

United States Patent and Trademark Office
Trademark Trial and Appeal Board
P.O. Box 1451
Alexandria, VA 22313-1451

Mailed: August 26, 2008

In re Blue Cross and Blue
Shield of New Jersey

Serial No. 75486139

Filed: 5/15/98

ELLIOTT C BANKENDORF
HUSCH BLACKWELL SANDERS WELSH & KATZ LTD
120 S RIVERSIDE PLZ 22ND FLOOR
CHICAGO, IL 60606

Tina Craven, Paralegal Specialist:

Applicant's appeal and request for reconsideration
filed July 29, 2008 are noted.

The request for reconsideration requires consideration
by the Trademark Examining Attorney. The appeal is
instituted, but action on it is suspended and the electronic
record of the application file is herewith remanded to the
Examining Attorney.

In the event registrability is found on the basis of
this paper, the appeal will be moot and proceedings will be
terminated accordingly. In the event the refusal of
registration is maintained, the Board shall be so informed,
proceedings will be resumed and applicant will be allowed
time in which to file its brief on appeal.