

ESTTA Tracking number: **ESTTA1064291**

Filing date: **06/25/2020**

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

Applicants	Mead Johnson & Company LLC
Application Serial Number	88798052
Application Filing Date	02/14/2020
Mark	SIMPLY ORGANIC
Date of Publication	06/02/2020
Potential Opposer's Correspondence Information	Charlotte K. Murphy Trademark Counsel The Coca-Cola Company One Coca-Cola Plaza Atlanta, GA 30313 UNITED STATES charlmurphy@coca-cola.com 404-676-2819

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

Pursuant to 37 C.F.R. Section 2.102, Simply Orange Juice Company, One Coca-Cola Plaza, Atlanta, GA 30313, UNITED STATES, a corporation organized under the laws of Florida, 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 07/02/2020. Simply Orange Juice Company respectfully requests that the time period within which to file an opposition be extended until 09/30/2020.

Respectfully submitted,
/Charlotte K. Murphy/
Charlotte K. Murphy
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06/25/2020