

ESTTA Tracking number: **ESTTA615416**

Filing date: **07/14/2014**

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

Applicant:	<b>UVA Mobile, Inc.</b>
Application Serial Number:	<b>86165025</b>
Application Filing Date:	<b>01/14/2014</b>
Mark:	<b>UVA MOBILE</b>
Date of Publication	<b>06/17/2014</b>

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

Pursuant to 37 C.F.R. Section 2.102, Rectors & Visitors of the University of Virginia, University of Virginia, Charlottesville, VA 22901, 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 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 07/17/2014. Rectors & Visitors of the University of Virginia respectfully requests that the time period within which to file an opposition be extended until 10/15/2014.

Respectfully submitted,  
/Jim Aronowitz/  
07/14/2014

**Jim Aronowitz**

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