

UNITED STATES PATENT AND TRADEMARK OFFICE  
Trademark Trial and Appeal Board  
P.O. Box 1451  
Alexandria, VA 22313-1451

DAVID A. HERDMAN  
KELLOGG NORTH AMERICA COMPANY  
ONE KELLOGG SQUARE, PO BOX 3599  
BATTLE CREEK, MI 49016-3599

**Mailed: August 2, 2011**

**Serial No.: 85178215**  
**ESTTA TRACKING NO: ESTTA422888**

The request to extend time to oppose is granted until  
**10/2/2011** on behalf of potential opposer **KELLOGG NORTH  
AMERICA COMPANY**

Please do not hesitate to contact the Trademark Trial and  
Appeal Board at (571)272-8500 if you have any questions  
relating to this extension.

**Note from the Trademark Trial and Appeal Board**

TTAB forms for electronic filing of extensions of time to  
oppose, notices of opposition, petition for cancellation, notice  
of ex parte appeal, and inter partes filings are now available  
at <http://estta.uspto.gov>. Images of TTAB proceeding files can  
be viewed using TTABVue at <http://ttabvue.uspto.gov>.