

ESTTA Tracking number: **ESTTA744468**

Filing date: **05/04/2016**

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

Applicant:	Kiddy Up, LLC
Application Serial Number:	86804204
Application Filing Date:	10/29/2015
Mark:	KIDDY UP
Date of Publication	04/05/2016

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

Pursuant to 37 C.F.R. Section 2.102, Essential Brands, Inc., 3415 Box Hill Corporate Center Drive, Abingdon, MD 21009, UNITED STATES, a corporation organized under the laws of Delaware, 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 cause is established for this request by:

- The potential opposer needs additional time to investigate the claim

The time within which to file a notice of opposition is set to expire on 05/05/2016. Essential Brands, Inc. respectfully requests that the time period within which to file an opposition be extended until 08/03/2016.

Respectfully submitted,

/Lauren J Arnold/

05/04/2016

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