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

Proceeding	85702202
Applicant	Consumer Electronics Association
Applied for Mark	BRAND MATTERS
Correspondence Address	CHRISTOPHER KELLY WILEY REIN LLP 1776 K ST NW WASHINGTON, DC 20006-2304 UNITED STATES ckelly@wileyrein.com
Submission	Applicant's Request to Extend
Attachments	BRAND MATTERS EOT TO FILE BRIEF.pdf(44262 bytes )
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Date	06/01/2015

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

In re Application of:

Consumer Electronics Association

Mark:           **BRAND MATTERS**

Ser. No.:       85/702,202

Filed:           August 17, 2012

**FIRST REQUEST FOR EXTENSION  
OF TIME TO FILE APPEAL BRIEF**

Applicant, Consumer Electronics Association, for good cause shown, respectfully moves the Board to extend its time for filing an appeal brief for sixty (60) days, up to and including, July 31, 2015.

This is Applicant's first extension request following its notice of appeal.

Applicant is now preparing a Request for Reconsideration for submission to the assigned examiner regarding the likelihood of confusion refusal. Applicant's request contains an amendment to Applicant's recitation of services, which, if accepted, should obviate the need for Applicant's appeal to move forward. The Request will be submitted shortly under separate cover.

In view of the foregoing, Applicant maintains that good cause is shown and that its request for an extension of time should be granted.

Respectfully submitted,

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Dated: June 1, 2015