

ESTTA Tracking number: **ESTTA4372**

Filing date: **01/06/2004**

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

Applicant: **Pure De-lite Products, Inc.**
Application Serial Number: **78245119**
Application Filing Date: **05/02/2003**
Mark: **"YOU WON'T BELIEVE IT'S SUGAR-FREE"**
Date of Publication **12/09/2003**

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

Pursuant to 37 C.F.R. Section 2.102, Hershey Chocolate & Confectionery Corporation, 4860 Robb Street, Suite 204, Wheat Ridge, CO 80033, 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 01/08/2004. Hershey Chocolate & Confectionery Corporation respectfully requests that the time period within which to file an opposition be extended until 04/07/2004.

Respectfully submitted,
/Martha L. Saraduke/ 01/06/2004

Martha L. Saraduke
Hershey Chocolate & Confectionery Corporation
4860 Robb Street, Suite 204
Wheat Ridge, CO 80033
UNITED STATES
msaraduke@hersheys.com

303-463-6552