

ESTTA Tracking number: **ESTTA617872**

Filing date: **07/27/2014**

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

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| Applicant: | CARROLL HALL SHELBY TRUST |
| Application Serial Number: | 85860971 |
| Application Filing Date: | 02/26/2013 |
| Mark: | SHELBY DAYTONA COUPE |
| Date of Publication | 07/08/2014 |

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

Pursuant to 37 C.F.R. Section 2.102, International Speedway Corporation, One Daytona Boulevard, Daytona Beach, FL 32114, UNITED STATES, a corporation organized under the laws of Florida , 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 confer with counsel

The time within which to file a notice of opposition is set to expire on 08/07/2014. International Speedway Corporation respectfully requests that the time period within which to file an opposition be extended until 11/05/2014.

Respectfully submitted,
/Sam Gunn/
07/27/2014

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