

ESTTA Tracking number: **ESTTA211384**

Filing date: **05/14/2008**

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

Applicant:	Princeton Media Associates, LLC
Application Serial Number:	77343629
Application Filing Date:	12/04/2007
Mark:	MANAGED CARE - FIRST REPORT
Date of Publication	04/22/2008

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

Pursuant to 37 C.F.R. Section 2.102, CareFirst of Maryland, Inc. d/b/a CareFirst BlueCross BlueShield, 10455 Mill Run Circle, Owings Mills, MD 21117, UNITED STATES, a corporation organized under the laws of Maryland, 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 confer with counsel

The time within which to file a notice of opposition is set to expire on 05/22/2008. CareFirst of Maryland, Inc. d/b/a CareFirst BlueCross BlueShield respectfully requests that the time period within which to file an opposition be extended until 08/20/2008.

Respectfully submitted,
/Barth X. deRosa/
05/14/2008

Barth X. deRosa

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