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

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|---|---|
| Applicants | Southern Asset Management Co., Ltd. |
| Application serial no. | 79376663 |
| Application filing date | 05/11/2023 |
| Mark | SOUTHERN ASSET MANAGEMENT |
| Date of publication | 06/04/2024 |
| Potential opposer's Correspondence information | MITCHELL E. RADIN<br>ROTHWELL FIGG<br>3 MANHATTANVILLE ROAD<br>PURCHASE, NY 10577<br>UNITED STATES<br>Primary email: mradin@rothwellfigg.com<br>Secondary email(s): jlinden-baum@rothwellfigg.com, docket@collenip.com, pmulhern@rothwellfigg.com<br>914-941-5668 |
| Docket no. | 5115-0120 |

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

Pursuant to 37 C.F.R. Section 2.102, Southeastern Asset Management, Inc., 6410 Poplar Avenue, Suite 900, Memphis, TN 38119, UNITED STATES, a corporation organized under the laws of Tennessee, 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 causes are established for this request by:

- The potential opposer needs additional time to investigate the claim
- 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 07/04/2024. Southeastern Asset Management, Inc. respectfully requests that the time period within which to file an opposition be extended until 10/02/2024.

Respectfully submitted,
/Mitchell E. Radin/
Mitchell E. Radin
mradin@rothwellfigg.com, pmulhern@rothwellfigg.com
06/24/2024