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

Applicant:	**DIAL BRANDS, INC.**
Application Serial Number:	**78617897**
Application Filing Date:	**04/27/2005**
Mark:	**PURE & NATURAL**
Date of Publication	**10/24/2006**

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

Pursuant to 37 C.F.R. Section 2.102, Reckitt Benckiser Inc., 399 Interpace Parkway, Parsippany, NJ 07054, 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 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 11/23/2006. Reckitt Benckiser Inc. respectfully requests that the time period within which to file an opposition be extended until 02/21/2007.

Respectfully submitted,
/mark lerner/
11/20/2006

Mark Lerner

Satterlee Stephens Burke & Burke LLP

230 Park AvenueSuite 1130

New York, NY 10169

UNITED STATES

mlerner@ssbb.com

212-818-9200