

ESTTA Tracking number: **ESTTA1121094**

Filing date: **03/17/2021**

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

Applicants	B2Z Insurance Inc.
Application Serial Number	90265710
Application Filing Date	10/20/2020
Mark	
Date of Publication	01/26/2021
Potential Opposer's Correspondence Information	J. RYAN HINSHAW BLUE CROSS AND BLUE SHIELD ASSOCI- ATION 225 N MICHIGAN AVE CHICAGO, IL 60601 UNITED STATES Primary Email: Ryan.Hinshaw@bcbsa.com Secondary Email(s): trademarks@bcbsa.com No phone number provided.
Docket Number	71615EF

60 Day Request for Extension of Time to Oppose for Good Cause

Pursuant to 37 C.F.R. Section 2.102, BLUE CROSS AND BLUE SHIELD ASSOCIATION, 225 N MICHIGAN AVE, CHICAGO, IL 60601, UNITED STATES respectfully requests that he/she/it be granted an additional 60-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 03/27/2021. BLUE CROSS AND BLUE SHIELD ASSOCIATION respectfully requests that the time period within which to file an opposition be extended until 05/26/2021.

Respectfully submitted,

/J. Ryan Hinshaw/

J. Ryan Hinshaw

ryan.hinshaw@bcbsa.com, trademarks@bcbsa.com

03/17/2021