

ESTTA Tracking number: **ESTTA343141**

Filing date: **04/20/2010**

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

Applicant:	<b>ArtPrize Grand Rapids</b>
Application Serial Number:	<b>77720300</b>
Application Filing Date:	<b>04/23/2009</b>
Mark:	<b>ARTPRIZE</b>
Date of Publication	<b>03/23/2010</b>

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

Pursuant to 37 C.F.R. Section 2.102, "X" Prize Foundation, Inc., 5510 Lincoln Blvd., Suite 100, Playa Vista, CA 90094, UNITED STATES, a corporation organized under the laws of Delaware, 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 04/22/2010. "X" Prize Foundation, Inc. respectfully requests that the time period within which to file an opposition be extended until 07/21/2010.

Respectfully submitted,  
/Mark A. Paskar/  
04/20/2010

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