

UNITED STATES PATENT AND TRADEMARK OFFICE
Trademark Trial and Appeal Board
P.O. Box 1451
Alexandria, VA 22313-1451
General Contact Number: 571-272-8500

December 29, 2017

IN RE:
Hy-Vee, Inc.

SERIAL NO. **87222634**

APPEAL RECEIVED: **12/29/2017**

BRIEF DUE: **2/27/2018**

TIMOTHY J. ZARLEY
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The appeal and appeal fee in the above-entitled application were received on the date indicated above.

The Trademark Rules of Practice provide that the brief of the applicant must be filed within sixty days after the date of the appeal. Applicant must also indicate, not later than ten days after the due date for applicant's reply brief, if an oral hearing is desired.

If applicant has pending, or has filed with its notice of appeal, a request for reconsideration, an amendment, an amendment to allege use, a request to divide, or a petition in connection with its application, applicant should contact the Board at 571-272-8500.