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Reconsideration Denied - Return to TTAB - Message 3 of 12

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- Acai berries can help promote a healthier cardio vascular system and digestive tract, because of the synergy of monounsaturated fats (the healthy fats), dietary fiber, and phytosterols.
- Acai berries are also an excellent source of dietary fiber! Fiber promotes a healthy digestive system. Research studies suggests soluble fibers may help lower blood cholesterol. The insoluble fiber may help to reduce the risk of developing certain types of cancers.
- Acai berries are extremely rich in organic vegetable protein which does not generate cholesterol during its digestion, and is more easily processed and transported to your muscles than animal protein (such as in milk or meat). Besides its outstanding content of protein and unsaturated lipids, the Acai berry is also rich in carbohydrates which provide your body with the necessary energy while working or participating in any kind of sport.
- Acai berries contain an essential amino acid complex along with trace minerals, which are vital for proper muscle contraction and regeneration. Aside from the energy and fluid replacement, Acai berries provide a nutrition profile complete with vitamins, minerals and essential fatty acids (Omega 3, Omega 6 and Omega 9). The fatty acid ratio in the Acai berry resembles that of olive oil, which studies suggest is a contributing factor to the low incidence of heart disease in Mediterranean populations.
- Acai berries contain plant sterols, including beta-sitosterol which has anti-inflammatory properties. Today, sterols are being used to treat associated benign prostate dyperplasia. These plant sterols have also been shown to help control cholesterol and also act as precursors to many important substances produced by the body.
- OMEGA FATTY ACIDS (Omega 9, Omega 6, and Omega 3).
These mono-saturated essential fatty acids help lower LDL (harmful cholesterol) while maintaining HDL (beneficial cholesterol). Omega fatty acids combat heart disease by increasing healthy cell development. Omega fatty acids are essential for healthy nervous system development and regeneration. They help rapidly repair and rejuvenate muscles after intense exercise.
- AMINO ACIDS.
The Acai berry contains an almost perfect essential amino acid complex. This is vital for proper muscle contraction and regeneration; and for endurance, strength, sustained energy, and muscle development.
- NATURAL VITAMIN E.
Acai berries contain natural vitamin E, a powerful antioxidant to protect against aging.
- THEOBROMINE.
Theobromine acts as a bronchial dilator to help open air passages in the lungs. This increased air flow capacity helps increase oxygen intake, which increases endurance, strength, and athletic performance.
- PHYTOSTEROLS.
The Acai berry pulp contains these complex compounds of plant cell membranes called phytosterols which are used to treat symptoms associated with BPH (benign prostate hyperplasia or benign prostate hypertrophy) - an enlarged prostate gland caused by the growth of a pre-cancerous tumor. Phytosterols in Acai also help promote a healthy cardiovascular system and contribute to a healthy digestive tract. (Phyto means "plant".)

- **ANTIOXIDANTS.**

Acai berries are rich in **anthocyanins**, an essential antioxidant that helps combat premature aging. In fact, an equal volume of **Acai fruit has 10 to 30 times more anthocyanins (purple colored antioxidants) than a glass of red wine.**

Each serving of **AMiGO Juice** contains 500 mg of Acai fruit extract. The recommended daily dose of 3 servings per day provides 1500 mg or 1.5 grams of Acai fruit extract.

MANGOSTEEN (*Garcinia mangostana*)

The Mangosteen Fruit from Southwest Asia

The Mangosteen (*Garcinia mangostana* in Latin) is a tropical evergreen tree which is believed to have originated in the Sunda Islands and the Moluccas, and was first discovered in Burma and Thailand. The tree grows from 7 to 25 meters tall, and does not produce fruit until it is 15 years old. The edible fruit is deep reddish purple when ripe. In Asia, the Mangosteen fruit is known as the "Queen of Fruits".

The Mangosteen fruit grown in Thailand is harvested in the season of optimum ripeness for maximum efficacy. The *xanthone* rich pericarp (the outer rind) is then separated from the pulp and freeze-dried. The juice or freeze-dried Mangosteen fruit can be shipped into the USA but importing the whole raw fruit is prohibited, to avoid introducing a certain Asian fruit fly which could harm local fruit crops.

The outer shell of the Mangosteen fruit (pericarp) is rather hard, typically 4 to 6 centimeters in diameter and about a half centimeter in thickness. The fruit resembles a spherical, reddish-black, cartoon bomb. Cutting through the shell, one finds a very pale white and fleshy fruit 3 to 5 centimeters in diameter surrounded by a deep red pericarp. Depending on its size and ripeness, there may or may not be inedible pits in the segments of the fruit. The number of fruit pods is directly related to the number of petals on the bottom of the shell. Commonly, the average Mangosteen will have 5 fruit pods.

The shell of the Mangosteen fruit looks tough and hard, but is easy to open. Care must be taken when opening the fruit, as the reddish-black husk outside produces a purplish, inky juice that stains fabric and can be almost impossible to remove (the reason why they are banned from some hotels in countries where they are available). To open a Mangosteen, the shell is usually broken apart, not cut. Holding the fruit in both hands, press it gently (thumbs on one side, the other fingers on the other) until the shell cracks. It is then very easy to pull the halves apart along the crack and remove the fruit without staining.

One of the most-praised of tropical fruits, and certainly the most-esteemed fruit in the family *Guttiferae*, the Mangosteen (*Garcinia mangostana* in Latin) is almost universally known or heard of by this name. But there are numerous variations in nomenclature: among Spanish-speaking people the fruit is called mangostan; to the French it is mangostanier, mangoustanier, mangouste or mangostier; in Portuguese it is mangostao, mangosta or mangusta; in Dutch it is manggis or manggistan; in Vietnamese it is mang cut; in Malaya it may be referred to in any of these languages or by the local terms mesetor, semetah, or sementah; in the Philippines it is mangis or mangostan. Throughout the Malay Archipelago of Malaysia, there are many different spellings of names similar to most of those mentioned above.

Health Benefits of Mangosteen Fruit (*Garcinia mangostana*)

Medicinal Uses:

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For hundreds of years, the people of Southeast Asia have used the Mangosteen, especially the rind (pericarp), to ward off and treat infections, reduce pain or control fever, and treat various other ailments.

Dried Mangosteen fruits are shipped from Singapore to Calcutta and to China for medicinal use. The sliced and dried rind (pericarp) is powdered and administered to overcome **dysentery**. Made into an ointment, it is applied on **eczema and other skin disorders**. The rind decoction is taken to relieve **diarrhea and cystitis, gonorrhea and gleet**, and is applied externally as an **astringent** lotion. A portion of the rind is steeped in water overnight and the infusion given as a remedy for **chronic diarrhea** in adults and children.

In the Philippine Islands, the Filipinos employ a decoction of the leaves and bark as a febrifuge and to treat **thrush, diarrhea, dysentery and urinary disorders**.

In Malaya an infusion of the Mangosteen leaves, combined with unripe banana and a little benzoin, is applied to the wound of circumcision. A root decoction is taken to **regulate menstruation**. A Mangosteen bark extract called *ambiasine* has been marketed for the treatment of **amoebic dysentery**.

The latest in scientific research shows Mangosteen contains a class of naturally occurring *polyphenolic* compounds known as **xanthones**. Xanthones provide **beneficial effects on cardiovascular diseases**, including **ischemic heart disease, atherosclerosis, hypertension, and thrombosis**. Xanthones also demonstrate particularly powerful **antioxidant** properties.

The medicinal properties of the Mangosteen fruit are derived mainly from its **outer rind or peel**, not from the fleshy inner part of the fruit. The rind or **pericarp** is where powerful antioxidants are concentrated. These antioxidants, known as **Xanthones**, have properties which **help to heal cells damaged by free radicals, slow aging, and ward off degenerative diseases and physical and mental deterioration**.

The rind of partially ripe Mangosteen fruit yields a **polyhydroxy-xanthone** derivative termed *mangostin*, also *beta-mangostin*. That of fully ripe fruits contains the xanthones *gartanin*, *beta-disoxygartanin*, and *normangostin*.

According to research reported in professional journals such as *Free Radical Research* and the *Journal of Pharmacology*, these amazing **Xanthones** have a remarkably beneficial effect on cardiovascular health and are also naturally **antibiotic, antiviral, and anti-inflammatory**. Xanthones are among the **most powerful antioxidants to be found in nature**.

Many of the other health benefits of **Xanthones from Mangosteen pericarp** can be expressed in terms of how they act against or are "anti" various serious ailments...

anti-fatigue, anti-obesity, anti-depression, anti-anxiety, anti-vertigo (dizziness), anti-Alzheimer's, anti-Parkinsonism (Parkinson's Disease), anti-allergenic, anti-seborrheic (skin disease), anti-glaucoma (eye disease), anti-pyretic (anti-fever), anti-diarrhea, anti-periodontic (gum disease), anti-pain (such as dental pain), anti-neuralgia (nerve pain), anti-arthritis, anti-inflammatory (act as cox-2 inhibitor like Vioxx and Celebrex, but without the deadly side-effects), and anti-ulcer (such as ulcers of the stomach, mouth, small bowel, large bowel).

Mangosteen fruit also shows **vasorelaxant** properties (dilates blood vessels).

With *Mycobacterium tuberculosis* (TB) and *Staphylococcus aureus* (Staph. A), Mangosteen has shown **inhibitory action against these harmful bacteria organisms**. Mangosteen is highly effective in **boosting weak immune systems**.

There are several compounds found in the Mangosteen fruit that appear to make this fruit so active as a nutritional component for the body.

Each serving of **AMiGO Juice** contains 500 mg of freeze-dried Mangosteen fruit pericarp (the rind). The recommended dose of 3 servings per day delivers 1500 mg or 1.5 grams of Mangosteen fruit pericarp.

GOJI (*Lycium barbarum*)

The Goji Berry from the Himalayas in Tibet and Mongolia

Goji Berry is the common name for the fruit of the *Lycium barbarum* plant. It grows on extensive thorny bushes which grow erect or as spreading vines in the sheltered valleys of the Himalayas in Tibet, and in Mongolia. Lycium is a deciduous woody perennial plant which can grow 1 to 3 meters high. Other common names for varieties of the Lycium plant are "Matrimony Vine" and "Boxthorn" and "Wolfberry".

The Goji berry (*Lycium barbarum*) should not be confused with the Chinese Wolfberry, which is actually a similar fruit from a related Lycium plant known as *Lycium Chinese*.

All *Lycium* berries have reported medicinal properties, but the best Goji berries are the Himalayan Goji berries or Tibetan Goji berries of the *Lycium barbarum* variety which grows wild in Tibet and Mongolia (northwestern regions of the Peoples Republic of China), where the ancient soils have never been exposed to pesticides or pollution. But there is no commercial production of Goji berries in these remote areas.

The premier source of organically grown and commercially available *Lycium barbarum* Goji berries of the same variety is the NingXia Province of China, known as the "Goji Capital of China" in the pristine Xinjiang Mountains in the far western area of China near Tibet. Chinese Wolfberries (*Lycium Chinese*) are often cultivated in more southern soils which have experienced heavy pesticide use for fifty years, and are often falsely sold as "Himalayan Goji berries" or "Tibetan Goji berries".

The oval, deep red Goji berries are about the size of a grape, and taste like a cross between a cranberry and a cherry. The Goji berries are very tender and must be shaken from the vine rather than picked, for if touched by human hands while fresh on the vine the fruit will oxidize, turn black, and spoil. The fruits are preserved by slowly drying them in the shade.

The Himalayan Goji berry has been eaten locally in the region for centuries, and is celebrated in festivals. The Himalayan Goji berry is nicknamed "the happy berry" because of the sense of well-being it is said to induce.

The native people in the Himalayan Mountain regions who include Goji berries in their regular diet enjoy remarkable health and longevity. The average woman in the Hunza tribe lives to be 100 years of age. Arthritis, chronic fatigue syndrome, sexual dysfunction, and depression are totally unknown to the Hunza people.

Health Benefits of Goji Berries (*Lycium barbarum*)

Research and References