

ESTTA Tracking number: **ESTTA408851**

Filing date: **05/12/2011**

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

Applicant:	Kinetix Living Corp.
Application Serial Number:	85178245
Application Filing Date:	11/16/2010
Mark:	KX KINETIX
Date of Publication	05/03/2011

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

Pursuant to 37 C.F.R. Section 2.102, General Mills IP Holdings II, LLC, Number One General Mills Blvd., Minneapolis, MN 55426, UNITED STATES, a Limited Liability Company, 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 06/02/2011. General Mills IP Holdings II, LLC respectfully requests that the time period within which to file an opposition be extended until 08/31/2011.

Respectfully submitted,

/sJoshua J. Burke/

05/12/2011

Joshua J. Burke

General Mills IP Holdings II, LLC

Number One General Mills Blvd.

Minneapolis, MN 55426

UNITED STATES

joshua.burke@genmills.com, trade.marks@genmills.com, tiffany.larson@genmills.com

763-764-5524