

ESTTA Tracking number: **ESTTA539505**

Filing date: **05/23/2013**

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

Applicant:	Lorillard Licensing Company, LLC
Application Serial Number:	85796425
Application Filing Date:	12/06/2012
Mark:	NEWPORT SMOOTH GOLD MENTHOL
Date of Publication	05/21/2013

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

Pursuant to 37 C.F.R. Section 2.102, Philip Morris USA Inc., 6601 West Broad Street, Richmond, VA 23230, UNITED STATES, a corporation organized under the laws of Virginia, 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 06/20/2013. Philip Morris USA Inc. respectfully requests that the time period within which to file an opposition be extended until 09/18/2013.

Respectfully submitted,
/Roberta L. Horton/
05/23/2013

Roberta L. Horton

Arnold & Porter LLP

555 Twelfth Street, NW

Washington, DC 20004

UNITED STATES

**trademarkdocketing@aporter.com, roberta.horton@aporter.com,
elisabeth.richards@aporter.com**

202.942.5000