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Filing date: **02/14/2006**

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

Applicant:	Purple Wine Company LLC
Application Serial Number:	78641682
Application Filing Date:	06/01/2005
Mark:	POPPY COAST
Date of Publication	02/14/2006

First 30 Day Request for Extension of Time to Oppose

Pursuant to 37 C.F.R. Section 2.102, Monterey Wine Company, LLC, 1010 Industrial Way, King City, CA 93930, UNITED STATES, a Limited Liability Company, organized under the laws of California, respectfully requests that it be granted a 30-day extension of time to file a notice of opposition against the above-identified mark.

The time within which to file a notice of opposition is set to expire on 03/16/2006. Monterey Wine Company, LLC respectfully requests that the time period within which to file an opposition be extended until 04/15/2006.

Respectfully submitted,
/BStrike/
02/14/2006

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