

ESTTA Tracking number: **ESTTA419872**

Filing date: **07/14/2011**

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

Applicant:	<b>California Bank of Commerce</b>
Application Serial Number:	<b>85242670</b>
Application Filing Date:	<b>02/15/2011</b>
Mark:	<b>DEFINED BY THE COMPANY WE KEEP</b>
Date of Publication	<b>06/21/2011</b>

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

Pursuant to 37 C.F.R. Section 2.102, New York Life Insurance Company, 51 Madison Avenue, New York, NY 10010, UNITED STATES, a corporation organized under the laws of New York, 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 07/21/2011. New York Life Insurance Company respectfully requests that the time period within which to file an opposition be extended until 10/19/2011.

Respectfully submitted,  
/s/ James D. Weinberger  
07/14/2011

**James D. Weinberger**

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