

ESTTA Tracking number: **ESTTA360090**

Filing date: **07/27/2010**

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

Applicant:	<b>No Ordinary Designer Label Limited,; trading as Ted Baker</b>
Application Serial Number:	<b>79074676</b>
Application Filing Date:	<b>07/08/2009</b>
Mark:	<b>BORN BY TED BAKER</b>
Date of Publication	<b>07/27/2010</b>

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

Pursuant to 37 C.F.R. Section 2.102, Columbia Insurance Company, 3024 Harney Street, Omaha, NE 68131, UNITED STATES, a corporation organized under the laws of Nebraska, 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 08/26/2010. Columbia Insurance Company respectfully requests that the time period within which to file an opposition be extended until 11/24/2010.

Respectfully submitted,  
/GSW AMP/  
07/27/2010

**Gene S. Winter**

**St. Onge Steward Johnston & Reens LLC**

**986 Bedford Street**

**Stamford, CT 06905**

**UNITED STATES**

**litigation@ssjr.com, aprovino@ssjr.com**

**2033246155**