ESTTA Tracking number: **ESTTA1491478**
Filing date: **01/21/2026**

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

Applicants	MATTEL, INC.
Application serial no.	98867960
Application filing date	11/22/2024
Mark	LI'L MISS MAGIC HAIR
Date of publication	12/23/2025
Potential opposer's Correspondence information	RYAN DEAN UMBERG ZIPSER LLP 1920 MAIN STREET, SUITE 750 IRVINE, CA 92614 UNITED STATES Primary email: rdean@uzllp.com Secondary email(s): trademarks@uzllp.com 9496790052
Docket no.	103148.0065

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

Pursuant to 37 C.F.R. Section 2.102, THOIP, Unit 321 Parkshot House, 5 Kew Road, London, TW9 2PR, UNITED KINGDOM, a corporation organized under the laws of United Kingdom, 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 01/22/2026. THOIP respectfully requests that the time period within which to file an opposition be extended until 04/22/2026.

Respectfully submitted,
/Ryan Dean/
Ryan Dean
rdean@uzllp.com
01/21/2026