

ESTTA Tracking number: **ESTTA521814**

Filing date: **02/15/2013**

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

Applicant:	<b>Phoenix Intangibles Holding Company</b>
Application Serial Number:	<b>85729321</b>
Application Filing Date:	<b>09/14/2012</b>
Mark:	<b>REAL FRESH NOT REAL FANCY GOOD CENTS GROCERY + MORE</b>
Date of Publication	<b>01/22/2013</b>

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

Pursuant to 37 C.F.R. Section 2.102, Mr. Goodcents Franchise Systems, Inc., 8997 Commerce Drive, DeSoto, KS 66018, UNITED STATES, a corporation organized under the laws of Kansas, 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 02/21/2013. Mr. Goodcents Franchise Systems, Inc. respectfully requests that the time period within which to file an opposition be extended until 05/22/2013.

Respectfully submitted,  
/Michael Elbein/  
02/15/2013

**Michael Elbein**

**Hovey Williams LLP**

**10801 MastinSuite 1000**

**Overland Park, KS 66210**

**UNITED STATES**

**tmdocketing.elbein@hoveywilliams.com, jcrowford@hoveywilliams.com**

**913-647-9050**