

ESTTA Tracking number: **ESTTA427547**

Filing date: **08/29/2011**

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

Applicant:	<b>Awake Connected Entertainment</b>
Application Serial Number:	<b>85266528</b>
Application Filing Date:	<b>03/14/2011</b>
Mark:	<b>AWAKE CONNECTED ENTERTAINMENT</b>
Date of Publication	<b>08/16/2011</b>

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

Pursuant to 37 C.F.R. Section 2.102, Entertainment Publications, LLC, 1414 E. Maple Rd, Troy, MI 48083, 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 09/15/2011. Entertainment Publications, LLC respectfully requests that the time period within which to file an opposition be extended until 12/14/2011.

Respectfully submitted,  
/Julie E. Kretzschmer/  
08/29/2011

**Julie E. Kretzschmer**

**Honigman Miller Schwartz and Cohn LLP**

**39400 Woodward Avenue, Suite 101**

**Bloomfield Hills, MI 48304**

**UNITED STATES**

**tmdocketing@honigman.com**

**248-566-8530**