

ESTTA Tracking number: **ESTTA1102662**

Filing date: **12/17/2020**

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

| | |
|---|--|
| Applicants | Little Big Shots Inc. |
| Application Serial Number | 90046551 |
| Application Filing Date | 07/10/2020 |
| Mark | A CHANCE TO LIVE LONGER |
| Date of Publication | 11/24/2020 |
| Potential Opposer's Correspondence Information | MARILYN F. KELLY BRISTOL-MYERS SQUIBB COMPANY TRADEMARKS DEPT., MAILSTOP D4243 P.O. BOX 4000 PRINCETON, NJ 08648-4000 UNITED STATES Primary Email: uspto-tm@bms.com Secondary Email(s): karl.kauper@bms.com 6092525936 |

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

Pursuant to 37 C.F.R. Section 2.102, Bristol-Myers Squibb Company, 430 E. 29th Street, 14th Floor, New York, NY 10016, UNITED STATES, a corporation organized under the laws of Delaware, 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 causes are established for this request by:

- The potential opposer needs additional time to investigate the claim
- The potential opposer needs additional time to confer with counsel

The time within which to file a notice of opposition is set to expire on 12/24/2020. Bristol-Myers Squibb Company respectfully requests that the time period within which to file an opposition be extended until 03/24/2021.

Respectfully submitted,
/Marilyn F. Kelly/
Marilyn F. Kelly
uspto-tm@bms.com, karl.kauper@bms.com
12/17/2020