

ESTTA Tracking number: **ESTTA562850**

Filing date: **10/03/2013**

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

Applicant:	<b>Conopco, Inc.</b>
Application Serial Number:	<b>85900438</b>
Application Filing Date:	<b>04/10/2013</b>
Mark:	<b>M MAGNUM</b>
Date of Publication	<b>09/03/2013</b>

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

Pursuant to 37 C.F.R. Section 2.102, Mars, Incorporated, 6885 Elm Street, McLean, VA 22101, 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 10/03/2013. Mars, Incorporated respectfully requests that the time period within which to file an opposition be extended until 01/01/2014.

Respectfully submitted,  
/Ross Q. Panko/  
10/03/2013

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