

ESTTA Tracking number: **ESTTA418166**

Filing date: **07/06/2011**

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

Applicant:	The Gracious Gourmet, LLC
Application Serial Number:	85236746
Application Filing Date:	02/08/2011
Mark:	DELICIOUS, NATURALLY!
Date of Publication	06/14/2011

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

Pursuant to 37 C.F.R. Section 2.102, Frito-Lay North America, Inc., 7701 Legacy Drive, Plano, TX 75024, 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. Frito-Lay North America, Inc. respectfully requests that the time period within which to file an opposition be extended until 10/12/2011.

Respectfully submitted,
/Jeanette S. Zimmer/
07/06/2011

Jeanette S. Zimmer

Frito-Lay North America, Inc.

7701 Legacy Drive

Plano, TX 75024

UNITED STATES

trademarks@pepsico.com