

ESTTA Tracking number: **ESTTA1040726**

Filing date: **03/09/2020**

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

Applicants	PICKIN' COTTON COMMUNICATIONS, LLC
Application Serial Number	88606288
Application Filing Date	09/05/2019
Mark	UNCHAIN THE DAWG
Date of Publication	01/14/2020
Potential Opposer's Correspondence Information	Jim Aronowitz Fermata Partners, LLC 1440 Dutch Valley Place Suite 101 Atlanta, GA 30324 UNITED STATES ja@fermatapartners.com 4049961966

60 Day Request for Extension of Time to Oppose for Good Cause

Pursuant to 37 C.F.R. Section 2.102, University of Georgia Athletic Association, Inc., BUTTS-MEHRE HERITAGE HALL 1 SELIG CIRCLE, ATHENS, GA 30602, 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 for cause shown.

Potential opposer believes that good causes are established for this request by:

- The potential opposer needs additional time to investigate the claim
- 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 03/14/2020. University of Georgia Athletic Association, Inc. respectfully requests that the time period within which to file an opposition be extended until 05/13/2020.

Respectfully submitted,
/Jim Aronowitz/
Jim Aronowitz
ja@fermatapartners.com
03/09/2020