

ESTTA Tracking number: **ESTTA746072**

Filing date: **05/12/2016**

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

Applicant:	Pravana International, LLC
Application Serial Number:	86785517
Application Filing Date:	10/12/2015
Mark:	THE PERFECT BLONDE
Date of Publication	04/12/2016

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

Pursuant to 37 C.F.R. Section 2.102, The Wella Corporation, 6109 DeSoto Avenue, Woodland Hills, CA 91367, UNITED STATES, a corporation 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 investigate the claim

The time within which to file a notice of opposition is set to expire on 05/12/2016. The Wella Corporation respectfully requests that the time period within which to file an opposition be extended until 08/10/2016.

Respectfully submitted,

/Thomas M. Williams/

05/12/2016

Thomas M. Williams

Ulmer & Berne LLP

500 West Madison Street, Suite 3600

Chicago, IL 60661

UNITED STATES

twilliams@ulmer.com, mrink@ulmer.com, msaunders@ulmer.com, ipdocketing@ulmer.com

312-658-6556