

ESTTA Tracking number: **ESTTA606315**

Filing date: **05/27/2014**

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

Applicant:	Atlas Vineyard Management, Inc.
Application Serial Number:	86137892
Application Filing Date:	12/08/2013
Mark:	BUTTER ME UP!
Date of Publication	04/29/2014

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

Pursuant to 37 C.F.R. Section 2.102, JaM Cellars Inc, 1030 Seminary Street, Suite C, Napa, CA 94559, UNITED STATES, a corporation organized under the laws of California, 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 potential opposer also intends to initiate settlement discussions with the applicant in the hope of avoiding the need for an opposition.*

The time within which to file a notice of opposition is set to expire on 05/29/2014. JaM Cellars Inc respectfully requests that the time period within which to file an opposition be extended until 08/27/2014.

Respectfully submitted,

/pwr/

05/27/2014

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