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

Applicants	Plum and Bliss LLC
Application serial no.	97681964
Application filing date	11/17/2022
Mark	PLUM & BLISS
Date of publication	10/10/2023
Potential opposer's Correspondence information	SARAH M. ROBERTSON/CATHLEEN F. DAHL DORSEY & WHITNEY LLP 51 WEST 52ND STREET NEW YORK, NY 10019-6119 UNITED STATES Primary email: ny.trademark@dorsey.com Secondary email(s): robertson.sarah@dorsey.com, dahl.cathy@dorsey.com, wern- ars.breanne@dorsey.com 612.492.6854
Docket no.	M312747

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

Pursuant to 37 C.F.R. Section 2.102, Bliss Trademark Holdings, LLC, 42 West 39th Street, New York, NY 10018, UNITED STATES, a Limited Liability Company, 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 causes are established for this request by:

- The potential opposer needs additional time to investigate the claim
- The potential opposer needs additional time to confer with counsel

The time within which to file a notice of opposition is set to expire on 11/09/2023. Bliss Trademark Holdings, LLC respectfully requests that the time period within which to file an opposition be extended until 02/07/2024.

Respectfully submitted,

/Cathleen F. Dahl/

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