

ESTTA Tracking number: **ESTTA432612**

Filing date: **09/27/2011**

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

Applicant:	The North Carolina Barbecue Society, Inc.
Application Serial Number:	85262965
Application Filing Date:	03/10/2011
Mark:	THE VOICE OF TAR HEEL BARBECUE
Date of Publication	08/30/2011

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

Pursuant to 37 C.F.R. Section 2.102, The University of North Carolina at Chapel Hill, 015 Lenoir Hall, Campus Box 1500, Chapel Hill, NC 27599, UNITED STATES, a State University, organized under the laws of North Carolina, 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 is engaged in settlement discussions with applicant

The time within which to file a notice of opposition is set to expire on 09/29/2011. The University of North Carolina at Chapel Hill respectfully requests that the time period within which to file an opposition be extended until 12/28/2011.

Respectfully submitted,
/Michael S, Drucker/
09/27/2011

Michael S. Drucker

The Collegiate Licensing Company

290 Interstate North Circle

Atlanta, GA 30339

UNITED STATES

mdrucker@clc.com

770-799-3216