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Filing date: **04/02/2013**

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

|                            |                         |
|----------------------------|-------------------------|
| Applicant:                 | <b>GFA Brands, Inc.</b> |
| Application Serial Number: | <b>85751520</b>         |
| Application Filing Date:   | <b>10/11/2012</b>       |
| Mark:                      | <b>EARTH BALANCE</b>    |
| Date of Publication        | <b>03/19/2013</b>       |

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

Pursuant to 37 C.F.R. Section 2.102, Balance Bar Company, Suite 202, 115 E. Stevens Avenue, Valhalla, NY 10595, UNITED STATES, a corporation organized under the laws of Delaware, 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 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 time within which to file a notice of opposition is set to expire on 04/18/2013. Balance Bar Company respectfully requests that the time period within which to file an opposition be extended until 07/17/2013.

Respectfully submitted,  
/Keith E. Sharkin/  
04/02/2013

**Keith E. Sharkin**

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