

ESTTA Tracking number: **ESTTA1068209**

Filing date: **07/14/2020**

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

Applicants	H-E-B, LP
Application Serial Number	88809374
Application Filing Date	02/25/2020
Mark	NOURISH THEIR NATURAL INSTINCT
Date of Publication	05/19/2020
Potential Opposer's Correspondence Information	MICHAEL J. HICKEY LEWIS RICE LLC 600 WASHINGTON AVENUE, SUITE 2500 BOX IP DEPARTMENT ST. LOUIS, MO 63101 UNITED STATES Primary Email: ipdept@lewisrice.com 314-444-7600

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

Pursuant to 37 C.F.R. Section 2.102, M. I. Industries, Incorporated, 6200 NORTH 56TH STREET, LINCOLN, NE 68504, 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 cause is established for this request by:

- The potential opposer is engaged in settlement discussions with applicant

The time within which to file a notice of opposition is set to expire on 07/18/2020. M. I. Industries, Incorporated respectfully requests that the time period within which to file an opposition be extended until 09/16/2020.

Respectfully submitted,  
/Michael J. Hickey/  
Michael J. Hickey  
ipdept@lewisrice.com  
07/14/2020