



Trademark Labeling Data

**TTAB**

Docket No. 308-436

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

In re Application of:  
Princeton Media Associates, LLC

Serial No.: 77/343,629

Filed: December 4, 2007

Mark: MANAGED CARE-FIRST REPORT

Published Official Gazette: April 22, 2008

**REQUEST FOR EXTENSION OF TIME TO FILE  
NOTICE OF OPPOSITION WITH CONSENT**

Commissioner of Trademarks  
P.O. Box 1451  
Alexandria, Virginia 22313-1451

Dear Sir:

Carefirst of Maryland, Inc. d/b/a Carefirst Blue Cross Blue Shield, a corporation duly organized under the laws of the state of Maryland, domiciled and doing business at 10455 Mill Run Circle, Owings Mills, Maryland 21117, respectfully request a sixty (60) day extension of time, until October 19, 2008, to file a Notice of Opposition against the above-identified application.

The requested extension is to enable the potential opposer's attorneys to have sufficient time to investigate this matter and review this matter with Carefirst of Maryland, Inc. to determine whether an opposition against the above-identified application should be filed and to explore a possible resolution.



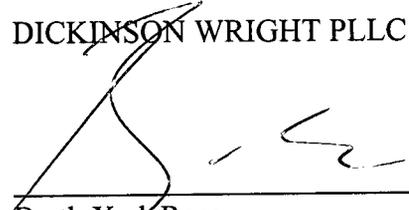
**08-20-2008**

Applicant's attorney, Tristram R. Fall, III, has consented to this extension of time to oppose via teleconference with Barth X. deRosa on August 19, 2008.

This request for an extension of time is made for the above reasons and is not made for the purpose of undue delay in proceedings in the Patent and Trademark Office. It is submitted that potential opposer has shown good cause for the Request and respectfully requests that the extension be granted.

Respectfully submitted,

DICKINSON WRIGHT PLLC



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Barth X. deRosa  
Counsel for Potential Opposer  
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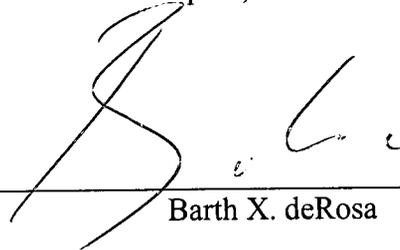
Date: August 20, 2008



CERTIFICATE OF SERVICE

I hereby certify that this Request For Extension Of Time To File Notice Of Opposition With Consent is being forwarded this 20<sup>th</sup> day of August 2008 to Applicant's counsel by first class mail, postage prepaid and addressed to:

Tristram R. Fall, III  
FOX ROTHSCHILD LLP  
2000 Market St.  
10th Floor  
Philadelphia, PA 19103-3291



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Barth X. deRosa