

ESTTA Tracking number: **ESTTA99166**

Filing date: **09/13/2006**

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

Applicant:	Diamond Eye Manufacturing, LLC
Application Serial Number:	78772585
Application Filing Date:	12/13/2005
Mark:	BIG DOG
Date of Publication	08/15/2006

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

Pursuant to 37 C.F.R. Section 2.102, Big Dog Holdings, Inc., 121 Gray Avenue, Santa Barbara, CA 93101, 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 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 09/14/2006. Big Dog Holdings, Inc. respectfully requests that the time period within which to file an opposition be extended until 12/13/2006.

Respectfully submitted,

/Kurt Koenig/

09/13/2006

Kurt Koenig

Koenig & Associates

226 E. Canon Perdido St., Suite M

Santa Barbara, CA 93101

UNITED STATES

Kurt@incip.com

805-965-4400