

ESTTA Tracking number: **ESTTA545994**

Filing date: **06/30/2013**

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

Applicant:	Sjanna's
Application Serial Number:	85792698
Application Filing Date:	12/03/2012
Mark:	SJANNA'S CAKERY KISSES
Date of Publication	06/04/2013

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

Pursuant to 37 C.F.R. Section 2.102, The Hershey Company, 100 Crystal A Drive, Hershey, PA 17078, 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 07/04/2013. The Hershey Company respectfully requests that the time period within which to file an opposition be extended until 10/02/2013.

Respectfully submitted,
/john p rynkiewicz/
06/30/2013

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