

ESTTA Tracking number: **ESTTA13992**

Filing date: **08/26/2004**

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

Applicant: **The Executive Conversation, Inc.**  
Application Serial Number: **78129334**  
Application Filing Date: **05/16/2002**  
Mark: **EXECUTIVE FOCUSED SELLING**  
Date of Publication **07/20/2004**

**60 Day Request for Extension of Time to Oppose for Good Cause**

Pursuant to 37 C.F.R. Section 2.102, Information Builders, Inc., 2 Penn Plaza, New York, NY 10121-2898, UNITED STATES respectfully requests that he/she/it be granted an additional 60-day extension of time to file a notice of opposition against the above-identified mark for cause shown .

Potential opposer believes that good cause is established for this request by:

- *The undersigned attorney for the potential opposer has written to the attorney for the applicant suggesting a possible approach to avoid the opposition, and a reply is awaited.*

The time within which to file a notice of opposition is set to expire on 09/18/2004. Information Builders, Inc. respectfully requests that the time period within which to file an opposition be extended until 11/17/2004.

Respectfully submitted,  
/Alan H. Levine/  
08/26/2004

**Alan H. Levine**

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