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Filing date: **01/20/2016**

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

|                            |                                 |
|----------------------------|---------------------------------|
| Applicant:                 | <b>Jackson Group Media, LLC</b> |
| Application Serial Number: | <b>86669359</b>                 |
| Application Filing Date:   | <b>06/21/2015</b>               |
| Mark:                      | <b>HARDCORE COFFEE</b>          |
| Date of Publication        | <b>12/22/2015</b>               |

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

Pursuant to 37 C.F.R. Section 2.102, Mars Drinks UK Ltd., 3D Dundee Road, Slough, Berkshire, SL1 4LG, UNITED KINGDOM, a Limited company, organized under the laws of United Kingdom, 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 01/21/2016. Mars Drinks UK Ltd. respectfully requests that the time period within which to file an opposition be extended until 04/20/2016.

Respectfully submitted,  
/Loni J. Sherwin/  
01/20/2016

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