

ESTTA Tracking number: **ESTTA92679**

Filing date: **08/02/2006**

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

Applicant:	Cadbury Adams USA LLC
Application Serial Number:	78738408
Application Filing Date:	10/21/2005
Mark:	ICE3
Date of Publication	07/04/2006

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

Pursuant to 37 C.F.R. Section 2.102, The Hershey Company, 100 Crystal A Drive, Hershey, PA 17033, 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 time within which to file a notice of opposition is set to expire on 08/03/2006. The Hershey Company respectfully requests that the time period within which to file an opposition be extended until 11/01/2006.

Respectfully submitted,
/Lois B. Duquette/
08/02/2006

Lois B. Duquette

Senior Counsel

The Hershey Company

100 Crystal A Drive

Hershey, PA 17033

UNITED STATES

lduquette@hersheys.com

717-534-7911