

ESTTA Tracking number: **ESTTA553607**

Filing date: **08/13/2013**

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

Applicant:	Babycakes NYC, Inc.
Application Serial Number:	85793059
Application Filing Date:	12/03/2012
Mark:	BABYCAKES NYC
Date of Publication	07/16/2013

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

Pursuant to 37 C.F.R. Section 2.102, Select Brands, Inc., 10817 Renner Blvd., Lenexa, KS 66219, UNITED STATES, a corporation organized under the laws of Kansas, 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 08/15/2013. Select Brands, Inc. respectfully requests that the time period within which to file an opposition be extended until 11/13/2013.

Respectfully submitted,
/Michael Elbein/
08/13/2013

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