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Filing date: **06/15/2017**

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

Applicant:	MHCS, Soci�t� en Commandite Simple
Application Serial Number:	79188303
Application Filing Date:	03/30/2016
Mark:	LIVE THE NOW
Date of Publication	05/30/2017

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

Pursuant to 37 C.F.R. Section 2.102, PepsiCo, Inc., 700 Anderson Hill Road, Purchase, NY 10577, UNITED STATES, a corporation organized under the laws of North Carolina, 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 06/29/2017. PepsiCo, Inc. respectfully requests that the time period within which to file an opposition be extended until 09/27/2017.

Respectfully submitted,
/Paul A. Lee/
06/15/2017

Paul A. Lee

Senior Trademark Counsel

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