

ESTTA Tracking number: **ESTTA411217**

Filing date: **05/26/2011**

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

Applicant:	<b>The Trustees of The Coppola Family Trust</b>
Application Serial Number:	<b>85043414</b>
Application Filing Date:	<b>05/20/2010</b>
Mark:	<b>MAGENTA LABEL</b>
Date of Publication	<b>04/26/2011</b>

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

Pursuant to 37 C.F.R. Section 2.102, Diageo Chateau & Estate Wines Company, 240 Gateway Road West, Napa, CA 94558, UNITED STATES, a corporation organized under the laws of California, 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 05/26/2011. Diageo Chateau & Estate Wines Company respectfully requests that the time period within which to file an opposition be extended until 08/24/2011.

Respectfully submitted,  
/diane plaut/  
05/26/2011

**Diane Plaut**

**Diageo North America, Inc.**

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**UNITED STATES**

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