

ESTTA Tracking number: **ESTTA728921**

Filing date: **02/23/2016**

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

Applicant:	Popsy LLC
Application Serial Number:	86733324
Application Filing Date:	08/21/2015
Mark:	POPSY FILLED WITH LOVE
Date of Publication	02/23/2016

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

Pursuant to 37 C.F.R. Section 2.102, PepsiCo, Inc., 700 Anderson Hill Road, Purchase, NY 10577, UNITED STATES, a corporation organized under the laws of North Carolina, 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. PepsiCo, Inc. respectfully requests that the time period within which to file an opposition be extended until 06/22/2016.

Respectfully submitted,
/Paul A. Lee/
02/23/2016

Paul A. Lee

Senior Trademark Counsel

PepsiCo, Inc.

700 Anderson Hill Road

Purchase, NY 10577

UNITED STATES

trademarks@pepsico.com, paul.lee@pepsico.com, donna.j.sanders@pepsico.com

914.253.3443