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Filing date: **10/03/2006**

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

|                            |                                      |
|----------------------------|--------------------------------------|
| Applicant:                 | <b>Lifetime Nutrition Books, LLC</b> |
| Application Serial Number: | <b>78556760</b>                      |
| Application Filing Date:   | <b>01/31/2005</b>                    |
| Mark:                      | <b>LIFETIME NUTRITION BOOKS LLC</b>  |
| Date of Publication        | <b>09/05/2006</b>                    |

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

Pursuant to 37 C.F.R. Section 2.102, Lifetime Entertainment Services, 309 West 49th Street, New York, NY 10019, UNITED STATES, a joint venture, organized under the laws of New York, 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 10/05/2006. Lifetime Entertainment Services respectfully requests that the time period within which to file an opposition be extended until 01/03/2007.

Respectfully submitted,  
/Eric P. Bergner/  
10/03/2006

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