

ESTTA Tracking number: **ESTTA601769**

Filing date: **05/01/2014**

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

Applicants:	Moye, Robert Neil Moye, Jacqueline M.
Application Serial Number:	86055606
Application Filing Date:	09/04/2013
Mark:	SIMPLY NATURAL CREAMERY NATURAL TASTE THAT IS SIMPLY DELICIOUS ALL- JERSEY FROM OUR FARM TO YOUR FAMILY
Date of Publication	04/15/2014

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

Pursuant to 37 C.F.R. Section 2.102, Simply Orange Juice Company, One Coca-Cola Plaza, Atlanta, GA 30313, UNITED STATES, a corporation organized under the laws of Florida, 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 05/15/2014. Simply Orange Juice Company respectfully requests that the time period within which to file an opposition be extended until 08/13/2014.

Respectfully submitted,
/Andrea E. Bates/
05/01/2014

Andrea E. Bates, Esq.

Bates & Bates, LLC

1890 Marietta Boulevard

Atlanta, GA 30318

UNITED STATES

**abates@bates-bates.com, abates@coca-cola.com, lhobbs@coca-cola.com,
kdawson@bates-bates.com**

404-228-7439