

ESTTA Tracking number: **ESTTA125990**

Filing date: **02/21/2007**

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

Applicant:	NFL Properties LLC
Application Serial Number:	78804122
Application Filing Date:	02/01/2006
Mark:	THE BIG GAME
Date of Publication	01/23/2007

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

Pursuant to 37 C.F.R. Section 2.102, Diageo North America, Inc., 801 Main Avenue, Norwalk, CT 06851, UNITED STATES, a corporation organized under the laws of Connecticut, 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 02/22/2007. Diageo North America, Inc. respectfully requests that the time period within which to file an opposition be extended until 05/23/2007.

Respectfully submitted,
/Steven Rosenthal/
02/21/2007

Steven Rosenthal

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