

ESTTA Tracking number: **ESTTA650238**

Filing date: **01/15/2015**

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

Applicant:	FoodCo Distributors Inc.
Application Serial Number:	86325659
Application Filing Date:	07/01/2014
Mark:	SIMPLY LEV
Date of Publication	12/16/2014

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

Pursuant to 37 C.F.R. Section 2.102, Simply Orange Juice Company, One Coca-Cola Plaza, Atlanta, GA 30313, 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 investigate the claim

The time within which to file a notice of opposition is set to expire on 01/15/2015. Simply Orange Juice Company respectfully requests that the time period within which to file an opposition be extended until 04/15/2015.

Respectfully submitted,
/Kitty Bina/
01/15/2015

Kitty Bina

The Coca-Cola Company

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