

ESTTA Tracking number: **ESTTA1078559**

Filing date: **08/31/2020**

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

Applicants	Sassy Dawg LLC
Application Serial Number	88862206
Application Filing Date	04/07/2020
Mark	SASSY DAWG
Date of Publication	08/04/2020
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 4049961966

First 30 Day Request for Extension of Time to Oppose

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, a corporation organized under the laws of Georgia, respectfully requests that it be granted a 30-day extension of time to file a notice of opposition against the above-identified mark.

The time within which to file a notice of opposition is set to expire on 09/03/2020. University of Georgia Athletic Association, Inc. respectfully requests that the time period within which to file an opposition be extended until 10/03/2020.

Respectfully submitted,
/Jim Aronowitz/
Jim Aronowitz
ja@fermatapartners.com
08/31/2020