

ESTTA Tracking number: **ESTTA1098339**

Filing date: **11/30/2020**

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

Applicants	Baylor University
Application Serial Number	88757174
Application Filing Date	01/13/2020
Mark	SIC 'EM BEARS
Date of Publication	10/06/2020
Potential Opposer's Correspondence Information	JIM ARONOWITZ FERMATA PARTNERS, LLC 1440 DUTCH VALLEY PLACE SUITE 101 ATLANTA, GA 30324 UNITED STATES Primary Email: ja@fermatapartners.com Secondary Email(s): 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 12/05/2020. University of Georgia Athletic Association, Inc. respectfully requests that the time period within which to file an opposition be extended until 02/03/2021.

Respectfully submitted,  
/Jim Aronowitz/  
Jim Aronowitz  
ja@fermatapartners.com  
11/30/2020