

ESTTA Tracking number: **ESTTA723064**

Filing date: **01/27/2016**

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

Applicant:	<b>SJ Inc.</b>
Application Serial Number:	<b>86512396</b>
Application Filing Date:	<b>01/23/2015</b>
Mark:	<b>PEARSON'S</b>
Date of Publication	<b>12/29/2015</b>

### **First 30 Day Request for Extension of Time to Oppose**

Pursuant to 37 C.F.R. Section 2.102, Pearson plc, 80 Strand, London, WC2R, UNITED KINGDOM, a corporation organized under the laws of United Kingdom, respectfully requests that it be granted a 30-day extension of time to file a notice of opposition against the above-identified mark.

The time within which to file a notice of opposition is set to expire on 01/28/2016. Pearson plc respectfully requests that the time period within which to file an opposition be extended until 02/27/2016.

Respectfully submitted,

/paul mussell/

01/27/2016

**Paul Mussell**

**Attorney**

**5601 Green Valley Drive**

**Bloomington, MN 55437**

**UNITED STATES**

**paul.mussell@pearson.com, docket.trademarks@pearson.com,**

**christine.docherty@pearson.com**

**9524600122**