

ESTTA Tracking number: **ESTTA773900**

Filing date: **09/30/2016**

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

Applicant:	<b>Goux, Timothy</b>
Application Serial Number:	<b>86758288</b>
Application Filing Date:	<b>09/16/2015</b>
Mark:	<b>MEASURE WHAT MATTERS</b>
Date of Publication	<b>09/13/2016</b>

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

Pursuant to 37 C.F.R. Section 2.102, B Lab IP, LLC, 15 Waterloo Avenue, Berwyn, PA 19312, 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 cause is established for this request by:

- 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 10/13/2016. B Lab IP, LLC respectfully requests that the time period within which to file an opposition be extended until 01/11/2017.

Respectfully submitted,

/Jordan A. LaVine/

09/30/2016

**Jordan A. LaVine**

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