

ESTTA Tracking number: **ESTTA414587**

Filing date: **06/15/2011**

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

Applicant:	The Trustees of The Coppola Family Trust
Application Serial Number:	85043407
Application Filing Date:	05/20/2010
Mark:	PLUM LABEL
Date of Publication	05/17/2011

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

Pursuant to 37 C.F.R. Section 2.102, Diageo Brands B.V., Molenwerf 10-12, Amsterdam, 1014BG, NETHERLANDS, a Private Limited Company, organized under the laws of Netherlands, 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 06/16/2011. Diageo Brands B.V. respectfully requests that the time period within which to file an opposition be extended until 09/14/2011.

Respectfully submitted,
/stuart kauffman/
06/15/2011

Stuart Kauffman

Diageo North America, Inc.

801 Main Avenue

Norwalk, CT 06851

UNITED STATES

trademarks@diageo.com, evan.gourvitz@diageo.com, stuart.kauffman@diageo.com,

gina.vendittelli@diageo.com

(203) 229-2100