

ESTTA Tracking number: **ESTTA668643**

Filing date: **04/24/2015**

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

|                            |                            |
|----------------------------|----------------------------|
| Applicant:                 | <b>Brainjuicer Limited</b> |
| Application Serial Number: | <b>79137840</b>            |
| Application Filing Date:   | <b>02/08/2013</b>          |
| Mark:                      | <b>JUICE GENERATION</b>    |
| Date of Publication        | <b>03/31/2015</b>          |

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

Pursuant to 37 C.F.R. Section 2.102, Brainjuicer Limited Limited Company, 1 Cavendish Place, London, W1G 0QF, UNITED KINGDOM, a LLC, organized under the laws of United Kingdom, 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 04/30/2015. Brainjuicer Limited Limited Company respectfully requests that the time period within which to file an opposition be extended until 07/29/2015.

Respectfully submitted,  
/Nigamnarayan Acharya/  
04/24/2015

**Nigamnarayan Acharya**

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