

ESTTA Tracking number: **ESTTA934245**

Filing date: **11/12/2018**

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

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| Applicants  | Mark Milne   |
| Application Serial Number                         | 87835407   |
| Application Filing Date                           | 03/15/2018   |
| Mark  | THIRTY30   |
| Date of Publication                               | 10/16/2018   |
| Potential Opposer's<br>Correspondence Information | Neil B Friedman<br>Hodgson Russ, LLP<br>605 3rd Avenue, Suite 2300<br>New York, NY 10158<br>UNITED STATES<br>nfriedma@hodgsonruss.com, ipdocket-<br>ing@hodgsonruss.com, SFind-<br>ora@hodgsonruss.com,<br>NKramer@hodgsonruss.com<br>6462187605 |

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

Pursuant to 37 C.F.R. Section 2.102, New Era Cap Co., Inc., 160 Delaware Avenue, Buffalo, NY 14202, UNITED STATES, a corporation organized under the laws of New York, 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 11/15/2018. New Era Cap Co., Inc. respectfully requests that the time period within which to file an opposition be extended until 02/13/2019.

Respectfully submitted,

/Neil B Friedman/

Neil B Friedman

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