

ESTTA Tracking number: **ESTTA979346**

Filing date: **06/10/2019**

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

Applicants	Kingston Technology Corporation
Application Serial Number	88278527
Application Filing Date	01/28/2019
Mark	HYPERX CLOUD ELEMENT
Date of Publication	05/14/2019
Potential Opposer's Correspondence Information	Lee J. Eulgen Neal, Gerber & Eisenberg LLP Two North LaSalle Street Suite 1700 Chicago, IL 60602 UNITED STATES leulgen@nge.com, jcohen@nge.com, martus@nge.com 3122698000

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

Pursuant to 37 C.F.R. Section 2.102, Element Brand Holding, LLC, 6423 City West Parkway, Eden Prairie, MN 55344, UNITED STATES, a limited liability company, organized under the laws of Delaware, 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 investigate the claim

The time within which to file a notice of opposition is set to expire on 06/13/2019. Element Brand Holding, LLC respectfully requests that the time period within which to file an opposition be extended until 09/11/2019.

Respectfully submitted,

/Lee J. Eulgen/

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06/10/2019