

ESTTA Tracking number: **ESTTA773413**

Filing date: **09/28/2016**

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

Applicant:	<b>Beech-Nut Nutrition Company</b>
Application Serial Number:	<b>86912349</b>
Application Filing Date:	<b>02/18/2016</b>
Mark:	<b>CEREAL ON-THE-GO</b>
Date of Publication	<b>08/30/2016</b>

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

Pursuant to 37 C.F.R. Section 2.102, Cool Gear International, LLC, 10 Cordage Park Circle, Suite 212, Plymouth, MA 02360, 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 investigate the claim

The time within which to file a notice of opposition is set to expire on 09/29/2016. Cool Gear International, LLC respectfully requests that the time period within which to file an opposition be extended until 12/28/2016.

Respectfully submitted,  
/Roberta Jacobs-Meadway/  
09/28/2016

**Roberta Jacobs-Meadway**

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