

**SOU Extension Request
(15 U.S.C. Section 1051(d))**

Handwritten Signature

To the Commissioner for Trademarks:

MARK: BRIGHTER TOMORROW
SERIAL NUMBER: 77003056

The applicant, Mars, Incorporated, having an address of 6885 Elm Street, McLean, Virginia United States 221013883, requests a six-month extension of time to file the Statement of Use under 37 C.F.R. Section 2.89 in this application. The Notice of Allowance mailing date was 10/16/2007.

For International Class 035:

Current identification: Economic consulting for the agricultural farming sectors for planning, organizing, monitoring and carrying out unique and complex projects related to coffee growing and processing namely, consulting farmers and their communities regarding investments to improve the quality of their produce and their communities; business consultation services, namely, consulting regarding improvement of trading relationships

The applicant has a continued bona fide intention to use or use through the applicant's related company or licensee the mark in commerce on or in connection with all of the goods and/or services listed in the Notice of Allowance, or as subsequently modified.

For International Class 041:

Current identification: Educational services namely conducting programs in the field of coffee growing and processing

The applicant has a continued bona fide intention to use or use through the applicant's related company or licensee the mark in commerce on or in connection with all of the goods and/or services listed in the Notice of Allowance, or as subsequently modified.

This is the first extension request.

A Statement of Use is being submitted along with the Extension request as evidence that applicant believes that it has made valid use of the mark in commerce. If the USPTO finds the Statement of Use to be fatally defective, the applicant requests additional time to file an amended or substitute Statement of Use.

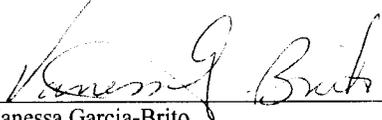
The applicant hereby appoints Cristina A. Carvalho and Ross Q. Panko of ARENT FOX LLP, 1050 CONNECTICUT AVENUE, NW, WASHINGTON, District of Columbia United States 20036-5339 to submit this Request for Extension of Time to File a Statement of Use on behalf of the applicant. The attorney docket/reference number is BRIGHTER TOMORROW 028881.00002.

A fee payment in the amount of \$300 will be submitted with the form, representing payment for 2 classes.

Declaration

The undersigned being hereby warned that willful false statements and the like are punishable by fine or imprisonment, or both, under 18 U.S.C. Section 1001, and that such willful false statements and the like may jeopardize the validity of this document, declares that he/she is properly authorized to execute this document on behalf of the Owner; and all statements made of his/her own knowledge are true and that all statements made on information and belief are believed to be true.

Signature Section:

Signature: 

Signatory's Name: Vanessa Garcia-Brito

Signatory's Position: Sr. Marketing Properties Manager & Assistant Secretary

Date Signed: 4/09/08