

ESTTA Tracking number: **ESTTA645145**

Filing date: **12/17/2014**

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

Applicant:	State Automobile Mutual Insurance Company
Application Serial Number:	86324626
Application Filing Date:	06/30/2014
Mark:	BOPCHOICE
Date of Publication	11/18/2014

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

Pursuant to 37 C.F.R. Section 2.102, Hartford Fire Insurance Co., Corporate Law Department - Trademark Uni, Hartford Plaza, Hartford, CT 06115, 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 causes are established for this request by:

- The potential opposer needs additional time to investigate the claim
- The potential opposer needs additional time to confer with counsel

The time within which to file a notice of opposition is set to expire on 12/18/2014. Hartford Fire Insurance Co. respectfully requests that the time period within which to file an opposition be extended until 03/18/2015.

Respectfully submitted,
/Michael Chiappetta/
12/17/2014

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