

ESTTA Tracking number: **ESTTA769423**

Filing date: **09/08/2016**

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>

## **60 Day Request for Extension of Time to Oppose Upon Consent**

Pursuant to 37 C.F.R. Section 2.102, Blue Cross and Blue Shield Association, 225 North Michigan Avenue, Chicago, IL 60601, UNITED STATES respectfully requests that he/she/it be granted an additional 60-day extension of time to file a notice of opposition against the above-identified mark with applicant's consent.

The time within which to file a notice of opposition is set to expire on 09/14/2016. Blue Cross and Blue Shield Association respectfully requests that the time period within which to file an opposition be extended until 11/13/2016.

Respectfully submitted,  
/Lee J. Eulgen/  
09/08/2016

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