

ESTTA Tracking number: **ESTTA64817**

Filing date: **02/02/2006**

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

Applicant:	<b>FORD GUM &amp; MACHINE COMPANY, INC.</b>
Application Serial Number:	<b>78593410</b>
Application Filing Date:	<b>03/23/2005</b>
Mark:	<b>CHAMPION BASEBALL</b>
Date of Publication	<b>01/03/2006</b>

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

Pursuant to 37 C.F.R. Section 2.102, Sara Lee Global Finance LLC, 1000 East Hanes Mill Road, Winston-Salem, NC 27107, UNITED STATES, a corporation organized under the laws of US , 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 02/02/2006. Sara Lee Global Finance LLC respectfully requests that the time period within which to file an opposition be extended until 05/03/2006.

Respectfully submitted,

/bruce bradford/

02/02/2006

**Bruce O. Bradford**

**Assistant Counsel-Intellectual Property**

**Sara Lee Global Finance LLC**

**1000 East Hanes Mill Road**

**Winston-Salem, NC 27107**

**UNITED STATES**

**bbradford@saralee.com,lesa.tillery@saralee.com**

**336.519.7072**