

ESTTA Tracking number: **ESTTA620217**

Filing date: **08/07/2014**

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

Applicant:	<b>Tolleson Wealth Management, Inc.</b>
Application Serial Number:	<b>86207876</b>
Application Filing Date:	<b>02/28/2014</b>
Mark:	<b>ROCK BLUFF</b>
Date of Publication	<b>07/15/2014</b>

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

Pursuant to 37 C.F.R. Section 2.102, The Prudential Insurance Company of America, 751 Broad Street, Newark, NJ 07102, UNITED STATES, a corporation organized under the laws of New Jersey, 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 08/14/2014. The Prudential Insurance Company of America respectfully requests that the time period within which to file an opposition be extended until 09/13/2014.

Respectfully submitted,  
/Dorothy von Hollen/  
08/07/2014

**Dorothy von Hollen**

**The Prudential Insurance Company of America**

**213 Washington Avenue-Mezzanine**

**Newark, NJ 07102**

**UNITED STATES**

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