

ESTTA Tracking number: **ESTTA399237**

Filing date: **03/22/2011**

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

Applicant:	<b>Wanda L. James</b>
Application Serial Number:	<b>85139152</b>
Application Filing Date:	<b>09/27/2010</b>
Mark:	<b>SIMPLY PURE</b>
Date of Publication	<b>03/08/2011</b>

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

Pursuant to 37 C.F.R. Section 2.102, WhiteWave Services, Inc., 2711 North Haskell Avenue, Suite 3400, Dallas, TX 75204, 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 04/07/2011. WhiteWave Services, Inc. respectfully requests that the time period within which to file an opposition be extended until 07/06/2011.

Respectfully submitted,  
/bridget griffin johnson/  
03/22/2011

**Bridget Griffin Johnson**

**Dean Foods Company**

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