

ESTTA Tracking number: **ESTTA702673**

Filing date: **10/16/2015**

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

Applicant:	<b>Elimelech Shmi Hebrew</b>
Application Serial Number:	<b>86579955</b>
Application Filing Date:	<b>03/28/2015</b>
Mark:	<b>RED BORN OF MAN, ITS IN OUR DNA.</b>
Date of Publication	<b>09/29/2015</b>

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

Pursuant to 37 C.F.R. Section 2.102, Columbia Insurance Company, 3024 Harney Street, Omaha, NE 68131, UNITED STATES, a corporation organized under the laws of Nebraska, 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 confer with counsel

The time within which to file a notice of opposition is set to expire on 10/29/2015. Columbia Insurance Company respectfully requests that the time period within which to file an opposition be extended until 01/27/2016.

Respectfully submitted,  
/David Chen/  
10/16/2015

**David Chen**

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