NETWORK</b>
Date of Publication	<b>08/24/2010</b>

## **First 90 Day Request for Extension of Time to Oppose for Good Cause**

Pursuant to 37 C.F.R. Section 2.102, PlayNetwork, Inc., 8727 148th Ave NE, Redmond, WA 98052, UNITED STATES, a corporation organized under the laws of Washington, respectfully requests that it be granted a 90-day extension of time to file a notice of opposition against the above-identified mark for cause shown.

Potential opposer believes that good causes are established for this request by:

- The potential opposer needs additional time to investigate the claim
- The potential opposer needs additional time to confer with counsel

The time within which to file a notice of opposition is set to expire on 09/23/2010. PlayNetwork, Inc. respectfully requests that the time period within which to file an opposition be extended until 12/22/2010.

Respectfully submitted,  
/Claire F. Hawkins/  
09/23/2010

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