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

Ex Parte Appeal - Serial No.	90262985
Appellant	Affirm, Inc.
Applied for mark	PAY AT YOUR OWN PACE
Correspondence address	JAMI A GEKAS FOLEY & LARDNER LLP 321 NORTH CLARK STREET SUITE 3000 CHICAGO, IL 60654-4762 UNITED STATES Primary email: ipdocketing@foley.com Secondary email(s): jgekas@foley.com, jrodriguez@foley.com, smunoz@foley.com, mwitsman@foley.com 312-832-4500
Submission	To file a main brief - first request
Attachments	PAY AT YOUR OWN PACE - Request for Extension of Appeal.pdf(112448 bytes)
Filer's name	Jami A. Gekas
Filer's email	jgekas@foley.com, jrodriguez@foley.com, smunoz@foley.com, mwitsman@foley.com, ipdocketing@foley.com
Signature	/Jami A. Gekas/
Date	06/12/2022

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

In re PAY AT YOUR OWN PACE
Serial No.: 90/262985
Applicant: Affirm, Inc.
Examining Attorney: Joanna M. Shanoski, Law Office 104

REQUEST FOR FIRST EXTENSION OF TIME TO FILE APPEAL BRIEF

Applicant sought to register its PAY AT YOUR OWN PACE trademark (“**Applicant’s Mark**”) in Class 36 as reflected in App. Serial No. 90/262,985 (the “**Application**”). The Examining Attorney has maintained a refusal to register Applicant’s Mark in Class 36 on the basis that this wording is merely descriptive of Applicant’s applied-for Class 36 services. Applicant now respectfully seeks a 60-day extension of its deadline to file its Appeal Brief for good cause. TBMP § 1203.02(d).

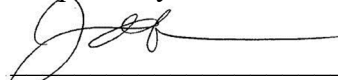
Applicant maintains that PAY AT YOUR OWN PACE is not descriptive and is investigating potential additional, persuasive evidence that further supports Applicant’s position, which Applicant may need to submit via a Request to Remand. While Applicant has already started identifying this additional evidence, Applicant needs additional time to confer with counsel and coordinate with its internal stakeholders in order to finalize the same due, in part, to other pressing business matters. Applicant therefore seeks this 60-day extension of time in which to file its Appeal Brief or take other action in the proceeding. TBMP § 1203.02(d) (indicating that attention to other pressing business matters may be sufficient to show good cause for an extension of time).

This short extension will not unduly delay this case, as this is an *ex parte* appeal, and no third party rights are implicated.

This is the first extension request for the Appeal Brief.

Dated: June 12, 2022

Respectfully submitted,



Jami A. Gekas
Matthew D. Witsman
FOLEY & LARDNER LLP
321 North Clark Street
Suite 2800
Chicago, IL 60654-5313
312.832.4500
IPDocketing@foley.com
Attorneys for Applicant