

ESTTA Tracking number: **ESTTA314813**

Filing date: **11/03/2009**

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

Applicant:	<b>COAST PRODUCE COMPANY</b>
Application Serial Number:	<b>77710009</b>
Application Filing Date:	<b>04/08/2009</b>
Mark:	<b>SO FRESH MARKET</b>
Date of Publication	<b>10/20/2009</b>

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

Pursuant to 37 C.F.R. Section 2.102, The Fresh Market, Inc., 628 Green Valley Road, Suite 500, Greensboro, NC 27408, UNITED STATES, a corporation organized under the laws of North Carolina, 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 11/19/2009. The Fresh Market, Inc. respectfully requests that the time period within which to file an opposition be extended until 02/17/2010.

Respectfully submitted,  
/N. Christopher Norton/  
11/03/2009

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