

ESTTA Tracking number: **ESTTA204248**

Filing date: **04/11/2008**

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

Applicant:	Plymouth Rock Assurance Corporation
Application Serial Number:	77183957
Application Filing Date:	05/17/2007
Mark:	NOT JUST INSURANCE. ASSURANCE.
Date of Publication	04/01/2008

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

Pursuant to 37 C.F.R. Section 2.102, CheckPoint HR, 2035 Lincoln Highway, Suite 1080, Edison, NJ 08817, UNITED STATES, a corporation organized under the laws of Delaware, 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 causes are established for this request by:

- The potential opposer needs additional time to investigate the claim
- The potential opposer needs additional time to confer with counsel
- 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 05/01/2008. CheckPoint HR respectfully requests that the time period within which to file an opposition be extended until 07/30/2008.

Respectfully submitted,

/s/ G. Mathew Lombard/

04/11/2008

G. Mathew Lombard

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