

ESTTA Tracking number: **ESTTA1151430**

Filing date: **08/05/2021**

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

Applicants	Juvia's Holdings LLC
Application Serial Number	90090408
Application Filing Date	08/03/2020
Mark	JUVIA'S PLACE GLASS LIP GLOSS
Date of Publication	07/13/2021
Potential Opposer's Correspondence Information	JESSICA HEISS THE ESTEE LAUDER COMPANIES INC. 767 FIFTH AVENUE TRADEMARK DEPARTMENT NEW YORK, NY 10153 UNITED STATES Primary Email: uspto@estee.com Secondary Email(s): uspto@estee.com 212-277-2324

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

Pursuant to 37 C.F.R. Section 2.102, Make-Up Art Cosmetics Inc., 767 Fifth Avenue, New York, NY 10153, 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 cause is established for this request by:

- The potential opposer needs additional time to investigate the claim

The time within which to file a notice of opposition is set to expire on 08/12/2021. Make-Up Art Cosmetics Inc. respectfully requests that the time period within which to file an opposition be extended until 11/10/2021.

Respectfully submitted,

//JH//

Jessica Heiss

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08/05/2021