

ESTTA Tracking number: **ESTTA549949**

Filing date: **07/23/2013**

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

Applicant:	<b>ConAgra Foods RDM, Inc.</b>
Application Serial Number:	<b>85655967</b>
Application Filing Date:	<b>06/19/2012</b>
Mark:	<b>POP CRUNCH</b>
Date of Publication	<b>05/28/2013</b>

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

Pursuant to 37 C.F.R. Section 2.102, Frito-Lay North America, Inc., 7701 Legacy Drive, Mail Stop 3A-421, Plano, TX 75024, UNITED STATES respectfully requests that he/she/it be granted an additional 60-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 07/27/2013. Frito-Lay North America, Inc. respectfully requests that the time period within which to file an opposition be extended until 09/25/2013.

Respectfully submitted,  
/Jeanette S. Zimmer/  
07/23/2013

**Jeanette S. Zimmer**

**Senior Trademark Counsel**

**Frito-Lay North America, Inc.**

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**UNITED STATES**

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