

ESTTA Tracking number: **ESTTA965419**

Filing date: **04/08/2019**

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

Applicants	MAD Cosmetics
Application Serial Number	87815176
Application Filing Date	02/28/2018
Mark	M MADCOSMETICS
Date of Publication	03/19/2019
Potential Opposer's Correspondence Information	Jessica Heiss The Estee Lauder Companies 767 Fifth Avenue New York, NY 10153 UNITED STATES USPTO@ESTEE.COM, DVOLK@ESTEE.COM 2122772324

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

Pursuant to 37 C.F.R. Section 2.102, Estee Lauder Cosmetics Ltd., 161 Commander Blvd., Ontario, Agincourt, M1S3K9, CANADA, a corporation organized under the laws of Canada, 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 cause is established for this request by:

- 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 04/18/2019. Estee Lauder Cosmetics Ltd. respectfully requests that the time period within which to file an opposition be extended until 07/17/2019.

Respectfully submitted,

/Jessica Heiss/

Jessica Heiss

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04/08/2019