

ESTTA Tracking number: **ESTTA821122**

Filing date: **05/16/2017**

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 Upon Consent**

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 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 with applicant's consent.

The time within which to file a notice of opposition is set to expire on 05/31/2017. Lorillard Licensing Company, LLC respectfully requests that the time period within which to file an opposition be extended until 07/30/2017.

Respectfully submitted,  
/William M. Bryner/  
05/16/2017

**William M. Bryner**

**Kilpatrick Townsend & Stockton LLP**

**1001 West Fourth Street**

**Winston-Salem, NC 27101**

**UNITED STATES**

**bbryner@ktslaw.com, hhenderson@ktslaw.com, jburns@ktslaw.com, tadmin@ktslaw.com**

**336-607-7300**