

ESTTA Tracking number: **ESTTA605348**

Filing date: **05/20/2014**

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

Applicant:	<b>PURE VIRGINIA USA LLC</b>
Application Serial Number:	<b>86133587</b>
Application Filing Date:	<b>12/03/2013</b>
Mark:	<b>V PURE VIRGINIA USA</b>
Date of Publication	<b>05/13/2014</b>

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

Pursuant to 37 C.F.R. Section 2.102, Philip Morris USA Inc., 6601 West Broad Street, Richmond, VA 23230, UNITED STATES, a corporation organized under the laws of VIRGINIA, 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 06/12/2014. Philip Morris USA Inc. respectfully requests that the time period within which to file an opposition be extended until 09/10/2014.

Respectfully submitted,

/laila s. wolfgram/

05/20/2014

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