

ESTTA Tracking number: **ESTTA648479**

Filing date: **01/06/2015**

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

Applicant:	EPONYMIA
Application Serial Number:	78750999
Application Filing Date:	11/10/2005
Mark:	LIFE WATER
Date of Publication	12/23/2014

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

Pursuant to 37 C.F.R. Section 2.102, South Beach Beverage Company, Inc., 40 Richards Avenue, Norwalk, CT 06854, 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 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 01/22/2015. South Beach Beverage Company, Inc. respectfully requests that the time period within which to file an opposition be extended until 04/22/2015.

Respectfully submitted,

/Paul A. Lee/

01/06/2015

Paul A. Lee

Senior Director - Trademark Counsel

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