

ESTTA Tracking number: **ESTTA560839**

Filing date: **09/23/2013**

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

Applicant:	<b>What a Life, LLC</b>
Application Serial Number:	<b>85696428</b>
Application Filing Date:	<b>08/06/2012</b>
Mark:	<b>UP IN SMOKE</b>
Date of Publication	<b>07/23/2013</b>

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

Pursuant to 37 C.F.R. Section 2.102, UP IN SMOKE, INC., 7300 N MacArthur Blvd Ste 100, Irving, TX 75063, 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 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 potential opposer is engaged in settlement discussions with applicant

The time within which to file a notice of opposition is set to expire on 09/21/2013. UP IN SMOKE, INC. respectfully requests that the time period within which to file an opposition be extended until 11/20/2013.

Respectfully submitted,

/stephen l. levine/

09/23/2013

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