

ESTTA Tracking number: **ESTTA797095**

Filing date: **01/25/2017**

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

Applicant:	Hershey Chocolate & Confectionery Corporation
Application Serial Number:	87166384
Application Filing Date:	09/09/2016
Mark:	SCARY
Date of Publication	12/27/2016

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

Pursuant to 37 C.F.R. Section 2.102, Wm. Wrigley Jr. Company, 1132 W. Blackhawk Street, Chicago, IN 60642, 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 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 01/26/2017. Wm. Wrigley Jr. Company respectfully requests that the time period within which to file an opposition be extended until 04/26/2017.

Respectfully submitted,

/jmb/

01/25/2017

Jay M. Burgett

Wm. Wrigley Jr. Company

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UNITED STATES

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