

ESTTA Tracking number: **ESTTA156918**

Filing date: **08/15/2007**

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

Applicant:	STARWOOD HOTELS & RESORTS WORLDWIDE, INC.
Application Serial Number:	78778211
Application Filing Date:	12/21/2005
Mark:	ALOFT W HOTELS
Date of Publication	07/17/2007

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

Pursuant to 37 C.F.R. Section 2.102, OliverMcMillan Corporation, 733 8th Ave., San Diego, CA 92101, UNITED STATES, a corporation organized under the laws of California, 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 confer with counsel
- The potential opposer is engaged in settlement discussions with applicant

The time within which to file a notice of opposition is set to expire on 08/16/2007. OliverMcMillan Corporation respectfully requests that the time period within which to file an opposition be extended until 11/14/2007.

Respectfully submitted,
/KABM/
08/15/2007

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