

ESTTA Tracking number: **ESTTA151797**

Filing date: **07/18/2007**

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

Applicant:	<b>STARWOOD HOTELS &amp; RESORTS WORLDWIDE, INC.</b>
Application Serial Number:	<b>78812104</b>
Application Filing Date:	<b>02/10/2006</b>
Mark:	<b>ALOFT</b>
Date of Publication	<b>06/19/2007</b>

## **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 07/19/2007. OliverMcMillan Corporation respectfully requests that the time period within which to file an opposition be extended until 10/17/2007.

Respectfully submitted,  
/KABM/  
07/18/2007

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