

ESTTA Tracking number: **ESTTA730550**

Filing date: **03/01/2016**

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

Applicant:	<b>Philip Morris USA Inc.</b>
Application Serial Number:	<b>86759780</b>
Application Filing Date:	<b>09/17/2015</b>
Mark:	<b>FLAVOR MAKES THE NIGHT</b>
Date of Publication	<b>02/02/2016</b>

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

Pursuant to 37 C.F.R. Section 2.102, Reynolds Innovations Inc., 401 North Main Street, Winston-Salem, NC 27102, UNITED STATES, a corporation organized under the laws of North Carolina, 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 03/03/2016. Reynolds Innovations Inc. respectfully requests that the time period within which to file an opposition be extended until 06/01/2016.

Respectfully submitted,  
/William M. Bryner/  
03/01/2016

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