

ESTTA Tracking number: **ESTTA625294**

Filing date: **09/04/2014**

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

Applicant:	<b>Froggy's Fog LLC</b>
Application Serial Number:	<b>86219446</b>
Application Filing Date:	<b>03/12/2014</b>
Mark:	<b>YUM-ME BUBBLES</b>
Date of Publication	<b>08/12/2014</b>

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

Pursuant to 37 C.F.R. Section 2.102, Hershey Chocolate & Confectionery Corporation, 4860 Robb Street, Suite 204, Wheat Ridge, CO 80033, UNITED STATES, a corporation organized under the laws of Delaware, 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 09/11/2014. Hershey Chocolate & Confectionery Corporation respectfully requests that the time period within which to file an opposition be extended until 12/10/2014.

Respectfully submitted,  
/williamjmorris/  
09/04/2014

**William J. Morris III**

**Hershey Chocolate & Confectionery Corporation**

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**Wheat Ridge, CO 80033**

**UNITED STATES**

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