

ESTTA Tracking number: **ESTTA478969**

Filing date: **06/20/2012**

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

Applicant:	Jay at Play International Hong Kong Limited
Application Serial Number:	85509743
Application Filing Date:	01/05/2012
Mark:	CUPKIDS
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, Yoel Steinberg, 1823 53rd Street, Brooklyn, NY 11204, UNITED STATES, an individual and a citizen of UNITED STATES respectfully requests that he/she 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 seek counsel to represent it in this matter
- *A letter of protest was filed by me in a timely manner. The Office has not yet decided whether to grant the letter. If Office decides to grant the letter and subsequently refuses to register the applied for mark, then a TTAB hearing will presumably not be needed since the applied for mark will be refused even without TTAB proceedings. This request for time to seek counsel should NOT be interpreted as a retraction of the letter of protest already filed.*

The time within which to file a notice of opposition is set to expire on 07/05/2012. Yoel Steinberg respectfully requests that the time period within which to file an opposition be extended until 10/03/2012.

Respectfully submitted,
/yoel steinberg/
06/20/2012

Yoel Steinberg

CEO

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