

ESTTA Tracking number: **ESTTA421593**

Filing date: **07/25/2011**

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

Applicant:	<b>Educational Records Bureau</b>
Application Serial Number:	<b>85236368</b>
Application Filing Date:	<b>02/08/2011</b>
Mark:	<b>WPP WRITING PRACTICE PROGRAM</b>
Date of Publication	<b>07/12/2011</b>

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

Pursuant to 37 C.F.R. Section 2.102, WPP Properties, 100 Park Avenue, New York, NY 10017, UNITED STATES, a partnership, composed of Young & Rubicam, Inc., a Delaware corporation, and Y&R Properties Holding One LLC, a Delaware limited liability company 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 08/11/2011. WPP Properties respectfully requests that the time period within which to file an opposition be extended until 11/09/2011.

Respectfully submitted,  
/jeffrey c. katz/  
07/25/2011

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