

ESTTA Tracking number: **ESTTA689006**

Filing date: **08/12/2015**

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

Applicant:	<b>Brookdale Senior Living, Inc.</b>
Application Serial Number:	<b>86497698</b>
Application Filing Date:	<b>01/07/2015</b>
Mark:	<b>WE HELP PEOPLE AGE WELL</b>
Date of Publication	<b>08/11/2015</b>

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

Pursuant to 37 C.F.R. Section 2.102, Agewell, LLC, 9292 North Meridian Street, Indianapolis, IN 46260, UNITED STATES, a Limited liability company, organized under the laws of Indiana, 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 09/10/2015. Agewell, LLC respectfully requests that the time period within which to file an opposition be extended until 12/09/2015.

Respectfully submitted,

/bms/

08/12/2015

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