

Request for Reconsideration after Final Action

The table below presents the data as entered.

Input Field	Entered
SERIAL NUMBER	79119647
LAW OFFICE ASSIGNED	LAW OFFICE 113
MARK SECTION (no change)	
EVIDENCE SECTION	
EVIDENCE FILE NAME(S)	
ORIGINAL PDF FILE	evi_6384123133-123916997 . Argument for Response to Office Action for 2good SN79119647.pdf
CONVERTED PDF FILE(S) (48 pages)	\\TICRS\EXPORT16\IMAGEOUT16\791\196\79119647\xml15\RFR0002.JPG
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DESCRIPTION OF EVIDENCE FILE	Please see the actual argument text attached within the Evidence section
SIGNATURE SECTION	
RESPONSE SIGNATURE	/Joseph F. Schmidt/
SIGNATORY'S NAME	Joseph F. Schmidt
SIGNATORY'S POSITION	Attorney of record, Illinois bar member
SIGNATORY'S PHONE NUMBER	312-836-4178
DATE SIGNED	07/31/2014
AUTHORIZED SIGNATORY	YES
CONCURRENT APPEAL NOTICE FILED	NO
FILING INFORMATION SECTION	
SUBMIT DATE	Thu Jul 31 13:05:17 EDT 2014
TEAS STAMP	USPTO/RFR-63.84.123.133-2 0140731130517296685-79119 647-50043ecd1762ed2b442f7 b497a05eb4a2f36e4e3f6efb3 a208e1ab9149f4f3668-N/A-N /A-20140731123916997972

**Request for Reconsideration after Final Action
To the Commissioner for Trademarks:**

Application serial no. **79119647** has been amended as follows:

EVIDENCE

Evidence in the nature of Please see the actual argument text attached within the Evidence section has been attached.

Original PDF file:

[evi_6384123133-123916997_. Argument for Response to Office Action for 2good SN79119647.pdf](#)

Converted PDF file(s) (48 pages)

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SIGNATURE(S)

Request for Reconsideration Signature

Signature: /Joseph F. Schmidt/ Date: 07/31/2014

Signatory's Name: Joseph F. Schmidt

Signatory's Position: Attorney of record, Illinois bar member

Signatory's Phone Number: 312-836-4178

The signatory has confirmed that he/she is an attorney who is a member in good standing of the bar of the highest court of a U.S. state, which includes the District of Columbia, Puerto Rico, and other federal territories and possessions; and he/she is currently the applicant's attorney or an associate thereof; and to the best of his/her knowledge, if prior to his/her appointment another U.S. attorney or a Canadian attorney/agent not currently associated with his/her company/firm previously represented the applicant in this matter: (1) the applicant has filed or is concurrently filing a signed revocation of or substitute power of attorney with the USPTO; (2) the USPTO has granted the request of the prior representative to withdraw; (3) the applicant has filed a power of attorney appointing him/her in this matter; or (4) the applicant's appointed U.S. attorney or Canadian attorney/agent has filed a power of attorney appointing him/her as an associate attorney in this matter.

The applicant is not filing a Notice of Appeal in conjunction with this Request for Reconsideration.

Serial Number: 79119647

Internet Transmission Date: Thu Jul 31 13:05:17 EDT 2014

TEAS Stamp: USPTO/RFR-63.84.123.133-2014073113051729

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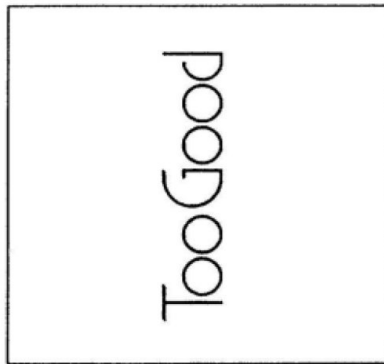
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Mark: 2good
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In response to the Office Action of February 4, 2014, applicant requests that the examining attorney reconsider and withdraw the Section 2(d) refusal based on Reg. No. 4,235,722 (the "'722 Reg"), for at least the following reasons:

1. The marks are so dissimilar in their entireties as to appearance, connotation, and commercial impression that there is no likelihood of confusion.

It is respectfully submitted that the examining attorney has erred in finding these two marks to be sufficiently similar to create a likelihood of confusion based primarily on similarity in sound. The drawings of the two marks appear below. The cited mark:



Applicant's mark:

2good

In terms of visual differences, the differences are many and striking, and the combination of differences is so great as to be a dominant factor in finding that the marks are not confusingly similar. First, the cited mark has a highly unusual bottom-to-top vertical presentation of its textual matter. This is quite dissimilar from the horizontal presentation of the text in applicant's mark. Second, the marks further are visually dissimilar insofar as the textual element in the cited mark is presented in a completely different font from applicant's mark. The different fonts create

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different visual impressions. The cited mark has a thin line modern look and applicant's mark has a more traditional look. Moreover, the cited mark has an upper case letter "G" and applicant's mark has a lowercase "g" with a stylized font lower portion. Where, as here, the marks are in a stylized form and not standard character form, these visual differences must be considered in analyzing similarity of the marks, and are a basis for finding that the marks are not confusingly similar. Third, the marks also are visually distinguished by the numeral "2" used in applicant's mark, as contrasted to the word "Too" presented in upper and lower case within the cited mark. Thus, the initial textual element encountered by the prospective purchaser is quite dissimilar in visual impact when the purchaser views the respective marks. Fourth, the marks also are visually distinct by reason of the square design element incorporated in the cited mark. There is no corresponding or similar design element in applicant's mark. The multiple and significant visual differences are sufficient to support a finding that the marks are not confusing similar.

Applicant also respectfully submits that the examining attorney has erred in finding the marks similar in their entirety as to connotation. The different initial elements of each mark have different meanings which creates a different connotation. The textual element of applicant's mark starts with the number "2" and suggests something to do with the number 2, e.g., an amount, 2 things, a pair, or possibly to buy, try or eat 2 in relation to candy bars. There are multiple connotations. In contrast, the textual element of the registered mark starts with the word "Too" which has nothing to do with numbers and has a specific dictionary meaning of:

Too:

1

: BESIDES, ALSO <sell the house and furniture too>

2

a : to an excessive degree : EXCESSIVELY <too large a house for us>

b : to such a degree as to be regrettable <this time he has gone too far>

c : VERY <didn't seem too interested>

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3

: SO 2d <"I didn't do it." "You did too.">

"Too." *Merriam-Webster.com*. Merriam-Webster, n.d. Web. 22 July 2014.

<<http://www.merriam-webster.com/dictionary/too>>.

The term "Too" is immediately followed in the registered mark by the term "Good," which has the ordinary dictionary meaning of:

Good:

1

- a* (1) : of a favorable character or tendency <*good* news> (2) : BOUNTIFUL, FERTILE <*good* land> (3) : HANDSOME, ATTRACTIVE <*good* looks>
- b* (1) : SUITABLE, FIT <*good* to eat> (2) : free from injury or disease <one *good* arm> (3) : not depreciated <bad money drives out *good*> (4) : commercially sound <a *good* risk> (5) : that can be relied on <*good* for another year> <*good* for a hundred dollars> <always *good* for a laugh> (6) : PROFITABLE, ADVANTAGEOUS <made a very *good* deal>
- c* (1) : AGREEABLE, PLEASANT <had a *good* time> (2) : SALUTARY, WHOLESOME <*good* for a cold> (3) : AMUSING, CLEVER <a *good* joke>
- d* (1) : of a noticeably large size or quantity : CONSIDERABLE <won by a *good* margin> <a *good* bit of the time> (2) : FULL <waited a *good* hour> (3) — used as an intensive <a *good* many of us>
- e* (1) : WELL-FOUNDED, COGENT <*good* reasons> (2) : TRUE <holds *good* for society at large> (3) : deserving of respect : HONORABLE <in *good* standing> (4) : legally valid or effectual <*good* title>
- f* (1) : ADEQUATE, SATISFACTORY <*good* care> —often used in faint praise <his serve is only *good* — Frank Deford> (2) : conforming to a standard <*good* English> (3) : CHOICE, DISCRIMINATING <*good* taste> (4) : containing less fat and being less tender than higher grades —used of meat and especially of beef

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2

a (1) : VIRTUOUS, RIGHT, COMMENDABLE <a *good* person> <*good* conduct> (2)

: KIND, BENEVOLENT <*good* intentions>

b : UPPER-CLASS <a *good* family>

c : COMPETENT, SKILLFUL <a *good* doctor>

d (1) : LOYAL <a *good* party man> <a *good* Catholic> (2) : CLOSE <a *good* friend>

e : free from infirmity or sorrow <I feel *good*>

"Good." *Merriam-Webster.com*. Merriam-Webster, n.d. Web. 23 July 2014.
<<http://www.merriam-webster.com/dictionary/good>>.

Thus, the textual element of the registered mark conveys the meaning of "also good," "excessively good," "very good," or "so good", and creates a very different connotation than the number 2. The initial component of each of these marks, therefore, is quite different and distinct in terms of meaning and connotation.

It is further submitted that the examining attorney has erred in finding that the respective marks are so similar in their entirety as to commercial impression as to yield a likelihood of confusion. The unusual and distinctive bottom-to-top vertical presentation of all of the textual elements of the registered mark, within its square design, creates a different commercial impression from that of applicant's mark having a horizontal presentation; the textual elements run in different directions, and thus distinguish the commercial impression made by the respective marks. The textual elements are presented in different fonts. The textual element "good" of applicant's mark is presented entirely in lowercase lettering in a font quite dissimilar from the upper and lower case font presentation of the registered mark. When properly viewed in their entirety, the respective marks create very different commercial impressions.

As to the examining attorney's arguments based on the similarity of sound when pronouncing the textual elements of these marks, it is respectfully submitted that the analysis ignores market realities. It is submitted that the goods listed in the '722 Reg and applicant's goods

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are the type of goods which are predominantly purchased by a purchaser selecting the goods by hand from shelves in retail stores, or online, not by verbally asking a sales clerk to obtain the goods. Under these purchasing circumstances, pronunciation of the marks is not likely to be involved in the purchasing process and has little practical relevance. The examiner finds that the "literal portions of the marks are essentially phonetic equivalents and thus sound similar." However, when goods are seldom purchased by vocal selection, the sound factor should not be as heavily weighed as the visual factor. *See La Maur, Inc. v Revlon, Inc.*, 245 F. Supp. 839, 146 U.S.P.Q. 654 (D. Minn. 1965) (phonetic similarity not so important where goods sold in self-service store rather than by verbal request to sales clerk).

In analyzing the similarities between the two marks, the overall impression created by the marks must be considered and not merely individual features. *General Mills, Inc. v. Kellogg Co.*, 3 U.S.P.Q.2d 1442, 1445 (8th Cir. 1987). Rather than reviewing the marks in their entirety, the examining attorney has dissected the registered mark to excise out any non-similar elements, such as the square design and vertical text presentation, in order to compare the remainder and conclude it is confusingly similar to applicant's mark. All components must be given appropriate weight. *In re Hearst Corp.*, 25 U.S.P.Q.2d 1238, 1239 (Fed. Cir. 1992). The differences in appearance, connotation and overall impression far outweigh the similarity in sound, especially when considering the non-verbal purchasing process. When correctly viewed in their entirety, applicant's mark is not likely to cause confusion with the registered mark. Therefore, it is respectfully submitted that the 2(d) refusal should be withdrawn.

2. The Cited Mark is Entitled to Only a Narrow Scope of Protection.

The scope of protection given marks is on a continuum from broad to narrow protection depending on the nature of the mark. Where a mark is weak, it should be accorded only a narrow scope of protection, not a broad or normal scope. *Drackett Company v. H. Kohnstamm & Co.*, 407 F.2d 1399 (1969). The cited mark is weak for two reasons. First, it is suggestive and laudatory. Second, the cited mark is weak because of the common use and registration of the

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terms in the cited mark. The differences in appearance, connotation and commercial impression between the cited mark and applicant's mark are so significant here that applicant's mark is easily distinguishable from the cited mark and, therefore, falls outside the scope of protection that should be given to the cited mark.

(a) The cited mark is weak because it is highly suggestive and laudatory and, therefore, should be given only a narrow scope of protection.

The ordinary dictionary meanings of the terms "Too" and "Good" in the registered mark are set forth in Section 1 above. As applied to the relevant goods, the textual elements of the registered mark are self-laudatory and, thus, highly suggestive. In fact, the word "good" in the cited mark is highly suggestive, if not descriptive, in relation to food products, and in which applicant can have no exclusive right. Therefore, the cited mark is highly suggestive and weak, and entitled only to a narrow scope of protection. "The scope of protection afforded such highly suggestive marks is necessarily narrow...". Drackett Company v. H. Kohnstamm & Co., 407 F.2d 1399 (CCPA 1969) (Two six letter marks each containing the word "dust" for products for disposing of dust do not so resemble each other as to be likely to cause confusion). When considering the factors in assessing likelihood of confusion, the relative strength or weakness of a mark is an important factor. Philip Morris, Inc. v. Midwest Tobacco, Inc., 9 U.S.P.Q.2d 1210 (E.D. Va. 1988), and for this application, it should be a dominant and controlling factor in finding no likelihood of confusion. Moreover, unlike a situation involving an arbitrary or fanciful mark, the addition of other matter to a laudatory, highly suggestive word may be enough to distinguish it from another mark. In re Hartz Hotel Services, Inc., 102 U.S.P.Q. 2d 1150 (TTAB 2012); 2012 WL 1193704 at p. 4. In re Hunke & Jocheim, 185 U.S.P.Q. 188, 189 (TTAB 1975). The use of the number "2" in applicant's mark and all of the other differences pointed out above are sufficient to put applicant's mark outside the narrow scope of protection to be given the weak cited mark.

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(b) The cited mark is weak because of the common use and registration of "TOO GOOD" for similar or related goods and, therefore, should be given only a narrow scope of protection.

Offered herewith as evidence of a large number of similar marks in use on similar goods are Exhibit A and Exhibit B. Exhibit A consists of printouts of web pages showing that many different entities use "Too Good" as trademarks, trade names, brand names, or titles of food or food related items, including, but not limited to: "Richards TOO GOOD BBQ Sauce", "TOO GOOD BAKED CHICKEN", "TOO GOOD GOURMET", "TOO GOOD TO BE GLUTEN FREE", "WHEY TOO GOOD BROWNIE MIX", and others. Exhibit B consists of TESS database records showing that many different entities have applied for or registered marks that contain the textual element "Too Good" as applied to foods or food related goods or services. This is persuasive evidence that when a purchaser sees "TOO GOOD" they are unlikely to associate it with a single source.

Where, as here, the cited mark is weak, consumer confusion is unlikely because the mark's components are so widely used that the public can easily distinguish slight differences in the marks, even if the goods are related. General Mills, Inc. v. Kellogg Co.,

3 U.S.P.Q.2d 1442, 1445 (8th Cir. 1987). When the only similarity between the marks is a widely used word, consumers will look to the remainder of the marks as the distinguishing features. Taco Time Int'l, Inc. v. Taco Town, Inc., 217 U.S.P.Q. 268 (TTAB 1982) (TACO TOWN held not confusingly similar to TACO TIME for identical goods). In Lucky Stores, Inc. v. Red And White Foundation, 145 U.S.P.Q. 47 (TTAB 1965), the Board found there was no likelihood of confusion between the mark LUCKY for grocery store services and the mark LUCKY DOLLAR for identical services. Due to the weak nature of the mark "Lucky", use of the word "Dollar" along with "Lucky", was sufficient to alleviate confusion. See General Mills, Inc. v. Kellogg Co., 3 U.S.P.Q.2d 1442, 1445 (8th Cir. 1987) (no likelihood of confusion between the marks APPLE RAISIN CRISP and OATMEAL RAISIN CRISP, both for breakfast cereals);

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Interstate Brands Corp. v. Celestial Seasonings, Inc., 576 F.2d 926, 928 (CCPA 1978) (RED ZINGERS held distinguishable from ZINGERS); King Candy Co. v. Eunice King's Kitchen, Inc., 182 U.S.P.Q. 108 (CCPA 1974) (KING'S used on candy distinguishable from MISS KING'S used on cakes). "[O]ther words or designs play a significant role in creating the commercial impression of each mark." In re 1776, 223 U.S.P.Q. at 187. In fact, where marks contain common terms, purchasers are more likely to rely on the non-common portion of each mark. In re Bed & Breakfast Registry, 229 U.S.P.Q. 818, 819 (Fed. Cir. 1986). Based on this additional evidence, the cited mark should be afforded only a narrow scope of protection and applicant's mark falls outside of that scope.

3. The prior responses in this application are incorporated by reference, as they are considered to remain fully applicable to the pending rejection.

The arguments and evidence submitted in Applicant's prior responses in this application are herein incorporated by reference. Such arguments and evidence are considered to remain applicable to the analysis herein, and are not repeated in this response for the sake of brevity. This response is made without waiver or prejudice as to any of the arguments and evidence previously presented, all of which are hereby expressly reserved for the purposes of appeal.

Conclusion.

For the foregoing reasons, the refusal to register under Section 2(d) should be withdrawn.

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EXHIBIT A
WEB PAGES

Food Poisoning Bulletin

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Richard's Too Good BBQ Sauces Recalled for Botulism Risk

June 28, 2014 by [Carla Gillespie](#) [Leave a Comment](#)



Richard's Rubs & Seasonings is recalling **Richard's Too Good BBQ Sauce**, Richard's Too Good Hot Sauce and Richard's Too Good Teriyaki Sauce for possible botulism risk. Botulism is a potentially fatal foodborne illness.

The sauces were improperly processed and have the potential to be contaminated with Clostridium botulinum, a nerve toxin which can cause botulism. Botulism, which causes paralysis, cannot be spread from person to person. Symptoms, which usually develop within 12 to 36 hours of exposure, include double vision, blurred vision, drooping eyelids, slurred speech, difficulty swallowing, dry mouth, and muscle weakness beginning with facial muscles and moving down. Respiratory failure occurs when it reaches the muscle groups that control lung function. Anyone who ate one of the sauces and is experiencing symptoms should seek medical help immediately.

The recalled sauces, packaged in 12 oz tall glass bottles with metal screw caps and black heat resistant tamper seals, were sold in western Washington grocery stores and butcher shops in Kitsap, Snohomish and King counties. They were distributed up to the date of June 17, 2014.

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Our editor, Linda Larsen, has written 28 cook books. She worked for the Pillsbury company

in their test kitchens and for the Pillsbury Bake-Off. She holds a degree with High Distinction in Food Science from the University of Minnesota.

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Fred Pritzker is a food safety advocate and attorney. He represents people

sickened by contaminated food.

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Soul Food Cookbook, Soul Food Recipes

Soul Food is a tasteful delight for all to enjoy. The Soul Food Cookbook is a collective cookbook of Recipes, for all to enjoy culinary delights born from the Black/African American, Jamaican and Caribbean cultures. Many are easy to use.

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Too Good Baked Chicken

Posted on December 30, 2013 by soul-food-recipes

Ingredients:

chicken pieces (white, dark, or mixed)
1 can of cream of mushroom soup
1 package of onion- mushroom dry soup mix (Lipton's® soup mix has better taste or just onion mix)
1 & 1/2 cups of milk (whole milk gives the best taste)

Utensils Needed:

baking pan (deep enough to hold a whole chicken)
mixing bowl

Instructions:

Preheat the oven to 350 F.
Spread the onion soup mix over the bottom of the pan.
Make sure the mix is spread evenly.
Wash and then place the chicken in the pan, on top of the onion mix.
In the mixing bowl, mix the cream of mushroom soup and the milk. Mix it well so there are no lumps.
Pour the mixture over the chicken and place it in the oven.
Cook at 350 degrees F for 30 minutes and then turn the chicken over and cook for another 30 minutes, or until the chicken is done and the gravy is brown.

Note: Serve it hot. It tastes very good with rice or mashed potatoes. You can also substitute with pork steaks or beef steaks. Just reduce the cooking time. In any case, it's DA BOMB!

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Dips and Mixes

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Mini Pastryless Cheese & Onion Quiche

Naturally gluten free - a rich filling made with free range egg and cheddar cheese and onion.



Lemon Tart

Gluten free shortcrust pastry with a rich and tangy lemon filling.



Quiche Lorraine

Gluten free shortcrust pastry filled with British maple cured smoked bacon, extra mature cheddar cheese & emmental cheese in a free range egg custard.



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Cheese & Onion Quiche

Gluten free shortcrust pastry with onions, extra mature cheddar cheese & emmental cheese in a free range custard.

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Chicken & White Wine Pie

Succulent sous vide chicken in a creamy white wine sauce topped with sauté leeks in a gluten free pie case.



Blueberry & Vanilla Cheesecake

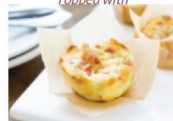
Poached blueberry complete with a rich, creamy vanilla cheesecake filling, finished with crunchy gluten free biscuit crumb.



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Mini Pastryless Cheese & Bacon Quiche

Naturally gluten free - a rich filling made with free range egg and cheddar cheese, with maple cured smoked bacon.



Pepperoni Pizza

Gluten Free pizza base topped with a rich tomato sauce, Pepperoni and a blend of cheeses.



Sundried Tomato & Mozzarella Pizza

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Chorizo, Mixed Bean and Cheese Topped Frittata

Potato confit layer topped with mixed beans coated in a tangy tomato sauce infused with herbs. Topped with Chorizo and Cheddar Cheese.



Vegetable Pie

A cheesy vegetable sauce topped with butternut squash, spinach and char grilled red peppers.



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Cookies from Too Good Gourmet Cater to Luxury Tastes

Date: 11/29/12 | Source: Specialty Food News

Categories: Industry Operations, Suppliers | Tags: Baked Goods, California, Cookie, Dessert, Profile



Too Good Gourmet is a multimillion-dollar business with its own 50,000-square-foot bakery and factory that employs up to 150 people during its high season and produces nine tons of cookies every day. In 2004, the owners took out a loan for \$1 million, moved into its current San Lorenzo, CA, facility and bought industrial equipment to do their own baking. Adjusting to the economic downturn with a second brand, Simply Indulgent Gourmet, the company hasn't skipped a beat, reports *The San Francisco Chronicle*. [Full Story](#)

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improve your digestion
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slow down the aging process

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Whey Protein is the King of Proteins!

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The Best All Round Natural Source of Protein is Whey Protein!

Whey Protein has **ALL 20 amino acids**, the building blocks of the thousands of proteins our bodies manufacture for it's daily needs.

Whey Protein is **rich in leucine** to help preserve lean muscle tissue while promoting fat loss.

Whey Protein helps supply **consistent energy** by slowing down the absorption of glucose. This in turn eliminates sugar spikes and the corresponding insulin response-very important for guarding against diabetes.

Whey Protein keeps you **feeling ' fuller'** reducing your desire for snacks and sugars thus helping you to control your weight.

Whey Protein slows down bone loss and aging in general.

Whey Protein promotes muscle growth and recovery from exercise.

Whey Protein rich in the amino acid cystine, provides an extra boost to the immune system by raising glutathione levels.

WHEY TOO GOOD may help reduce the risk of infection and improve the responsiveness of your immune system.

WHEY TOO GOOD has been shown through animal studies to **inhibit the growth of several types of cancer** tumors. (Dr. Thomas Badger, Arkansas Children's Nutrition Center, Little Rock)

Whey Protein gives you **more focus** and memory retention.

WHEY TOO GOOD gives you a **more restful sleep**.

Why *WHEY TOO GOOD*?

WHEY TOO GOOD is first and foremost, a **FOOD!**



There are NO artificial ingredients & Gluten Free!

It is low calorie, nutrient dense and Low Glycemic!

Not all whey is created equal! There are many inferior whey products available from lower quality suppliers who have taken short-cuts in their purchase and manufacturing processes. We have chosen to provide only the highest quality **ORGANIC** whey from manufacturers we trust and respect! Our **ORGANIC** whey is made only from the milk of contented cows that are free to roam and eat grass. They have NEVER had steroids or growth hormones. The grass they graze on is not subjected to commercial fertilizers, herbicides or pesticides. **Like the air they breath their milk is pure and natural...**



Concentrated whey protein from grass fed cows is an alkaline food.

To maintain good health your blood must be alkaline NOT acidic. Diseases only flourish in an acidic body. An acidic body also ages quicker. **WHEY TOO GOOD** is a **cold pressed concentrate** preserving the natural nutrients and ensuring their bioavailability. Grass fed whey has "lipolic conjugated linolic acids" which increase the bodies ability to produce **Glutathione** to destroy free radicals.

WHEY TOO GOOD uses SweetLeaf® Stevia



It is the only good tasting, natural sweetener on the market that has zero calories, zero carbs and zero glycemic index. "Isomalto-oligosaccharide" (isn't that a mouthful) is a nutritive sweetener that will promote the growth of beneficial "bifid bacterium" in the gut. It will prevent constipation and diarrhea, reduce cholesterol and blood fat, and improve immunity.

Omega 3 Essential Fatty Acid

This is the unsaturated fat that gets all the 'press'. Omega 3 fat is deficient in the North American diet (some estimates are as high as 99%). Even though the whey from grass fed cows is already high in Omega 3, we have added a proprietary blend of **flax seed oil and encapsulated fish oil** to bring the Omega 3 fat content to 660 mg in each serving. Numerous studies have shown the many benefits of Omega 3 fatty acid for heart and brain function and I personally have seen the benefits for better cognitive ability and focusing!

GMO is not spoken here.

WHEY TOO GOOD is very bio available, very convenient and **VERY TASTY!** **WHEY TOO GOOD** is not processed with high heat or chemicals. **WHEY TOO GOOD** is Gluten Free and Low in Lactose. **WHEY TOO GOOD** is manufactured to Kosher and Halal standards.

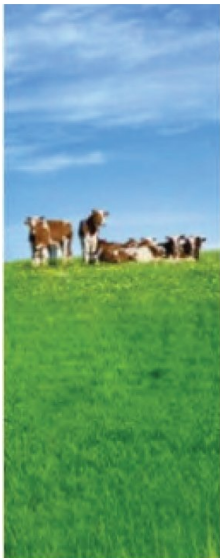


Our proprietary whey protein formula has been shown to be beneficial for heart health as well as diabetes!

WHEY TOO GOOD truly is whey, the 'whey' it should be! .



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But we didn't stop there! We wanted more Benefits!

We know you need **more Vitamin C**. We added **organic acerola berries**, a fantastic source of Vitamin C. We know you need **more fiber**. We added **rice bran** to increase our dietary fiber to 5 gm per serving. You know you want **GOOD TASTE**, not more sugar in your diet! **WHEY TOO GOOD is sweetened with natural SweetLeaf® Stevia**, the best natural sweetener you can buy. We know you need **all of the essential amino acids**. We have also included **one grain and one vegetable source of protein**. With the addition of **rice and pea proteins**, we have added more natural sources of minerals, vitamins, fiber and antioxidants.

Whether you're a child or a senior...YOU ARE WHAT YOU EAT!



Do you really think a child can grow up and thrive on the chemicals, carbs and sugars found in today's so called healthy processed foods? Sure it will give them energy but for how long and what kind? It has been proven that poor nutrition at a young age shows up with a vengeance in chronic diseases such as diabetes later in life. As a Senior my nutritional needs are just as great as a child's but hospital studies have shown that seniors are the most UNDERNOURISHED group of all. We actually have a society today that EXPECTS to have some sort of chronic disease as they age!



Sustained Energy from **WHEY TOO GOOD**

Our low carb and healthy fat formula ensures that you get a steady energy over a longer period of time. **There are no 'sugar spikes' and 'crashes'** normally associated with the so called 'energy drinks'. More importantly, there is **no unnecessary insulin response** that always accompanies dramatic blood sugar fluctuations that weaken the pancreas and leads to weight gain and Type II diabetes.



(<https://premiernaturalhealth.com/wp-content/uploads/2011/03/Healthy-Seniors.jpg>)

Do you want to reach your senior years with real 'zest for life' ?

We've spent decades researching what our bodies, young and old really need to thrive not just survive. Our bodies are constantly rebuilding. Every one of our trillions of cells are either dying or being renewed. The extent that they are renewed completely depends on the nourishment we supply our body with. If we continuously lack all the nutritional building blocks our bodies do not renew properly. That's when disease and aging sets in. How many prescription drugs do you want to take? **It's your choice to just stay alive or to THRIVE.**

WHEY TOO GOOD

WHEY TOO GOOD is a food product, with everything you need to keep you healthy, strong, aware and active. Whey Protein shakes, drinks or smoothies should be simple and convenient particularly with today's 'hectic' life styles. **WHEY TOO GOOD** quickly dissolves in water and **TASTES GREAT!**

Other protein shakes may have all the amino acids but **WHEY TOO GOOD's** proprietary formula has been fortified with additional natural vitamins, minerals, antioxidants, fiber and essential fatty acid.

I am very proud of our proprietary formula...**Check it out!**→

A Fast and Tasty Natural Food Protein Drink!

We make **WHEY TOO GOOD** from nutritious natural foods. **WHEY TOO GOOD** is a *tasty protein drink mix*, easily mixed with water, milk or juice. It makes a terrific smoothie when blended with fruit and yogurt. When mixed with water **WHEY TOO GOOD** is the perfect Low Glycemic drink! The ideal whey protein drink for 'on the go'. Pick your liquid and add a scoop (included) of **WHEY TOO GOOD** and shake...and that's it! You don't have any mess to clean up!



However, if you want excitement, get out the blender and add fruit such as bananas, berries etc, yogurt, plain or flavored, milk (particularly organic).or almond or rice milk to one scoop of **WHEY TOO GOOD!**



(<https://premiernaturalhealth.com/product-category/whey-protein-powders/>)q.**Allergens:**
dairy product, fish oil and may contain traces of soy

***WHEY TOO GOOD...For Growing Up and
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Too Good Beef Biryani



By **Charishma_Ramchandani**

Added November 05, 2003 | Recipe #75696

Categories: [One Dish meal](#) [Lunch/snacks](#) [Long Grain rice](#) [More](#)

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Total Time: 2 hrs

Prep Time: 1 hrs

Cook Time: 1 hrs

Charishma_Ramchandani's Note:

This is from the City Times!

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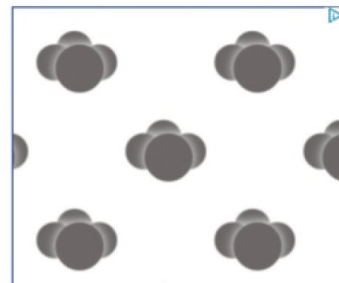
Ingredients:

Servings: **8-10** Units: **US | Metric**

- 1 kg long-grain [basmati rice](#)
- 1 kg [beef](#), clean and cut into average sized pieces and boiled with turmeric powder, black pepper and salt to taste
- 1 kg [onion](#), sliced
- 1 kg [tomato](#), washed, peeled and chopped into small pieces
- 1 cup [oil](#)
- 1 cup [ghee](#)
- 2 maggi chicken bouillon cubes
- 3 teaspoons [red chili powder](#)
- 1/2 teaspoon [turmeric powder](#)
- 3 teaspoons [coriander powder](#)
- 2 tablespoons [ginger-garlic paste](#)
- 50 g [cashews](#)
- 50 g [pistachios](#)
- 50 g [fresh coriander leaves](#), washed and chopped
- 8 -12 [green cardamoms](#)
- 4 [bay leaves](#)

Directions:

- 1 Heat oil in a wok.
- 2 Fry the boiled beef in the hot oil until it turns brown on either side.
- 3 Remove the fried beef and allow the excess oil to drain on clean paper kitchen napkins.
- 4 Add all the onions to the hot oil, except for 2 sliced onions, and stir-fry briefly (about 7-10 minutes).
- 5 Add turmeric powder, chilli powder, coriander powder, cardamoms, bay leaves and half the black peppercorns.
- 6 Mix well until it forms a dry paste.
- 7 Stir in the chicken stock.
- 8 Add tomato slices and cook until the water in the tomato dries up and oil floats on the top.
- 9 Put the fried beef lightly crushed by hand into it.
- 10 Mix in the salt as per your taste.
- 11 Allow it to cook on low flame until cooked.
- 12 While it is cooking, heat oil in a skillet.
- 13



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Nutritional Facts for Too Good Beef Biryani

Serving Size: 1 (462 g)
Servings Per Recipe: 8

Amount Per Serving	% Daily Value
Calories 1929.1	
Calories from Fat 1367	70%
Total Fat 151.9 g	233%
Saturated Fat 58.3 g	291%
Cholesterol 190.7 mg	63%
Sodium 352.8 mg	14%
Total Carbohydrate 118.6 g	39%
Dietary Fiber 9.7 g	39%
Sugars 10.7 g	43%
Protein 25.6 g	51%

The following items or measurements are not included:
ginger-garlic paste
green cardamoms

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15 whole black peppercorns
30 g mint leaves
salt

- Fry the remaining onions in it until they turn light brown.
- 14** Remove from heat.
- 15** Add the remaining peppercorns, bay leaves and green cardamoms to the same oil.
- 16** Then, toss in the cashewnuts and pistachios and fry until lightly golden brown and aromatic.
- 17** Add the drained rice to the oil and mix well.
- 18** Add 5 glasses of water and a pinch of salt.
- 19** When the rice comes to a boil, reduce flame and keep it covered.
- 20** As the water gets absorbed by the rice, remove half of it and put the prepared beef curry on top.
- 21** Garnish with mint leaves, corriander leaves, cashewnuts, fried onions and pistachios.
- 22** Spread the remaining rice on top of this and give one more layer of garnish.
- 23** Keep it on low flame, covered, for 10 minutes, and let it cook.
- 24** All the flavours will blend most beautifully!
- 25** Serve this awesome complete meal hot!



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Cut down a bit of your belly every day by simply using this 1 weird old tip!
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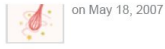


By tripolime
on January 15, 2012

UNBELIEVABLY Good!!!! I use chicken instead of beef and it is fantastic!!! Thank you Charishmal

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[By Bogey'sMom](#)



on May 18, 2007

The only thing I did differently was to put my rice and water into a crockpot, then dump everything I did in steps 1-16 on top of it and set it on low for several hours. It was delicious. Thanks for posting, Char.

1 person found this review Helpful.
Was this review helpful to you? [Yes](#) | [No](#)



By Cathy-O
on May 09, 2007

Thanks for an excellent recipe Charishma! It was simple. The only thing I did differently was to leave out the chicken bouillon cubes. Although it was good with the beef, I plan to make it with mutton or chicken the next time I make this.

1 person found this review Helpful.
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TOO GOOD TO BE FOOD

Word Mark	TOO GOOD TO BE FOOD
Goods and Services	IC 041. US 100 101 107. G & S: ONLINE JOURNAL, NAMELY, A BLOG FEATURING INFORMATION IN THE FIELD OF NUTRITION. FIRST USE: 20100400. FIRST USE IN COMMERCE: 20100400
Standard Characters Claimed	
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Serial Number	85299762
Filing Date	April 20, 2011
Current Basis	1A
Original Filing Basis	1A
Published for Opposition	September 6, 2011
Registration Number	4059900
Registration Date	November 22, 2011
Owner	(REGISTRANT) Keri Glassman LLC LIMITED LIABILITY COMPANY NEW YORK 353 Lexington Avenue New York NEW YORK 10016
Attorney of Record	Laura B. Siegal
Type of Mark	SERVICE MARK
Register	PRINCIPAL
Live/Dead Indicator	LIVE

2GOOD2B . . . GLUTEN FREE

Word Mark	2GOOD2B . . . GLUTEN FREE
Goods and Services	IC 030. US 046. G & S: Gluten-free bakery goods and gluten-free bakery desserts. FIRST USE: 20090607. FIRST USE IN COMMERCE: 20090607
	IC 043. US 100 101. G & S: Restaurant, cafe and catering services, all providing gluten-free foods. FIRST USE: 20110618. FIRST USE IN COMMERCE: 20110618

Mark: 2good
Serial No. 79/119,647

**Standard Characters
Claimed**

Mark Drawing Code (4) STANDARD CHARACTER MARK
Serial Number 85337776
Filing Date June 3, 2011
Current Basis 1A
Original Filing Basis 1A;1B
**Published for
Opposition** August 28, 2012
**Registration
Number** 4335462
Registration Date May 14, 2013
Owner (REGISTRANT) 2GOOD2B, LLC LIMITED LIABILITY COMPANY CALIFORNIA 204
North El Camino Real Suite H Encinitas CALIFORNIA 92024
Attorney of Record Jeffrey S. Eddington
Disclaimer NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "GLUTEN FREE" APART
FROM THE MARK AS SHOWN
Type of Mark TRADEMARK. SERVICE MARK
Register PRINCIPAL
Live/Dead Indicator LIVE

2GOOD2B

Word Mark 2GOOD2B
Goods and Services IC 030. US 046. G & S: Bakery goods and bakery desserts. FIRST USE: 20090607.
FIRST USE IN COMMERCE: 20090607
IC 043. US 100 101. G & S: Restaurant, cafe and catering services. FIRST USE:
20110618. FIRST USE IN COMMERCE: 20110618

**Standard Characters
Claimed**

Mark Drawing Code (4) STANDARD CHARACTER MARK
Serial Number 85337757
Filing Date June 3, 2011
Current Basis 1A
Original Filing Basis 1A;1B
**Published for
Opposition** August 21, 2012

Mark: 2good
Serial No. 79/119,647

Registration Number 4313703
Registration Date April 2, 2013
Owner (REGISTRANT) 2GOOD2B, LLC LIMITED LIABILITY COMPANY CALIFORNIA Suite
H 204 North El Camino Real Encinitas CALIFORNIA 92024
Attorney of Record Jeffrey S. Eddington
Type of Mark TRADEMARK. SERVICE MARK
Register PRINCIPAL
Live/Dead Indicator LIVE

TOO GOOD TO BE LEGAL

Word Mark TOO GOOD TO BE LEGAL
Goods and Services (CANCELLED) IC 029. US 046. G & S: Foie gras. FIRST USE: 20050701. FIRST USE
IN COMMERCE: 20050701
**Standard Characters
Claimed**
Mark Drawing Code (4) STANDARD CHARACTER MARK
Serial Number 78686764
Filing Date August 5, 2005
Current Basis 1A
Original Filing Basis 1A
**Published for
Opposition** May 23, 2006
Registration Number 3129327
Registration Date August 15, 2006
Owner (REGISTRANT) D'Artagnan Trademarks LLC LIMITED LIABILITY COMPANY NEW
JERSEY 280 Wilson Avenue Newark NEW JERSEY 07105
Attorney of Record Robert B. Rosen
Type of Mark TRADEMARK
Register PRINCIPAL
Live/Dead Indicator DEAD
Cancellation Date March 22, 2013

Mark: 2good
Serial No. 79/119,647



Word Mark ITZ 2 GOOD.COM
Goods and Services (CANCELLED) IC 030. US 046. G & S: Hot Sauce, Ketchup, Chutney, Mustard, Spices, Spice Rubs, Relishes, BBQ sauce, and Seasonings. FIRST USE: 20050200. FIRST USE IN COMMERCE: 20050200
Mark Drawing Code (3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS
Design Search Code 26.01.04 - Circles with two breaks or divided in the middle
26.01.12 - Circles with bars, bands and lines
26.11.02 - Plain single line rectangles; Rectangles (single line)
26.11.20 - Rectangles inside one another
26.11.21 - Rectangles that are completely or partially shaded
Serial Number 78677771
Filing Date July 25, 2005
Current Basis 1A
Original Filing Basis 1A
Published for Opposition April 18, 2006
Registration Number 3114271
Registration Date July 11, 2006
Owner (REGISTRANT) Manumit, Inc. CORPORATION CALIFORNIA PO Box 6176 Beverly Hills CALIFORNIA 90212
Type of Mark TRADEMARK
Register PRINCIPAL
Live/Dead Indicator DEAD
Cancellation Date February 15, 2013

Word Mark 2 GOOD
Goods and Services (ABANDONED) IC 030. US 046. G & S: Food products, namely breakfast cereals. FIRST USE: 20030401. FIRST USE IN COMMERCE: 20030401
Mark Drawing Code (1) TYPED DRAWING

Mark: 2good
Serial No. 79/119,647

Serial Number 78316694
Filing Date October 21, 2003
Current Basis 1A
Original Filing Basis 1A
Published for Opposition July 27, 2004
Owner (APPLICANT) Barbara's Bakery, Inc. CORPORATION CALIFORNIA 3900 Cypress Drive Petaluma CALIFORNIA 94954
Assignment Recorded ASSIGNMENT RECORDED
Attorney of Record R. Gwen Peterson
Type of Mark TRADEMARK
Register PRINCIPAL
Live/Dead Indicator DEAD
Abandonment Date October 12, 2004

Two Too Good!

Word Mark TWO **TOO** GOOD!
Goods and Services IC 035. US 100 101 102. G & S: Retail store services featuring popcorn and on-line retail store services featuring popcorn. FIRST USE: 20031019. FIRST USE IN COMMERCE: 20031019
Standard Characters Claimed
Mark Drawing Code (4) STANDARD CHARACTER MARK
Trademark Search Facility Classification Code NOTATION-SYMBOLS Notation Symbols such as Non-Latin characters,punctuation and mathematical signs,zodiac signs,prescription marks
NUM-2 The number 2 or the word Two
Serial Number 77611484
Filing Date November 10, 2008

Mark: 2good
Serial No. 79/119,647

Current Basis 1A
Original Filing Basis 1A
Published for Opposition June 2, 2009
Registration Number 3668767
Registration Date August 18, 2009
Owner (REGISTRANT) Just Pop In CORPORATION INDIANA 6302 N. Guilford Avenue Indianapolis INDIANA 46220
Attorney of Record Constance R. Lindman
Type of Mark SERVICE MARK
Register PRINCIPAL
Live/Dead Indicator LIVE

TWO BITES TOO GOOD TO SHARE

Word Mark TWO BITES **TOO GOOD** TO SHARE
Goods and Services (ABANDONED) IC 035. US 100 101 102. G & S: Retail bakery shops; take-out bakery services; both featuring petite individual portions. FIRST USE: 20080131. FIRST USE IN COMMERCE: 20080416
Standard Characters Claimed
Mark Drawing Code (4) STANDARD CHARACTER MARK
Serial Number 77618250
Filing Date November 20, 2008
Current Basis 1A
Original Filing Basis 1A
Published for Opposition August 4, 2009
Owner (APPLICANT) Morsels, L.L.C. LIMITED LIABILITY COMPANY MICHIGAN 323 Washington Street Traverse City MICHIGAN 49684
Attorney of Record Douglas S. Bishop

Mark: 2good
Serial No. 79/119,647

Type of Mark SERVICE MARK
Register PRINCIPAL
Live/Dead Indicator DEAD
Abandonment Date January 25, 2010



Word Mark TOOGOOD ESTATE
Goods and Services IC 025. US 022 039. G & S: Apparel for men, women and children, namely, belts, blazers, hats, jackets, pants, shirts, shoes, shorts, sweaters, sweatshirts, tank tops and ties. FIRST USE: 20031129. FIRST USE IN COMMERCE: 20031205
IC 033. US 047 049. G & S: Wine. FIRST USE: 20031003. FIRST USE IN COMMERCE: 20031120
Mark Drawing Code (3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS
Design Search Code 07.07.02 - Skylights; Windows
26.11.13 - Rectangles (exactly two rectangles); Two rectangles
26.11.21 - Rectangles that are completely or partially shaded
26.11.25 - Rectangles with one or more curved sides
26.17.09 - Bands, curved; Bars, curved; Curved line(s), band(s) or bar(s); Lines, curved
Serial Number 76547926
Filing Date September 29, 2003
Current Basis 1A
Original Filing Basis 1B
Published for Opposition November 9, 2004
Registration Number 2981535
Registration Date August 2, 2005
Owner (REGISTRANT) Toogood, Paul DBA Toogood Estate Winery INDIVIDUAL UNITED STATES
1368 Colusa Highway Yuba City CALIFORNIA 95993
(LAST LISTED OWNER) TOOGOOD ESTATE WINERY, INC. CORPORATION
CALIFORNIA 7280 FAIR PLAY ROAD FAIR PLAY CALIFORNIA 95684
Assignment ASSIGNMENT RECORDED

Mark: 2good
Serial No. 79/119,647

Recorded
Attorney of Record ROBERT CHARLES HILL
Disclaimer NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE ESTATE APART FROM THE MARK AS SHOWN
Type of Mark TRADEMARK
Register PRINCIPAL
Affidavit Text SECT 15. SECT 8 (6-YR).
Live/Dead Indicator LIVE

TOO GOOD TO SHARE

Word Mark
Goods and Services (CANCELLED) IC 030. US 046. G & S: Candy. FIRST USE: 20031217. FIRST USE IN COMMERCE: 20031217
Mark Drawing Code (1) TYPED DRAWING
Serial Number 76533006
Filing Date July 17, 2003
Current Basis 1A
Original Filing Basis 1B
Published for Opposition April 13, 2004
Registration Number 2900511
Registration Date November 2, 2004
Owner (REGISTRANT) Shaymees Corporation CORPORATION CALIFORNIA 1105 Tiffany Lane Pleasanton CALIFORNIA 94566
Type of Mark TRADEMARK
Register PRINCIPAL
Live/Dead Indicator DEAD
Cancellation Date June 3, 2011

Word Mark PERSONAL PIZZAS **TOO GOOD** TO SHARE
Goods and Services (ABANDONED) IC 030. US 046. G & S: Food, namely pizza. FIRST USE: 20030421. FIRST USE IN COMMERCE: 20030421
Mark Drawing Code (1) TYPED DRAWING
Serial Number 76513107
Filing Date May 9, 2003
Current Basis 1A

Mark: 2good
Serial No. 79/119,647

Original Filing Basis 1A
Owner (APPLICANT) Pizzeria Piccola, LLC LIMITED LIABILITY COMPANY WISCONSIN 6005 W. Martin Dr. Wauwatosa WISCONSIN 53213
Attorney of Record Robert A. Moakley
Disclaimer NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "PERSONAL" or "PIZZA" APART FROM THE MARK AS SHOWN
Type of Mark TRADEMARK
Register PRINCIPAL
Live/Dead Indicator DEAD
Abandonment Date April 21, 2004

Word Mark GUYLIAN **TOO GOOD** TO GIVE AWAY
Goods and Services (CANCELLED) IC 030. US 046. G & S: chocolates and pralines
Mark Drawing Code (1) TYPED DRAWING
Serial Number 75788663
Filing Date August 31, 1999
Current Basis 44E
Original Filing Basis 1B
Published for Opposition January 30, 2001
Registration Number 2445800
Registration Date April 24, 2001
Owner (REGISTRANT) Chocolaterie Guylian N.V. CORPORATION BELGIUM Europark-Oost 1 9100 Sint-Niklaas BELGIUM
Attorney of Record Andrew N. Fredbeck
Priority Date July 12, 1999
Prior Registrations 1462127;2086318;AND OTHERS
Type of Mark TRADEMARK
Register PRINCIPAL
Affidavit Text SECT 15. SECT 8 (6-YR).
Live/Dead Indicator DEAD
Cancellation Date November 25, 2011

Mark: 2good
Serial No. 79/119,647

Word Mark **TOO GOOD GOURMET**
Goods and Services (CANCELLED) IC 030. US 046. G & S: COOKIES. FIRST USE: 19981001. FIRST USE IN COMMERCE: 19981001
Mark Drawing Code (1) TYPED DRAWING
Serial Number 75476574
Filing Date April 29, 1998
Current Basis 1A
Original Filing Basis 1B
Published for Opposition August 24, 1999
Registration Number 2334413
Registration Date March 28, 2000
Owner (REGISTRANT) Finley, Jennifer INDIVIDUAL UNITED STATES 869 Rosemount Oakland CALIFORNIA 94610
Disclaimer NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "GOURMET" APART FROM THE MARK AS SHOWN
Type of Mark TRADEMARK
Register PRINCIPAL
Affidavit Text SECT 8 (6-YR).
Live/Dead Indicator DEAD
Cancellation Date October 29, 2010



Word Mark BEWARE CONTENTS MIGHT BE **TOO GOOD** FOR YOU! SNAKE RIVER BEVERAGE COMPANY
Goods and Services (CANCELLED) IC 032. US 045 046 048. G & S: non-carbonated soft drinks. FIRST USE: 19940200. FIRST USE IN COMMERCE: 19940800

Mark: 2good
Serial No. 79/119,647

Mark Drawing Code (3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS
Design Search Code 03.21.02 - Snakes
06.03.08 - Rapids; Rivers; Streams
26.09.03 - Incomplete squares; Squares, incomplete
26.09.07 - Squares with a decorative border, including scalloped, ruffled and zig-zag edges
26.09.21 - Squares that are completely or partially shaded
26.11.13 - Rectangles (exactly two rectangles); Two rectangles
26.11.25 - Rectangles with one or more curved sides
26.11.28 - Miscellaneous designs with overall rectangular shape; Rectangular shapes (miscellaneous overall shape)
Serial Number 75028131
Filing Date December 1, 1995
Current Basis 1A
Original Filing Basis 1A
Published for Opposition November 5, 1996
Registration Number 2033638
Registration Date January 28, 1997
Owner (REGISTRANT) Lewis & Clark Snake River Beverage Company CORPORATION
DELAWARE 208 Spruce Avenue North P.O. Box 678 Ketchum IDAHO 83340
Attorney of Record BRUCE A TASSAN
Prior Registrations 1964714;1970553
Disclaimer NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "BEVERAGE COMPANY"
APART FROM THE MARK AS SHOWN
Type of Mark TRADEMARK
Register PRINCIPAL
Live/Dead Indicator DEAD
Cancellation Date November 1, 2003

BEWARE
CONTENTS
MIGHT BE TOO GOOD
FOR YOU!

Word Mark BEWARE CONTENTS MIGHT BE **TOO GOOD** FOR YOU!
Goods and (CANCELLED) IC 032. US 045 046 048. G & S: non-carbonated soft drinks. FIRST USE:

Mark: 2good
Serial No. 79/119,647

Services 19940200. FIRST USE IN COMMERCE: 19940800
Mark Drawing Code (5) WORDS, LETTERS, AND/OR NUMBERS IN STYLIZED FORM
Serial Number 74561683
Filing Date August 16, 1994
Current Basis 1A
Original Filing Basis 1B
Published for Opposition June 20, 1995
Registration Number 1970553
Registration Date April 23, 1996
Owner (REGISTRANT) Lewis & Clark Snake River Beverage Company CORPORATION
DELAWARE 29 Elkhorn Village - 2nd Floor Sun Valley IDAHO 83354
Attorney of Record Bruce A. Tassan
Type of Mark TRADEMARK
Register PRINCIPAL
Live/Dead Indicator DEAD
Cancellation Date January 25, 2003

**'TOO GOOD
TO BE TRUE!'**

Word Mark 'TOO GOOD TO BE TRUE!'
Goods and Services (CANCELLED) IC 029. US 046. G & S: dried soup mixes; dried chili mix; fruit spreads; and peanut butter. FIRST USE: 19920303. FIRST USE IN COMMERCE: 19920303

(CANCELLED) IC 030. US 046. G & S: dried chili mix. FIRST USE: 19930315. FIRST USE IN COMMERCE: 19930315

(CANCELLED) IC 032. US 045. G & S: fruit juices and soft drinks. FIRST USE: 19930310. FIRST USE IN COMMERCE: 19930310
Mark Drawing Code (5) WORDS, LETTERS, AND/OR NUMBERS IN STYLIZED FORM
Serial Number 74414647
Filing Date July 20, 1993

Mark: 2good
Serial No. 79/119,647

Current Basis 1A
Original Filing Basis 1A
Published for Opposition February 8, 1994
Registration Number 1837992
Registration Date May 31, 1994
Owner (REGISTRANT) Loblaws Inc. CORPORATION CANADA 22 St. Clair Avenue East
Toronto, Ontario M4T 2S7 CANADA
Attorney of Record Carol L. B. Matthews
Type of Mark TRADEMARK
Register PRINCIPAL
Live/Dead Indicator DEAD
Cancellation Date June 9, 2001

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Word Mark **TOO GOOD** TO KEEP UNDER WRAPS
Goods and Services (EXPIRED) IC 030. US 046. G & S: CANDY OF ALL KINDS. FIRST USE: 19650505.
FIRST USE IN COMMERCE: 19650505
Mark Drawing Code (1) TYPED DRAWING
Serial Number 72276919
Filing Date July 27, 1967
Current Basis 1A
Original Filing Basis 1A
Registration Number 0846850
Registration Date March 26, 1968
Owner (REGISTRANT) BUNTE CANDIES, INC. CORPORATION OKLAHOMA 9 PARK AVE.
OKLAHOMA CITY OKLAHOMA 73102
Type of Mark TRADEMARK
Register SUPPLEMENTAL
Live/Dead Indicator DEAD