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Filing date: **06/19/2015**

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

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| Applicant: | Imperia Holdings, Inc. |
| Application Serial Number: | 77717122 |
| Application Filing Date: | 04/20/2009 |
| Mark: | PENTHOUSE COFFEE |
| Date of Publication | 05/26/2015 |

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

Pursuant to 37 C.F.R. Section 2.102, General Media Communications, Inc., 8944 Mason Ave, Chatsworth, CA 91311, UNITED STATES, a corporation organized under the laws of New York, 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 cause is established for this request by:

- The potential opposer needs additional time to investigate the claim

The time within which to file a notice of opposition is set to expire on 06/25/2015. General Media Communications, Inc. respectfully requests that the time period within which to file an opposition be extended until 09/23/2015.

Respectfully submitted,
/David L. Sigalow/
06/19/2015

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