

From: Milton, Priscilla

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To: TTAB EFiling

CC:

Subject: U.S. TRADEMARK APPLICATION NO. 85186655 - EAT FIT - MIK-101T -  
Request for Reconsideration Denied - Return to TTAB - Message 6 of 7

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Attachment Information:

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Files: kl-05.jpg, kl-06.jpg, kl-07.jpg, kl-08.jpg



### 3 Phase Guide to Your Program

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There are three phases to learning how to work nutrition and fitness permanently into your lifestyle:

Phase 1- Building your Body Confidence Plan

Phase 2- Mastering your Body Confidence Plan

Phase 3- Maintaining your Body Confidence Plan

With these three phases, you'll learn important skills like how to "keep it simple", how to set realistic goals, when to diversify your cardio routine, and even when you're ready to move from one phase to the next. As you master each phase, you can check it off your list, and our software will remember it's been crossed out the next time you log in. This guide has been invaluable to our members and will be an excellent tool for your success.



### Goal Setting Section

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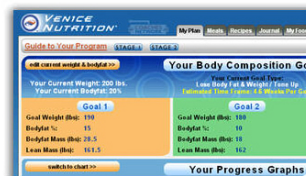
To achieve permanent results you need to two main components:

1. A Game Plan (Your Personalized Body Confidence Plan)
2. A Clear Vision of where you are going (Your Goals)

Now with a Venice Nutrition Membership you get both! We have Launched the **First Ever** Web-Based Interactive Online Goal Setting Tool designed for all Levels of Health and Goal Types.

#### The Features Are:

- Customized Goal Section centered around you
- Interactive Charts and Graphs to track your progress
- Ability to continue updating and adjusting your goals
- Works for All Goal Types:
  - o Lose Weight/Body Fat, Tone Up
  - o Gain Weight/Strength, Increase LBM
  - o High Performance
  - o Maintain Weight



### Customized Meal Plans

### Customized Meal Plans

Your customized meal plans are based on your goals, lifestyle, current health, level of exercise and your food preferences. We'll never ask you to cut calories or cut out whole food groups, or to "diet" in any way. Instead we'll teach you how to eat frequent, balanced meals throughout the day to stabilize your blood sugar and help you to lose weight, increase your metabolism, build lean muscle and increase your energy. Each meal on your customized plan will match your customized Body Confidence Plan so there's no guess work. Just choose a delicious meal on your plan and enjoy!



### Over 1000 Meal Options

With endless meal choices for breakfast, lunch, dinner, snacks and even dessert, you'll have new and exciting meals everyday. With our extensive food database you will have the ability to quickly exchange food items within a meal and create new meals. The software does all the work for you. You'll never need to count calories, do math, or try to figure out your own ratios. We make it easy!



### Creative and Healthy Recipe Database

Our Recipe Collection was created by Venice Nutrition's Head Chef, who is also a Certified Master Coach. In addition to being tasty and delicious, each recipe is healthy and balanced as well. These simple-to-make recipes work great for both singles and families. Our recipe database is updated on a biweekly basis so you will never get bored with your recipe choices.



### Personalized Exercise Plan

The goal at Venice Nutrition is to teach you how to maximize your workout routine for faster results in less time. Your personalized exercise plan is centered on your lifestyle and includes:

- Recommendations on exercise frequency and duration to achieve your goals

- Your personal Target Heart Rate for faster fat burning results
- Detailed instructions on how to efficiently perform Red Fiber ("fat burning") and White Fiber ("sugar burning") cardiovascular exercise to avoid fitness plateaus and maximize each workout
- Correct exercise technique and protocol to prevent injury and increase results
- Recommendations for an optimal exercise schedule including cardiovascular training, core/resistance training and stretching



### Interactive Journal

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Your interactive journal is a fast and easy way to keep track of your meals, exercise routines and your changes in body fat and weight. Whether you choose to "journal" for a few weeks or journal indefinitely, it's an effective learning tool and great source of motivation. Journaling will help keep you in tune with your body. It is a great way for you to become self aware of what works for you and help you address any challenges you may have. You'll get faster and better results.



### Custom Foods Database

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Venice Nutrition's database has thousands of food options, and the ability for you to add your own custom foods. Using our software tools, you can easily add your favorite foods and brand names for even more options in your meal choices and recipes. Once added, new foods immediately become part of the rest of the food database so you can easily incorporate them into existing meals or new meals.

Custom Foods		
Group	Type	It
Protein	Dairy, Lean	Kirkland Organic Plain
Protein	Dairy, Lean	Land O Lakes 2% Cc
Carbohydrates	Grains	Stacy's Simply Nakec
Beverages	Beverages, Cold	Honest Tea Mango A

### Customized Grocery List

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Your customized grocery list will automatically update as you change and edit your meals. Simply print it out and take it with you for easy shopping and planning.





### The Support You Need

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#### Comprehensive Online Member Handbook

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*Written by Venice Nutrition's creator and CEO, Mark Macdonald*

Your online member handbook is an excellent source of information. With it, you'll learn about physiology of the human body, blood sugar stabilization, why "dieting" and just "counting calories" are not permanent solutions to reach optimal health and so much more. You'll also learn how to optimize each aspect of your Body Confidence Plan for fast and permanent results.

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#### Nutrition Support from our Team of Experts

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At Venice Nutrition, we pride ourselves on the level of support and commitment we provide our members. Our Certified Venice Nutrition Coaches are here for you. If you have a question, just ask. We're happy to help! Your customized program comes with your own personal email coach for constant support.

[additional consulting programs are available >>](#)



#### Monthly Coaching Webinar Series

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*Led by Mark Macdonald, Creator and CEO of Venice Nutrition*

The key in Making your Health a Priority is by becoming educated on how your body works and how to make it work for you. This is why Venice Nutrition's Mission is To Educate individuals on how to work Nutrition, Fitness and Overall Health Permanently into their Lifestyle.

We are continually listening to your Valuable Feedback and the one thing requested most is for us to provide more cutting edge educational and motivational tools. We understand that even with the power of the Internet it is still difficult to find health information that is relevant, backed by science, understood, and can be implemented

