

ESTTA Tracking number: **ESTTA1202047**

Filing date: **04/11/2022**

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

Applicants	Performance Polarized, LLC
Application serial no.	90858687
Application filing date	07/30/2021
Mark	BIRDI
Date of publication	03/29/2022
Potential opposer's Correspondence information	MOLLY BUCK RICHARD RICHARD LAW GROUP 13355 NOEL ROAD SUITE 1350 DALLAS, TX 75240 UNITED STATES Primary email: molly@richardlawgroup.com Secondary email(s): dock- et@richardlawgroup.com 214-206-4301
Docket no.	SHDE-0001

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

**Cause**

Pursuant to 37 C.F.R. Section 2.102, Shinola/Detroit, LLC, 1039 E. 15th Street, Plano, TX 75074, UNITED STATES, a Limited liability company, organized under the laws of Texas, 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 04/28/2022. Shinola/Detroit, LLC respectfully requests that the time period within which to file an opposition be extended until 07/27/2022.

Respectfully submitted,  
/Molly Buck Richard/  
Molly Buck Richard  
molly@richardlawgroup.com  
04/11/2022