

ESTTA Tracking number: **ESTTA124393**

Filing date: **02/12/2007**

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

Applicant:	The Procter & Gamble Company
Application Serial Number:	78880408
Application Filing Date:	05/10/2006
Mark:	SIMPLY CLEAN
Date of Publication	01/16/2007

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

Pursuant to 37 C.F.R. Section 2.102, S & S Brands, Inc., 1007 Orange Street, Nemours Building, Suite 1410, Wilmington, DE 19801, 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 cause is established for this request by:

- 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 02/15/2007. S & S Brands, Inc. respectfully requests that the time period within which to file an opposition be extended until 05/16/2007.

Respectfully submitted,
/Rebecca Finkenbinder/
02/12/2007

Rebecca Finkenbinder

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