

ESTTA Tracking number: **ESTTA987962**

Filing date: **07/17/2019**

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

Applicants	Vice Media Canada Inc.
Application Serial Number	87009109
Application Filing Date	04/21/2016
Mark	MUNCHIES
Date of Publication	07/09/2019
Potential Opposer's Correspondence Information	Jeanette S. Zimmer Senior Trademark Counsel 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

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

Pursuant to 37 C.F.R. Section 2.102, Frito-Lay North America, Inc., 7701 Legacy Drive, Plano, TX 75024, 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 08/08/2019. Frito-Lay North America, Inc. respectfully requests that the time period within which to file an opposition be extended until 11/06/2019.

Respectfully submitted,
/Jeanette S. Zimmer/
Jeanette S. Zimmer
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07/16/2019