

ESTTA Tracking number: **ESTTA752982**

Filing date: **06/16/2016**

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

Applicant:	<b>HBJR Holdings Ltd.</b>
Application Serial Number:	<b>85680988</b>
Application Filing Date:	<b>07/18/2012</b>
Mark:	<b>DR. SEGAL'S</b>
Date of Publication	<b>05/17/2016</b>

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

Pursuant to 37 C.F.R. Section 2.102, Blue Cross and Blue Shield Association, 225 North Michigan Avenue, Chicago, IL 60601, UNITED STATES, a non-profit corporation, organized under the laws of Illinois, 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 06/16/2016. Blue Cross and Blue Shield Association respectfully requests that the time period within which to file an opposition be extended until 09/14/2016.

Respectfully submitted,  
/Lee J. Eulgen/  
06/16/2016

**Lee J. Eulgen**

**Neal Gerber & Eisenberg LLP**

**Two North LaSalle Street**

**Chicago, IL 60602**

**UNITED STATES**

**leulgen@ngelaw.com, afuelleman@ngelaw.com, mhoffman@ngelaw.com**

**312-269-8000**