

ESTTA Tracking number: **ESTTA627748**

Filing date: **09/17/2014**

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

Applicant:	<b>I Am Beyond LLC</b>
Application Serial Number:	<b>86223766</b>
Application Filing Date:	<b>03/17/2014</b>
Mark:	<b>BEYOND ATHLETICS</b>
Date of Publication	<b>08/19/2014</b>

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

Pursuant to 37 C.F.R. Section 2.102, Athletics Investment Group LLC d/b/a The Oakland Athletics Baseball Company, 7000 Coliseum Way, Second Floor, Oakland, CA 94621, UNITED STATES, a limited liability company, 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 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 09/18/2014. Athletics Investment Group LLC d/b/a The Oakland Athletics Baseball Company respectfully requests that the time period within which to file an opposition be extended until 12/17/2014.

Respectfully submitted,  
/Don M. Obert/  
09/17/2014

**Don M. Obert**

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