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Filing date: **12/07/2006**

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

Applicant:	Stokely-Van Camp, Inc.
Application Serial Number:	78907663
Application Filing Date:	06/14/2006
Mark:	IT'S A WHOLE NEW BALLGAME
Date of Publication	11/07/2006

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

Pursuant to 37 C.F.R. Section 2.102, The Cincinnati Reds LLC, Great American Ball Park, 100 Main Street, Cincinnati, OH 45202, 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 investigate the claim

The time within which to file a notice of opposition is set to expire on 12/07/2006. The Cincinnati Reds LLC respectfully requests that the time period within which to file an opposition be extended until 03/07/2007.

Respectfully submitted,

/Todd W. Evans/

12/07/2006

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