Request for Reconsideration after Final Action

The table below presents the data as entered.

Input Field	Entered					
SERIAL NUMBER	85886579					
LAW OFFICE ASSIGNED	LAW OFFICE 109					
MARK SECTION						
MARK FILE NAME	http://tmng-al.uspto.gov/resting2/api/img/85886579/large					
LITERAL ELEMENT	INCA TEA ORIGINAL 100% ALL NATURAL INGREDIENTS					
STANDARD CHARACTERS	NO					
USPTO-GENERATED IMAGE	NO					

ARGUMENT(S)

In the Office Action dated January 27, 2015, the Examining Attorney made final the Section 2(d) refusal alleging a likelihood of confusion between Applicant's mark INCA TEA ORIGINAL 100% ALL NATURAL INGREDIENTS w/Design and INCA'S FOOD w/Design. Applicant respectfully requests reconsideration and withdrawal of the Section 2(d) refusal.

No Actual Confusion

Although a Statement of Use has not yet been filed, Applicant has been actively marketing and selling its purple corn tea product under the presently pending design trademark application for over a year and a half. In that time, not a single instance of confusion has arisen based on Applicant's mark and the cited registrant's mark.

Furthermore, Applicant has expanded its business and sells its purple corn tea in grocery stores, through its website, and at international airports. Thus, the mark is exposed to a significant number of people, and not a single instance of confusion has arisen as stated above.

Applicant's Family of Marks—Consistent Examination is Essential

In addition to the subject mark, Applicant owns several other INCA formative marks which have already been approved and published, but remain pending in the U.S. Patent and Trademark Office. TESS copies of the previously published applications are attached under Exhibit A and include: INCA TEA CAFE · CLE w/Design, subject of Serial No. 86457242, for restaurant services. This mark looks very similar to the presently pending mark in that it contains concentric circles with the words INCA

TEA at the top and the Peruvian Mountains in the background. This mark is very similar to Applicant's pending mark in sound and appearance, and has already been allowed. It is respectfully submitted that the Examining Attorney should act consistently with the INCA TEA CAFE · CLE w/Design mark and approve the presently pending mark for publication.

Applicant also owns Application No. 86457184 for the mark INCA POP for popcorn, which published on January 20, 2015. Here, again, Applicant's mark is comprised of purple corn, and INCA POP consists of popcorn—both highly related in that they contain corn as a featured ingredient. It is respectfully requested that the Examining Attorney here act consistently with the INCA POP application and approve this INCA TEA ORIGINAL 100% ALL NATURAL INGREDIENTS w/Design mark for publication.

Applicant also owns Serial No. 86457218 for the mark INCAN MEAL covering grain-based natural meal replacement bars. This mark published for opposition on April 7, 2015, and the goods are closely related to the subject INCA TEA ORIGINAL 100% ALL NATURAL INGREDIENTS w/Design mark in that they can be consumed together, i.e., you can drink Applicant's purple corn tea and with its meal bars.

Since Applicant's other three marks listed above can be approved in light of INCA'S FOOD, then certainly the pending mark here should likewise be approved. The only similarities between the present mark and the cited mark is the word "INCA" which, as previously argued, is a commonly used term and suggestive of the origin of Applicant's purple corn tea.

Again, Applicant submits that the subject application should be treated consistently with the other pending application, which were approved for publication, published, and no oppositions were raised.

The Goods Are Distinctly Different

Applicant has amended its identification of goods to clarify that its teas and tea blends are comprised of purple corn. The cited registrant's goods consist of teas, namely, linden and chamomile.

Purple corn is quite unique as it grows only in Peru in the Peruvian Andes. Health benefits achieved from purple corn are tremendous. Purple corn itself has been dubbed a super food. Purple corn contains a variety of phytonutrients which include phenolics and anthocyanins. Anthocyanins provide anti-inflammatory effects and are said to promote connective tissue regeneration. They are also powerful antioxidants which help prevent disease, improve blood circulation and reduce cholesterol. Indeed, many studies have been done which promote the benefits of purple corn. See, for example, the attached articles about Purple Corn (Exhibit B).

All of Applicant's tea products contain purple corn as set forth in the statement of goods. Thus, Applicant's teas are derived from the purple corn plant itself which, as said above, grows in Peru.

The only items contained in the cited registration, which the Examining Attorney cited, consist of linden and chamomile teas. Both linden and chamomile teas derive from flowers—not purple corn. As noted in the attached article of Exhibit C: chamomile is an herb that comes from a flowering plant from the daisy family. Linden tea is likewise made from the flowers, namely, flowers of the linden tree. See the articles of Exhibit D.

Neither linden nor chamomile, both of which are flowers, compare with purple corn, a vegetable. Thus, the products are entirely different.

The Marks Have Different Connotations

The cited mark is INCA'S FOOD and includes the stylized lettering for INCA'S FOOD, which is underlined, along with an image of an upper portion of a Tumi, which is a ceremonial knife of the pre-Incan cultures of Peru. Inca is defined as a ruler or member of the royal family in the Inca Empire. Thus, the mark INCA'S FOOD, coupled with the Tumi design, suggests that the food is fit for royalty. The linden and chamomile teas offered under the INCA'S FOOD mark are the same as would be imbibed upon by a ruler of the Incan people. The mark is possessive, thus, intimating that the food belongs to the royal Inca, i.e., INCA'S FOOD.

As discussed above, Applicant's goods are made from purple corn which grows in Peru. As a result, the mark itself suggests that the purple corn product is rich in the history of the Peruvian people and may have been enjoyed by members of dominant groups of South American Indian peoples who established an empire in Peru prior to the Spanish Conquest. Thus, the INCA portion of Applicant's mark, when associated with purple corn tea, gives the impression that the tea itself may have been drunk by certain groups of people in history.

Applicant's mark contains distinctive details (mountains, concentric circles, a ribbon, the words "ORIGINAL 100% ALL NATURAL INGREDIENTS"). When respective marks are compared in their entireties, there is <u>no</u> likelihood of confusion—the only common word, INCA, is weak and not enough to cause confusion.

INCA is a Weak Trademark Formative

As previously pointed out, there are numerous INCA formative marks in the food and beverage category, which consist of goods and services closely related to tea. There are several INCA marks for teas that were in force in the past simultaneously with the INCA'S FOOD mark. The Examining Attorney attempted to distinguish the Class 5 third party marks by arguing that the cited registration is the only live registration for non-medicated teas. However, the cited registrant's linden and chamomile teas likewise contain medical benefits. See Exhibits E and F for articles touting the medical benefits of chamomile and linden. Accordingly, the cited teas could have potentially been registered in either class—thus the existence of third party INCA formative marks for tea in Class 5 supports the weakness of the formative.

Moreover, as discussed above, Applicant owns other INCA formative marks which have been approved, including marks for popcorn, energy bars, and restaurant services, all bearing the INCA formative designation. The present application for INCA TEA ORIGINAL 100% ALL NATURAL INGREDIENTS w/Design should be treated in the same manner and approved for registration. People are accustomed to seeing INCA formatives in a wide variety of goods and services, including those of Applicant, and the marks INCA TEA ORIGINAL 100% ALL NATURAL INGREDIENTS w/Design and INCA'S FOOD w/Design are not confusingly similar. Also, the goods at issue (purple corn tea vs. linden and chamomile tea) are entirely different, offer different benefits, tastes, and origins.

For these reasons, it is respectfully requested that the Examining Attorney reconsider and withdraw the Section 2(d) likelihood of confusion refusal and approve the mark for publication. Early notice to that effect is solicited.

EVIDENCE SECTION

EVIDENCE FILE NA	ME(S)						
ORIGINAL PDF FILE	evi_3867194146-20150727121230280554FLOR500004_ExhibitsA-F.pdf						
CONVERTED PDF FILE(S) (25 pages)	\\TICRS\EXPORT16\IMAGEOUT16\858\865\85886579\xml16\RFR0002.JPG						
	\\TICRS\EXPORT16\IMAGEOUT16\858\865\85886579\xml16\RFR0003.JPG						
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DESCRIPTION OF EVIDENCE FILE	Exhibits A-F						

GOODS AND/OR SE	RVICES SECTION (current)					
INTERNATIONAL CLASS	030					
DESCRIPTION						
Teas; teas comprised of	purple corn; tea blends comprised of purple corn					
FILING BASIS	NG BASIS Section 1(b)					
GOODS AND/OR SE	RVICES SECTION (proposed)					
INTERNATIONAL CLASS	030					
TRACKED TEXT DESCRIPTION						
Teas; Teas comprised o	f purple corn; tea blends comprised of purple corn					
FINAL DESCRIPTION						
Teas comprised of purple corn; tea blends comprised of purple corn						
FILING BASIS	Section 1(b)					
SIGNATURE SECTION						
RESPONSE SIGNATURE	/sandramkoenig/					
SIGNATORY'S NAME	Sandra M. Koenig					
SIGNATORY'S POSITION	Attorney of record, Ohio bar member					
SIGNATORY'S PHONE NUMBER	216-363-9000					
DATE SIGNED	07/27/2015					
AUTHORIZED SIGNATORY	YES					
CONCURRENT APPEAL NOTICE FILED	YES					
FILING INFORMATION SECTION						
SUBMIT DATE	Mon Jul 27 12:20:18 EDT 2015					
TEAS STAMP	USPTO/RFR-38.67.194.146-2 0150727122018725640-85886 579-540edca9a5f76fff671df a51e26b8d794ff072a562e485 e19516d2b615c8bd5540-N/A- N/A-20150727121230280554					

PTO Form 1960 (Rev 9/2007)
OMB No. 0651-0050 (Exp. 07/31/2017)

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

Application serial no. **85886579** INCA TEA ORIGINAL 100% ALL NATURAL INGREDIENTS (Stylized and/or with Design, see http://tmng-al.uspto.gov/resting2/api/img/85886579/large) has been amended as follows:

ARGUMENT(S)

In response to the substantive refusal(s), please note the following:

In the Office Action dated January 27, 2015, the Examining Attorney made final the Section 2(d) refusal alleging a likelihood of confusion between Applicant's mark INCA TEA ORIGINAL 100% ALL NATURAL INGREDIENTS w/Design and INCA'S FOOD w/Design. Applicant respectfully requests reconsideration and withdrawal of the Section 2(d) refusal.

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As discussed above, Applicant's goods are made from purple corn which grows in Peru. As a result, the

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For these reasons, it is respectfully requested that the Examining Attorney reconsider and withdraw the Section 2(d) likelihood of confusion refusal and approve the mark for publication. Early notice to that effect is solicited.

EVIDENCE

Evidence in the nature of Exhibits A-F has been attached.

Original PDF file:

evi_3867194146-20150727121230280554_._FLOR500004_ExhibitsA-F.pdf

Converted PDF file(s) (25 pages)

Evidence-1

Evidence-2

Evidence-3

Evidence-4

Evidence-5

Evidence-6

Evidence-7

Evidence-8

Evidence-9

Evidence-10

Evidence-11

Evidence-12

Evidence-13

Evidence-14

Evidence-15

Evidence-16

Evidence-17

Evidence-18

Evidence-19

Evidence-20

Evidence-21

Evidence-22

Evidence-23

Evidence-24

Evidence-25

CLASSIFICATION AND LISTING OF GOODS/SERVICES

Applicant proposes to amend the following class of goods/services in the application:

Current: Class 030 for Teas; teas comprised of purple corn; tea blends comprised of purple corn Original Filing Basis:

Filing Basis: Section 1(b), Intent to Use: For a trademark or service mark application: As of the application filing date, the applicant had a bona fide intention, and was entitled, to use the mark in commerce on or in connection with the identified goods/services in the application. For a collective trademark, collective service mark, or collective membership mark application: As of the application filing date, the applicant had a bona fide intention, and was entitled, to exercise legitimate control over the use of the mark in commerce by members on or in connection with the identified goods/services/collective membership organization. For a certification mark application: As of the application filing date, the applicant had a bona fide intention, and was entitled, to exercise legitimate control over the use of the mark in commerce by authorized users in connection with the identified goods/services, and the applicant will not engage in the production or marketing of the goods/services to which the mark is applied, except to advertise or promote recognition of the certification program or of the goods/services that meet the certification standards of the applicant.

Proposed:

Tracked Text Description: Teas; Teas comprised of purple corn; tea blends comprised of purple corn

Class 030 for Teas comprised of purple corn; tea blends comprised of purple corn

Filing Basis: Section 1(b), Intent to Use: For a trademark or service mark application: As of the application filing date, the applicant had a bona fide intention, and was entitled, to use the mark in commerce on or in connection with the identified goods/services in the application. For a collective trademark, collective service mark, or collective membership mark application: As of the application filing date, the applicant had a bona fide intention, and was entitled, to exercise legitimate control over the use of the mark in commerce by members on or in connection with the identified goods/services/collective membership organization. For a certification mark application: As of the application filing date, the

applicant had a bona fide intention, and was entitled, to exercise legitimate control over the use of the mark in commerce by authorized users in connection with the identified goods/services, and the applicant will not engage in the production or marketing of the goods/services to which the mark is applied, except to advertise or promote recognition of the certification program or of the goods/services that meet the certification standards of the applicant.

SIGNATURE(S)

Request for Reconsideration Signature

Signature: /sandramkoenig/ Date: 07/27/2015

Signatory's Name: Sandra M. Koenig

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

Signatory's Phone Number: 216-363-9000

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 owner's/holder'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 owner/holder in this matter: (1) the owner/holder 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 owner/holder has filed a power of attorney appointing him/her in this matter; or (4) the owner's/holder'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 filing a Notice of Appeal in conjunction with this Request for Reconsideration.

Serial Number: 85886579

Internet Transmission Date: Mon Jul 27 12:20:18 EDT 2015 TEAS Stamp: USPTO/RFR-38.67.194.146-2015072712201872

5640-85886579-540edca9a5f76fff671dfa51e2 6b8d794ff072a562e485e19516d2b615c8bd5540

-N/A-N/A-20150727121230280554

EXHIBIT A



United States Patent and Trademark Office

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Trademarks > Trademark Electronic Search System (TESS)

TESS was last updated on Mon Jul 27 03:22:42 EDT 2015

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TESS)



Word Mark INCA TEA CAFE · CLE

Goods and IC 043. US 100 101. G & S: Restaurant services Services

Mark Drawing

(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS Code

Design Search 06.01.04 - Mountains (landscapes); Scenery with mountains

Code 18.09.01 - Airplanes; Gliders, airplane

26.01.03 - Circles, incomplete (more than semi-circles); Incomplete circles (more than semi-circles)

26.01.17 - Circles, two concentric; Concentric circles, two; Two concentric circles

26.01.20 - Circles within a circle

Serial Number 86457242

Filing Date November 18, 2014

Current Basis 1B Original Filing

Basis

Owner

Mark

Published for

May 19, 2015 Opposition

Attorney of Sandra M. Koenig

Record Disclaimer NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "TEA", "CAFE" AND "CLE" APART FROM THE MARK AS

SHOWN

Description of Color is not claimed as a feature of the mark. The mark consists of three concentric arcs with the words "INCA TEA" between two of the arcs along with 7 dots on each side of the words; the words "CAFE" and "CLE" in script letters

(APPLICANT) Inca Tea, LLC LIMITED LIABILITY COMPANY OHIO 6462 State Road, Suite O-19 Parma OHIO 44134

appear blow the arc with a dot in between, and in the center of the arcs is an image of a mountain and a forward facing

airplane with the wings expanding horizontally beyond the arcs.

Type of Mark SERVICE MARK Register **PRINCIPAL** Live/Dead

LIVE Indicator

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United States Patent and Trademark Office

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Trademarks > Trademark Electronic Search System (TESS)

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Logout Please logout when you are done to release system resources allocated for you.
Start List At: OR Jump to record: Record 3 out of 5
TSDR ASSIGN Status TTAB Status (Use the "Back" button of the Internet Browser to return to TESS)

INCA POP

Word Mark INCA POP

Goods and Services IC 030. US 046. G & S: Popcorn

Standard Characters

Claimed

Mark Drawing Code (4) STANDARD CHARACTER MARK

Serial Number 86457184

Filing Date November 18, 2014

Current Basis 1B
Original Filing Basis 1B

Published for

Opposition January 20, 2015

Owner (APPLICANT) Inca Tea, LLC LIMITED LIABILITY COMPANY OHIO 6462 State Road,

Suite O-19 Parma OHIO 44134

Attorney of Record Sandra M. Koenig
Type of Mark TRADEMARK

Register PRINCIPAL
Live/Dead Indicator LIVE

TESS HOME NEW USER STRUCTURED FREE FORM BROWSE DICT SEARCH OG TOP HELP PREV 1.57 CURR LIST

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Trademarks > Trademark Electronic Search System (TESS)

TESS was last updated on Mon Jul 27 03:22:42 EDT 2015

TESS HOME	NEW User	STRUCTURED	FREE FORM	BROWSE DICT	SEARCH OG	Воттом	HELP	PREV LIST	CURR LIST
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INCAN MEAL

Word Mark INCAN MEAL

Goods and Services IC 030. US 046. G & S: Grain-based natural meal replacement bars

Standard Characters

Claimed

Mark Drawing Code

(4) STANDARD CHARACTER MARK

Serial Number 86457218

Filing Date

November 18, 2014

Current Basis 1B
Original Filing Basis 1B

Published for

...

Opposition

April 7, 2015

Owner (APPLICANT) Inca Tea, LLC LIMITED LIABILITY COMPANY OHIO 6462 State Road,

Suite O-19 Parma OHIO 44134

Attorney of Record

Sandra M. Koenig

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(NaturalNews) Purple corn is a Peruvian super food cultivated in coastal areas, as well as in mountains of almost ten thousand feet. There are very few purple plants found in nature, and so for people who are looking to eat a true rainbow diet, purple corn extract is a fantastic addition.

Packed with Phytonutrients and Antioxidants

Purple corn contains a variety of phytonutrients (plant nutrients) including massive amounts of phenolics and anthocyanins. Research shows that crops with the highest phenolic and anthocyanin content also have the highest antioxidant activity.

Anthocyaninins are a type of complex flavonoid that produces blue, purple or red colors. Anthocyaninins are anti-inflammatory and encourage connective tissue regeneration. As well as being powerful antioxidants that keep us looking young and protected from disease, they promote blood flow and reduce cholesterol.

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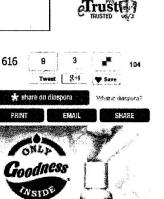
Smell great and detoxify the body

It appears that anthocyaninins may stabilize and protect capillaries and blood vessels from free radical damage, and they have been shown to promote collagen formation (which is great for our skin) and improve circulation.

Purple Corn has a higher antioxidant capacity than blueberries, making it one of the most exciting new super foods of our time. And speaking of exciting, there is an ancient Hopi prophecy that says when purple corn comes to the West, that is a sign that great changes are happening on the planet.

Purple Corn Studies and Benefits

Studies show that a diet rich in polyphenolic compounds is associated with reduced risk of





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developing cardiovascular disease and certain cancers. Recent research in both animals and humans have shown that increasing polyphenol intake can:

- * Protect against atherosclerosis
- * Lowers blood pressure,
- * Reduces blood clots
- * Elevates antioxidant capacity of the blood

A study by Tsuda et al in 2003 revealed the effects of purple corn on obesity and diabetes. Two groups consumed a diet rich in fats for 12 weeks, but one of the groups also received purple corn pigments. The group consuming the purple corn:

- * Didn't gain any weight
- * Didn't suffer hypertrophy in the adiposities of the fat tissues
- * Didn't show hyperglycemia (low blood sugar), hyperinsulinemia (too much insulin in the blood, which is the beginning of diabetes), or hyperleptinemia (increased serum leptin levels, which is another marker for diabetes).

In comparison, the group that didn't receive the extract and ate only a fat rich diet, showed an increase in all of those areas, thus showing the incredible benefits for fighting obesity and diabetes.

A Japanese study at Nagoya University showed that the pigment in purple corn impedes the development of cancer in the colon.

A sample group received food mixed with a natural carcinogenic substance which is found in the charred parts of roasted meat and fish, and another group also received 5% pigment of purple corn. In the group that was fed the cancer causing substance, 85% developed colon cancer, compared with only 40% that also received the pigment.

As colon cancer is one of the most deadly forms of cancer, adding some purple corn to the diet is a pretty good idea!

There are also some people who claim that purple corn can help us open our third eye chakra, since its color is purple. The third eye chakra is responsible for increased intuition, and opening up to spiritual truths.

About the author

Sheryl is a kinesiologist, nutritionist and holistic practitioner.

Her website www.younglivingguide.com provides the latest research on preventing disease, looking naturally gorgeous, and feeling emotionally and physically fabulous. You can also find some of the most powerful super foods on the planet including raw chocolate, purple com, and many others.

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The Potential Health Benefits of Purple Corn

by Kenneth Jones

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Purple corn is fast approaching classification as a functional food—an integral component of the diet that provides energy and essential nutrients. Researchers in the fields of food and nutrition are intensely searching for functional foods in almost every corner of the world and from a diversity of plants. Examples include purple corn (Zea mays L., Poaceae), green tea (Camellia sinensis [L.] Kuntze, Theaceae), soy isoflavones (Glycine max [L.] Merr., Fabaceae), various nuts, plus various other natural substances in the numan diet containing antioxidant and other substances with alleged or proven potential disease-preventive properties.

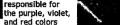
Purple corn (frequently referred to as blue corn) is botanically the same species as regular table corn. Yet by a twist of nature, this corn produces kernels with one of the deepest shades of purple found anywhere in the plant "kingdom." Research has shown that purple corn contains cell-protecting antioxidants with the ability to inhibit carcinogen-induced tumors in rats. Many plant-derived substances are believed to show these properties, but few have also demonstrated anti-inflammatory capabilities and the potential to help revent obesity.

The kernels of purple corn (maiz morado in Spanish) have long been used by the people of the Peruvian Andes to color foods and beverages, a practice just beginning to become popularized in the industrialized world. They also make a fermented/alcoholic drink from the kernels which they call *chicha morada*.¹



Rich in

The source of this natural alternative to synthetic food dyes is the largest group of natural, water soluble pigments in the plant world, known as "anthocyanins."² (The word anthocyanin is derived from the Greek terms, anthos, meaning flower, and kyanos, meaning blue.3) Anthocyanins are responsible for



attending many plants. Anthocyanins belong to an even larger class of plant chemicals known as flavonoids and are found in diverse plants, including many food plants.

Researchers at the Horticultural Sciences Department of Texas A&M University in College Station, Texas, recently determined that the mean anthocyanin content of whole, fresh purple corn from Peru was 16.4 mg/g, which was much higher than fresh blueberries (1.3-3.8 mg/g). On a dry weight basis, the mean content of purple corn was comparable to blueberries (17.7 and 9.2-24.0 mg/g, respectively). The kernel pericarp held by far the greatest concentration of anthocyanins, contributing 45% of the total content. More intriguing, the in vitro antiradical capacity of purple corn extract against the DPPH (2,2-diphenyl-1-picrylhydrazyl) radical was greater than that of blueberries (*Vaccinium corymbosum* L., Ericaceae), which have shown higher antioxidant values than many other commercial food plants.⁵

Powerful Antioxidant

Digging deeper, the most abundant anthocyanin found in purple corn, called "C3G" (3-O-? -D-glucoside^{6,7}), also known as cyanidin-3-O-?-glucopyranoside,⁸ has been keeping researchers very busy lately. In a













number of tests designed to assess the potential health benefits of this anthocyanin, one study after another has proven its antioxidant strength. Like other anthocyanins, C3G is found in a wide variety of food plants and is actually the most common anthocyanin found in nature. C3G is the most abundant anthocyanin in some foods, such as the juice of ruby oranges (Citrus sinensis [L.] Osbeck "Blood orange," Rutaceae)* and blackberry (Rubus allegheniensis [L.] Balley, Rosaceae) extract. ** Red wine also contains appreciable amounts, **10.11* but other anthocyanins predominate. **12**

C3G displays significant in vitro antioxidant activity. In one study C3G came out on top when compared to 13 other anthocyanins in the ORAC (oxygen radical absorbance capacity) assay, which tests for antioxidant activity. The

capacity) assay, which tests for antioxidant activity. The strength of C3G was 3.5 times that of Trolox® (a synthetic and potent antioxidant analogue of vitamin E). ¹³ To date, the radical scavenging/antioxidant capacity of C3G has been demonstrated in at least a dozen different assays. ^{8,14-20} In one in vitro study, C3G was tested for the potential to prevent damage caused by ultraviolet (UV) light. Its ability to inhibit the oxidation of fat cells induced by UVB (280-315 nm) light was at least 40 times that of vitamin E; however, vitamin E is a weak inhibitor of UVB-induced lipid oxidation because it rapidly breaks down under UV light. ¹⁹ Oxidative stress and immune suppression caused by UV light are well-known for their role in the induction of skin cancers. ²⁰

Oxidative stress is described as a state in which there is an excess of oxygen-based free radicals. To avoid the damage they can cause to cells, the body produces antioxidants to inactivate these free radicals. If they prove insufficient, however, the body suffers from oxidation of lipids, proteins, and nucleotide bases. In models of oxidative stress using oxidative injury to the liver, male rats fed a diet containing 0.2% C3G (2 g/kg of feed) for 2 weeks beforehand showed significantly less liver injury compared to the control group. ²¹ A similar study in rats fed C3G in liquid form (0.9 mmol/kg) also found significant hepatoprotective effects. ²²

Anti-inflammatory Capabilities

In a study on the anti-inflammatory potential of C3G, male rats administered the anthocyanin orally in liquid form (0.9 mmol/kg) prior to chemically-induced acute inflammation showed significantly less inflammation and significantly attenuated levels of pro-inflammatory cytokines (interleukin-6, interleukin-7, and tumor necrosis factor-?, and inducible nitric oxide [INOS] expression) and nitric oxide (a free radical). Based on these results, it is possible that this plant pigment may also suppress the inflammatory response in diseases marked with inflammation.

Preventing Cancer

Could the anthocyanin pigment also help prevent some types of cancer? That question was put to the test in rats first treated with a carcinogen (1,2-dimethylhydrazine) and then fed a diet containing a known environmental carcinogen (PhIP or 2-amino-1-methyl-6-phenylimidazo[4,5-b])gyrdine) that also targets the mammary gland, prostate, and large intestine in rats and causes colorectal cancer. Incidentally, the carcinogen used in the study, known as a heterocyclic amine, is the most abundant of around 20 other types found in cooked meats and fish. Both the early signs of colorectal cancers and the numbers of malignant and benign tumors that formed in the colons of rats that had the purple pigment in their diet (5% of feed for 32 weeks; a nontoxic dose based on previous carcinogenicity studies of PCC) were significantly reduced, and there were no adverse effects. The authors of the study note that extract or juices of plants that contain high amounts of anthocyanins have previously been reported to inhibit mutagenesis induced by heterocyclic amines.²⁴

The oxidation of fats or lipids in blood serum contributes to the condition known as atherosclerosis. When male rats were fed a diet containing a high amount of C3G (0,2% of feed for 2 weeks) in place of sucrose content in the control diet, their blood serum showed a significantly lower level of oxidation along with a significant decrease in the susceptibility of their serum lipids to undergo oxidation, yet their body's natural antioxidants (serum levels of vitamins C and E, glutathione, and uric acid) remained unaffected. Another intriguing discovery in this study was that the rats with C3G in their feed also showed significant decreases in levels of total cholesterol—about 16% less.²⁵

Anti-obesity Potential

What would happen if rats were fed C3G as part of a high-fat diet? To find out, researchers in Japan compared the body weights of male mice fed a high-fat (HF) diet with another group fed the same HF diet but with the addition of purple corn color (PCC) which provided C3G (0.2% or 2 g/kg of feed). Results were also compared to 2 control groups: one fed a normal diet and one fed a normal diet with C3G, After 12 weeks, the results were obvious: mice in the PCC-HF group showed significantly less signs of developing obesity, yet exhibited no significant difference in food consumption compared to the control groups with or without the PCC in their feed. When related to the primary control group (no HF diet or PCC), the adipose tissue weights of the PCC-HF group were not significantly different. In addition, fatty tissue in HF-diet group was found to be growing in size but showed no increase in the PCC-HF group. The HF-diet group also developed a state of hyperglycemia along with an over-production or insulin. Interestingly, this was not observed in the PCC-HF group in which both pathologies were completely normalized. In conclusion, the researchers stated that their tests of PCC provide a nutritional and blochemical basis for the use of the pigment or anthocyanins as a "functional food factor"—one that may be beneficial for helping to prevent diabetes and obesity. Mich of the provided in the provided provent diabetes and obesity. It now remains for future studies to determine the possible contributing effects of other substances from purple corn which are extracted along with PCC.

More recent efforts to determine the potential anti-obesity mechanisms of purple corn pigment have focused on the effect of C3G on fat cell dysfunction, fat cell-specific gene expression, and the regulation of chemical messengers (adipocytokines) secreted by fat cells, such as the fat-derived hormone adiponectin. After feeding male mice a diet containing PCC to provide C3G (2 g/kg of feed for 12 weeks), gene expression levels of adiponectin in white fatty tissue was upregulated 1.7-fold compared to the control group not fed the food colorant. ²⁷ Plasma and gene expression levels of adiponectin are decreased in obese humans and mice and in insulin resistant states. ^{27,28} When adiponectin was administered intravenously to

mice fed high-fat/sucrose diets, weight gain was significantly inhibited. Adiponectin (i.v.) also lowered plasma glucose levels in lean mice fed a high-fat meal.²⁶

Rich in C3G (approximately 70 mg/g), about 50,000 kg of PCC is used in Japan as a food color for confections and soft drinks annually. ²⁶ So far, PCC remains to be officially approved for use as a food colorant by the U.S. Food and Drug Administration. However, approval seems likely because "grape skin color" and "grape skin extract" ("enocianini" or "enocyanin")² made from Concord grapes²² (Vitis vinifera L., Vitaceae) are also rich in anthocyanins² and both are FDA-approved for use in beverages and non-beverage foods.²9

Kenneth Jones is a medical writer specializing in the field of medicinal plants. He is the co-author of *Botanical Medicines: The Desk References for Major Herbal Supplements* by McKenna, Jones, and Hughes (Haworth Herbal Press, 2002). He has no affiliation with any commercial producers of purple corn or any of the other products mentioned in this article.

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EXHIBIT C

Natural Health Products

Chamomile Health Benefits

By Jawairia Zafar, OCT

What is Chamomile?

Chamomile is an herb that comes from a flowering plant from the daisy family. Both the fresh and dried flowers of chamomile have been used to create teas for centuries to cure a number of health problems. The active ingredient in chamomile essential oil is known as *bisabolol*, which has a number of anti-irritant, anti-inflammatory, and anti-microbial properties.



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What are the Benefits of Chamomile?

Chamomile can be used topically or orally to treat a number of everyday ailments, such as:

- . Insomnia and other sleep disorders
- Anxiety and Panic Attacks
- Muscle twitches
- Wounds, burns, and scrapes
- · Skin conditions such as psoriasis, eczema, chickenpox, and diaper rash
- · Stomach problems such as menstrual cramps, stomach flu, and ulcers

Uses of Chamomile

HOME REMEDY FOR STOMACH CRAMPS

Chamomile has been found to contain fairly strong antispasmodic and anti-inflammatory constituents. Therefore, it has been found to be effective in treating stomach and intestinal cramps. Simply prepare a cup of Chamomile tea following the directions on the package and drink it twice a day until while symptoms are present (one cup first thing in the morning, and one in the evening).

HOME REMEDY FOR INSOMNIA

Chamomile is wonderful remedy for sleep disorders such as insomnia. Simply make a chamomile tea 30 to 45 minutes before going to bed to treat sleeplessness.

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HOME REMEDY FOR IRRITABLE BOWEL SYNDROME (IBS)

Chamomile reduces cramping and pain in the bowels and also helps to relieve excessive gas and bloating in the intestines. Therefore, a simple remedy is to drink a cup of chamomile tea to help relieve irritable bowel syndrome, nausea, and gastroenteritis or stomach flu.

HOME REMEDY FOR MIGRAINE HEADACHES

Chamomile is a wonderful cure for migraines. Take a cup of tea when you start noticing the symptoms of a migraine headache. It works best if you take it before the headache actually gets severe.

HOME REMEDY FOR PREMENSTRUAL SYNDROME (PMS) AND MENSTRUAL CRAMPS

Drinking chamomile tea has been found to be beneficial in treating PMS and Menstrual Cramps.

USING CHAMOMILE TO TREAT BURNS AND SCRAPES

Chamomile oil is very useful in treating bad burns. Simple rub a small amount of oil gently across the burned area once a day. For scrapes and burns you can also brew a strong concoction by adding 3 tea bags to one cup of boiling water. When the water cools, dip a cloth into it and use it as a compress on the wounded area.

LIGHTENING SKIN USING CHAMOMILE

Chamomile has been found to be advantageous for lightening your skin tone. Simply bring two quarts of water to a boil with 2 chamomile tea bags in it. Then place your face above the steaming pot of chamomile tea. A bath in water mixed with chamomile tea works too.

REDUCING DARK CIRCLES AROUND EYES

Chamomile tea has been found to help relieve eye fatigue and dark circles. A simple remedy is to dip 2 chamomile tea bags in warm water. After 5 minutes, remove the tea bags from the water and let them cool to room temperature. Then place them on your eyes at night as a compress.

What are the Side Effects of Chamomile?

As with all herbal products, moderation is the key to avoiding adverse reactions. Some of the potential side effects of chamomile include drowsiness, so use it with caution if you are driving or operating machinery. High doses of chamomile can also cause vomiting and/or skin reactions in some individuals. If you are allergic to ragweed pollen or have hayfever, you may have difficulty using chamomile.

Using chamomile during pregnancy is not recommended, since it is considered to be an abortifacient (a substance that induces abortion). Chamomile is also not recommended if you are currently taking blood thinners, since chamomile contains a substance called coumarin (which is also a blood thinner).

Where and How to Buy Chamomile

Chamomile can be bought as dried flower heads, an infusion (tea), liquid extract, essential oil, tinctures (concentrated in alcohol), and in creams and ointments. Tea bags are the most common form and can be found at many mainstream

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A Soothing Taste

For years, different plants and herbs were relied on as the only real medicine that people could rely on. Today, modern medicine has overtaken most of them and has managed to solve many health related problems. While natural remedies certainly can't replace modern medical procedures, they can still help us in a variety of ways. Mild health problems can often be relieved through their use and many other problems can be prevented when these remedies are used as preventatives.



The Linden tree, also known as the Tilia tree, is often found growing in Europe and North America. These seasonal trees are large and produce flowers known as the lime flowers in some areas. This is a plant that has been used in folk medicine and various remedies for centuries, particularly in Europe where it grows most abundantly. The flowers can be used to make herbal tea which is used to treat anxiety since the herb exerts a soothing effect on the body, helping calm the nerves and treat sleep disorders as well. There are several different subspecies of linden that can be used medicinally and all may have a slightly different taste. Linden tea is one of the most effective natural remedies and has been used for centuries. When it is administered regularly, it can help with a wide range of different health issues.

Digestive Aid

A problem that linden tea is known to help with is in clearing up any problems with the gallbladder or digestive system. If you have an upset stomach, drinking a cup of tea before bed will not only help to calm your nerves, but it will also help you digest your food more easily for a good night's rest. It may lessen the effects of excessive flatulence as well. The effects of the linden flower on the digestive system are well documented and this is why the tea has been recommended by so many different herbalists and experts in folk therapies over the years.

Calming Sleep Aid

One of the most common uses for linden tea today is to treat anxiety because the herb exerts a soothing effect on the body, helping to calm the nerves and treat sleep disorders as well. If you are suffering from anxiety or insomnia, a cup of this tea before bed can offer a soothing, gentle feeling of relaxation that can help you get a better night's rest.



Eases Cold and Flu Symptoms

Another important use of linden tea is its ability to help those suffering common cold and flu sicknesses. The first prominent benefit this tea offers during this time is that it helps to boost the immune system due to its high amounts of vitamins and antioxidants. This can even help prevent and fight off sickness. Another great benefit is that it can soothe sore throats related to cough and cold since warm drinks can offer a relaxing effect for a sore or itchy throat. Furthermore, drinking this tea can help reduce fevers, which is also useful during times of sickness as well.

Preparation:

To prepare Linden tea steep one bag in a cup of hot water for 15 to 20 minutes. When you're using this tea to treat illnesses like a cold or flu, it's best to drink it at least three times a day. Otherwise, this tasteful tea can be enjoyed hot or cold at any time desired.

Whether you're looking to ease yourself from some common every day ailments, or if you're simply looking for a delicious new tea to taste, Linden tea may be perfect for you. Even if you aren't experiencing any feelings of sickness, you can still take comfort knowing that even just by drinking this tea you're still reaping many benefits for your body. We hope that you've found some of your questions about this particular tea answered, however if you still feel you have any concerns do not hesitate to contact us. If you're interested in buying Linden tea, you may be able to find this tea being sold in local herbal health stores, but if not you can certainly find it being sold online from reliable merchants like Buddha Teas.



*The statements made on this website have not been evaluated by the Food and Drug Administration. Information found on this site is not intended to diagnose, treat, cure, or prevent any disease.

About Us

Linden tea has a wide array of health benefits and can help ease ailments like colds, anxiety, and insomnia in a natural safe way.

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Mat Are the Health Benefits of Lemongrass Tea?



A cup of hot linden flower tea on a table. Photo Credit Mallivan/iStock/Getty Images

Herbal medicine has been around for centuries, with practitioners recommending hundreds of different plants for many ailments. Linden flowers from any of several species of the linden tree are dried and used to brew a tea with a number of medicinal properties. Their traditional uses include to help treat flu or cough, or to relieve nervous tension and digestive problems. Modern research suggests that linden flower tea might have some significant health benefits.

Linden Components

Linden flowers contain a number of natural compounds, or phytochemicals, that are biologically active and responsible for some it properties. Several of its components are antioxidant chemicals called flavonoids, including one called quercetin. Antioxidants help rid your body of free radicals, unstable chemicals that form in your skin when you're in sunlight or in your organs when you're exposed to environmental toxins. Over time, free radicals can damage cellular membranes and DNA, raising your risk of heart disease, cancer and other chronic problems. Quercetin and other linden components called kaempferol and p-cournaric acid are also diaphoretics, chemicals that cause you to sweat, while some volatile oils in the flowers may have sedative, calming properties.

Linden Components

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in the July 2008 issue of the "Journal of Ethnopharmacology" found that feeding laboratory animals an extract of linden flowers reduced their anxious behavior when placed in a maze, compared to controls. Another study published in the March 2008 issue of the same journal found that linden extract lengthened the sedation time in animals who received sleep-inducing drugs. It also calmed the animals when administered to them by itself, but these potentially significant effects still need confirmation in studies with human subjects.

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Colds and Congestion

The ability of some linden compounds to cause sweating may have benefits when you have a cold, cough or fever, according to the University of Maryland Medical Center. Some components of linden flower tea might also help soothe irritated membranes in your mouth or throat that develop during an illness. A study published in the February 2000 issue of "Planta Medica" found that some polysaccharides, or complex sugars, in linden flowers adhere to the type of membrane that lines the mouth and respiratory tract. The authors concluded that linden polysaccharides may soothe these membranes when they become irritated, although this possibility still needs testing in clinical studies.

Making the Tea

Dried linden flowers in loose form or packed in tea bags are generally available at health-food stores. To make tea, steep a tea bag or about 1 teaspoon of dried flowers in boiling water for 15 to 20 minutes and drink up to three times daily. Linden flower tea is generally considered safe, although a minimum effective dose hasn't been established, and some people may be allergic to the flowers. Don't use linden tea if you're pregnant or breast-feeding, or if you have heart disease. Always check with your health care professional before taking linden flower tea.

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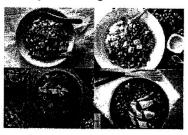


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What Is Chamomile?

Chamomile has been used as a traditional medicine for thousands of years to calm anxiety and settle stomachs. In the U.S., chamomile is best known as an ingredient in herbal tea.

Why do people take chamomile?

Chamomile is considered a safe plant and has been used in many cultures for stomach ailments and as a mild sedative. Some studies, primarily using combinations of chamomile with other plants, show it may have health benefits. However, as with any combination product, it is hard to say that a benefit comes from any one plant.

One product with chamomile and other herbal medicines has been shown to ease upset stomach, heartburn, nausea, and vomiting. Another mixture with chamomile seems to help colicky babies.

A mouth rinse with chamomile might relieve mouth sores caused by cancer treatments. Some research suggests that chamomile could help with other conditions, like diarrhea in children, hemorrhoids, anxiety, and insomnia. When used on the skin, chamomile might help with skin irritation and wound healing. Some research has documented that it may be as effective as hydrocortisone cream for eczema.

How much chamomile should you take?

There is no standard dose of chamomile. Studies have used between 400 milligrams to 1,600 milligrams daily in capsule form. The most common form is a tea, and some people drink one to four cups daily. To make chamomile tea, steep a chamomile tea bag or chamomile flowers in hot water for 5 to 10 minutes in a mug covered with a saucer. Then, drink the infusion when it has cooled to the point it is safe to drink. Ask your doctor for other advice.

Can you get chamomile naturally from foods?

Chamomile flowers are a common ingredient in teas. They're also used as a flavoring in other foods and drinks.

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LINDEN OVERVIEW INFORMATION

Linden is a tree. The dried flower, leaves, and wood are used for medicine.

Linden leaf is used for colds, stuffy nose, sore throat, breathing problems (bronchitis), Linden lear is used for coids, sumy nose, sore throat, breathing problems (bronchitis), headaches, fever, and to make it easier to bring up phlegm by coughing (as an expectorant). It is also used for rapid heartbeat, high blood pressure, excessive bleeding (hemorhage), nervous tension, trouble steeping (insomnia), problems with bladder control (incontinence), and muscle spasms. Linden leaf is also used to cause sweating and increase urine production,

Linden wood is used for liver disease and gallbladder disease, and for infection and swelling beneath the skin (cellulitis). Charcoal made from linden wood is used for intestinal disorders.

Some people apply linden directly to the skin for itchy skin, joint pain (rheumatism), and certain lower leg wounds (ulcus crurls) caused by poor blood circulation.

How does it work? Linden seems to reduce the amount of mucus produced and relieve anxiety. But, more information is needed.

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