

ESTTA Tracking number: **ESTTA475256**

Filing date: **05/30/2012**

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

Applicant:	<b>GUARDIAN NEWS &amp; MEDIA LIMITED</b>
Application Serial Number:	<b>76195313</b>
Application Filing Date:	<b>01/17/2001</b>
Mark:	<b>MEDIA GUARDIAN</b>
Date of Publication	<b>05/01/2012</b>

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

Pursuant to 37 C.F.R. Section 2.102, The Guardian Life Insurance Company of America, 7 Hanover Square, New, NY 10004, UNITED STATES, a corporation organized under the laws of New York, 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 is engaged in settlement discussions with applicant

The time within which to file a notice of opposition is set to expire on 05/31/2012. The Guardian Life Insurance Company of America respectfully requests that the time period within which to file an opposition be extended until 08/29/2012.

Respectfully submitted,  
/s/ Craig S. Mende  
05/30/2012

**Craig S. Mende**

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