

ESTTA Tracking number: **ESTTA287987**

Filing date: **06/04/2009**

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

Applicant:	<b>Equipment Direct, Inc.</b>
Application Serial Number:	<b>77538310</b>
Application Filing Date:	<b>08/04/2008</b>
Mark:	<b>K CUB</b>
Date of Publication	<b>05/05/2009</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 causes are established for this request by:

- The potential opposer needs additional time to investigate the claim
- 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 06/04/2009. KELLOGG NORTH AMERICA COMPANY respectfully requests that the time period within which to file an opposition be extended until 09/02/2009.

Respectfully submitted,  
/David A. Herdman/  
06/04/2009

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