

ESTTA Tracking number: **ESTTA809237**

Filing date: **03/24/2017**

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>

## 60 Day Request for Extension of Time to Oppose for Good Cause

Pursuant to 37 C.F.R. Section 2.102, Lorillard Licensing Company, LLC, 1601 Wachovia Tower300 N. Greene Street, Greensboro, NC 27402, UNITED STATES respectfully requests that he/she/it be granted an additional 60-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 04/01/2017. Lorillard Licensing Company, LLC respectfully requests that the time period within which to file an opposition be extended until 05/31/2017.

Respectfully submitted,  
/William M. Bryner/  
03/24/2017

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