

ESTTA Tracking number: **ESTTA130226**

Filing date: **03/16/2007**

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

Applicant:	<b>DAIRY FARMERS OF AMERICA, INC.</b>
Application Serial Number:	<b>78884445</b>
Application Filing Date:	<b>05/16/2006</b>
Mark:	<b>SEASON SENSATIONS</b>
Date of Publication	<b>03/06/2007</b>

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

Pursuant to 37 C.F.R. Section 2.102, THE B. MANISCHEWITZ COMPANY, LLC, One Manischewitz Plaza, Jersey City, NJ 07302, UNITED STATES, a Limited Liability Company, 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 04/05/2007. THE B. MANISCHEWITZ COMPANY, LLC respectfully requests that the time period within which to file an opposition be extended until 07/04/2007.

Respectfully submitted,  
/martin j beran/  
03/16/2007

**Martin J. Beran**

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