

ESTTA Tracking number: **ESTTA761751**

Filing date: **08/01/2016**

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

Applicant:	<b>BEVERLY BOND</b>
Application Serial Number:	<b>86907838</b>
Application Filing Date:	<b>02/15/2016</b>
Mark:	<b>BLACK GIRL MAGIC</b>
Date of Publication	<b>07/05/2016</b>

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

Pursuant to 37 C.F.R. Section 2.102, Essence Communications Inc., 225 Liberty Street, 5th Floor, New York, NY 10281, UNITED STATES, a corporation organized under the laws of DE , 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 08/04/2016. Essence Communications Inc. respectfully requests that the time period within which to file an opposition be extended until 11/02/2016.

Respectfully submitted,

/Jennifer Chung/

08/01/2016

**Jennifer Chung**

**Assistant General Counsel**

**Essence Communications Inc.**

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