

ESTTA Tracking number: **ESTTA1026603**

Filing date: **01/03/2020**

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

Applicants	SUPREME BRAND MANAGEMENT GROUP INC
Application Serial Number	88554222
Application Filing Date	07/31/2019
Mark	SUPREME
Date of Publication	12/31/2019
Potential Opposer's Correspondence Information	Brendan Mahoney 3401 W Papago St Phoenix, AZ 85009 UNITED STATES legal@hbiin.com 602-374-7482

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

Pursuant to 37 C.F.R. Section 2.102, BBK Tobacco & Foods, LLP, d/b/a HBI International, 3401 W Papago St, Phoenix, AZ 85009, UNITED STATES, a limited liability partnership, organized under the laws of Arizona, 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 01/30/2020. BBK Tobacco & Foods, LLP, d/b/a HBI International respectfully requests that the time period within which to file an opposition be extended until 04/29/2020.

Respectfully submitted,
/Brendan N. Mahoney/
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01/03/2020