

ESTTA Tracking number: **ESTTA481056**

Filing date: **07/01/2012**

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

Applicant:	<b>Jay at Play International Hong Kong Limited</b>
Application Serial Number:	<b>85509743</b>
Application Filing Date:	<b>01/05/2012</b>
Mark:	<b>CUPKIDS</b>
Date of Publication	<b>06/05/2012</b>

## **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 confer with counsel
- *Letter of Protest was already sent. Office did not yet respond whether letter is accepted. If letter is accepted, and if mark is refused without opposition proceedings, then opposition proceedings will not be needed.*

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/  
07/01/2012

**Yoel Steinberg**  
**1823 53rd Street**  
**Brooklyn, NY 11204**  
**UNITED STATES**  
**yoelhalevi@juno.com**  
**71823242375**