

ESTTA Tracking number: **ESTTA169621**

Filing date: **10/18/2007**

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

|                            |   |
|----------------------------|---|
| Applicant:                 | <b>John B. Sanfilippo &amp; Son, Inc.</b> |
| Application Serial Number: | <b>78945681</b>                           |
| Application Filing Date:   | <b>08/04/2006</b>                         |
| Mark:                      | <b>CHEDDAR CRUNCH</b>                     |
| Date of Publication        | <b>09/18/2007</b>                         |

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

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, 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 10/18/2007. KELLOGG NORTH AMERICA COMPANY respectfully requests that the time period within which to file an opposition be extended until 01/16/2008.

Respectfully submitted,  
/David A. Herdman/  
10/18/2007

**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**