

ESTTA Tracking number: **ESTTA316225**

Filing date: **11/11/2009**

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

Applicant:	<b>BOOQ, LLC</b>
Application Serial Number:	<b>77745890</b>
Application Filing Date:	<b>05/27/2009</b>
Mark:	<b>BOQ</b>
Date of Publication	<b>10/13/2009</b>

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

Pursuant to 37 C.F.R. Section 2.102, Jimmy Iovine, c/o Capell Rudolph, 11601 Wilshire Blvd., Suite 1840, Los Angeles, CA 90025, UNITED STATES, an individual and a citizen of UNITED STATES respectfully requests that he/she 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 11/12/2009. Jimmy Iovine respectfully requests that the time period within which to file an opposition be extended until 02/10/2010.

Respectfully submitted,

/cag/

11/11/2009

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