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Filing date: **10/29/2013**

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

Applicant:	<b>Johanna Mosca</b>
Application Serial Number:	<b>85933233</b>
Application Filing Date:	<b>05/15/2013</b>
Mark:	<b>CHEERIOS FOR SENIORS</b>
Date of Publication	<b>10/15/2013</b>

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

Pursuant to 37 C.F.R. Section 2.102, General Mills IP Holdings II, LLC, Number One General Mills Blvd., Minneapolis, MN 55426, UNITED STATES, a Limited Liability Company, 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 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 11/14/2013. General Mills IP Holdings II, LLC respectfully requests that the time period within which to file an opposition be extended until 02/12/2014.

Respectfully submitted,  
/Caldwell A. Camero/  
10/29/2013

**Caldwell A. Camero**

**General Mills IP Holdings II, LLC**

**Number One General Mills Blvd.**

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