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

Proceeding	91178927
Party	Plaintiff Royal Crown Company, Inc.
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Submission	Stipulated/Consent Motion to Extend
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Signature	/Laura Popp-Rosenberg/
Date	07/09/2010
Attachments	Motion for Extension of Time (45 days) (July 9) (F0650195).PDF (4 pages) (14458 bytes)

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

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ROYAL CROWN COMPANY, INC.,	:	<u>Consolidated Proceedings</u>
	:	Opposition No. 91178927
Opposer,	:	Opposition No. 91180771
	:	Opposition No. 91180772
- against -	:	Opposition No. 91183482
	:	Opposition No. 91185755
THE COCA-COLA COMPANY,	:	Opposition No. 91186579
	:	Opposition No. 91189847
Applicant.	:	Opposition No. 91190658
-----X		

— and —

-----X		
THE COCA-COLA COMPANY,	:	
	:	
Applicant,	:	
	:	
- against -	:	Opposition No. 91184434
	:	
ROYAL CROWN COMPANY, INC.,	:	
	:	
Opposer.	:	
-----X		

JOINT MOTION TO EXTEND SCHEDULE

Counsel for The Coca-Cola Company (“TCCC”) and counsel for Royal Crown Company, Inc. (“Royal Crown”) jointly move the Board to extend the trial dates in this proceeding for 45 days.

On June 1, 2010, the Board granted a joint request by the parties for an extension of the remaining dates in the consolidated proceedings. In that Order, the Board stated that “all further requests for extension or suspension of time must be accompanied by a report on the progress of the parties’ settlement talks to establish good cause for any continued extension or suspension.”

The parties' extension request that resulted in the Board's June 1 was not predicated on settlement negotiations, but rather on the parties' need to finish discovery. Therefore, the parties have no report to make on settlement talks. Nonetheless, the parties believe that good cause exists for this extension request. The parties have been actively working on completing certain open discovery issues that they have been unable to conclude before now, including the production of additional documents and discussions regarding certain unresolved discovery issues and objections. The parties believe that the additional 45 days will permit the parties to fully and adequately prepare for their pretrial disclosures and testimony periods and to avoid motion practice, as well as prevent critical trial periods falling over holidays. The parties do not make this request for purposes of delay.

The parties stipulate to and respectfully request the Board to enter the following schedule:

	Deadline under June 1, 2010 Order	NEW DEADLINE
Plaintiff's pretrial disclosures due in Opposition Nos. 91178927, 91180771, 91180772, 91183482, 91185755, 91186579, 91189847 and 91190658	July 9, 2010	August 23, 2010
Plaintiff's 30-day testimony period closes in Opposition Nos. 91178927, 91180771, 91180772, 91183482, 91185755, 91186579, 91189847 and 91190658	August 23, 2010	October 7, 2010
Defendant's pretrial disclosures due in Opposition Nos. 91178927, 91180771, 91180772, 91183482, 91185755, 91186579, 91189847 and 91190658 and plaintiff's pretrial disclosures due in Opposition No. 91184434	September 7, 2010	October 22, 2010

	Deadline under June 1, 2010 Order	NEW DEADLINE
Defendant's testimony period closes in Opposition Nos. 91178927, 91180771, 91180772, 91183482, 91185755, 91186579, 91189847 and 91190658 and plaintiff's testimony period closes in Opposition No. 91184434	October 22, 2010	December 6, 2010
Plaintiff's rebuttal disclosures due in Opposition Nos. 91178927, 91180771, 91180772, 91183482, 91185755, 91186579, 91189847 and 91190658 and defendant's pretrial disclosures due in Opposition No. 91184434	November 6, 2010	December 21, 2010
Defendant's 30-day testimony period closes in Opposition No. 91184434 and Plaintiff's 15-day rebuttal period closes in Opposition Nos. 91178927, 91180771, 91180772, 91183482, 91185755, 91186579, 91189847 and 91190658	December 21, 2010	February 4, 2011
Plaintiff's rebuttal disclosures due in Opposition No. 91184434	January 5, 2011	February 19, 2011
Plaintiff's 15-day rebuttal testimony period closes in Opposition No. 91184434	February 4, 2011	March 21, 2011
Plaintiff's brief due in Opposition Nos. 91178927, 91180771, 91180772, 91183482, 91185755, 91186579, 91189847 and 91190658	April 5, 2011	May 20, 2011
Defendant's brief due in Opposition Nos. 91178927, 91180771, 91180772, 91183482, 91185755, 91186579, 91189847 and 91190658 and plaintiff's brief due in Opposition No. 91184434	May 5, 2011	June 19, 2011
Plaintiff's reply brief due in Opposition Nos. 91178927, 91180771, 91180772, 91183482, 91185755, 91186579, 91189847 and 91190658 and defendant's brief due in Opposition No. 91184434	June 4, 2011	July 19, 2011

	Deadline under June 1, 2010 Order	NEW DEADLINE
Plaintiff's reply brief due in Opposition No. 91184434	June 19, 2011	August 3, 2011

Respectfully submitted,

Dated: July 9, 2010

FROSS ZELNICK LEHRMAN & ZISSU, P.C.

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Dated: July 9, 2010

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Attorneys for The Coca-Cola Company