

ESTTA Tracking number: **ESTTA613284**

Filing date: **07/01/2014**

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

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

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

Pursuant to 37 C.F.R. Section 2.102, Shine Limited, Primrose Studios, 109 Regent's Park Road, London, NW1 8UR, UNITED KINGDOM, a corporation 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 07/10/2014. Shine Limited respectfully requests that the time period within which to file an opposition be extended until 10/08/2014.

Respectfully submitted,  
/Bryce Coughlin/  
07/01/2014

**Bryce Coughlin**

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