

ESTTA Tracking number: **ESTTA516171**

Filing date: **01/15/2013**

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

Applicant:	MOM Brands Company
Application Serial Number:	85739961
Application Filing Date:	09/27/2012
Mark:	MORE FOR THE MONEY
Date of Publication	12/25/2012

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

Pursuant to 37 C.F.R. Section 2.102, The Quaker Oats Company, 555 West Monroe Street, Chicago, IL 60661, UNITED STATES, a corporation organized under the laws of New Jersey, 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 01/24/2013. The Quaker Oats Company respectfully requests that the time period within which to file an opposition be extended until 04/24/2013.

Respectfully submitted,
/Jeanette S. Zimmer/
01/15/2013

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