

ESTTA Tracking number: **ESTTA524167**

Filing date: **02/28/2013**

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

Applicant:	Boston Beer Corporation
Application Serial Number:	85756201
Application Filing Date:	10/17/2012
Mark:	SAMUEL ADAMS BLUEBERRY HILL
Date of Publication	02/12/2013

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

Pursuant to 37 C.F.R. Section 2.102, Anheuser-Busch, LLC, One Busch Place, St. Louis, MO 63111, UNITED STATES, a Limited Liability Company, organized under the laws of Missouri, 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 03/14/2013. Anheuser-Busch, LLC respectfully requests that the time period within which to file an opposition be extended until 06/12/2013.

Respectfully submitted,

/Andrea Anderson/

02/28/2013

Andrea Anderson

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