

ESTTA Tracking number: **ESTTA652879**

Filing date: **01/29/2015**

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

Applicant:	Prime Time International Company
Application Serial Number:	86208285
Application Filing Date:	02/28/2014
Mark:	ALTA
Date of Publication	01/27/2015

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

Pursuant to 37 C.F.R. Section 2.102, ALTRIA GROUP, 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 02/26/2015. ALTRIA GROUP, INC. respectfully requests that the time period within which to file an opposition be extended until 05/27/2015.

Respectfully submitted,
/laila s. wolfgram/
01/29/2015

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