

ESTTA Tracking number: **ESTTA616403**

Filing date: **07/18/2014**

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

Applicant:	<b>Loyaltraffic.Com LLC</b>
Application Serial Number:	<b>86205693</b>
Application Filing Date:	<b>02/27/2014</b>
Mark:	<b>SWEET'N HIGH</b>
Date of Publication	<b>07/15/2014</b>

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

Pursuant to 37 C.F.R. Section 2.102, CPC Intellectual Property, Inc., 2 Cumberland Street, Brooklyn, NY 11205, UNITED STATES, a corporation 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 08/14/2014. CPC Intellectual Property, Inc. respectfully requests that the time period within which to file an opposition be extended until 11/12/2014.

Respectfully submitted,

/AFD/

07/18/2014

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