

ESTTA Tracking number: **ESTTA541892**

Filing date: **06/05/2013**

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

Applicant:	<b>QUIKTRIP WEST, INC.</b>
Application Serial Number:	<b>85804997</b>
Application Filing Date:	<b>12/18/2012</b>
Mark:	<b>THE BIG Q</b>
Date of Publication	<b>05/14/2013</b>

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

Pursuant to 37 C.F.R. Section 2.102, The Kroger Co. of Michigan, 40399 Grand River Avenue, Novi, MI 48375, UNITED STATES, a corporation organized under the laws of Michigan, 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 06/13/2013. The Kroger Co. of Michigan respectfully requests that the time period within which to file an opposition be extended until 09/11/2013.

Respectfully submitted,

/Laura C. Gustafson/

06/05/2013

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