

ESTTA Tracking number: **ESTTA470071**

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

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

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

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

Pursuant to 37 C.F.R. Section 2.102, The Coca-Cola Company, One Coca-Cola Plaza, Atlanta, GA 30313, 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 05/03/2012. The Coca-Cola Company respectfully requests that the time period within which to file an opposition be extended until 08/01/2012.

Respectfully submitted,

/paula guibault/

05/01/2012

Paula Guibault

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