

ESTTA Tracking number: **ESTTA470078**

Filing date: **05/01/2012**

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

Applicant:	Beverage Marketing USA, Inc.
Application Serial Number:	85448932
Application Filing Date:	10/17/2011
Mark:	HALF & HALF
Date of Publication	04/03/2012

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

Pursuant to 37 C.F.R. Section 2.102, R. C. Bigelow, Inc., 201 Black Rock Turnpike, Fairfield, CT 06430, UNITED STATES, a corporation organized under the laws of Connecticut, 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 05/03/2012. R. C. Bigelow, Inc. respectfully requests that the time period within which to file an opposition be extended until 08/01/2012.

Respectfully submitted,

/Wendy E. Miller/

05/01/2012

Wendy E. Miller

Cooper & Dunham LLP

30 Rockefeller Plaza

New York, NY 10112

UNITED STATES

wmiller@cooperdunham.com, tm@cooperdunham.com, jshand@cooperdunham.com,

kcastaldo@cooperdunham.com

212-278-0400