

ESTTA Tracking number: **ESTTA115471**

Filing date: **12/19/2006**

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

Applicant:	Promotion In Motion, Inc.
Application Serial Number:	78509229
Application Filing Date:	11/01/2004
Mark:	BREAKFAST 2 GO
Date of Publication	08/29/2006

60 Day Request for Extension of Time to Oppose Upon Consent

Pursuant to 37 C.F.R. Section 2.102, KELLOGG NORTH AMERICA COMPANY, One Kellogg Square PO Box 3599, Battle Creek, MI 49016, UNITED STATES respectfully requests that he/she/it be granted an additional 60-day extension of time to file a notice of opposition against the above-identified mark with applicant's consent.

The time within which to file a notice of opposition is set to expire on 12/27/2006. KELLOGG NORTH AMERICA COMPANY respectfully requests that the time period within which to file an opposition be extended until 02/25/2007.

Respectfully submitted,
/DAVID A HERDMAN/
12/19/2006

David A. Herdman

**Assistant Secretary/Corporate Counsel
KELLOGG NORTH AMERICA COMPANY
One Kellogg Square PO Box 3599
Battle Creek, MI 49016
UNITED STATES
trademarks@kellogg.com
269-961-2170**