

**UNITED STATES PATENT AND TRADEMARK OFFICE**  
**Trademark Trial and Appeal Board**  
2900 Crystal Drive  
Arlington, Virginia 22202-3513

DAVID A. HERDMAN  
KELLOGG COMPANY  
ONE KELLOGG SQUARE, P.O. BOX 3599  
BATTLE CREEK, MI 49016-3599

**Mailed: April 23, 2004**  
**Serial No.: 76417105**

**Tamika Whitsey, Legal Assistant:**

The request to extend time to oppose is granted until  
5/17/04 on behalf of potential opposer **KELLOGG COMPANY**.

Please do not hesitate to contact the Trademark Trial and  
Appeal Board for any questions relating to this extension.

**New Developments at the Trademark Trial and Appeal Board**

TTAB forms for electronic filing of extensions of time to  
oppose, notices of opposition, and inter partes filings are now  
available at <http://estta.uspto.gov>. Images of TTAB proceeding  
files can be viewed using TTABVue at <http://ttabvue.uspto.gov>.

Parties should also be aware of changes in the rules affecting  
trademark matters, including rules of practice before the TTAB.  
See Rules of Practice for Trademark-Related Filings Under the  
Madrid Protocol Implementation Act, 68 Fed. R. 55,748 (September  
26, 2003) (effective November 2, 2003) Reorganization of  
Correspondence and Other Provisions, 68 Fed. Reg. 48,286 (August  
13, 2003) (effective September 12, 2003). Notices concerning the  
rules changes are available at [www.uspto.gov](http://www.uspto.gov).