

ESTTA Tracking number: **ESTTA494419**

Filing date: **09/13/2012**

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

Applicant:	<b>Cambia Health Solutions, Inc.</b>
Application Serial Number:	<b>85587302</b>
Application Filing Date:	<b>04/03/2012</b>
Mark:	<b>LIFEMAP ASSURANCE COMPANY</b>
Date of Publication	<b>09/11/2012</b>

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

Pursuant to 37 C.F.R. Section 2.102, Premera Blue Cross, 7001 - 220th St. SW, Building 1, Mountlake Terrace, WA 98043, UNITED STATES, a nonprofit corporation, organized under the laws of Washington, 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 confer with counsel
- The potential opposer is engaged in settlement discussions with applicant

The time within which to file a notice of opposition is set to expire on 10/11/2012. Premera Blue Cross respectfully requests that the time period within which to file an opposition be extended until 01/09/2013.

Respectfully submitted,  
/jmkeyes/  
09/13/2012

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