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

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| Applicant: | Shopperschoice.com LLC |
| Application Serial Number: | 77898737 |
| Application Filing Date: | 12/22/2009 |
| Mark: | SPORTSMANGUYS.COM |
| Date of Publication | 10/05/2010 |

First 30 Day Request for Extension of Time to Oppose

Pursuant to 37 C.F.R. Section 2.102, The Sportsman's Guide, Inc., 411 Farwell Avenue, South St. Paul, MN 55705, UNITED STATES, a corporation organized under the laws of Minnesota, respectfully requests that it be granted a 30-day extension of time to file a notice of opposition against the above-identified mark.

The time within which to file a notice of opposition is set to expire on 11/04/2010. The Sportsman's Guide, Inc. respectfully requests that the time period within which to file an opposition be extended until 12/04/2010.

Respectfully submitted,
/Randee Sibul-Gelbert/
10/18/2010

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