

ESTTA Tracking number: **ESTTA254028**

Filing date: **12/09/2008**

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

Applicant:	<b>Kraft Foods Holdings, Inc.</b>
Application Serial Number:	<b>77519273</b>
Application Filing Date:	<b>07/10/2008</b>
Mark:	<b>MIDDLES</b>
Date of Publication	<b>11/11/2008</b>

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

Pursuant to 37 C.F.R. Section 2.102, Kellogg North America Company, One Kellogg Square, PO Box 3599, Battle Creek, MI 49016, 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 12/11/2008. Kellogg North America Company respectfully requests that the time period within which to file an opposition be extended until 03/11/2009.

Respectfully submitted,  
/Geoffrey D. Aurini/  
12/09/2008

**Geoffrey D. Aurini**

**Kellogg North America Company**

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**Battle Creek, MI 49016**

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