

ESTTA Tracking number: **ESTTA104935**

Filing date: **10/18/2006**

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

Applicant:	<b>Nature's One, Inc.</b>
Application Serial Number:	<b>78529621</b>
Application Filing Date:	<b>12/09/2004</b>
Mark:	<b>PEDIAVANCE</b>
Date of Publication	<b>09/26/2006</b>

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

Pursuant to 37 C.F.R. Section 2.102, Pharmacia & Upjohn Company LLC, 201 Tabor Road, Legal Division, Morris Plains, NJ 07950, UNITED STATES, a Limited Liability Company, 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 cause is established for this request by:

- The potential opposer needs additional time to investigate the claim

The time within which to file a notice of opposition is set to expire on 10/26/2006. Pharmacia & Upjohn Company LLC respectfully requests that the time period within which to file an opposition be extended until 01/24/2007.

Respectfully submitted,  
/Jake D. Feldman/  
10/18/2006

**Jake D. Feldman**

**Corporate Counsel - Trademarks**

**Pharmacia & Upjohn Company LLC**

**201 Tabor Road Legal Division**

**Morris Plains, NJ 07950**

**UNITED STATES**

**jake.feldman@pfizer.com**

**(973) 385-5244**