

UNITED STATES PATENT AND TRADEMARK OFFICE  
Trademark Trial and Appeal Board  
P.O. Box 1451  
Alexandria, VA 22313-1451

Jimmie J. Cecil  
Blue Cross and Blue Shield Association  
225 North Michigan Avenue  
Chicago, IL 60601

**Mailed: October 21, 2010**

**Serial No.: 85061091**  
**ESTTA TRACKING NO: ESTTA374520**

The request to extend time to oppose is granted until  
**1/19/2011** on behalf of potential opposer **Blue Cross and  
Blue Shield Association**

Please do not hesitate to contact the Trademark Trial and  
Appeal Board at (571)272-8500 if you have any questions  
relating to this extension.

**Note from the Trademark Trial and Appeal Board**

TTAB forms for electronic filing of extensions of time to  
oppose, notices of opposition, petition for cancellation, notice  
of ex parte appeal, and inter partes filings are now available  
at <http://estta.uspto.gov>. Images of TTAB proceeding files can  
be viewed using TTABVue at <http://ttabvue.uspto.gov>.