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Filing date: **03/24/2016**

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

|                            |                                    |
|----------------------------|------------------------------------|
| Applicant:                 | <b>Global Brand Consulting LLC</b> |
| Application Serial Number: | <b>86579962</b>                    |
| Application Filing Date:   | <b>03/28/2015</b>                  |
| Mark:                      | <b>GUD BUD</b>                     |
| Date of Publication        | <b>02/23/2016</b>                  |

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

Pursuant to 37 C.F.R. Section 2.102, Anheuser-Busch, LLC, One Busch Place, St. Louis, MO 63118, UNITED STATES, a limited liability company, organized under the laws of Missouri, 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 03/24/2016. Anheuser-Busch, LLC respectfully requests that the time period within which to file an opposition be extended until 06/22/2016.

Respectfully submitted,

/Nadya Davis/

03/24/2016

**Nadya Davis**

**Holland & Hart LLP**

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