

ESTTA Tracking number: **ESTTA537041**

Filing date: **05/09/2013**

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

Applicant:	Mountain View Fruit Sales, Inc.
Application Serial Number:	85787650
Application Filing Date:	11/26/2012
Mark:	THE ULTIMATE EATING EXPERIENCE
Date of Publication	04/30/2013

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

Pursuant to 37 C.F.R. Section 2.102, Paramount Citrus LLC, 11444 W. Olympic Blvd., Los Angeles, CA 90064, UNITED STATES, a limited liability company, 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 05/30/2013. Paramount Citrus LLC respectfully requests that the time period within which to file an opposition be extended until 08/28/2013.

Respectfully submitted,
/s/ Danielle M. Criona /s/
05/09/2013

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