

ESTTA Tracking number: **ESTTA528514**

Filing date: **03/25/2013**

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

| | |
|----------------------------|-------------------------|
| Applicant: | Madre Labs, Inc. |
| Application Serial Number: | 85810667 |
| Application Filing Date: | 12/26/2012 |
| Mark: | SIMPLY SALVE |
| Date of Publication | 03/12/2013 |

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

Pursuant to 37 C.F.R. Section 2.102, Church & Dwight Co., Inc., 500 Charles Ewing Boulevard, Ewing, NJ 08628, 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 04/11/2013. Church & Dwight Co., Inc. respectfully requests that the time period within which to file an opposition be extended until 07/10/2013.

Respectfully submitted,

/David J. Schuman/

03/25/2013

David J. Schuman

Church & Dwight Co., Inc.

500 Charles Ewing Boulevard

Ewing, NJ 08628

UNITED STATES

david.schuman@churchdwright.com

609-806-1418