

ESTTA Tracking number: **ESTTA66211**

Filing date: **02/13/2006**

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

Applicant:	<b>American Merchandise Group, Inc.</b>
Application Serial Number:	<b>78628135</b>
Application Filing Date:	<b>05/11/2005</b>
Mark:	<b>SOFT CHEW</b>
Date of Publication	<b>01/31/2006</b>

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

Pursuant to 37 C.F.R. Section 2.102, Pet Valu Canada Inc., 121 McPherson Street, Markham, ONT L3R 3L3, CANADA, a corporation organized under the laws of Canada, 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 confer with counsel

The time within which to file a notice of opposition is set to expire on 03/02/2006. Pet Valu Canada Inc. respectfully requests that the time period within which to file an opposition be extended until 05/31/2006.

Respectfully submitted,  
/Roberta Jacobs-Meadway/  
02/13/2006

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