

ESTTA Tracking number: **ESTTA81402**

Filing date: **05/18/2006**

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

Applicant:	GREAT JUICE COMPANY, THE
Application Serial Number:	75588742
Application Filing Date:	11/16/1998
Mark:	JUST JUICE
Date of Publication	05/09/2006

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

Pursuant to 37 C.F.R. Section 2.102, Smucker Quality Beverages, Inc., 1 Strawberry Lane, Orrville, OH 44667, UNITED STATES, a corporation organized under the laws of California, 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 06/08/2006. Smucker Quality Beverages, Inc. respectfully requests that the time period within which to file an opposition be extended until 09/06/2006.

Respectfully submitted,
/kjf/
05/18/2006

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