

ESTTA Tracking number: **ESTTA654775**

Filing date: **02/09/2015**

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

Applicant:	<b>The Sugar Art Inc.</b>
Application Serial Number:	<b>86211205</b>
Application Filing Date:	<b>03/05/2014</b>
Mark:	<b>OLD GOLD</b>
Date of Publication	<b>01/13/2015</b>

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

Pursuant to 37 C.F.R. Section 2.102, Lorillard Licensing Company LLC, 1601 Wells Fargo Tower, 300 N. Greene Street, Greensboro, NC 27401, UNITED STATES, a Limited liability company, organized under the laws of North Carolina, 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 is engaged in settlement discussions with applicant
- *Applicant's counsel has been contacted by counsel for potential opposer, but has not responded.*

The time within which to file a notice of opposition is set to expire on 02/12/2015. Lorillard Licensing Company LLC respectfully requests that the time period within which to file an opposition be extended until 05/13/2015.

Respectfully submitted,  
/Howard A. MacCord, Jr./  
02/09/2015

**Howard A. MacCord, Jr.**

**MacCord Mason PLLC**

**P.O. Box 2974**

**Greensboro, NC 27402**

**UNITED STATES**

**amaccord@maccordmason.com, sdavis@maccordmason.com**

**336.273.4422**