

Jeffrey L. Van Hoosear, Esq.
Knobbe, Martens, Olson & Bear
620 Newport Center Drive
16th Floor
Newport Beach, CA 92660-8016

Re: Petition to Revive Application Serial No. 74/592337
Applicant: Sociedad Agricola Haras de Pirque S.A.
For: FINA SANGRE

Dear Mr. Van Hoosear:

This will acknowledge receipt of the petition to revive the above-identified application, filed December 27, 1996.

Decision: Petition to Revive is hereby DENIED.

In any petition to revive an abandoned application, the applicant must show that the delay in responding was unavoidable. Delays due to circumstances that could have been avoided with the exercise of care and attention are not considered unavoidable delays.

The preparation and execution of a response during the last few days of the response period should be carried out with the utmost diligence and attention. While faxing applicant's instructions on the Thanksgiving holiday might have been inadvertent and unintentional, it could have been avoided by the exercise of reasonable care. As with any Federal holiday, applicant's response would have been considered timely filed had it been received on the next succeeding working day following the holiday. 37 C.F.R. § 1.7. The \$100 fee for filing the extension request will be refunded in due course.

Sincerely,

Roger J. Drexler
Paralegal Specialist
Office of the Assistant
Commissioner for Trademarks
(703) 308-8910 x46