

ESTTA Tracking number: **ESTTA616269**

Filing date: **07/17/2014**

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

Applicant:	PL Organics
Application Serial Number:	86182993
Application Filing Date:	02/03/2014
Mark:	FARM STAND
Date of Publication	06/24/2014

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

Pursuant to 37 C.F.R. Section 2.102, Tropicana Products, Inc., 1001 13th Avenue East, Bradenton, FL 34208, UNITED STATES, a corporation organized under the laws of Delaware, 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 07/24/2014. Tropicana Products, Inc. respectfully requests that the time period within which to file an opposition be extended until 10/22/2014.

Respectfully submitted,

/Janet Silverberg/

07/17/2014

Janet Silverberg

PepsiCo Chicago

555 West Monroe Street

Chicago, IL 60661

UNITED STATES

trademarks@pepsico.com, janet.silverberg@pepsico.com, donna.j.sanders@pepsico.com

312.821.1408