

ESTTA Tracking number: **ESTTA819080**

Filing date: **05/05/2017**

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

Proceeding.	91226642
Applicant	Plaintiff The Hershey Company, Hershey Chocolate & Confectionery Corporation
Other Party	Defendant Juice Generation, Inc.
Have the parties held their discovery conference as required under Trademark Rules 2.120(a)(1) and (a)(2)?	Yes

## Motion for an Extension of Answer or Discovery or Trial Periods With Consent

The Close of Discovery is currently set to close on 06/04/2017. The Hershey Company, Hershey Chocolate & Confectionery Corporation requests that such date be extended for 30 days, or until 07/04/2017, and that all subsequent dates be reset accordingly.

Time to Answer :	CLOSED
Deadline for Discovery Conference :	CLOSED
Discovery Opens :	CLOSED
Initial Disclosures Due :	CLOSED
Expert Disclosure Due :	06/04/2017
Discovery Closes :	07/04/2017
Plaintiff's Pretrial Disclosures :	08/18/2017
Plaintiff's 30-day Trial Period Ends :	10/02/2017
Defendant's Pretrial Disclosures :	10/17/2017
Defendant's 30-day Trial Period Ends :	12/01/2017
Plaintiff's Rebuttal Disclosures :	12/16/2017
Plaintiff's 15-day Rebuttal Period Ends :	01/15/2018

The grounds for this request are as follows:

- *Parties are engaged in settlement discussions*

The Hershey Company, Hershey Chocolate & Confectionery Corporation has secured the express consent of all other parties to this proceeding for the extension and resetting of dates requested herein.

The Hershey Company, Hershey Chocolate & Confectionery Corporation has provided an e-mail address herewith for itself and for the opposing party so that any order on this motion may be issued electronically by the Board.

## Certificate of Service

The undersigned hereby certifies that a copy of this paper has been served upon all parties, at their address of record by Email on this date.

Respectfully submitted,

/paul c. llewellyn/

Paul C. Llewellyn

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