

ESTTA Tracking number: **ESTTA626424**

Filing date: **09/10/2014**

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

Applicant:	SH Group Global IP Holdings, L.L.C.
Application Serial Number:	86060380
Application Filing Date:	09/10/2013
Mark:	1 HOTEL & HOMES SOUTH BEACH
Date of Publication	08/26/2014

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

Pursuant to 37 C.F.R. Section 2.102, JEC II LLC, 411 West 14th St., 2nd Fl, New York, NY 10014, UNITED STATES, a limited liability company, organized under the laws of New York, 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 confer with counsel
- *Potential opposer is fighting with this same potential defendant in New York District Court regarding its other 1 HOTEL & RESIDENCE marks in an appeal under 15 USC Sec 1071(b) of defendant's loss in Consolidated Proceeding 91187956 and needs time to investigate in what manner these two proceedings will move forward*

The time within which to file a notice of opposition is set to expire on 09/25/2014. JEC II LLC respectfully requests that the time period within which to file an opposition be extended until 12/24/2014.

Respectfully submitted,
/Michael R. Gilman/
09/10/2014

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