

ESTTA Tracking number: **ESTTA406951**

Filing date: **05/04/2011**

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

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|----------------------------|-----------------------------------|
| Applicant: | Betty's Pies Holdings, LLC |
| Application Serial Number: | 85158727 |
| Application Filing Date: | 10/22/2010 |
| Mark: | BETTY'S PIES AND EATERY |
| Date of Publication | 04/05/2011 |

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

Pursuant to 37 C.F.R. Section 2.102, General Mills, Inc., Number One General Mills Boulevard, Minneapolis, MN 55426, 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 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 05/05/2011. General Mills, Inc. respectfully requests that the time period within which to file an opposition be extended until 08/03/2011.

Respectfully submitted,
/xAlexandra Sepulveda/
05/03/2011

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