

ESTTA Tracking number: **ESTTA475663**

Filing date: **05/31/2012**

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

Applicant:	<b>General Mills, Inc.</b>
Application Serial Number:	<b>85509241</b>
Application Filing Date:	<b>01/05/2012</b>
Mark:	<b>LIVE BETTER AMERICA</b>
Date of Publication	<b>05/08/2012</b>

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

Pursuant to 37 C.F.R. Section 2.102, The Great Atlantic & Pacific Tea Company,, 2 Paragon Drive, Montvale, NJ 07645, UNITED STATES, a corporation organized under the laws of Maryland , 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 06/07/2012. The Great Atlantic & Pacific Tea Company, respectfully requests that the time period within which to file an opposition be extended until 07/07/2012.

Respectfully submitted,  
/Hara K. Jacobs/  
05/31/2012

**Hara K. Jacobs**

**Ballard Spahr LLP**

**1735 Market Street, 51st Floor**

**Philadelphia, PA 19103-7599**

**UNITED STATES**

**[jacobsh@ballardspahr.com](mailto:jacobsh@ballardspahr.com),[militelloc@ballardspahr.com](mailto:militelloc@ballardspahr.com),[camposcruzl@ballardspahr.com](mailto:camposcruzl@ballardspahr.com),[phila\\_tmddocketing@ballardspahr.com](mailto:phila_tmddocketing@ballardspahr.com)**

**215.864.8209**