

ESTTA Tracking number: **ESTTA738991**

Filing date: **04/08/2016**

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

Applicant:	<b>Fitiquity, Inc.</b>
Application Serial Number:	<b>86586638</b>
Application Filing Date:	<b>04/03/2015</b>
Mark:	<b>BE FIT EVERYWHERE</b>
Date of Publication	<b>03/15/2016</b>

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

Pursuant to 37 C.F.R. Section 2.102, 24 Hour Fitness USA, Inc., 12647 Alcosta Boulevard, Suite 500, San Ramon, CA 94583, UNITED STATES, a corporation 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 04/14/2016. 24 Hour Fitness USA, Inc. respectfully requests that the time period within which to file an opposition be extended until 07/13/2016.

Respectfully submitted,  
/Sharoni S. Finkelstein/  
04/08/2016

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