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Filing date: **12/14/2009**

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

Applicant:	**Vizio, Inc.**
Application Serial Number:	**77747074**
Application Filing Date:	**05/28/2009**
Mark:	**TRULED**
Date of Publication	**11/17/2009**

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

Pursuant to 37 C.F.R. Section 2.102, Sony Electronics Inc., MZ 7180, 16530 Via Esprillo, San Diego, CA 92127, 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 12/17/2009. Sony Electronics Inc. respectfully requests that the time period within which to file an opposition be extended until 03/17/2010.

Respectfully submitted,
/Robert B.G. Horowitz/
12/14/2009

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UNITED STATES

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