

ESTTA Tracking number: **ESTTA1171197**

Filing date: **11/09/2021**

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

Applicants	SG Marks, LLC
Application Serial Number	90558146
Application Filing Date	03/03/2021
Mark	THIRSTYGIRL
Date of Publication	10/19/2021
Potential Opposer's Correspondence Information	MICHAEL D. ADAMS MAYER BROWN LLP P.O. BOX 2828 CHICAGO, IL 60690-2828 UNITED STATES Primary Email: ipdocket@mayerbrown.com Secondary Email(s): michae- ladams@mayerbrown.com, rass- mus@mayerbrown.com, gbar- celona@mayerbrown.com, dvir- tue@mayerbrown.com, mmtho- mas@mayerbrown.com, jbrown@mayerbrown.com No phone number provided.

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

Pursuant to 37 C.F.R. Section 2.102, Jim Beam Brands Co., 222 W. Merchandise Mart Plaza, Suite 1600, Chicago, IL 60654, 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 11/18/2021. Jim Beam Brands Co. respectfully requests that the time period within which to file an opposition be extended until 02/16/2022.

Respectfully submitted,

/Daniel P. Virtue/

Daniel P. Virtue

ipdocket@mayerbrown.com, rassmus@mayerbrown.com, dvirtue@mayerbrown.com

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