

ESTTA Tracking number: **ESTTA724854**

Filing date: **02/04/2016**

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

Applicant:	JUICE GENERATION, INC.
Application Serial Number:	86548756
Application Filing Date:	02/27/2015
Mark:	JOYFUL ALMOND
Date of Publication	01/05/2016

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

Pursuant to 37 C.F.R. Section 2.102, The Hershey Company, 100 Crystal A Drive, Hershey, PA 17033, 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 02/04/2016. The Hershey Company respectfully requests that the time period within which to file an opposition be extended until 05/04/2016.

Respectfully submitted,

/paul c llewellyn/

02/04/2016

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