

ESTTA Tracking number: **ESTTA678844**

Filing date: **06/18/2015**

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

Applicant:	<b>Private Label Holdings, LLC</b>
Application Serial Number:	<b>86493156</b>
Application Filing Date:	<b>12/31/2014</b>
Mark:	<b>ANNIE FREEZE</b>
Date of Publication	<b>06/09/2015</b>

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

Pursuant to 37 C.F.R. Section 2.102, Sazerac Company, Inc., 3850 North Causeway Boulevard, Suite 1695, Metairie, LA 70002, UNITED STATES, a corporation organized under the laws of Louisiana, 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 07/09/2015. Sazerac Company, Inc. respectfully requests that the time period within which to file an opposition be extended until 10/07/2015.

Respectfully submitted,

/Thomas M. Hadid/

06/18/2015

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