

ESTTA Tracking number: **ESTTA558916**

Filing date: **09/11/2013**

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

Applicant:	<b>EJMV Investments, LLC</b>
Application Serial Number:	<b>85852969</b>
Application Filing Date:	<b>02/18/2013</b>
Mark:	<b>ULTRA PREMIUM SOUTHERN CROWN CLUB WHISKY</b>
Date of Publication	<b>08/13/2013</b>

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

Pursuant to 37 C.F.R. Section 2.102, Diageo North America, Inc., 801 Main Avenue, Norwalk, CT 06851, UNITED STATES, a corporation organized under the laws of Connecticut, 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 causes are established for this request by:

- The potential opposer needs additional time to investigate the claim
- The potential opposer needs additional time to confer with counsel

The time within which to file a notice of opposition is set to expire on 09/12/2013. Diageo North America, Inc. respectfully requests that the time period within which to file an opposition be extended until 12/11/2013.

Respectfully submitted,  
/Stuart Kauffman/  
09/11/2013

**Stuart Kauffman**

**Diageo North America, Inc.**

**801 Main Avenue**

**Norwalk, CT 06851**

**UNITED STATES**

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