

ESTTA Tracking number: **ESTTA147846**

Filing date: **06/26/2007**

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

Applicant:	Einstein Cosmetics Ltd
Application Serial Number:	78844895
Application Filing Date:	03/23/2006
Mark:	EINSTEIN
Date of Publication	06/12/2007

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

Pursuant to 37 C.F.R. Section 2.102, The Hebrew University of Jerusalem, P.O. Box 34165, Givat Ram, 91341, ISRAEL, a corporation organized under the laws of Israel, 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 cause is established for this request by:

- The potential opposer needs additional time to investigate the claim

The time within which to file a notice of opposition is set to expire on 07/12/2007. The Hebrew University of Jerusalem respectfully requests that the time period within which to file an opposition be extended until 10/10/2007.

Respectfully submitted,
/Randall Brater/
06/26/2007

Anthony V. Lupo and Randall Brater

Arent Fox LLP

1050 Connecticut Avenue, NW

Washington, DC 20036

UNITED STATES

**lupo.anthony@arentfox.com, brater.randall@arentfox.com, bruno.sarah@arentfox.com,
walker.christina@arentfox.com, tmdocket@arentfox.com**

2028576000