

ESTTA Tracking number: **ESTTA587870**

Filing date: **02/18/2014**

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

Applicant:	BBK Pictures, Inc.
Application Serial Number:	86094211
Application Filing Date:	10/17/2013
Mark:	BOSTON
Date of Publication	01/21/2014

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

Pursuant to 37 C.F.R. Section 2.102, Boston Beer Corporation, One Design Center Place, Suite 850, Boston, MA 02210, UNITED STATES, a corporation organized under the laws of Massachusetts, 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 02/20/2014. Boston Beer Corporation respectfully requests that the time period within which to file an opposition be extended until 05/21/2014.

Respectfully submitted,

/Sandra Edelman/

02/18/2014

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