

ESTTA Tracking number: **ESTTA1084681**

Filing date: **09/28/2020**

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

### 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 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 10/03/2020. University of Georgia Athletic Association, Inc. respectfully requests that the time period within which to file an opposition be extended until 12/02/2020.

Respectfully submitted,  
/Jim Aronowitz/  
Jim Aronowitz  
ja@fermatapartners.com  
09/28/2020