

ESTTA Tracking number: **ESTTA350868**

Filing date: **06/03/2010**

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

Applicant:	PEPSICO, INC.
Application Serial Number:	77897923
Application Filing Date:	12/21/2009
Mark:	PEPSI FUSION
Date of Publication	05/04/2010

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

Pursuant to 37 C.F.R. Section 2.102, Mars, Incorporated, 6885 Elm Street, McLean, VA 22101, UNITED STATES, a corporation organized under the laws of Delaware, 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 06/03/2010. Mars, Incorporated respectfully requests that the time period within which to file an opposition be extended until 09/01/2010.

Respectfully submitted,
/Loni J. Sherwin/
06/03/2010

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