

ESTTA Tracking number: **ESTTA441386**

Filing date: **11/16/2011**

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

Applicant:	<b>FRS Company, The</b>
Application Serial Number:	<b>85185105</b>
Application Filing Date:	<b>11/24/2010</b>
Mark:	<b>WHAT FUELS YOU</b>
Date of Publication	<b>11/08/2011</b>

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

Pursuant to 37 C.F.R. Section 2.102, Joe Wells Enterprises, Inc., 1641 S. Sinclair, Anaheim, CA 92806, UNITED STATES, a corporation organized under the laws of California, 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 12/08/2011. Joe Wells Enterprises, Inc. respectfully requests that the time period within which to file an opposition be extended until 03/07/2012.

Respectfully submitted,

/bbb/

11/16/2011

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**UNITED STATES**

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