

ESTTA Tracking number: **ESTTA559900**

Filing date: **09/17/2013**

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

Applicant:	<b>The Honest Company</b>
Application Serial Number:	<b>85774161</b>
Application Filing Date:	<b>11/07/2012</b>
Mark:	<b>THE HONEST CO. THE HONEST CO.</b>
Date of Publication	<b>08/20/2013</b>

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

Pursuant to 37 C.F.R. Section 2.102, Honest Tea, Inc., 4827 Bethesda Avenue, Bethesda, MD 20814, 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 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 09/19/2013. Honest Tea, Inc. respectfully requests that the time period within which to file an opposition be extended until 12/18/2013.

Respectfully submitted,

/Pamela C. Mallari/

09/17/2013

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