

ESTTA Tracking number: **ESTTA407478**

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

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

Applicant:	Medical Life, Inc.
Application Serial Number:	85182315
Application Filing Date:	11/22/2010
Mark:	CRUCIAL CARE EMERGENCY MEDICINE DOCTORS
Date of Publication	04/26/2011

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

Brand Counsel

Blue Cross and Blue Shield Association

225 North Michigan Avenue

Chicago, IL 60601

UNITED STATES

jimmie.cecil@bcbsa.com

312.297.6024