

ESTTA Tracking number: **ESTTA569089**

Filing date: **11/05/2013**

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

Applicant:	Fuhu Holdings, Inc.
Application Serial Number:	85944209
Application Filing Date:	05/28/2013
Mark:	BEAT PERSONALITY
Date of Publication	10/08/2013

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

Pursuant to 37 C.F.R. Section 2.102, Beats Electronics, LLC, 1601 Cloverfield Blvd., Suite 5000N, Santa Monica, CA 90404, 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 11/07/2013. Beats Electronics, LLC respectfully requests that the time period within which to file an opposition be extended until 02/05/2014.

Respectfully submitted,
/Lawrence E. James, Jr./
11/05/2013

Michael Kelber & Lawrence E. James, Jr.

Neal, Gerber & Eisenberg LLP

Two North LaSalle Street, Suite 1700

Chicago, IL 60602

UNITED STATES

**mkelber@ngelaw.com, ljames@ngelaw.com, kspicer@ngelaw.com, knye@ngelaw.com,
mbenson@ngelaw.com**

312-269-8000