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Filing date: **06/10/2014**

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

Applicants:	Sow, Aminatou Friedman, Ann
Application Serial Number:	86078974
Application Filing Date:	09/30/2013
Mark:	SHINE THEORY
Date of Publication	06/10/2014

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

Pursuant to 37 C.F.R. Section 2.102, Theory LLC, 38 Gansevoort Street, New York, NY 10014, UNITED STATES, a limited liability company, organized under the laws of New York, 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 causes are established for this request by:

- The potential opposer needs additional time to investigate the claim
- The potential opposer needs additional time to confer with counsel

The time within which to file a notice of opposition is set to expire on 07/10/2014. Theory LLC respectfully requests that the time period within which to file an opposition be extended until 10/08/2014.

Respectfully submitted,
/Bret J. Danow/
06/10/2014

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