

ESTTA Tracking number: **ESTTA813352**

Filing date: **04/13/2017**

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

Applicant:	LEE, Jin Hyung
Application Serial Number:	87075285
Application Filing Date:	06/17/2016
Mark:	JAYJUN JJ
Date of Publication	03/14/2017

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

Pursuant to 37 C.F.R. Section 2.102, Betty Blue S.p.A., Via Viadagola, 30, Fraz. Quarto Inferiore, Granarolo Dell'Emilia, BO , ITALY, a joint stock company, organized under the laws of Italy , 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 04/13/2017. Betty Blue S.p.A. respectfully requests that the time period within which to file an opposition be extended until 07/12/2017.

Respectfully submitted,
/Chiara Giuliani/
04/13/2017

Chiara Giuliani

Arent Fox LLP

1717 K Street, NW

Washington, DC 20006

UNITED STATES

chiara.giuliani@arentfox.com, henrye@arentfox.com, tmdocket@arentfox.com

202 857 8920