

ESTTA Tracking number: **ESTTA297207**

Filing date: **07/24/2009**

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

Applicant:	L'Oreal USA Creative, Inc.
Application Serial Number:	77727066
Application Filing Date:	05/01/2009
Mark:	MOTION PLAY
Date of Publication	06/30/2009

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

Pursuant to 37 C.F.R. Section 2.102, Alberto-Culver International, Inc., 2525 Armitage Avenue, Melrose Park, IL 60160, 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 07/30/2009. Alberto-Culver International, Inc. respectfully requests that the time period within which to file an opposition be extended until 10/28/2009.

Respectfully submitted,
/Charles R. Mandly, Jr./
07/24/2009

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