

ESTTA Tracking number: **ESTTA221780**

Filing date: **07/02/2008**

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

Applicant:	Best Brands Corp.
Application Serial Number:	77240209
Application Filing Date:	07/27/2007
Mark:	ULTRA-MOIST
Date of Publication	06/03/2008

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

Pursuant to 37 C.F.R. Section 2.102, General Mills, Inc., 1 General Mills Boulevard, Minneapolis, MN 55426, UNITED STATES, a corporation 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 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 07/03/2008. General Mills, Inc. respectfully requests that the time period within which to file an opposition be extended until 10/01/2008.

Respectfully submitted,

/JJ Burke/
07/02/2008

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