

ESTTA Tracking number: **ESTTA352355**

Filing date: **06/11/2010**

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

Applicant:	Athletic DNA, Inc.
Application Serial Number:	77899735
Application Filing Date:	12/23/2009
Mark:	BORN FOR THIS
Date of Publication	05/25/2010

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

Pursuant to 37 C.F.R. Section 2.102, Columbia Insurance Company, 3024 Harney Street, Omaha, NE 68131, UNITED STATES, a corporation organized under the laws of Nebraska, 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 06/24/2010. Columbia Insurance Company respectfully requests that the time period within which to file an opposition be extended until 09/22/2010.

Respectfully submitted,
/GSW-AG/
06/11/2010

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