

ESTTA Tracking number: **ESTTA481721**

Filing date: **07/05/2012**

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

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| Applicant: | Smith & Hook Winery, Inc. |
| Application Serial Number: | 85365992 |
| Application Filing Date: | 07/07/2011 |
| Mark: | CICLI FIAT |
| Date of Publication | 06/05/2012 |

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

Pursuant to 37 C.F.R. Section 2.102, Fiat Group Marketing & Corporate Communication S.p.A., Via Nizza 250, Torino, I-10126, ITALY, a corporation organized under the laws of Italy, 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 07/05/2012. Fiat Group Marketing & Corporate Communication S.p.A. respectfully requests that the time period within which to file an opposition be extended until 10/03/2012.

Respectfully submitted,
/Leo M. Loughlin/
07/05/2012

Leo M. Loughlin

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