

ESTTA Tracking number: **ESTTA591851**

Filing date: **03/11/2014**

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

Applicant:	<b>Melilea Franchise (M) SDN.BHD.</b>
Application Serial Number:	<b>85876568</b>
Application Filing Date:	<b>03/14/2013</b>
Mark:	<b>ST ELLA NEW YORK</b>
Date of Publication	<b>03/11/2014</b>

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

Pursuant to 37 C.F.R. Section 2.102, Stella McCartney Limited, 3 Olaf Street, London, W11 4BE, UNITED KINGDOM, a limited liability company, organized under the laws of United Kingdom, 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 04/10/2014. Stella McCartney Limited respectfully requests that the time period within which to file an opposition be extended until 07/09/2014.

Respectfully submitted,

/Robert Becker/

03/11/2014

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