

ESTTA Tracking number: **ESTTA470067**

Filing date: **05/01/2012**

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

Applicant:	<b>Beverage Marketing USA, Inc.</b>
Application Serial Number:	<b>85448932</b>
Application Filing Date:	<b>10/17/2011</b>
Mark:	<b>HALF &amp; HALF</b>
Date of Publication	<b>04/03/2012</b>

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

Pursuant to 37 C.F.R. Section 2.102, Conopco, Inc., 700 Sylvan Avenue, Englewood Cliffs, NJ 07632, UNITED STATES, a corporation organized under the laws of New York, 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 05/03/2012. Conopco, Inc. respectfully requests that the time period within which to file an opposition be extended until 08/01/2012.

Respectfully submitted,

/mjb/

05/01/2012

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