

ESTTA Tracking number: **ESTTA556327**

Filing date: **08/27/2013**

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

Applicant:	Elevation Brands, LLC
Application Serial Number:	85875304
Application Filing Date:	03/13/2013
Mark:	FRIENDLY FOODS FOR LIFE
Date of Publication	07/30/2013

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

Pursuant to 37 C.F.R. Section 2.102, Food For Life Baking Co., Inc., 2991 East Doherty, Corona, CA 92879, UNITED STATES, a corporation organized under the laws of California, 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 08/29/2013. Food For Life Baking Co., Inc. respectfully requests that the time period within which to file an opposition be extended until 11/27/2013.

Respectfully submitted,

/dax alvarez/

08/27/2013

Dax Alvarez

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