

ESTTA Tracking number: **ESTTA1051845**

Filing date: **04/28/2020**

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

Applicants	Biery Cheese Co.
Application Serial Number	86762942
Application Filing Date	09/21/2015
Mark	GAME DAY
Date of Publication	12/31/2019
Potential Opposer's Correspondence Information	JEANETTE S. ZIMMER FRITO-LAY NORTH AMERICA, INC. 7701 LEGACY DRIVE PLANO, TX 75024 UNITED STATES trademarks@pepsico.com, jeanette.zimmer@pepsico.com, donna.j.sanders@pepsico.com no phone number provided

60 Day Request for Extension of Time to Oppose Upon Consent

Pursuant to 37 C.F.R. Section 2.102, Frito-Lay North America, Inc., 7701 LEGACY DRIVE, PLANO, TX 75024, UNITED STATES respectfully requests that he/she/it be granted an additional 60-day extension of time to file a notice of opposition against the above-identified mark with applicant's consent.

The time within which to file a notice of opposition is set to expire on 04/29/2020. Frito-Lay North America, Inc. respectfully requests that the time period within which to file an opposition be extended until 06/28/2020.

Respectfully submitted,
/Jeanette S. Zimmer/
Jeanette S. Zimmer
trademarks@pepsico.com
04/28/2020