

**United States Patent and Trademark Office**  
**Trademark Trial and Appeal Board**  
P.O. Box 1451  
Alexandria, VA 22313-1451

Mailed: July 2, 2007

Applicant: DAIRY FARMERS OF AMERICA, INC.  
Serial No.: 78884445  
Filed: 5/16/2006  
Mark: SEASON SENSATIONS

Martin J. Beran  
Ostrolenk, Faber, Gerb & Soffen, LLP  
1180 Avenue of the Americas  
7<sup>th</sup> Floor  
New York, NY 10036

**Clara Vela, Paralegal Specialist**

On June 28, 2007, R.A.B. Food Group, LLC filed a notice of opposition to the registration of the mark shown in the above-identified application.

However, the name of the opposer differs from the name of the party to whom the extension of time was granted, namely The B. Manischewitz Company, LLC.

Opposer, in its notice of opposition, has indicated it changed its name from that of the identified potential opposer. A review of USPTO assignment records shows, however, that the reported change of name was recorded November 18, 2004, at Reel 3083, Frame 0871. Thus, it appears the party named in the extension of time to oppose (The B. Manischewitz Company, LLC) may not have been in existence when the extension was filed and the extension did not properly identify the potential opposer.

Accordingly, opposer is allowed until August 2, 2007 to explain the circumstances regarding the change of name referenced in the opposition.

cc:  
Michael Elbein  
Hovey Williams LLP  
2405 Grand Blvd.  
Suite 400  
Kansas City, MO 64108-2519