

ESTTA Tracking number: **ESTTA1088096**

Filing date: **10/12/2020**

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

Applicants	Milbrandt Family Wines, LLC
Application Serial Number	88866393
Application Filing Date	04/09/2020
Mark	SIMPLY...
Date of Publication	08/11/2020
Potential Opposer's Correspondence Information	CHARLOTTE K. MURPHY THE COCA-COLA COMPANY ONE COCA-COLA PLAZA ATLANTA, GA 30313 UNITED STATES Primary Email: charlmurphy@coca-cola.com Secondary Email(s): tccctminbox@coca-cola.com 404-676-2819

60 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 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 10/10/2020. Simply Orange Juice Company respectfully requests that the time period within which to file an opposition be extended until 12/09/2020.

Respectfully submitted,
/Charlotte K. Murphy/
Charlotte K. Murphy
charlmurphy@coca-cola.com, peahu@coca-cola.com
10/12/2020