

ESTTA Tracking number: **ESTTA772024**

Filing date: **09/21/2016**

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

Applicant:	<b>Holding Company of The Villages, Inc.</b>
Application Serial Number:	<b>86692566</b>
Application Filing Date:	<b>07/14/2015</b>
Mark:	<b>THE VILLAGES</b>
Date of Publication	<b>09/06/2016</b>

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

Pursuant to 37 C.F.R. Section 2.102, THE VILLAGE RECORDER, 1616 Butler Avenue, Los Angeles, CA 90025, UNITED STATES, a corporation organized under the laws of California, 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 10/06/2016. THE VILLAGE RECORDER respectfully requests that the time period within which to file an opposition be extended until 01/04/2017.

Respectfully submitted,  
/Michael P. Martin/  
09/21/2016

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