

ESTTA Tracking number: **ESTTA803905**

Filing date: **02/27/2017**

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

Applicant:	<b>Philip Morris USA Inc.</b>
Application Serial Number:	<b>87224830</b>
Application Filing Date:	<b>11/03/2016</b>
Mark:	<b>FABULOUS. TRUE. YOU.</b>
Date of Publication	<b>01/31/2017</b>

### **First 30 Day Request for Extension of Time to Oppose**

Pursuant to 37 C.F.R. Section 2.102, Lorillard Licensing Company, LLC, 1601 Wachovia Tower, 300 N. Greene Street, Greensboro, NC 27402, UNITED STATES, a Limited Liability Company, organized under the laws of North Carolina, respectfully requests that it be granted a 30-day extension of time to file a notice of opposition against the above-identified mark.

The time within which to file a notice of opposition is set to expire on 03/02/2017. Lorillard Licensing Company, LLC respectfully requests that the time period within which to file an opposition be extended until 04/01/2017.

Respectfully submitted,  
/William M. Bryner/  
02/27/2017

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