

ESTTA Tracking number: **ESTTA443480**

Filing date: **11/29/2011**

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

Applicant:	<b>New World Pasta Company</b>
Application Serial Number:	<b>85340336</b>
Application Filing Date:	<b>06/07/2011</b>
Mark:	<b>SMART TASTE</b>
Date of Publication	<b>11/01/2011</b>

### **First 30 Day Request for Extension of Time to Oppose**

Pursuant to 37 C.F.R. Section 2.102, H. J. Heinz Company, One PPG Place, Suite 3100, Pittsburgh, PA 15222, UNITED STATES, a corporation organized under the laws of Pennsylvania, respectfully requests that it be granted a 30-day extension of time to file a notice of opposition against the above-identified mark.

The time within which to file a notice of opposition is set to expire on 12/01/2011. H. J. Heinz Company respectfully requests that the time period within which to file an opposition be extended until 12/31/2011.

Respectfully submitted,

/Sabrina J. Hudson/

11/29/2011

**Sabrina J. Hudson**

**H. J. Heinz Company**

**P. O. Box 57**

**Pittsburgh, PA 15230**

**UNITED STATES**

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