

ESTTA Tracking number: **ESTTA470773**

Filing date: **05/03/2012**

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

Applicant:	<b>Cellco Partnership</b>
Application Serial Number:	<b>85476703</b>
Application Filing Date:	<b>11/18/2011</b>
Mark:	<b>HEADSTRONG</b>
Date of Publication	<b>04/17/2012</b>

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

Pursuant to 37 C.F.R. Section 2.102, Headstrong Worldwide Limited, 2nd Floor, 4 Eastcheap, London, EC3M 1AE, UNITED KINGDOM, a Company, organized under the laws of United Kingdom, 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 05/17/2012. Headstrong Worldwide Limited respectfully requests that the time period within which to file an opposition be extended until 08/15/2012.

Respectfully submitted,  
/Jeffrey A. Nelson/  
05/03/2012

**Jeffrey A. Nelson**

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