

ESTTA Tracking number: **ESTTA655268**

Filing date: **02/11/2015**

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

Applicant:	<b>Tri-Union Seafoods, LLC</b>
Application Serial Number:	<b>86370088</b>
Application Filing Date:	<b>08/18/2014</b>
Mark:	<b>BE THE MOMENT</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, Bumble Bee Foods, LLC, 280 10th Avenue, San Diego, CA 92101, UNITED STATES, a Limited Liability Company, 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 02/12/2015. Bumble Bee Foods, LLC respectfully requests that the time period within which to file an opposition be extended until 05/13/2015.

Respectfully submitted,

/Ben T. Lila/

02/11/2015

**Ben T. Lila**

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