

ESTTA Tracking number: **ESTTA642461**

Filing date: **12/03/2014**

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

Applicant:	<b>The Coca-Cola Company</b>
Application Serial Number:	<b>86354847</b>
Application Filing Date:	<b>08/01/2014</b>
Mark:	<b>CHOOSE HAPPY</b>
Date of Publication	<b>12/02/2014</b>

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

Pursuant to 37 C.F.R. Section 2.102, COKI The Association, 33 Montilla Ave, Coral Gables, FL 33134, UNITED STATES, a Unincorporated Association, organized under the laws of Florida , 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 01/01/2015. COKI The Association respectfully requests that the time period within which to file an opposition be extended until 04/01/2015.

Respectfully submitted,

/ASUS/

12/03/2014

**Alberto Somohano-Soler**

**Authorized Majority Member**

**COKI The Association**

**33 Montilla Ave**

**Coral Gables, FL 33134**

**UNITED STATES**

**cokitheassociation@outlook.com**