

ESTTA Tracking number: **ESTTA482730**

Filing date: **07/11/2012**

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

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|----------------------------|--------------------|
| Applicant: | Kelly Reitz |
| Application Serial Number: | 85371656 |
| Application Filing Date: | 07/14/2011 |
| Mark: | MAC |
| Date of Publication | 06/19/2012 |

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

Pursuant to 37 C.F.R. Section 2.102, Estee Lauder Cosmetics Ltd., 161 Commander Boulevard, Agincourt, ONT M1S 3K9, CANADA, a corporation organized under the laws of Canada, 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 07/19/2012. Estee Lauder Cosmetics Ltd. respectfully requests that the time period within which to file an opposition be extended until 10/17/2012.

Respectfully submitted,

/Rita M. Odin/

07/11/2012

Rita M. Odin

Vice President

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UNITED STATES

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