

ESTTA Tracking number: **ESTTA416021**

Filing date: **06/23/2011**

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

Applicant:	Steven H. Paperno
Application Serial Number:	85216273
Application Filing Date:	01/12/2011
Mark:	EAT NAKED
Date of Publication	05/24/2011

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

Pursuant to 37 C.F.R. Section 2.102, Bear Naked, Inc., One Kellogg Square PO Box 3599, Battle Creek, MI 49016, 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 causes are established for this request by:

- The potential opposer needs additional time to investigate the claim
- The potential opposer needs additional time to confer with counsel

The time within which to file a notice of opposition is set to expire on 06/23/2011. Bear Naked, Inc. respectfully requests that the time period within which to file an opposition be extended until 09/21/2011.

Respectfully submitted,
/David A. Herdman/
06/23/2011

David A. Herdman

Assistant Secretary/Corporate Counsel

Bear Naked, Inc.

One Kellogg Square PO Box 3599

Battle Creek, MI 49016

UNITED STATES

trademarks@kellogg.com

269-961-2170