

ESTTA Tracking number: **ESTTA1234656**

Filing date: **09/09/2022**

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

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| Applicants | The Why You Initiative, Inc. |
| Application serial no. | 90898574 |
| Application filing date | 08/24/2021 |
| Mark | YU WHY YOU.ORG |
| Date of publication | 07/12/2022 |
| Potential opposer's Correspondence information | JOSHUA M. DALTON, ESQ. MORGAN, LEWIS & BOCKIUS LLP ONE FEDERAL STREET BOSTON, MA 02110 UNITED STATES Primary email: trademarks@morganlewis.com Secondary email(s): josh.dalton@morganlewis.com, erin.mcguine@morganlewis.com, rachelledubow@morganlewis.com 617.951.8284 |
| Docket no. | 107572-0001 |

60 Day Request for Extension of Time to Oppose for Good Cause

Pursuant to 37 C.F.R. Section 2.102, Yeshiva University, 500 WEST 185TH STREET, NEW YORK, NY 100333201, UNITED STATES respectfully requests that he/she/it be granted an additional 60-day extension of time to file a notice of opposition against the above-identified mark for cause shown.

Potential opposer believes that good causes are established for this request by:

- The potential opposer needs additional time to confer with counsel
- The potential opposer is engaged in settlement discussions with applicant

The time within which to file a notice of opposition is set to expire on 09/10/2022. Yeshiva University respectfully requests that the time period within which to file an opposition be extended until 11/09/2022.

Respectfully submitted,
/Josh Dalton/

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