

ESTTA Tracking number: **ESTTA534819**

Filing date: **04/29/2013**

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

Applicant:	The Piada Group, LLC
Application Serial Number:	85596316
Application Filing Date:	04/12/2012
Mark:	PIADA LIFESTYLE
Date of Publication	04/02/2013

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

Pursuant to 37 C.F.R. Section 2.102, Prada S.A., 23, rue Aldringen, Luxembourg, 1118, LUXEMBOURG, a corporation organized under the laws of Luxembourg, 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 05/02/2013. Prada S.A. respectfully requests that the time period within which to file an opposition be extended until 07/31/2013.

Respectfully submitted,

/sud/

04/29/2013

Susan Upton Douglass

Fross Zelnick Lehrman & Zissu, P.C.

866 United Nations Plaza

New York, NY 10017

UNITED STATES

sdouglass@frosszelnick.com

212-813-5900