

ESTTA Tracking number: **ESTTA407486**

Filing date: **05/05/2011**

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

Applicant:	<b>KID-E TAGS, LLC</b>
Application Serial Number:	<b>85144082</b>
Application Filing Date:	<b>10/04/2010</b>
Mark:	<b>KID-E TAG</b>
Date of Publication	<b>04/26/2011</b>

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

Pursuant to 37 C.F.R. Section 2.102, Blue Cross and Blue Shield Association, 225 North Michigan Avenue, Chicago, IL 60601, UNITED STATES, a corporation organized under the laws of Illinois, 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 cause is established for this request by:

- The potential opposer needs additional time to investigate the claim

The time within which to file a notice of opposition is set to expire on 05/26/2011. Blue Cross and Blue Shield Association respectfully requests that the time period within which to file an opposition be extended until 08/24/2011.

Respectfully submitted,  
/Jimmie Cecil/  
05/05/2011

**Jimmie J. Cecil**

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