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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>86770445</b>               |
| Application Filing Date:   | <b>09/28/2015</b>             |
| Mark:                      | <b>WHERE BOLD FLAVOR IS</b>   |
| Date of Publication        | <b>02/23/2016</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 03/24/2016. Reynolds Innovations Inc. respectfully requests that the time period within which to file an opposition be extended until 06/22/2016.

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

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