

ESTTA Tracking number: **ESTTA1163887**

Filing date: **10/05/2021**

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

Applicants	TheCaliforniaBeachCo, LLC
Application Serial Number	90469663
Application Filing Date	01/15/2021
Mark	POP 'N GO ROVR
Date of Publication	09/07/2021
Potential Opposer's Correspondence Information	JENNIFER K. ZIEGLER BROOKS KUSHMAN P.C. 1000 TOWN CENTER, 22ND FLOOR SOUTHFIELD, MI 48075 UNITED STATES Primary Email: jziegler@brookskushman.com Secondary Email(s): ccarswell@brookskushman.com, gdavis@brookskushman.com, acor-rin@brookskushman.com, bktm@brookskushman.com No phone number provided.
Docket Number	LAND15059OC

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

Pursuant to 37 C.F.R. Section 2.102, Jaguar Land Rover Limited, Abbey Road, Whitley, Coventry, CV3 4LF, UNITED KINGDOM, a Private company limited by share, organized under the laws of United Kingdom, 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 10/07/2021. Jaguar Land Rover Limited respectfully requests that the time period within which to file an opposition be extended until 01/05/2022.

Respectfully submitted,

/jennifer ziegler/

Jennifer K. Ziegler

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