

ESTTA Tracking number: **ESTTA449092**

Filing date: **01/03/2012**

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

Applicant:	Eclipse Marketing Services, Inc.
Application Serial Number:	85278075
Application Filing Date:	03/27/2011
Mark:	ENTERTAINMENT NOW
Date of Publication	12/13/2011

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 Road, 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 causes are established for this request by:

- The potential opposer needs additional time to investigate the claim
- 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 01/12/2012. Entertainment Publications LLC respectfully requests that the time period within which to file an opposition be extended until 04/11/2012.

Respectfully submitted,
/Julie E. Kretzschmer/
01/03/2012

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