

ESTTA Tracking number: **ESTTA29023**

Filing date: **03/24/2005**

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

Applicant: **REGARDING LIFE**  
Application Serial Number: **78417382**  
Application Filing Date: **05/12/2004**  
Mark: **REAL. LIFE. EVERYDAY.**  
Date of Publication **02/22/2005**

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

Pursuant to 37 C.F.R. Section 2.102, Sara Lee Corporation, 1000 East Hanes Mill Road, Winston-Salem, NC27105, UNITED STATES, a corporation organized under the laws of USA, 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 cause is established for this request by:

- The potential opposer needs additional time to investigate the claim

The time within which to file a notice of opposition is set to expire on 03/24/2005. Sara Lee Corporation respectfully requests that the time period within which to file an opposition be extended until 06/22/2005.

Respectfully submitted,  
/Nicholas J. Valenziano, Jr./  
03/24/2005

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