

ESTTA Tracking number: **ESTTA416089**

Filing date: **06/23/2011**

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

Applicant:	<b>ASAHI BREWERIES, LTD.</b>
Application Serial Number:	<b>79092226</b>
Application Filing Date:	<b>09/29/2010</b>
Mark:	<b>ASAHI W-ZERO</b>
Date of Publication	<b>06/14/2011</b>

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

Pursuant to 37 C.F.R. Section 2.102, The Coca-Cola Company, One Coca-Cola Plaza, Atlanta, GA 30313, 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 07/14/2011. The Coca-Cola Company respectfully requests that the time period within which to file an opposition be extended until 10/12/2011.

Respectfully submitted,  
/Pamela C. Mallari/  
06/23/2011

**Pamela C. Mallari**

**Trademark Counsel**

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