

# **BULKY DOCUMENTS**

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**Proceeding/Serial No: 2391145**


**Filed: 3-07-08**

**Title: petition to cancel**

**Part 2 of 2**



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	Serial Number	Reg. Number	Word Mark	Check Status	Live/Dead
1	76679564		ENTREPRENEUR PRESS	TARR	LIVE
2	76679563		EP ENTREPRENEUR PRESS	TARR	LIVE
3	76678925	3374476	WOMENENTREPRENEUR.COM	TARR	LIVE
4	76670060	3266532	ENTREPRENEURENESPANOL.COM	TARR	LIVE
5	76664695		ENTREPRENEUR EXPO	TARR	LIVE
6	76657293	3204899	ENTREPRENEUR'S STARTUPS	TARR	LIVE
7	76657024	3315154	ENTREPRENEURIAL WOMAN	TARR	LIVE
8	76635463		RADICALS AND VISIONARIES	TARR	DEAD
9	76582504	3090734	EXCHANGE THE MAGAZINE FOR ENTREPRENEURIAL WOMEN	TARR	LIVE
10	76565130		ENTREPRENEUR EXPO	TARR	DEAD
11	76549047		ENTREPRENEUR NETWORK	TARR	DEAD
12	76531473		BIZSTARTUPS	TARR	DEAD
13	76530940	3061531	SMALLBIZBOOKS.COM	TARR	LIVE
14	76530938	2890534	SMALLBIZBOOKS.COM	TARR	LIVE
15	76352515		HOMEOFFICEMAG	TARR	DEAD
16	76343497		SMALLBIZBOOKS	TARR	DEAD

17	76175283		SOLUTIONS FOR GROWING BUSINESSES	TARR	DEAD
18	76175066	2600509	ENTREPRENEUR'S NETPRENEUR	TARR	LIVE
19	76170604		SOLUTIONS FOR GROWING BUSINESSES	TARR	DEAD
20	76170308		BIZSTARTUPS.COM	TARR	DEAD
21	76168636	2572347	HOMEOFFICEMAG	TARR	LIVE
22	76159837	2502032	ENTREPRENEUR	TARR	LIVE
23	76151490		MYSITE	TARR	DEAD
24	76151489		BIZSITE	TARR	DEAD
25	76112230	2653302	SOYENTREPRENEUR.COM	TARR	LIVE
26	76107879		ENTREPRENEUR'S START-UPS	TARR	DEAD
27	76048888	2587313	ENTREPRENEUR'S N@TPRENEUR	TARR	LIVE
28	76042826	2565006	ENTREPRENEUR'S NETPRENEUR	TARR	LIVE
29	75806597	2438190	ENTREPRENEUR MAGAZINE'S VIRTUAL EXPO	TARR	DEAD
30	75979650	2495172	SMALLBIZBOOKS.COM	TARR	LIVE
31	75976832	2161148	SMALL OFFICE/HOME OFFICE TECHNOLOGY EXPO	TARR	DEAD
32	75975841	2089451	INFOFAX	TARR	DEAD
33	75869335		YOU'VE GOT THE DREAM. NOW GET IT DONE.	TARR	DEAD
34	75817401	2375389	BUSINESS START-UPS	TARR	DEAD
35	75803347		ENTREPRENEUR'S HOME OFFICE	TARR	DEAD
36	75800653	2412238	ENTREPRENEUR'S HOME OFFICE	TARR	DEAD
37	75768987	2415429	ENTREPRENEUR PRESS	TARR	DEAD
38	75768986		ENTREPRENEUR PRESS	TARR	DEAD
39	75764444	2412113	ENTREPRENEUR MAGAZINE'S VIRTUAL EXPO	TARR	DEAD
40	75764443		ENTREPRENEUR ONLINE	TARR	DEAD
41	75747457	2519130	SMALLBIZSEARCH.COM	TARR	LIVE
42	75718681		ENTREPRENEUR MAGAZINE'S WHAT IF	TARR	DEAD
43	75711195	2408039	ENTREPRENEUR MAGAZINE'S SMALL BUSINESS EXPO	TARR	LIVE
44	75683398	2382704	ENTREPRENEUR MAGAZINE'S VIRTUAL EXPO	TARR	DEAD
45	75673295	2391145	ENTREPRENEUR EXPO	TARR	LIVE
46	75673019	2415208	ENTREPRENEUR MAGAZINE'S VIRTUAL EXPO	TARR	DEAD
47	75653859		SMALLBIZSHOPPER.COM	TARR	DEAD
48	75653647	2486615	SMALLBIZSEARCH.COM	TARR	LIVE
49	75612677	2460775	BE YOUR OWN BOSS	TARR	LIVE
50	75498378		SMALLBIZBOOKS.COM	TARR	DEAD
51	75475013	2287413	ENTREPRENEURMAG.COM	TARR	DEAD
52	75306423		BIZLINK	TARR	DEAD

53	75305680	2190653	ENTREPRENEURIAL WOMAN	TARR	DEAD
54	75289954	2174757	ENTREPRENEUR'S HOME OFFICE	TARR	DEAD
55	75284529	2293884	ENTREPRENEUR'S HOME OFFICE	TARR	DEAD
56	75214274		BE YOUR OWN BOSS	TARR	DEAD
57	75199604	2211955	BUSINESS RESALE NETWORK	TARR	DEAD
58	75155591	2179910	SMALL OFFICE/HOME OFFICE TECHNOLOGY EXPO	TARR	DEAD
59	75149217		ENTREPRENEURIAL WOMAN	TARR	DEAD
60	75149216		SMALL BUSINESS 2000	TARR	DEAD
61	75128176	2061488	AMERICA'S SMALL BUSINESS MEETING PLACE	TARR	DEAD
62	75127173	2061475	AMERICA'S SMALL BUSINESS MEETING PLACE	TARR	DEAD
63	75111114	2158097	BUSINESS OPPORTUNITY 500	TARR	DEAD
64	75111113	2158096	FRANCHISE 500	TARR	LIVE
65	75110856	2168155	EXPOLINK	TARR	DEAD
66	75110855		BIZLINK	TARR	DEAD
67	75107126	2085659	SOHO TECHNOLOGY EXPO	TARR	DEAD
68	75106739		SOHOT EXPO	TARR	DEAD
69	75105965	2106561	SMALL BUSINESS SQUARE	TARR	DEAD
70	75104159	2104879	BIZSQUARE	TARR	DEAD
71	75104158	2161074	BUSINESS START-UPS MAGAZINE ONLINE	TARR	DEAD
72	75104100	2110453	ONLINE & ON TARGET	TARR	DEAD
73	75104059		SMALL BUSINESS EMPORIUM	TARR	DEAD
74	75103960	2215674	ENTREPRENEUR MAGAZINE ONLINE	TARR	DEAD
75	75103959	2159905	SITE-SEEING GUIDE	TARR	DEAD
76	75103957	2183284	SOHO MALL	TARR	DEAD
77	75018382	2263883	ENTREPRENEUR	TARR	LIVE
78	74800729	1808668	ENTREPRENEUR EXPO	TARR	DEAD
79	74701622	2029722	FRANCHISE 500	TARR	LIVE
80	74699968	1973112	BIZSOURCE	TARR	DEAD
81	74699963	2033423	ENTREPRENEUR INTERNATIONAL	TARR	DEAD
82	74695066		INFONET	TARR	DEAD
83	74596074	2066001	INFOFAX	TARR	DEAD
84	74596073		BIZNET	TARR	DEAD
85	74572501	2076545	SMALL BUSINESS EXPO	TARR	DEAD
86	74403848	1832999	SMALL BUSINESS EMPORIUM	TARR	DEAD
87	74371737	1892783	ENTREPRENEUR	TARR	DEAD
88	74361523	1810743	COMPUTER SURVIVAL GUIDE	TARR	DEAD
89	74361101	1819581	BUSINESS START-UPS	TARR	DEAD

90	74325442		ENTREPRENEUR'S SHOPPER'S GUIDE	TARR	DEAD
91	74238979		THE ENTREPRENEUR SHOPPER	TARR	DEAD
92	74238977		ENTREPRENEUR'S SHOPPER'S GUIDE	TARR	DEAD
93	74219528	1698583	NEW BUSINESS OPPORTUNITIES	TARR	DEAD
94	74217550	1856997	ENTREPRENEUR EXPO	TARR	DEAD
95	74216327	1854603	ENTREPRENEUR'S FRANCHISE & BUSINESS OPPORTUNITIES	TARR	DEAD
96	74133876		POINT OF LIGHT AWARDS FOR ENTREPRENEURIAL ACHIEVEMENT	TARR	DEAD
97	74104271		BE YOUR OWN BOSS	TARR	DEAD
98	74104270	1682899	BE YOUR OWN BOSS	TARR	DEAD
99	74089385		NATIONAL POINT OF LIGHT ENTREPRENEURIAL ACHIEVEMENT AWARDS	TARR	DEAD
100	74084209		POINT OF LIGHT AWARDS PROGRAM	TARR	DEAD

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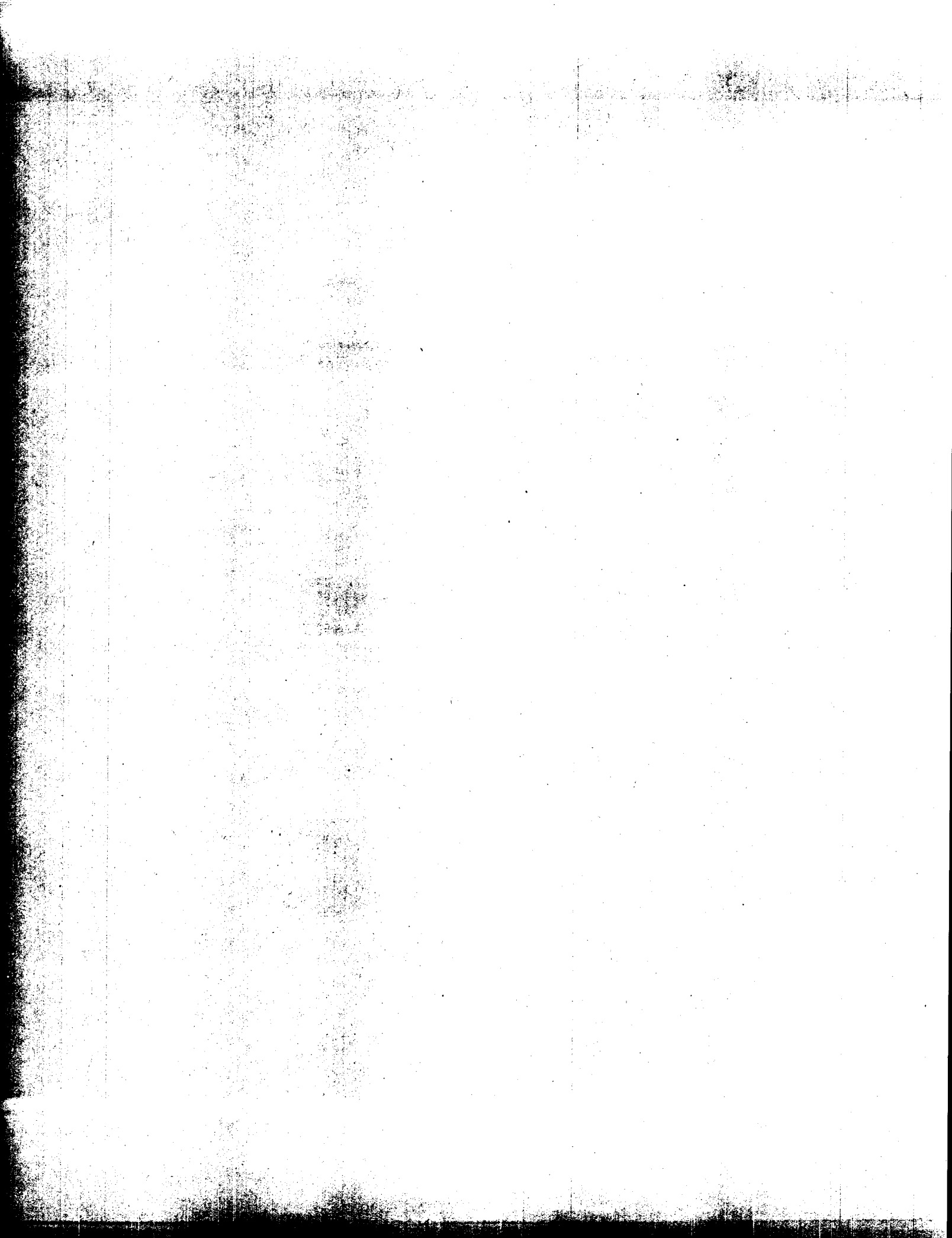
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101	74084208		NATIONAL POINT OF LIGHT FOUNDATION	TARR	DEAD
102	74084207		NATIONAL POINT OF LIGHT ENTREPRENEURIAL ACHIEVEMENT AWARDS	TARR	DEAD
103	74084206		ENTREPRENEURIAL WOMAN OF THE YEAR	TARR	DEAD
104	74044116	1668090	SMALL BUSINESS EMPORIUM	TARR	DEAD
105	74044110		ENTREPRENEUR PLUS	TARR	DEAD
106	74044109		SMALL BUSINESS EMPORIUM	TARR	DEAD
107	74044108		ENTREPRENEUR PLUS	TARR	DEAD
108	74020898		START YOUR OWN BUSINESS EXPOSITION	TARR	DEAD
109	74020897		ENTERPRENEUR MAGAZINE'S GUIDE TO BUSINESS START-UPS	TARR	DEAD
110	74020887		NEW BUSINESS OPPORTUNITIES	TARR	DEAD
111	74020886		ENTREPRENEUR MAGAZINE'S GUIDE TO HOMEBASED BUSINESSES	TARR	DEAD
112	74020522		SMALL BUSINESS EXPO	TARR	DEAD
113	74020471		GUIDE TO FRANCHISE & BUSINESS OPPOTUNITIES	TARR	DEAD
114	73804430	1643191	ENTREPRENEURIAL WOMAN	TARR	DEAD

115	73760471		GUIDE TO FRANCHISE & BUSINESS OPPORTUNITIES	TARR	DEAD
116	73760387	1587721	ENTREPRENEUR MAGAZINE'S GUIDE TO BUSINESS START-UPS	TARR	DEAD
117	73760386	1587720	ENTREPRENEUR MAGAZINE'S GUIDE TO HOMEBASED BUSINESSES	TARR	DEAD
118	73760366	1565273	FRANCHISE YEARBOOK	TARR	DEAD
119	73753861		NEW BUSINESS OPPORTUNITIES	TARR	DEAD
120	73751275		GUIDE TO FRANCHISE & BUSINESS OPPORTUNITIES	TARR	DEAD
121	73748412		FRANCHISE 500	TARR	DEAD
122	73721941	1516022	AEA	TARR	DEAD
123	73721940		AEA	TARR	DEAD
124	73721919		AEA	TARR	DEAD
125	73721891		AEA	TARR	DEAD
126	73721269	1545334	BUSINESS OPPORTUNITY 500	TARR	LIVE
127	73721268	1615643	THE ENTREPRENEUR INSTITUTE	TARR	DEAD
128	73644833		BUSINESS OPPORTUNITY 500	TARR	DEAD
129	73540795		CHOICES	TARR	DEAD
130	73533433	1395636	FRANCHISE 500	TARR	LIVE
131	73533017	1400622	AMERICAN ENTREPRENEURS ASSOCIATION	TARR	DEAD
132	73287003	1343166	AMERICAN ENTREPRENEURS ASSOCIATION	TARR	DEAD
133	73231127	1223364	ENTREPRENEUR INSIDERS NEWSLETTER	TARR	DEAD
134	73230893	1167253	AMERICAN ENTREPRENEURS ASSOCIATION	TARR	DEAD
135	73223003	1187239	ENTREPRENEUR	TARR	DEAD

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HENRY M. BISSELL (State Bar #31628)  
HENRY M. BISSELL IV (State Bar #161810)  
HENRY BISSELL, A PROFESSIONAL LAW CORPORATION  
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Los Angeles, California 90045  
Telephone: (310) 645-1088  
Facsimile: (310) 645-5531

Attorneys for Plaintiff  
ENTREPRENEUR MEDIA, INC.

UNITED STATES DISTRICT COURT  
CENTRAL DISTRICT OF CALIFORNIA

ENTREPRENEUR MEDIA, INC.,	)	
a California corporation,	)	
	)	
Plaintiff,	)	Case No. SACV-98-495 AHS (EEx)
	)	
v.	)	
	)	PLAINTIFF'S RESPONSE TO
STARDOCK SYSTEMS, INC.	)	DEFENDANT'S FIRST SET OF
a corporation,	)	INTERROGATORIES PROPOUNDED
	)	TO PLAINTIFF ENTREPRENEUR
Defendant.	)	MEDIA, INC.
	)	
	)	

Pursuant to Rule 33, Federal Rules of Civil Procedure,  
plaintiff hereby submits its response to defendant's First Set of  
Interrogatories Propounded to Plaintiff.

INTRODUCTION

The actual interrogatories in defendant's paper are  
preceded by substantially irrelevant material. For example, in  
"Instructions" it is stated that

Plaintiff shall produce the responses and  
documents in a manner consistent with the  
Federal and Local Rules of Civil

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service identified, state the date the service was first provided, state the last date on which the service was provided, state the monthly gross sales for each such service from the date of first use to the present, and describe the geographic markets in which the service has been provided.

OBJECTION TO INTERROGATORY NO. 7.

This interrogatory is objected to for being overbroad and unduly burdensome, as well as seeking information which is irrelevant to the subject matter at issue. Plaintiff's mark ENTREPRENEUR has been in use for more than 20 years and in association with trade shows and educational services since at least as early as October 18, 1991. It is unduly burdensome to require plaintiff to identify each of these various services in the detail sought by this interrogatory.

ANSWER TO INTERROGATORY NO. 7.

Without waiving its objection, plaintiff answers this interrogatory as follows:

Plaintiff has provided educational services, principally in the form of seminars and workshops conducted in conjunction with its trade shows, since at least as early as January 9, 1981. Plaintiff's early trade shows and seminars were associated with plaintiff's service mark AMERICAN ENTREPRENEURS ASSOCIATION. Since

May, 1992, plaintiff's trade shows have been conducted in association with the mark ENTREPRENEUR, first as "Entrepreneur Expo" and then as "Entrepreneur Magazine's Small Business Expo".

The seminars are principally included in the admission price to the Expo; therefore plaintiff has no separately stated sales figures

1  
2 for the educational services. These services have been provided in  
3 the following geographical markets: Northern California, Southern  
4 California, New York-New Jersey, Philadelphia-Southern New Jersey,  
5 Chicago, Ft. Lauderdale-Miami, Dallas-Ft. Worth and Georgia. In  
6 addition, at least one ENTREPRENEURIAL WOMAN seminar was held in  
7 Orange County in 1992 at which plaintiff's trademarked products and  
8 services were offered to the public. A fee was charged for that  
9 seminar. The revenues approximated \$25,000.00. Other educational  
10 services have included telephone counseling with respect to small  
11 business information and resources.

12 Interrogatory No. 8

13 State when the Plaintiff first obtained knowledge of  
14 Defendant's use of Plaintiff's Trademark, and with respect to such  
15 knowledge describe in detail the circumstances under which the  
16 Plaintiff acquired knowledge of Defendant's use, identify each  
17 employee, agent or attorney of Plaintiff who acquired the  
18 knowledge, and identify all documents, including any interview  
19 notes and published articles, with respect to when Plaintiff first  
20 obtained knowledge of Defendants' use.

21 OBJECTION TO INTERROGATORY NO. 8.

22 This interrogatory seeks the discovery of communications  
23 which are protected by the attorney/client privilege.

24 ANSWER TO INTERROGATORY NO. 8.

25 Without waiving that objection, plaintiff's trademark  
26 attorney, Henry M. Bissell, became aware of a newspaper clipping,  
27 which might have come from the Wall Street Journal, which mentioned  
28 defendant's "new game called Entrepreneur" having an aggressive

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of its products and services marketed under the Trademark. The details of such advertising expenditures are set out in the Answer to Interrogatory No. 11 above. The figure stated there as the accumulated total of expenditures within the past approximately 3 1/2 years is at least \$27 million. This figure is used because it has become available as a result of plaintiff's investigation during efforts to answer these interrogatories. Plaintiff's products and services have been marketed under the Trademark for more than 20 years, and therefore the overall total of expenditures for advertising and promotion of plaintiff products and services marketed under the ENTREPRENEUR mark would greatly exceed the figure given for the past 3 1/2 years, with a resultant higher valuation of plaintiff's Trademark and the goodwill associated therewith.

ENTREPRENEUR MEDIA, INC.

Dated: December 9, 1998

By: Ronald L. Young  
Ronald L. Young  
Secretary

AS TO OBJECTIONS:

Henry Bissell Professional  
Law Corporation

Dated: December 9, 1998

By: Henry M. Bissell  
Henry M. Bissell  
Attorney for Plaintiff



1 LATHAM & WATKINS  
 2 Mark A. Finkelstein (State Bar #173851)  
 3 Michele D. Johnson (State Bar #198298)  
 4 650 Town Center Drive, Suite 2000  
 5 Costa Mesa, California 92626-1925  
 6 Telephone: (714) 540-1235  
 7 Facsimile: (714) 755-8290

8 Attorneys for Plaintiff  
 9 ENTREPRENEUR MEDIA, INC.

LODGE

MAY - 6 1999

CLERK, U.S. DISTRICT COURT  
 CENTRAL DISTRICT OF CALIFORNIA

UNITED STATES DISTRICT COURT  
 CLERK, U.S. DISTRICT COURT  
 CENTRAL DISTRICT OF CALIFORNIA

10

11 ENTREPRENEUR MEDIA, INC., a  
 12 California corporation,

Plaintiff,

v.

14

15 SCOTT SMITH, an individual,  
 16 dba ENTREPRENEURPR

Defendant.

Case No. CV 98-3607 LGB (BQRx)

STIPULATION AND [~~PROPOSED~~] ORDER  
 CONSENTING TO SUBSTITUTION OF  
 COUNSEL

17

18

19 The undersigned hereby consent and agree that Latham &  
 20 Watkins be substituted in the place and stead of Bissell &  
 21 Bissell as attorneys for Plaintiff Entrepreneur Media, Inc. in  
 22 the above-entitled action and that an Order to that effect may be  
 23 entered without further notice. Each of Latham & Watkins,  
 24 Bissell & Bissell, and Entrepreneur Media, Inc. believes that  
 25 substitution will not delay the prosecution of this action to  
 26 completion.

27

///

28

///

1 Dated: May 5, 1999

LATHAM & WATKINS  
Mark A. Finkelstein  
Michele D. Johnson

2

3

4

By: Michele Johnson  
Michele D. Johnson

5

6

Dated: May \_\_, 1999

BISSELL & BISSELL  
Henry M. Bissell  
Henry M. Bissell IV

7

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9

By: \_\_\_\_\_  
Henry M. Bissell

10

11

CONSENTED TO BY:

12

ENTREPRENEUR MEDIA, INC.

13

Dated: May \_\_, 1999

By: \_\_\_\_\_  
Ronald L. Young, Secretary and  
Corporate Counsel of  
Entrepreneur Media, Inc.

14

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ORDER

18

19 The stipulation is hereby approved. It is ordered that  
Latham & Watkins is substituted in the place and stead of Bissell  
& Bissell as counsel for Entrepreneur Media, Inc. in the above-  
20 entitled action.

21

Dated: May \_\_, 1999

\_\_\_\_\_  
The Honorable Lourdes G. Baird  
United States District Court  
Judge

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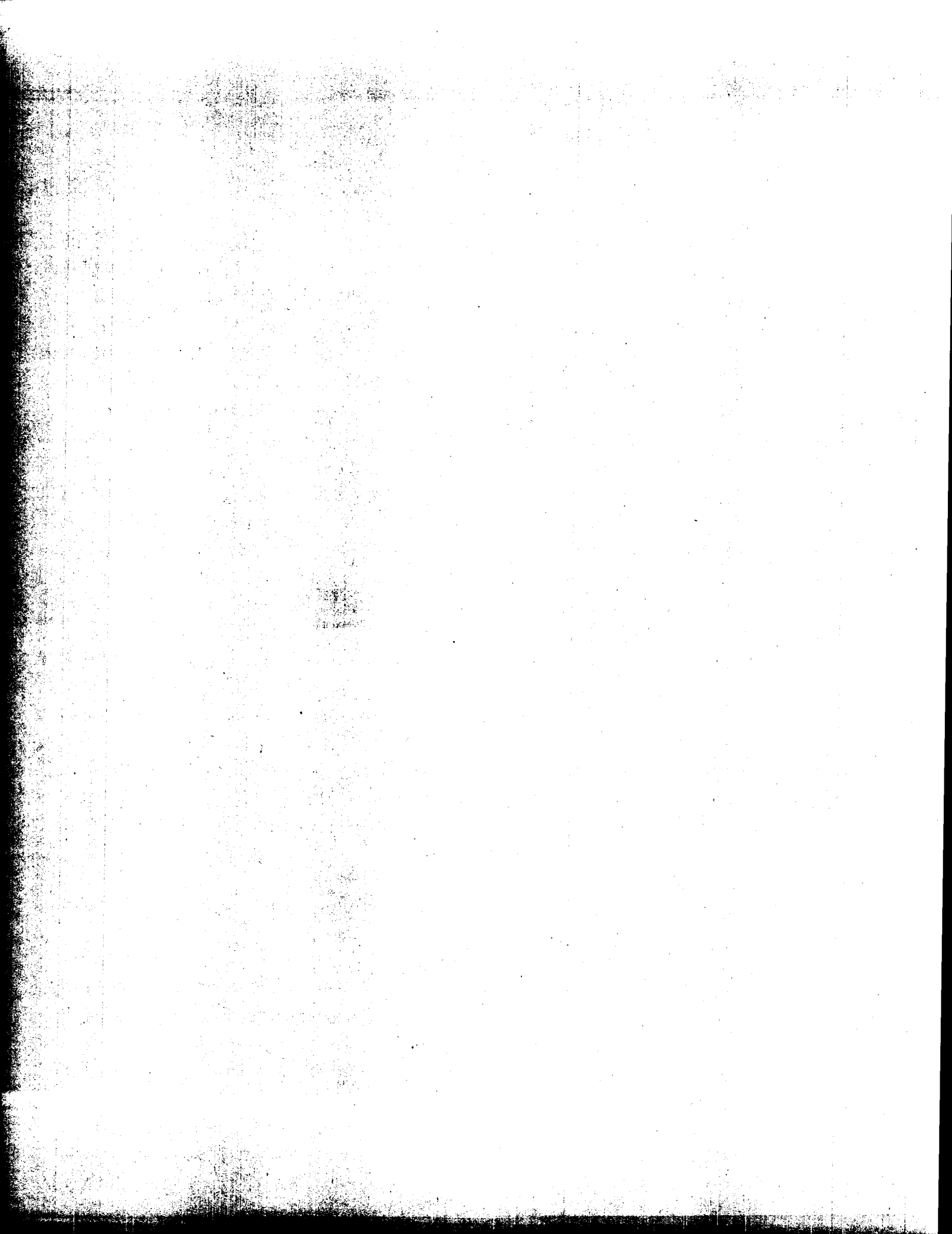
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HENRY M. BISSELL (State Bar #31628)  
HENRY M. BISSELL IV (State Bar #161810)  
HENRY BISSELL, A PROFESSIONAL LAW CORPORATION  
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Los Angeles, California 90045  
Telephone: (310) 645-1088  
Facsimile: (310) 645-5531

Attorneys for Plaintiff  
ENTREPRENEUR MEDIA, INC.

UNITED STATES DISTRICT COURT  
CENTRAL DISTRICT OF CALIFORNIA

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	)	

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19 notes and published articles, with respect to when Plaintiff first  
20 obtained knowledge of Defendants' use.

21 OBJECTION TO INTERROGATORY NO. 8.

22 This interrogatory seeks the discovery of communications  
23 which are protected by the attorney/client privilege.

24 ANSWER TO INTERROGATORY NO. 8.

25 Without waiving that objection, plaintiff's trademark  
26 attorney, Henry M. Bissell, became aware of a newspaper clipping,  
27 which might have come from the Wall Street Journal, which mentioned  
28 defendant's "new game called Entrepreneur" having an aggressive

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of its products and services marketed under the Trademark. The details of such advertising expenditures are set out in the Answer to Interrogatory No. 11 above. The figure stated there as the accumulated total of expenditures within the past approximately 3 1/2 years is at least \$27 million. This figure is used because it has become available as a result of plaintiff's investigation during efforts to answer these interrogatories. Plaintiff's products and services have been marketed under the Trademark for more than 20 years, and therefore the overall total of expenditures for advertising and promotion of plaintiff products and services marketed under the ENTREPRENEUR mark would greatly exceed the figure given for the past 3 1/2 years, with a resultant higher valuation of plaintiff's Trademark and the goodwill associated therewith.

ENTREPRENEUR MEDIA, INC.

Dated: December 9, 1998

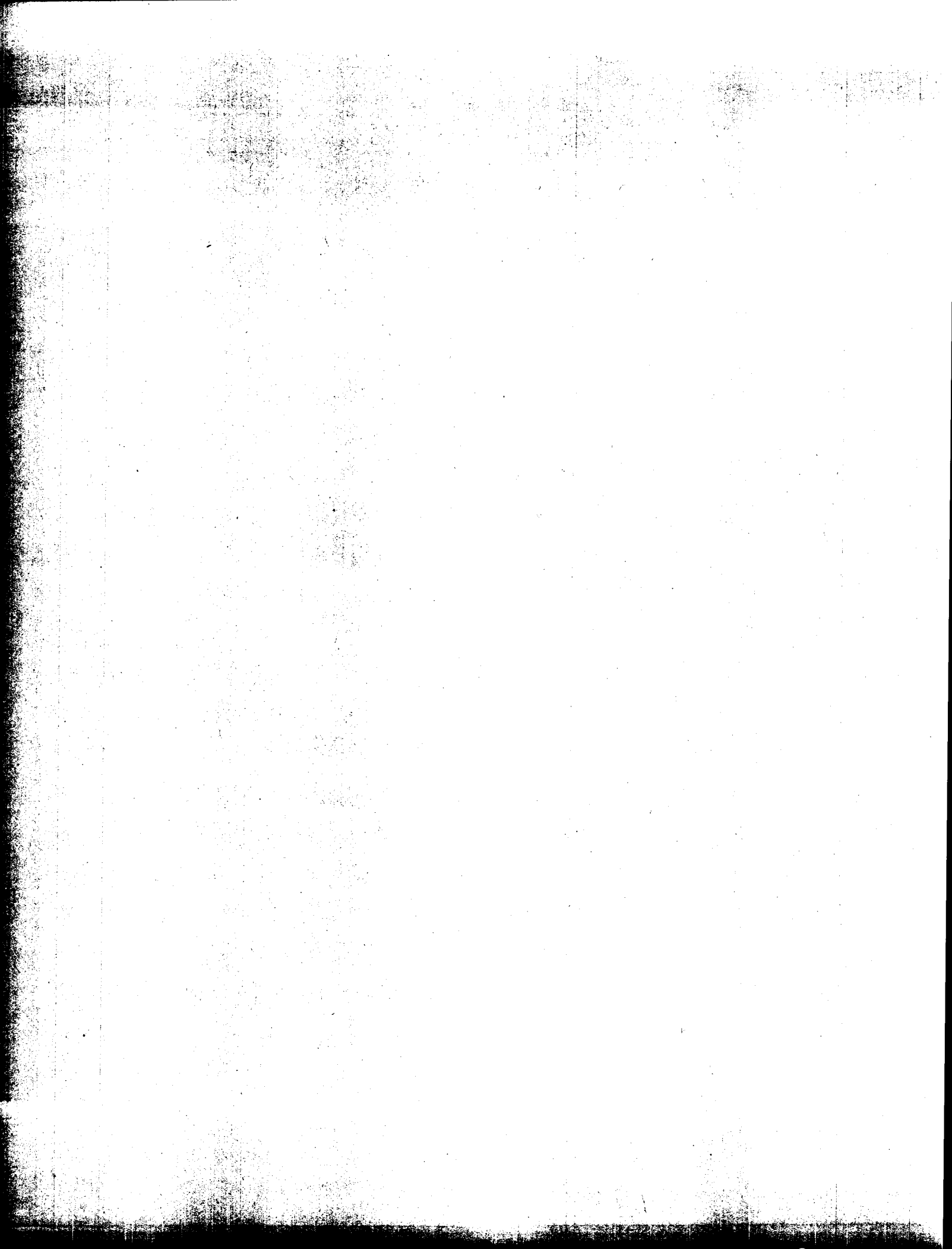
By: Ronald L. Young  
Ronald L. Young  
Secretary

AS TO OBJECTIONS:

Henry Bissell Professional  
Law Corporation

Dated: December 9, 1998

By: Henry M. Bissell  
Henry M. Bissell  
Attorney for Plaintiff





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February 11, 2008

## Latham & Watkins Breaks \$2 Billion Revenue Barrier

**Gross Total for Last Year  
Achieved a Record High  
For a U.S.-Based Law Firm**

By ASHBY JONES  
*February 11, 2008; Page B2*

### DOW JONES REPRINTS

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Marking a milestone for U.S. law firms, Latham & Watkins LLP said its 2007 gross revenue was just over \$2 billion, the highest figure ever reported for a U.S.-based law firm. It was the first time a U.S.-based firm has said its revenue eclipsed \$2 billion.

"It was a nice year for us," said Latham Chairman Robert Dell.

Whether the figure will vault Latham to the top spot in industry rankings by gross revenue remains to be seen. In 2006, Skadden, Arps, Slate, Meagher & Flom LLP had gross revenue of \$1.85 billion, the highest in the country, according to the American Lawyer magazine. Latham finished second with about \$1.62 billion. A spokeswoman for Skadden declined to comment on either Latham's increase or on Skadden's 2007 revenue. The American Lawyer's annual report on law-firm finances typically is published in May.

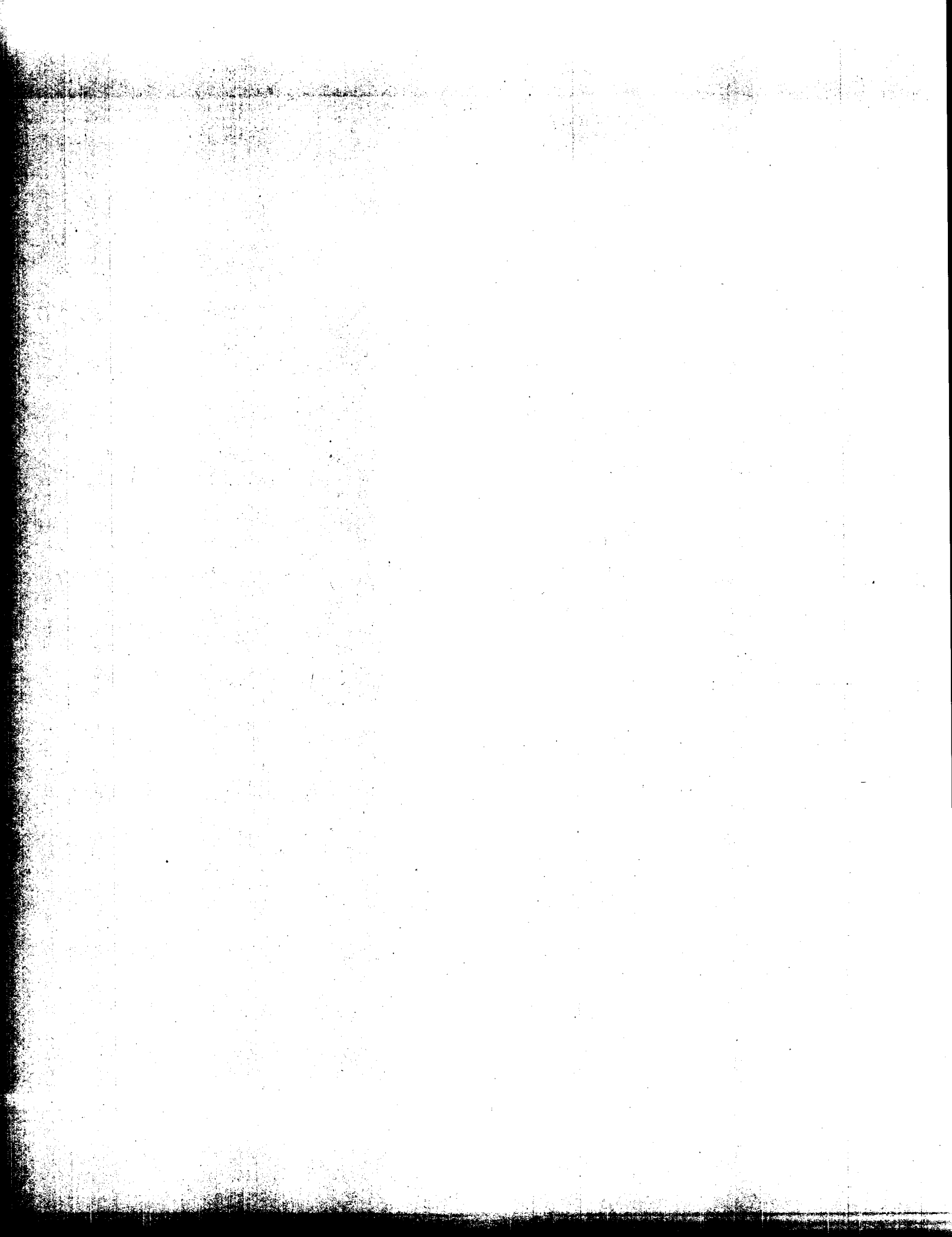
Mr. Dell said Latham's increase wasn't attributable to a surge in any one practice area or part of the world. "We had nice increases without a merger or large lateral acquisition or any major contingency fee award," he said.

Latham's announcement comes as large law firms around the country are starting to feel the effects of the market turmoil of the last several months. Mr. Dell said that in the second half of 2007, the firm saw a "definite slowdown in certain segments of our finance practices, which later affected [merger and acquisition] activity." He said the firm's litigation-related practices remained strong through the year.

Latham's 2007 profit per partner also rose substantially, to \$2.27 million from about \$1.86 million a year earlier. In 2006, several firms boasted higher profits-per-partner figures, according to the American Lawyer, published by ALM Properties Inc., which is owned by Incisive Media Ltd.

Founded in 1934 in Los Angeles, Latham now has 24 offices around the world. Last year it opened offices in Barcelona and Madrid.

Petitioner Exhibit #51



ESTTA Tracking number: **ESTTA150240**

Filing date: **07/10/2007**

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

### Notice of Opposition

Notice is hereby given that the following party opposes registration of the indicated application.

#### Opposer Information

Name	Entrepreneur Media, Inc.		
Entity	Corporation	Citizenship	California
Address	2445 McCabe Way Irvine, CA 92614 UNITED STATES		

Attorney information	Mark A. Finkelstein Latham & Watkins LLP 650 Town Center Drive Suite 2000 Costa Mesa, CA 92626 UNITED STATES ipdocket@lw.com Phone:7145401235		
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#### Applicant Information

Application No	77027301	Publication date	06/12/2007
Opposition Filing Date	07/10/2007	Opposition Period Ends	07/12/2007
Applicant	Cheng, Victor 784 Bain Place Redwood City, CA 64062 UNITED STATES		

#### Goods/Services Affected by Opposition

Class 009. All goods and services in the class are opposed, namely: Downloadable multimedia file containing artwork, text, audio, video, games, and Internet Web links relating to business and lifestyle information; Multimedia software recorded on CD-ROM featuring business and lifestyle information; Pre-recorded CD's, video tapes, laser disks and DVD's featuring business and lifestyle information; Prerecorded audio cassettes featuring business and lifestyle information; Prerecorded digital audio tape featuring business and lifestyle information; Prerecorded digital video disks featuring business and lifestyle information; Prerecorded magnetic data carriers featuring business and lifestyle information; Prerecorded video cassettes featuring business and lifestyle information
-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

#### Applicant Information

Application No	77027165	Publication date	06/12/2007
Opposition Filing Date	07/10/2007	Opposition Period Ends	07/12/2007
Applicant	Cheng, Victor 784 Bain Place Redwood City, CA 94062 UNITED STATES		



## Goods/Services Affected by Opposition

Class 016.

All goods and services in the class are opposed, namely: Educational publications, namely, training manuals in the field of BUSINESS; Journals concerning BUSINESS; Magazine columns about BUSINESS; Magazines featuring BUSINESS; Newspapers; Printed calendars; Printed correspondence course materials in the field of BUSINESS; Printed guides for BUSINESS; Printed informational cards in the field of BUSINESS; Printed informational folders in the field of BUSINESS; Printed instructional material on telecommunications; Printed instructional, educational, and teaching materials in the field of BUSINESS; Printed lectures; Printed lessons on BUSINESS; Printed periodicals in the field of BUSINESS; Printed seminar notes

## Applicant Information

Application No	77027215	Publication date	06/12/2007
Opposition Filing Date	07/10/2007	Opposition Period Ends	07/12/2007
Applicant	Cheng, Victor 784 Bain Place Redwood City, CA 94062 UNITED STATES		

## Goods/Services Affected by Opposition

Class 041.

All goods and services in the class are opposed, namely: Arranging of exhibitions, seminars and conferences; Arranging professional workshop and training courses; Conducting workshops and seminars in personal awareness; Developing educational manuals for others in the field of BUSINESS AND LIVING; Development and dissemination of educational materials of others in the field of BUSINESS AND LIVING; Education in the field of BUSINESS AND LIVING rendered through video conference; Educational and entertainment services, namely, providing motivational and educational speakers; Personal coaching services in the field of BUSINESS AND LIVING; Workshops and seminars in the field of BUSINESS AND LIVING

## Grounds for Opposition

Priority and likelihood of confusion	Trademark Act section 2(d)
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## Marks Cited by Opposer as Basis for Opposition

U.S. Registration No.	2263883	Application Date	11/13/1995
Registration Date	07/27/1999	Foreign Priority Date	NONE
Word Mark	ENTREPRENEUR		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 035. First use: First Use: 1992/07/00 First Use In Commerce: 1992/07/00 Advertising and business services, namely, arranging for the promotion of the goods and services of others by means of a global computer network and other computer online services providers; providing business information for the use of customers in the field of starting and operating small businesses and permitting customers to obtain information via a global computer network and other computer online service providers and; web advertising services, namely, providing active links to the websites of others		

U.S. Registration No.	1453968	Application Date	05/14/1985
Registration Date	08/25/1987	Foreign Priority Date	NONE
Word Mark	ENTREPRENEUR		
Design Mark			
Description of Mark	NONE		
Goods/Services	<p>Class 009. First use: First Use: 1983/05/19 First Use In Commerce: 1983/05/19 COMPUTER PROGRAMS AND PROGRAMS USER MANUALS ALL SOLD AS A UNIT</p> <p>Class 016. First use: First Use: 1978/05/02 First Use In Commerce: 1978/05/02 PAPER GOODS AND PRINTED MATTER; NAMELY MAGAZINES, BOOKS AND PUBLISHED REPORTS PERTAINING TO BUSINESS OPPORTUNITIES</p>		

U.S. Registration No.	2502032	Application Date	11/06/2000
Registration Date	10/30/2001	Foreign Priority Date	NONE
Word Mark	ENTREPRENEUR		
Design Mark			
Description of Mark	NONE		
Goods/Services	<p>Class 035. First use: First Use: 1991/10/18 First Use In Commerce: 1991/10/18 Arranging And Conducting Trade Show Exhibitions In The Field Of Entrepreneurial Activities, Namely The Start-Up And Operation Of Small Business Enterprises</p> <p>Class 041. First use: First Use: 1991/10/18 First Use In Commerce: 1991/10/18 Educational Services, Namely, Conducting Seminars On The Development And Operation Of Businesses, And Conducting Work Shops On Computer Technology, Telecommunications, Marketing, Financing Options, Real Estate Management, Tax Planning And Insurance</p>		

U.S. Registration No.	2391145	Application Date	04/02/1999
Registration Date	10/03/2000	Foreign Priority Date	NONE
Word Mark	ENTREPRENEUR EXPO		
Design Mark			
Description of Mark	NONE		
Goods/Services	<p>Class 035. First use: First Use: 1991/10/18 First Use In Commerce: 1991/10/18 Arranging And Conducting Trade Show Exhibitions In The Field Of Entrepreneurial Activities, Namely The Start-Up And Operation Of Small Business Enterprises</p>		

U.S. Registration No.	2587313	Application Date	05/16/2000
Registration Date	07/02/2002	Foreign Priority Date	NONE

Word Mark	ENTREPRENEUR'S N@TPRENEUR		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 016. First use: First Use: 2000/04/24 First Use In Commerce: 2000/04/24 Publications, namely magazines in the fields of starting and running a small business and/or containing stories of individuals who succeeded in business which are of interest to the general public with particular attention to building, operating and growing an e-business		

U.S. Registration No.	2600509	Application Date	12/04/2000
Registration Date	07/30/2002	Foreign Priority Date	NONE
Word Mark	ENTREPRENEUR'S NETPRENEUR		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 035. First use: First Use: 2000/04/04 First Use In Commerce: 2000/04/04 Advertising and business services, namely, offering to provide Web site advertising to others; selling Web site advertising online; displaying magazine articles on a Web site published in E-Zine format; providing computerized online ordering services for the distribution of printed publications, books, magazines, reports and manuals containing advice for starting and operating small businesses		

U.S. Registration No.	2565006	Application Date	05/08/2000
Registration Date	04/30/2002	Foreign Priority Date	NONE
Word Mark	ENTREPRENEUR'S NETPRENEUR		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 016. First use: First Use: 2000/04/04 First Use In Commerce: 2000/04/04 Publications, namely magazines in the fields of starting and running a small business and/or containing stories of individuals who succeeded in business which are of interest to the general public with particular attention to building, operating and growing an e-business		

U.S. Registration No.	3204899	Application Date	03/27/2006
Registration Date	02/06/2007	Foreign Priority Date	NONE
Word Mark	ENTREPRENEUR'S STARTUPS		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 016. First use: First Use: 2006/01/27 First Use In Commerce: 2006/01/27 Paper goods and printed matter; namely, magazines, books, booklets and published reports pertaining to business opportunities		

Attachments	76159837#TMSN.gif ( 1 page )( bytes ) 75673295#TMSN.gif ( 1 page )( bytes ) 76048888#TMSN.gif ( 1 page )( bytes ) 76175066#TMSN.gif ( 1 page )( bytes ) 76042826#TMSN.gif ( 1 page )( bytes ) 76657293#TMSN.gif ( 1 page )( bytes ) Scan.pdf ( 7 pages )(227390 bytes )
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Signature	/Mark A. Finkelstein/
Name	Mark A. Finkelstein
Date	07/10/2007

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

In re the Applications of Victor Cheng  
 Serial Nos.: 77/027301, 77/027165, 77/027215  
 Filed: October 23, 2006  
 Trademark: **LIFESTYLE ENTREPRENEUR**  
 Published: June 12, 2007

Entrepreneur Media, Inc.,  
 a California corporation,

Opposer,

v.

Victor Cheng,  
 a United States individual,

Applicant.

OPPOSITION NO.: \_\_\_\_\_

**NOTICE OF OPPOSITION**

Commissioner for Trademarks  
 P.O. Box 1451  
 Alexandria, VA 22313-1451

Dear Sir or Madam:

Entrepreneur Media, Inc. ("EMI"), a California corporation, with a place of business located at 2445 McCabe Way, Irvine, California 92614, believes that it will be damaged by registration of the mark **LIFESTYLE ENTREPRENEUR** for "*downloadable multimedia file containing artwork, text, audio, video, games, and Internet Web links relating to business and lifestyle information; multimedia software recorded on CD-ROM featuring business and lifestyle information; pre-recorded CD's, video tapes, laser disks and DVD's featuring business and lifestyle information; prerecorded audio cassettes featuring business and lifestyle information;*

*prerecorded digital audio tape featuring business and lifestyle information; prerecorded digital video disks featuring business and lifestyle information; prerecorded magnetic data carriers featuring business and lifestyle information; prerecorded video cassettes featuring business and lifestyle information*” in International Class 9, as shown in application No. 77/027,301 referenced above, *“educational publications, namely, training manuals in the field of business; journals concerning business; magazine columns about business; magazines featuring business; newspapers; printed calendars; printed correspondence course materials in the field of business; printed guides for business; printed informational cards in the field of business; printed informational folders in the field of business; printed instructional material on telecommunications; printed instructional, educational, and teaching materials in the field of business; printed lectures; printed lessons on business; printed periodicals in the field of business; printed seminar notes”* in International Class 16, as shown in application No. 77/027,165 referenced above, and *“arranging of exhibitions, seminars and conferences; arranging professional workshop and training courses; conducting workshops and seminars in personal awareness; developing educational manuals for others in the field of business and living; development and dissemination of educational materials of others in the field of business and living; education in the field of business and living rendered through video conference; educational and entertainment services, namely, providing motivational and educational speakers; personal coaching services in the field of business and living; workshops and seminars in the field of business and living”* in International Class 41, as shown in application No. 77/027,215 referenced above. Therefore, in accordance with the provisions of Section 13 of the Trademark Act (15 U.S.C. § 1063), EMI hereby opposes the applications of Victor Cheng (“Applicant”) for the mark **LIFESTYLE ENTREPRENEUR**.

As grounds for the opposition, EMI alleges as follows:

1. EMI, and its predecessors in interest, have been and are now engaged in the business of developing, creating, distributing, marketing, advertising, and/or selling magazines, books, catalogs, pamphlets, brochures, and published reports containing information and advice concerning how to successfully start and operate various kinds of businesses and businesses in general, as well as identifying various types of available franchises, home office businesses and other business opportunities, and products and services relevant or of possible interest to such businesses. The mark **ENTREPRENEUR** has at all times been used in, on or with the aforementioned goods and services.


2. EMI, and its predecessors in interest, have also been and are now engaged in the business of developing, creating, distributing, marketing, advertising, and/or selling training seminars, on-line information distributed via EMI's Internet Web sites, computer programs, prerecorded audio and video cassettes and compact discs, and downloadable audio, containing the same kinds of information and advice as described in Paragraph 1 above. The mark **ENTREPRENEUR** has at all times been used in, on or with the aforementioned goods and services.

3. Prior to October 23, 2006, the filing date of Applicant's trademark applications, EMI adopted and used the mark **ENTREPRENEUR** in connection with advertising, business, educational, promotional, and public relations services and/or printed goods, as well as computer programs and user manuals.

4. EMI first adopted and used the mark **ENTREPRENEUR** for magazines at least as early as May 2, 1978. EMI has used the mark **ENTREPRENEUR** in connection with

educational services since at least October 18, 1991 and in connection with advertising, business, promotional, and public relations services since at least July 1992.

5. EMI owns the following US Patent and Trademark Office trademark and service mark registrations consisting of or including the **ENTREPRENEUR** mark:

TRADEMARK	CLASS: GOODS/SERVICES	REG. NUMBER REG. DATE
ENTREPRENEUR	35: Advertising and business services, namely, arranging for the promotion of the goods and services of others by means of a global computer network and other computer online services providers; providing business information for the use of customers in the field of starting and operating small businesses and permitting customers to obtain information via a global computer network and other computer online service providers and; web advertising services, namely, providing active links to the websites of others	2263883 July 27, 1999
ENTREPRENEUR	9: Computer programs and programs user manuals all sold as a unit 16: Paper goods and printed matter; namely magazines, books and published reports pertaining to business opportunities	1453968 August 25, 1987
ENTREPRENEUR	35: Arranging and conducting trade show exhibitions in the field of entrepreneurial activities, namely the start-up and operation of small business enterprises int. cl. 41 educational services, namely, conducting seminars on the development and operation of businesses, and conducting work shops on computer technology, telecommunications, marketing, financing options, real estate management, tax planning and insurance	2502032 October 30, 2001
ENTREPRENEUR EXPO	35: Arranging and conducting trade show exhibitions in the field of entrepreneurial activities, namely the start-up and operation of small business enterprises	2391145 October 3, 2000
ENTREPRENEUR'S N@TPRENEUR 	16: Publications, namely magazines in the fields of starting and running a small business and/or containing stories of individuals who succeeded in business which are of interest to the general public with particular attention to building, operating and growing an e-business	2587313 July 2, 2002
ENTREPRENEUR'S NETPRENEUR	35: Advertising and business services, namely, offering to provide web site advertising to others; selling web site advertising online; displaying magazine articles on a web site published in e-zine format; providing computerized online ordering services for the distribution of printed publications, books, magazines, reports and manuals containing advice for starting and operating small businesses	2600509 July 30, 2002
ENTREPRENEUR'S NETPRENEUR	16: Publications, namely magazines in the fields of starting and running a small business and/or containing stories of individuals who succeeded in business which are of interest to the general public with particular attention to building, operating and growing an e-business	2565006 April 30, 2002



TRADEMARK	CLASS: GOODS/SERVICES	REG. NUMBER REG. DATE
ENTREPRENEUR'S STARTUPS	16: Paper goods and printed matter; namely, magazines, books, booklets and published reports pertaining to business opportunities	3,204,899 February 6, 2007

6. EMI's above registrations are valid, unrevoked, uncanceled, and in full force and effect. EMI owns these registrations and the trademarks shown thereby and all the business and goodwill connected with said marks in the United States.

7. Since the adoption and first use of its **ENTREPRENEUR** mark, EMI has made substantial and continuous use of its **ENTREPRENEUR** mark in interstate commerce on and in connection with the development, creation, advertisement, promotion, distribution, and sale of magazines, pamphlets, and brochures pertaining to business opportunities and news thereof, as well as arranging and conducting trade show exhibitions in the field of entrepreneurial activities such as the start-up and operation of small business enterprises.

8. EMI's **ENTREPRENEUR** mark is now, and ever since its first use has been, applied to magazines, books, packaging materials, and/or product literature. Products and materials so marked are now and have been advertised and promoted and widely shipped, distributed, and sold in interstate commerce. EMI's **ENTREPRENEUR** mark is strong, well known, and of great value to EMI. In the mind of the trade and of the public, EMI's **ENTREPRENEUR** mark identifies and designates EMI's goods and services and distinguishes them from the goods and services of others. The United States District Court for the Central District of California ruled that EMI's mark **ENTREPRENEUR** has become and is a strong mark in the industry as a result of extensive advertising and public recognition over the past 25

years which was affirmed by the Ninth Circuit. *Entrepreneur Media, Inc. v. Smith*, 279 F.3d 1135 (9th Cir. 2002).

9. By the applications herein opposed, Applicant seeks to register **LIFESTYLE ENTREPRENEUR** for goods and services in Classes 9, 16, and 41.

10. Applicant's mark so resembles EMI's previously used and registered **ENTREPRENEUR** mark and is therefore likely, when used in connection with Applicant's goods, to cause confusion, mistake, or deception with consequent injury to EMI and the public.

11. EMI will be damaged by the registration sought by Applicant because such registration would support and assist Applicant in the confusing, misleading, and deceptive use of Applicant's mark and would give to Applicant color of exclusive statutory rights to such designation in violation of EMI's superior rights.

WHEREFORE, EMI believes that it will be damaged by the registration of Applicant's mark and prays that it be denied.

Please recognize as attorneys for EMI Perry J. Viscounty, Mark A. Finkelstein, Michele D. Johnson, Julie L. Dalke, and the law firm of Latham & Watkins LLP, 650 Town Center Drive, Suite 2000, Costa Mesa, California 92626-1925. Please address all communications to Mark A. Finkelstein of Latham & Watkins LLP at the address set forth below.

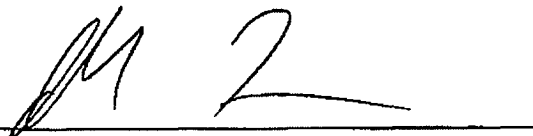
This opposition is hereby submitted in duplicate pursuant to 37 C.F.R. 2.104.

Dated: July 10, 2007

Respectfully submitted,

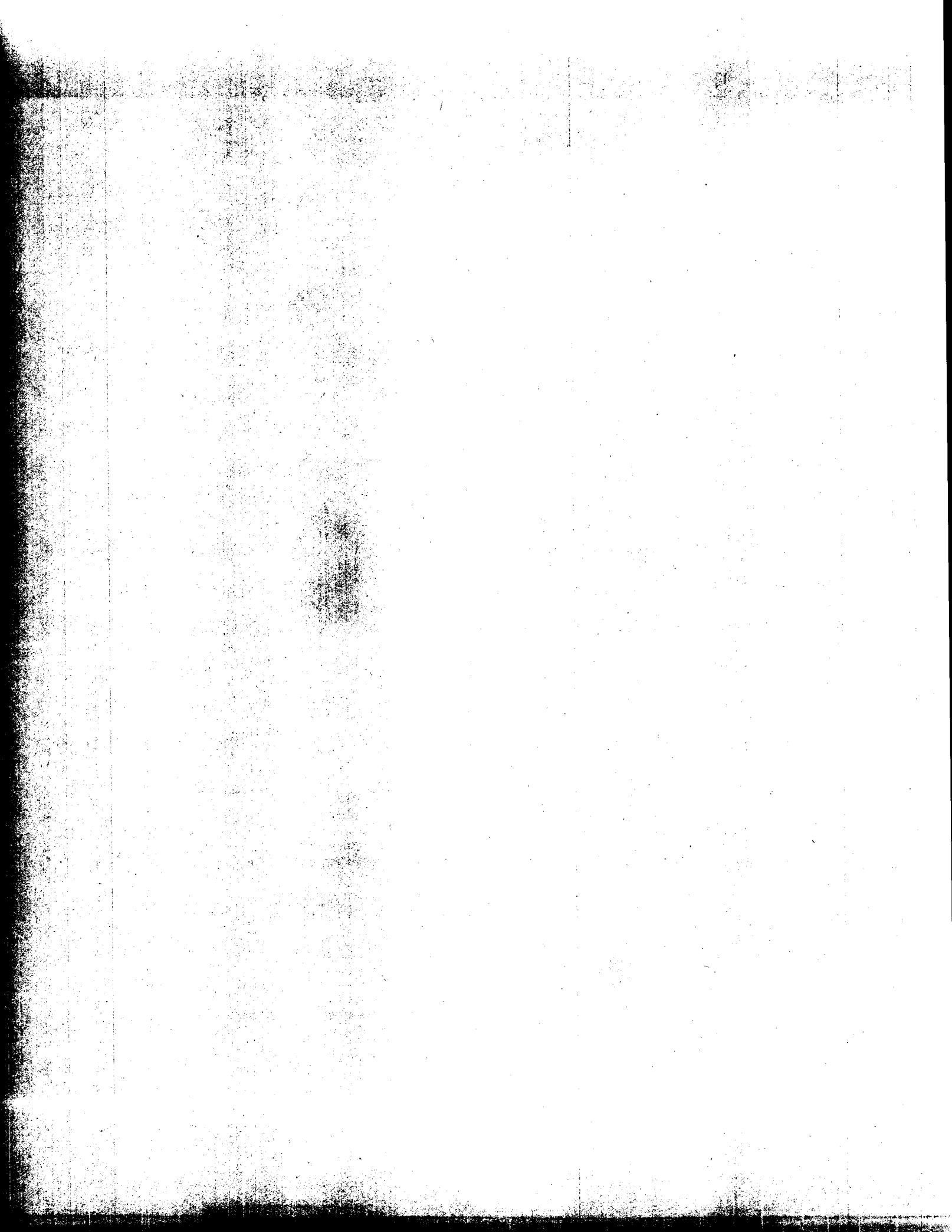
LATHAM & WATKINS LLP

By:



Mark A. Finkelstein  
650 Town Center Drive, Suite 2000  
Costa Mesa, California 92626-1925  
(714) 540-1235

Attorneys for Opposer  
Entrepreneur Media, Inc.



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IN THE UNITED STATES DISTRICT COURT  
EASTERN DISTRICT OF CALIFORNIA

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ENTREPRENEUR MEDIA, INC., )  
a California Corporation, )  
Plaintiff, )  
vs. )  
KURT M. MARKVA, and DOES 1 through )  
10, inclusive, )  
Defendants. )  
\_\_\_\_\_)

No. SACV05-749FMC

DEPOSITION OF  
SCOTT SMITH  
SACRAMENTO, CALIFORNIA  
NOVEMBER 16, 2005

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REPORTED BY: LORI BECK, CSR NO. 6565  
FILE NO.: 9F08613



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A P P E A R A N C E S

FOR PLAINTIFF

LATHAM & WATKINS  
BY: MARK A. FINKELSTEIN, ESQ.  
650 Town Center Drive  
20th Floor  
Costa Mesa, California 92626

FOR DEFENDANTS

TOWLE, DENISON, SMITH & TAVERA  
BY: CHARLES G. SMITH, ESQ.  
10866 Wilshire Boulevard  
Suite 500  
Los Angeles, California 90024

FOR THE DEPONENT

LAW OFFICES OF DANIEL S. WEISS  
BY: DANIEL S. WEISS, ESQ.  
2277 Fair Oaks Boulevard  
Suite 495  
Sacramento, California 95825

1 A. To all.

2 Q. And why is it you have an opinion they didn't  
3 have the exclusive use to the word "entrepreneur" for the  
4 goods and services listed?

5 A. Okay. For example, they ran an article, which  
6 means they made money on it, and a book non-published by  
7 EMI titled "10-Minute Entrepreneur." That use of the  
8 term "entrepreneur" conflicts with their trademark claim  
9 of having substantially exclusive use of the term  
10 "entrepreneur" as it relates to books.

11 Q. Any other ways --

12 A. And shows their knowledge of such other  
13 occurrence.

14 Q. Any other ways or evidence in your mind that  
15 supports your position that there was fraud committed on  
16 the PT0?

17 A. They also ran a full-page promotional article, I  
18 should say a favorable article, on a book entitled  
19 "Computer Entrepreneurs," and as you know, that first  
20 trademark of EMI's dealt with both publications and  
21 computer usage. And so a book called "Computer  
22 Entrepreneurs" conflicts with both of those descriptions,  
23 and they have Subsequently litigated against people who  
24 have used the term "entrepreneur" as a part of the title  
25 of a book.



1 Q. Do you have any other evidence of your belief  
2 that the mark should be cancelled because of fraud?

3 A. Yes, but it's volumes that I can't recall off  
4 the top of my head.

5 Q. Did you help the Markvas get publicity for their  
6 petition to cancel?

7 MR. SMITH: Objection, vague as to help.

8 THE WITNESS: Did they get publicity? There's  
9 one article written about the IPPC. If you're referring  
10 to a certain article, then please explain. I don't  
11 recall off the top of my head.

12 MR. FINKELSTEIN:

13 Q. Can you recall if you attempted to generate  
14 publicity for the Markvas' petition to cancel  
15 Entrepreneur's marks?

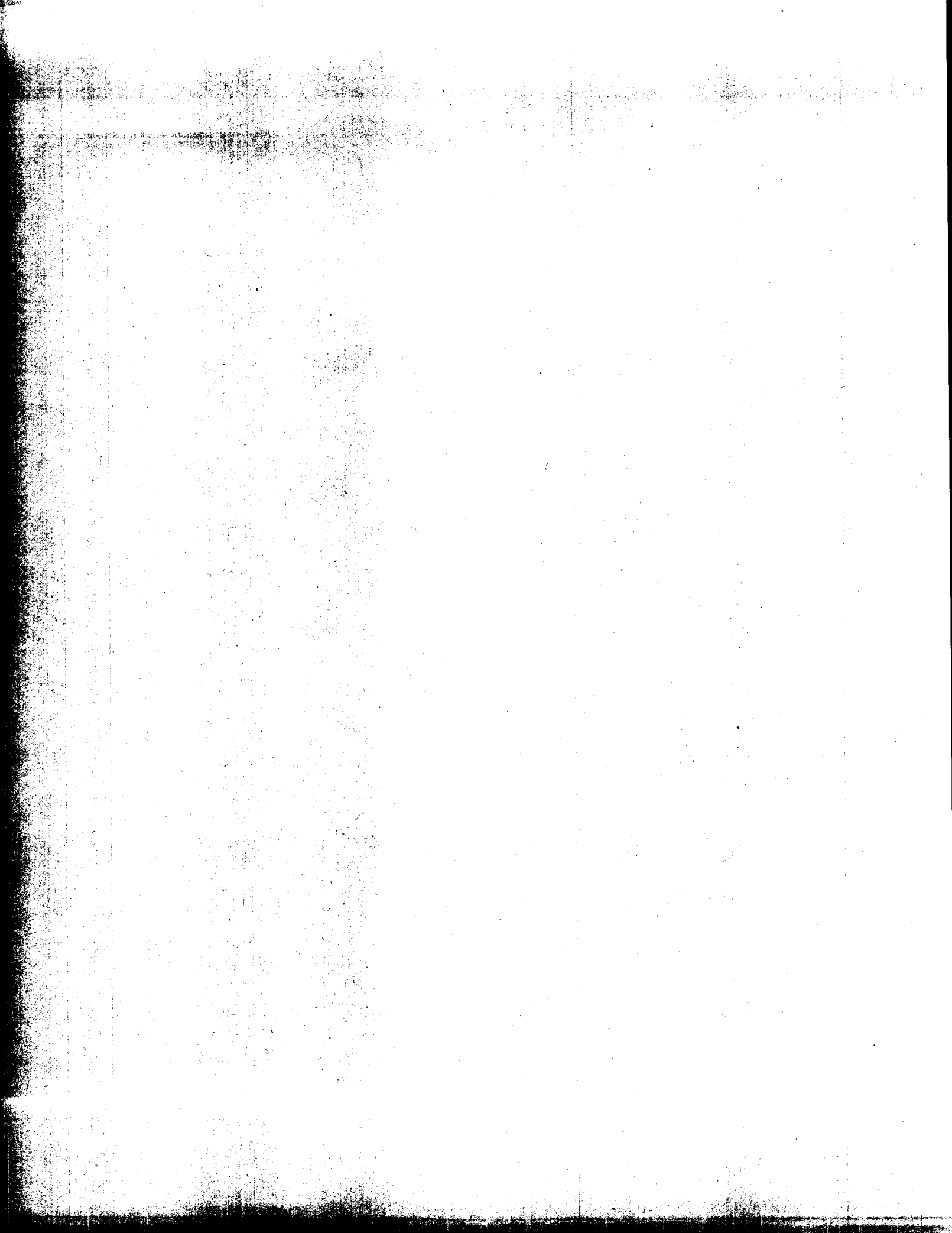
16 A. I don't recall specifically, but it would be  
17 something that would be of interest to reporters  
18 following the trademark fights and public information.

19 (Exhibit 31 was marked.)

20 MR. FINKELSTEIN:

21 Q. I've handed you what's been marked Exhibit 31 to  
22 the deposition, Bates stamped M086. What is this  
23 document?

24 A. Appears to be about a New York Times article  
25 being written about EMI's effort to control the word



# CHIEF EXECUTIVE OFFICER'S

NEWSLETTER

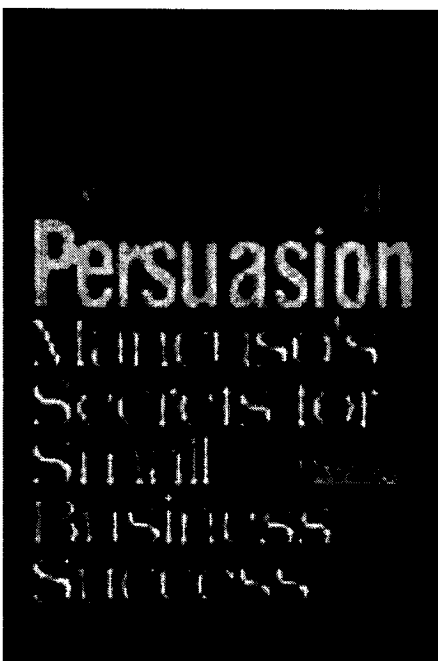
THE ENTREPRENEUR'S SOURCE OF USEFUL INFORMATION • PUBLISHED MONTHLY SINCE FEBRUARY 1978

## THE POWERS OF PERSUASION: THE ART OF THE CON

JANUARY  
2003

With the release of the movie, **CATCH ME IF YOU CAN**, we thought you would like a little hard-core information on frauds and cons. As you know, the "hero" of the movie (played by Leonardo DeCaprio) is Frank Abagnale. Frank has been the single most popular speaker among about 200 addressing the CEO Club over several decades. He is a classic charmer and his talks always drew standing ovations? Why? Do CEOs admire cons?

You will have to draw your own conclusion but we will say the core of Franks message focused on children of divorce and the importance of family values. His talk is still free on the web and has been for 15 years and we suggest you go right now to [www.ceoclubs.org](http://www.ceoclubs.org) and hear the message.



*On Sale Now!  
Call 212-925-7911. Ask for Chris*

**THIS NEWSLETTER TELLS ABOUT OTHER FRAUDS AND CONS**  
First, is some material from

my best selling book, **THE POWER OF PERSUASION**, and the second is the top ten frauds from the book **Frankenstein's Frauds** and the third is from a little known con who had a big impact.

### WHAT IS THE DIFFERENCE BETWEEN A CON AND AN ENTREPRENEUR?

They are both the most persuasive people in the world. I asked one of America's premier academics at the University of Washington, Seattle, years ago if he could distinguish between an entrepreneur and a con. Dr. Karl Vesper said,

"Research is scarce on that subject and the only concrete conclusion we have to date is that it takes about twenty years to separate the great con from the great entrepreneur."

Hence, they are most reliably distinguished by the results of their action and not their actions themselves.

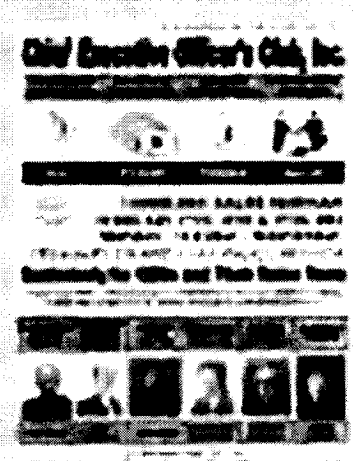
Could it be that is why the members have bought Frank Abagnales message and embraced his talk?

#### MP3 Player

We recommend an MP3 portable CD player from JandR.com made by Creative Labs, part number CLNMUV0128. The price is \$140.00 to hear the new CEO Club MP3 CD.

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**Q** – I operate an S corporation and want to hire my wife as a consultant. If she sets herself up as a corporation, she can put away money for retirement. I would be her only client. Are there any problems with this?

**T. B., Dublin, OH**

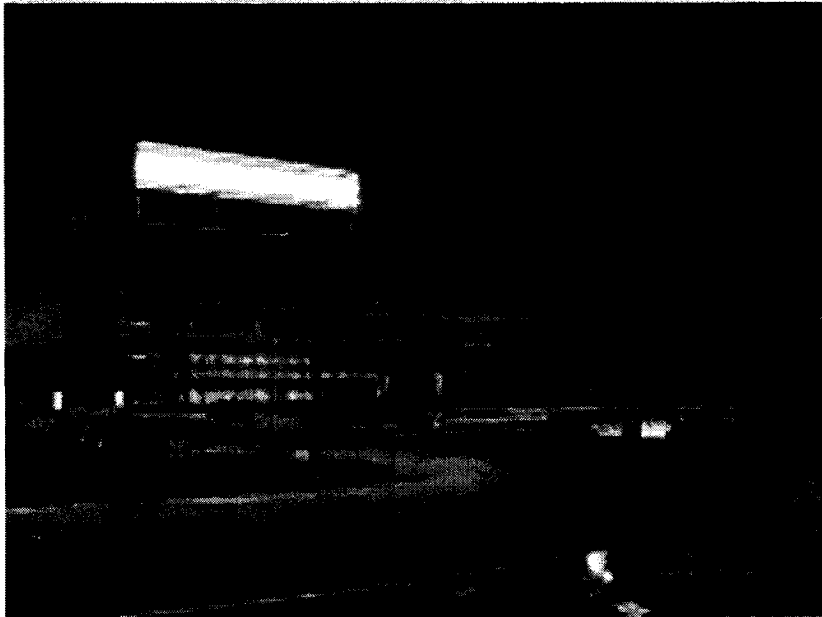
**A** – Yes, big problems. Your wife would, in reality, be an employee of your corporation. With the type of arrangement you suggested, you run the risk of additional tax and penalties and possibly the disqualification of your own retirement plan. Here a better solution: Put your spouse on your company's payroll and pay her a reasonable amount for legitimate services she provides. That way, she can save for retirement through your company's existing plan.

**Q** – I am in the publishing supply business and am looking to expand, possibly by buying an existing business. Can I write off my expenses of investigating this possibility, even if I don't buy?

**T. W., Bronx, NY**

**A** – Yes. Since you're in the same line of business, you can deduct business investigation expenses in the year the expenses are paid or incurred, even if you take a pass on the sale. However, if you investigate, the costs must be amortized over 60-month period or capitalized. One catch: if you, as an individual, pay expenses to conduct a general investigation of business purchase opportunities (without focusing on a specific business), your investigation cost are completely nondeductible.

## CHIEF EXECUTIVE OFFICERS' CLUBS OF CHINA HEADQUARTERS



*The above is the view of the 500,000 square foot building in the Beijing business district to be called CEO CLUBS CHINA. The club will be given 100,000 square feet to conduct business*

*In Manhattan, we have about 1,000 square feet if you count the toilet, someday you will have to come to see it*

### The Chief Executive Officer's Newsletter

The **CEO Club, Inc.** was founded in 1978 in Worcester, Massachusetts, by Joseph Mancuso, and it was the world's largest and oldest nonprofit membership association dedicated to the continuing education of entrepreneurial managers. The CEO Clubs serves the informational needs of entrepreneurial managers and the professionals who advise them and is guaranteed to be the source of many usable and quotable pieces of information per month.

The **CEO Club** was incorporated on January 1, 1995, and it is a nationwide group of CEOs who run businesses with over \$2 million in annual sales. CEO Club members meet eight times annually in 12 cities at private clubs for the purpose of improving the quality and profitability of their enterprises through shared experience and personal growth. **Full CEO Club membership is by invitation only.** This publication is designed to provide accurate and authoritative information relative to subjects of concern to CEOs and entrepreneurial managers. This service is provided with the understanding that the publisher is not engaged in rendering legal, accounting or other professional services. If legal, accounting or other expert advice or assistance is required, the services of professionals should be sought. On January 1, 1995, this newsletter changed its identity to the **Chief Executive Officer's Newsletter.**

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**CEO Club Entrepreneurial membership** has 28 benefits, including this monthly newsletter. The newsletter is sent free to members via E-mail. Dues and other payments and inquiries may be sent to our New York offices, checks made payable to the CEO Club. The CEO Club is a 501(C)(3) charitable educational corporation, and gifts it receive are tax-deductible to the donor. **The Chief Executive Officer's Newsletter** is published monthly by the **CEO Club, Inc.** 457 Washington Street, First Floor, New York NY 10013 Tel: 212-925-7911 Fax: 212-925-7463 ISSN 10844147

## ENTREPRENEURIAL PERSUADERS VERSUS CON ARTISTS

Again, I do not condone or encourage their behavior, but I find that most, not all, rainmakers at certain times are indistinguishable from a "con."

One person in history seems to have successfully straddled both camps: the legendary Phineas Taylor Barnum, one of the founders of the Barnum and Bailey Circus. His other legacy is the saying: "There is a sucker born every minute." This statement has stood the test of time.

If you think the modern day con will not be viewed by history as a Robin Hood, odds are you are naive. If you're ever in Bridgeport, Connecticut, go to 820 Main Street to a three-story, Victorian brownstone museum. Can you guess who was mayor of this southern Connecticut town from 1875-76, and who is the hero of this museum? I'll give you a hint—he also gave the world "the greatest show on earth." Yes, we have a serious museum dedicated to P.T. Barnum, and it draws crowds every day. Once when I visited with my family I thought I saw P.T. outside scalping theater tickets, but it might have been done with mirrors. You never can be sure, and that's why a sucker is born every minute.

In his day, P.T. was a rainmaker. Con men and rainmakers both use those principles, but as Professor Vesper says, only one of them uses them to create real value.

### What Is Truth?

Do you recall the Senate confirmation of Supreme Court Justice Thomas? He had been accused of sexual harassment by tenured law professor Anita Hill. The televised hearings provided entertainment for the whole country on a slow news weekend.

All observers agreed on one point: Both sides could not be telling the truth. The country soon took sides for or against, and the Senate then voted that Clarence Thomas should be given a lifetime appointment while still in the forties to the U.S. Supreme Court. The vote was 52-48—the largest number of senators voting against a Supreme Court justice in history.

Could some senator have believed that Thomas was not telling all of the truth (sometimes know as lying) and have still voted for him? Do you think that all 52 senators who voted to confirm him to the highest court in America all believed only his side of the story? Then you must always reexamine the issue of truth because there is a possibility that at least one senator voted to confirm to the U.S. Supreme Court someone he deemed to be a liar, isn't it?

### All Truths Are Not True

If you are having trouble with these "concepts" about the rainmaker's ability to walk the tightrope between truth and lies, here is yet another way to think about it.

1. Did you know that in the famous movie, *Casablanca*, Humphrey Bogart never said "Play it again, Sam"?
2. Did you know that the astronomer Carl Sagan claims that he never said "billions and billions and billions of stars"?
3. Did you know that Sherlock Holmes never said "Elementary, my dear Watson, elementary"?
4. How many times have you pretended not to be calling from a touch-tone phone in order to avoid voicemail?
5. How many times have you heard of someone using a cable T.V. descrambler to get free viewing of premier channels?
6. A radar detector is illegal in many states, yet millions are sold every year.
7. How many parents lie about their address to allow their children to attend schools in another area than where they actually live?

8. How you ever bought a gold chain, VCR or camcorder from a shady character hanging out on Canal Street in Manhattan? Do you really think he could be a legitimate distributor?

9. How many people "adjust" their primary residence to avoid taxes?

10. Do you know anyone who has tried to cheat the airlines by using a false name when flying, to accumulate frequent flyers miles? Or who faked a doctor's letter to get a refund on an airline ticket?

The list is endless, but I want to be clear that truth can include various shades of gray.

### The Greatest Cons of Our Time

I have chosen five famous—or infamous—men as the greatest cons of our time: Charles Ponzi, Chase Revel, J. David Dominelli, Michael Milken and Ivan Boesky. Their money-maker strategies are all grounded in the same basic principle the "pyramid scheme."

### The Pyramid Scheme

The pyramid scheme is just a variation of the familiar chain letter. According to the SEC, a typical pyramid plan works as follows: Promoter P offers A and B a chance to buy distributorships at \$1,000 each, which will give them the "exclusive right" to sell distributorship to other for \$1,000 each and to sell certain products or services to the public. Each \$1,000 that A and B receive from their sales of distributorship must be divided with P, perhaps on a fifty-fifty basis. In theory, A and B can realize \$500 on each distributorship that they sell and can completely recover their initial investment by selling only two each. Meanwhile, P not only receive \$2,000 from money from A and B, but \$2,000 more if each sell two distributorships, which in turn will sell other distributorships, and so on, ad infinitum. The number of investors needed to keep the scheme going is quickly surpassed and it becomes a matter of millions of tailenders trying to find new victims. Unfortunately, ever other

*continued on next page*

house on the block already has a distributor.

**Charles Ponzi**

Charles Ponzi, a five-foot, four-inch self-educated Italian immigrant, used the pyramid principle to defraud some 40,000 Bostonians out of \$ 10 million in 1920. Ponzi had done time in both U.S. and Canadian prisons, where he learned about pyramid cons from others inmates. He studied how a youthful William F. Miller, nicknamed "520 Percent Miller," had taken \$ 1 million from Brooklyn, New York, residents in 1901 by promising to invest the money in a surefire stock market scheme that would pay 10 percent profit a week, or 520 percent a year. Miller landed in prison, but his financial exploits became legendary.

Ponzi claimed to have a secret system for moving postage stamps from country to country in such a way that a stamp bought in one country for five cents was worth ten cents in another. Of course, there was no such system; it was just part of the "sting." Investors were promised a 50 percent profit in 45 days or a 200 percent profit in 90 days. The first investors actually did receive those returns, and, in a state of elation, they let their friends in on what they thought was a good thing.

The little promoter never had to resort to mail order or advertisements because his scheme was set up to work by word-of-mouth promotion from the first suckers. This was his refinement to the old pyramid con-to take the first money and reinvest it in the sting to get more and more investors in an ever growing cascade. Once the operator had enough money, he would either file bankruptcy or head for a life of exile in Brazil.

Within six months, Ponzi had taken in about \$ 20 million, and after paying half of it back to the original investors; he had more than \$ 5 million in his own bank account. He lived like a millionaire and mixed with judges, bank presidents, police officials and celebrities such as Gentleman Jim Corbett. He was written about frequently in the papers, shown relaxing on a veranda at his mansion with his 20-year-old bride and his aging mother.

What happens to most Ponzi schemers also happened to Ponzi himself: The millions in his bank accounts went to his head. With money pouring in at the rate of \$ 1 million a week, he began to believe that he might be able to invest the profits legitimately, payoff all the investors and still come out a rich man.

Then the Boston Post ran the story of his prison record along with the mug shots, and his house of cards collapsed. When investors stormed his offices demanding refunds, he tried to make them all but came up \$ 3 million short. He was arrested, jailed and deported back to Italy.

He left behind several banks in total collapse, some local politicians ruined and a grieving wife who eventually divorced him. Ironically, it was the Securities and Exchange Commission (SEC) that prosecuted Ponzi because the "doing business as" name he had chosen was the Security and Exchange Company.

During his heyday, he was known as the "Wizard of Wall Street." What the "wizard" failed to learn from "520 Percent Miller" was that, clever as he was, Miller landed in prison.

**Ponzi Clones**

New Ponzi schemers continue to pop up with alarming regularity. In 1973, Joseph Ferdinando, an ex-meter reader for a New York utility company, claimed to be operating a company that was buying up bad debts from small companies and making the collections for a very large cut of the amount of the debt. Investors were to reap a huge and quick reward. Some of his suckers were actually members of the Queens district attorney's staff.

In 1974, Robert D. Johnson, a Virginia telephone company employee, was exposed after 20 years as a Ponzi operator. His scam was telling the investors that he was buying up "industrial wine" to sell to salad dressing companies. It finally was revealed that there is no such thing as industrial wine. Wine is either wine or it is vinegar. There is no in-between. Johnson promised 200 percent profit on the suckers' money and paid off often enough to keep the money rolling in for ten years.

The swindle of the century was uncovered in early 1975 when it was discovered that more than 3,000 investors (big names like Jack Benny, Barbra Streisand, Liza Minelli, Walter Matthau, Andy Williams and even Adam Smith, the Wall Street book author) had sunk more than \$ 20 million into an oil-drilling scheme run by Home-Stake Production Co. That these people and thousands like them had given their cash to an unknown Oklahoma lawyer named Robert S. Trippet for nearly 20 years (Andy Williams alone put in \$ 538,000) was a startling revelation. But more surprising was the fact that they were swindled, not by a complex system involving computers and stock manipulations, but by the best known of all confidence rackets: the Ponzi scheme.

By now everybody knows the story about Georgia farm boy Glen Turner and his "Dare To Be Great" movement. It was another pyramid scheme, and Turner will spend the next two or three decades going back to court to fight his appeals and convictions.

**Captain Money and the Golden Girl**

Captain Money and the Golden Girl is the inside story of the "J. David affair-a \$ 200 million fantasy of love, power and greed in southern California. This engagingly written book by San Diego Union reporter Donald C. Bauder is the story of a modern-day Ponzi scheme, replete with power, sex and money. The villain is J. David "Jerry" Dominelli, a stockbroker, who told investors that he could earn 50 percent annual returns in the volatile foreign currency market. His lover, Nancy Hoover, a tall, vivacious liberal who played in high society, provides the color. J. David was as ugly as she was beautiful, and she was also well connected. It's one of the best books of the 1980s.

The J. David & Company scam was certainly not nearly so big as the Bank of Credit and Commerce (BCCI) debacle. The 1,200 investors in the Dominelli deal lost just under \$ 100 million around 1982 the same as fine paid by Ivan Boesky. Boesky got

*continued on next page*

CHIEF EXECUTIVE OFFICER'S NEWSLETTER

only a three-year prison sentence, Mike Milken got ten years, and poor Jerry Dominelli is currently serving a twenty-year federal prison term.

In hindsight, Jerry was penalized partially for the high life-style he attained and the beautiful women he attracted. It has been said that if he wasn't so ugly or not been in the southern California spotlight, he would have been treated better. That's one of the reasons I've chosen him as one of my three biggest cons.

→ **Say It Ain't So, Chase Revel**

Kate Barrett-Whitney claims that she lived with Chase Revel, the colorful Los Angeles-based founder of Entrepreneur magazine, in 1984 and 1985. (It's ironic that the magazine for entrepreneurs was founded by a "con." That's why I rank it among the all-time greats.) She says that she left Revel because he became abusive. Then she brought a multi-million-dollar palimony suit against him.

Revel denied abusing Barrett-Whitney and claimed that she was merely his housekeeper. Sounds like your average palimony case, with bitterness and acrimony. But there is an interesting twist. Along with the palimony suit, Barrett-Whitney and her lawyer brought out some surprising facts about Revel's early life as an entrepreneur.

Documents filed in connection with the palimony suit indicate that in the early days, Revel had a rather unconventional system for raising capital: He robbed banks! The story, which was explored at length in an August 1, 1986, article in the Los Angeles Times, goes like this.

About 20 years ago, Revel, who was then known by his given name, John Leonard Burke, went to the Texas Employment Commission to hire four men with cars. Claiming to be Charles Hudson, an electrical contractor specializing in wiring banks, he offered to pay them \$2 an hour to collect his payrolls. Then, in a single morning, he sent the men to four specific tellers at specific Houston banks. Once at the teller's booth, they were to hand the teller a bag for the payroll and a sealed envelope. In each envelope was a note warning the teller that if he didn't fill the bag with money, the life of his son (who was mentioned by name) would be in jeopardy.

The result: One of his employees left the bank empty-handed when the teller he was supposed to see wasn't there. Another was arrested at the bank. A third came away with the \$11,000 "payroll" and turned it over to Burke. And the fourth was arrested after leaving the bank with about \$10,000.

Burke, who claimed to be a Las Vegas gossip columnist named Jacques Victor Baron, was subsequently arrested, convicted and sentenced to four years in prison. On being released, he settled in Los Angeles under the name of Rio Sabor and started a business called the Starving Artists Galleries. He claimed to be the world's largest retailer of oil paintings. Later, under the name of Jacques Victor Baron, he started a business named Aetna Express-the west's most dependable shipping agents."

In 1972, Baron was indicted for mail fraud in connection with Aetna Express. He pleaded guilty and was placed on probation. When he resurfaced, Burke/Baron/Sabor had taken the name Chase Revel, and he was publishing the Insiders Report (a forerunner of Entrepreneur magazine), which, ironically, told of small business opportunities and exposed schemes designed to separate would-be entrepreneurs from their cash.

Revel seemed to have found his true calling. Entrepreneur magazine prospered (circulation is currently 500,000), and he went on to write books such as 184 Businesses Anyone Can Start and Make a Lot of Money and 168 More Businesses Anyone Can Start and Make a Lot of Money. His flamboyant lifestyle made him the subject of feature articles on starting small businesses in The New York Times and The Wall Street Journal.

But even before the palimony suit, things had begun to sour. In 1982, Chase Revel, Inc., which published Entrepreneur magazine, filed for Chapter 11 bankruptcy. (The magazine later became property of a public company.) Today, the magazine's new

owners have made it a wonderful success, and they totally disassociate with the founder.

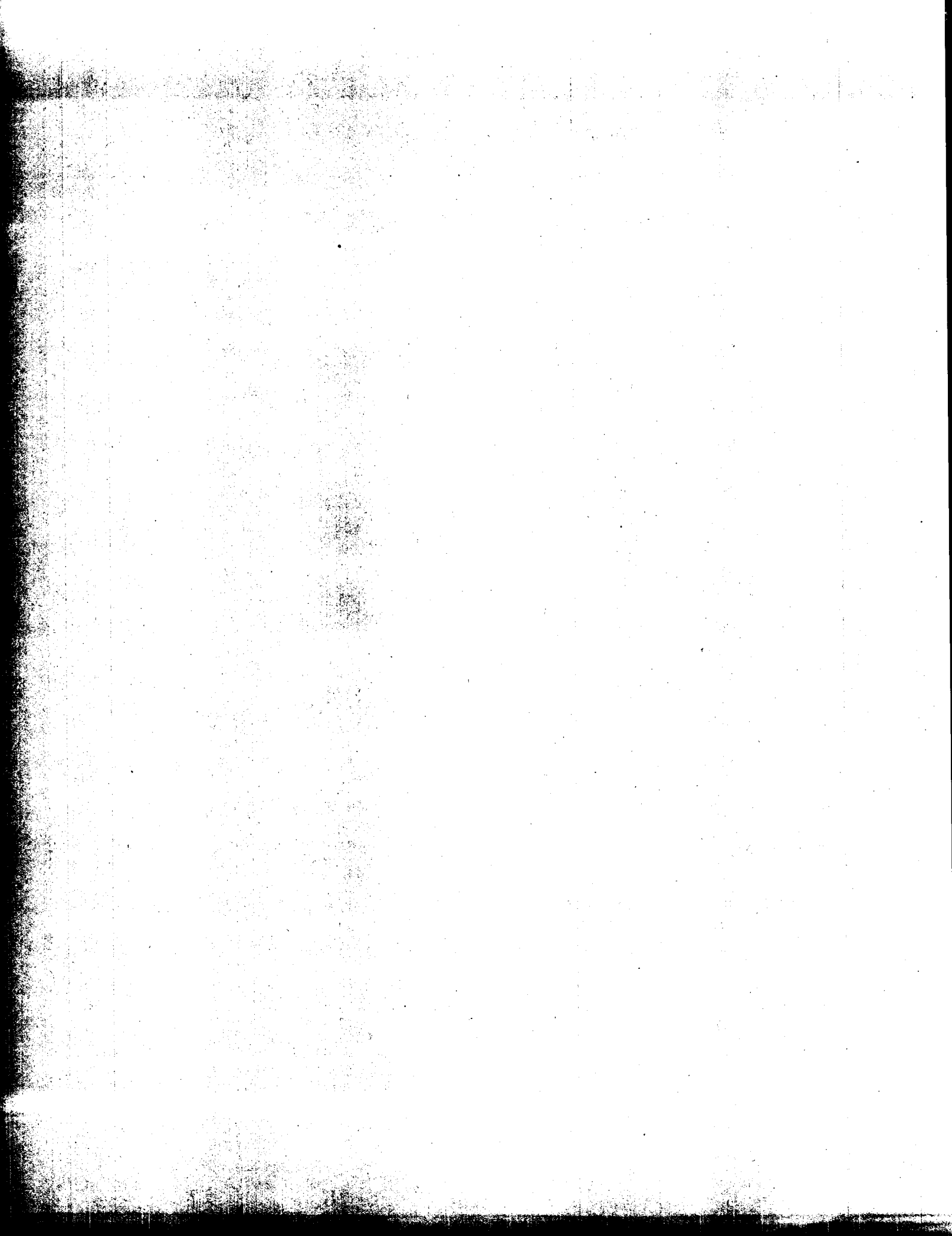
Boesky and Milken No doubt about it-Den of Thieves by Wall Street journal Pulitzer Prize winner James B. Stewart is the best-detailed account of a modern day con. It's the story of Ivan Boesky, Mike Milken, Marty Siegel and Dennis Levine. Four bigger crooks you couldn't know.

To make the book an even bigger seller, famous Harvard professor and lawyer Alan Dershowitz (who wrote Chutzpah and was the star of Reversal of Fortune, a movie about Claus Von Bulow) has attacked the book. Dershowitz is defending Milken in his appeal, and he ran a full-page ad saying the book was wrong. I respect Dershowitz, but he was wrong to publicize the book because his disclaimer was the single reason I bought it. After all, who wants to read the truth?

Stewart spins a tale of crime, punishment and the quest for power. He shows how Michael Milken, Ivan Boesky, Martin Siegel and Dennis Levine created a series of security scams that made other financial hustles look like amateur night. He brings us the full narrative of events, from the day that "small fish" Dennis Levine (\$12.6 million in illegal profits) forged the first link in his insider trading circle, to the moment when junk bond king Michael Milken (who earned \$550 million in a single year) finally fell-despite his retinue of loyal supporters and public relations wizards.

As Winning with the Power of Persuasion was going to its last edit, the story of the collapse of Robert Maxwell's empire was just breaking. Early indications were that it was a multi-billion-dollar scam. It's too soon to rank it among these favorites, but it has all the ingredients of a longtime "winner."

**Most fraud targets are relatively affluent, educated, confident people over 50.**





**Federal Trade Commission  
Protecting America's Consumers**

For Release: January 30, 2006

**Dietary Supplement Ad Creator Settles FTC Charges****Now Required to Post a Million Dollar Performance Bond**

The creator of allegedly false and misleading advertising for Gero Vita International's dietary supplements has settled Federal Trade Commission charges. Chase Revel is required to post a \$1 million performance bond before advertising, marketing, or selling any food, drug, dietary supplement, device, or health-related service. As part of the settlement, he also will pay \$27,500 for consumer redress.

"Consumers have a right to expect the ads they read to be truthful," said Lydia Parnes, director of the FTC's Bureau of Consumer Protection. "Anyone who cooks up false or misleading claims in an ad -- from those who write them to those who sell the product -- will be held accountable."

In its complaint, the FTC alleged that seven corporations, A. Glenn Braswell, Revel, and three other individuals deceptively marketed five of their dietary supplements, mostly through direct mail advertising, including the Journal of Longevity, a direct mail ad that purported to be a health-information magazine. The challenged products included: "Lung Support Formula," a dietary supplement that purportedly cured nearly all breathing and respiratory problems, including asthma, emphysema, and smoking-related damage; "Antibetic Pancreas Tonic," an herbal supplement that purportedly treated or cured both Type I and Type II diabetes; "G.H.3," also known as "Therapeutics GH3 Romanian Youth Formula," marketed as an anti-aging product that could reverse and prevent Alzheimer's disease and other forms of dementia; "Chitoplex," a chitosan-based weight-loss product that purportedly enabled users to lose weight without diet or exercise; and "Testerex," a yohimbe product touted as effective in treating 62 to 95 percent of cases of impotence and erectile dysfunction.

According to the complaint, Revel created misleading ads for Lung Support, Antibetic, and G.H.3., as well as ads for other products the defendants made that were not named in the complaint. He is the final defendant to settle the FTC's charges.

As part of the settlement, Revel is prohibited from making false, misleading, or unsubstantiated efficacy or safety claims for any food, drug, dietary supplement, device, or health-related service. He also is prohibited from using misleading ad formats (including phony magazines), misleading or unsubstantiated expert endorsements, and misleading scientific evidence. Before he can advertise, market, offer for sale, sell, or distribute a food, drug, dietary supplement, device, or health-related service for human use or consumption, he must first obtain a \$1 million performance bond, or irrevocable letter of credit, or put the full amount into an escrow account supervised by an approved escrow agent.

Revel will pay \$27,500 for consumer redress. If it is found that he misrepresented his financial status, he will be responsible for the full judgment amount of \$1 million. Revel also is the subject of a 1994 stipulated order with the FTC involving the advertising and marketing of pinhole eyeglasses.

The Commission vote to authorize staff to file the stipulated final order was 5-0. The stipulated final order for permanent injunction was filed in the U.S. District Court for the Central District of California on January 23, 2006.

**NOTE:** This stipulated final order is for settlement purposes only and does not constitute an admission by the defendant of a law violation. A stipulated final order requires approval by the court and has the force of law when signed by the judge.

Copies of the stipulated final order are available from the FTC's Web site at <http://www.ftc.gov> and also from the FTC's Consumer Response Center, Room 130, 600 Pennsylvania Avenue, N.W., Washington, DC 20580. The FTC works for the consumer to prevent fraudulent, deceptive, and unfair business practices in the marketplace and to provide information to help consumers spot, stop, and avoid them. To file a complaint in English or Spanish (bilingual counselors are available to take complaints), or to get free information on any of 150 consumer topics, call toll-free, 1-877-FTC-HELP (1-877-382-4357), or use the complaint form at <http://www.ftc.gov>. The FTC enters Internet, telemarketing, identity theft, and other fraud-related complaints into Consumer Sentinel, a secure, online database available to hundreds of civil and criminal law enforcement agencies in the U.S. and abroad.

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202-326-2472

**Staff Contact:**

Rich Cleland or Rosemary Rosso,  
Bureau of Consumer Protection  
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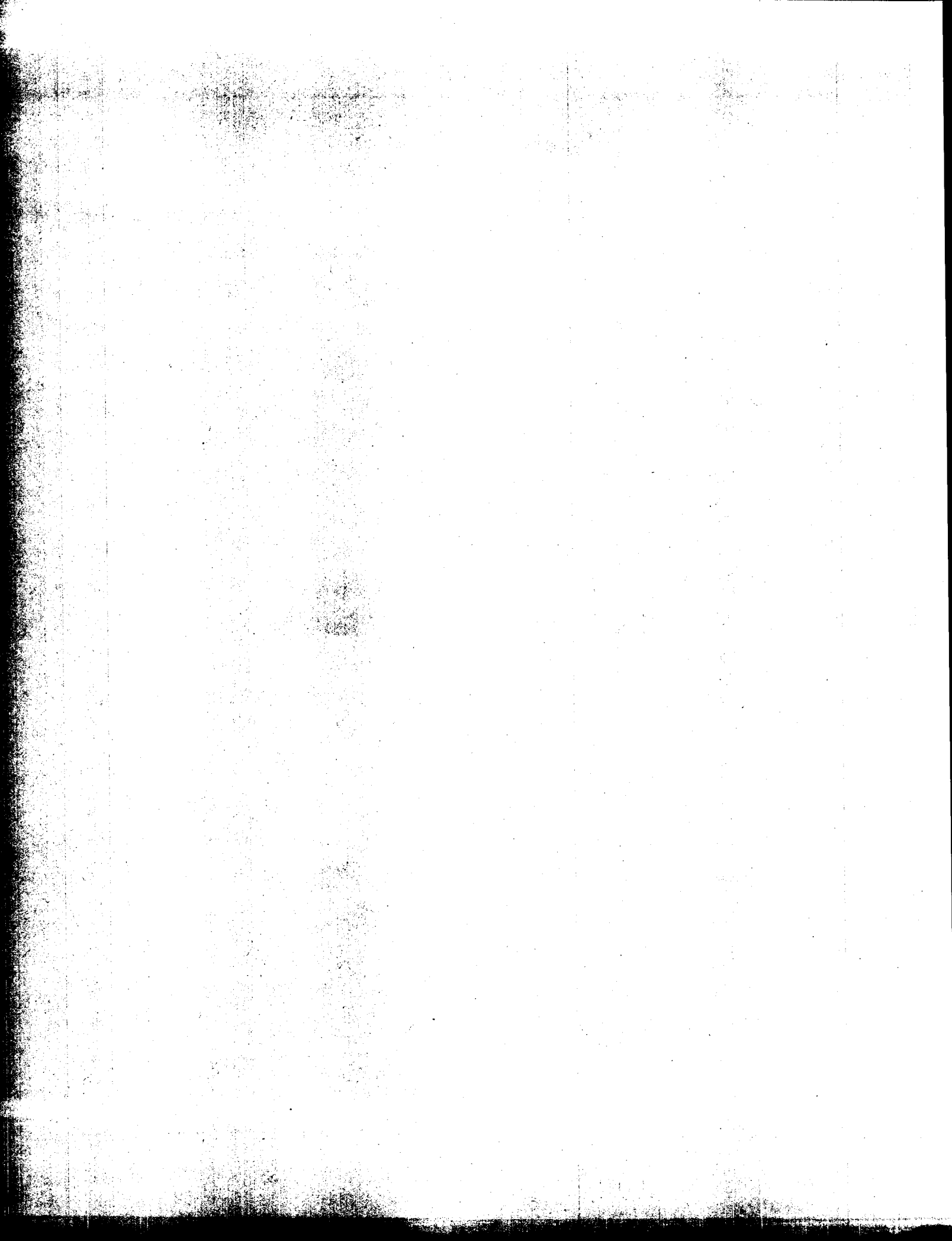
If you send this link to someone else, the FTC will not collect any personal information about you or the recipient.

**Petitioner Exhibit #55**

*Federal Trade Commission, Plaintiff. v. A. Glenn Braswell, JOL Management Co., G.B. Data Systems, Inc., Gero Vita International, Inc., Therapeutics, Inc., Halsey Holdings LLC., Health Quest Publications, Inc., G.B. Data Systems, Inc. (Canada), Ron Tepper, Ronald M. Lawrence, M.D., Ph.D., Hans Kugler, Ph.D., and Chase Revel a/k/a Marcus Welbourne, John Wellburn, James Wellburn, Martin Wellner, John Meggenhorn, and John Burke, Defendants (United States District Court Central District of California Western Division) Civil Action No. CV 03-3700-DT (PJWx); FTC Matter No. X030059*

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September 8, 2004

# Archives

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## Court Records Document Career Entrepreneur Had Unusual Capital-Raising Technique; [Home Edition]

TED ROHRlich. Los Angeles Times (pre-1997 Fulltext). Los Angeles, Calif.: Aug 1, 1986. pg. 1

Full Text (1482 words)

(Copyright, The Times Mirror Company; Los Angeles Times 1986all Rights reserved)

Chase Revel, founder of Los Angeles-based Entrepreneur magazine and author of a number of books on how to start small businesses, took an unusually direct approach to raising capital early in his career.

He robbed banks.

The story of those early escapades surfaced last month in a palimony lawsuit filed against Revel in Los Angeles Superior Court. The suit was filed by Kristin Barrett-Whitney, who says she lived with Revel out of wedlock for a little more than a year in 1984 and 1985.

Barrett-Whitney says she left Revel after he became abusive.

While Revel has not yet filed his answer to the suit, he has denied abusing Barrett-Whitney, who he says was his housekeeper.

Her lawsuit contains court documents, probation records and newspaper accounts about his past.

The documents show that Revel was not the type to simply walk into financial institutions and demand money.

True to the entrepreneurial spirit, he hired others.

Twenty years ago, the lawsuit says, Revel's employees attempted to rob four banks in Houston in one day.

The suit gives this account of his conduct:

Revel's name was not yet Revel, the lawsuit says. He was then known by his given name, John Leonard Burke. However, for the robbery scheme, which one Houston columnist later called "probably the most fantastic" in the city's history-Burke said he was Charles Hudson, an electrical contractor with jobs wiring banks.

According to newspaper accounts filed as exhibits to the palimony suit, Burke, as Hudson, went to the Texas Employment Commission, where he said he needed four men with cars. He would pay them \$2 an hour.

He told the men that their job was to collect his payrolls, and he sent them-all in the same morning-to specific tellers at specific banks.

He told them to present the tellers with bags for carrying the payrolls. He also gave them

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sealed envelopes.

Inside each envelope was a note. It was addressed to the individual tellers.

"Keep calm," one note said. "We have your son Mahlon Jr., whom we picked up at school on the pretext you were hurt in an accident. Don't warn anyone of this. The safety of your son is at stake. Fill the bag with 100s, 50s, 20s, 10s, 5s and give the bag to the man. Then go to the bathroom and wait 15 minutes before telling anyone. Remember, do you want your son's life on your conscience? We don't care."

Burke had gotten the names of tellers' children by posing as a telephone survey-taker for a Houston department store, the newspaper accounts said.

His workers were dupes. They really thought they were picking up payrolls.

One of them followed instructions and left a bank empty-handed when the teller whom he was to see was not there.

Another was arrested at a bank.

A third got \$11,000 and turned over the "payroll" to Burke.

A fourth was arrested leaving a bank with about \$10,000.

Police traced Burke to an apartment the same day.

The newspaper articles filed with the lawsuit also said Burke told police that he was an unemployed gossip columnist. He said he had quit his job at a magazine called Fabulous Las Vegas the month before, changed his name to yet another-Jacques Victor Baron-because of a bad credit rating, gotten married and honeymooned in Hawaii.

Burke didn't have much time to enjoy the good life before his arrest, but he calmly told news reporters that he had managed to spend several hundred dollars on caviar. "I'm just full of fish eggs," he told them.

The man one Houston paper described as "droll and dashing" pleaded guilty to one count of bank robbery by intimidation and to two counts of attempted bank robbery by intimidation, according to court records filed with the suit. He also pleaded guilty to robbing a Las Vegas bank of \$5,000 two weeks earlier and to the attempted robbery of another Las Vegas bank.

He was sentenced to four years in prison.

When he was released, he settled in Los Angeles, where, under the name Rio Sabor, he started a successful business called Starving Artists Galleries, according to probation records filed with the suit. There, patrons could pick up oil paintings for under \$7. Sabor called it the "world's largest retailer of oil paintings."

'Forte Is Creativity'

"My forte," he wrote his probation officer, "is creativity, and there are a lot of fields where I can apply it successfully with the necessary capital."

Burke later started another business under one of the names that came up in Houston-Jacques Victor Baron, according to a court record filed with the suit as well as other court records.

He called the business Aetna Express, which he billed as "the West's most dependable shipping agents."

He was indicted in 1972, however, for notifying various people in Utah that Aetna Express was holding packages for them.

He wrote them letters saying: "The sender used improper addressing materials-address smeared-return address unreadable," according to an indictment. "Through our modern tracing facilities," the letters said, it had been "positively determined that this package was intended for (you)."

### Asks for Money

The letters asked for \$3.35 in extra shipping and handling charges; otherwise, the package would be opened and sold at auction "to recover our cost."

The trouble was, the letters from Aetna were total fabrications, the indictment said.

Court records show Baron pleaded guilty to three counts of mail fraud in 1973 and was placed on probation.

That was the same year, a Department of Motor Vehicles official said, in which Chase Revel got his California driver's license.

Revel's license bore the same general physical description as the license of John Leonard Burke, who, records show, was also known as Jacques Victor Baron.

The Revel and Burke licenses bore the same birth date, and, according to a DMV official, pictures of the same man.

### Difference in Ages

But there was one vain difference. Chase Revel's license said he was nine years younger than the now-49-year-old Burke.

In filing her lawsuit, which seeks millions of dollars in damages, Barrett-Whitney said that Revel portrayed himself as a self-made millionaire and the founder of Entrepreneur, a monthly with a circulation of 200,000.

"Little did (she) know," her lawsuit says, "that the man she knew as Chase Revel was actually John Leonard Burke, a convicted felon who had previously committed his crimes in a particularly cruel and heartless manner."

Barrett-Whitney said that she found that Revel had various pieces of identification in different names as she was leaving what she described as an abusive relationship.

She told a reporter that she then searched through federal and state archives in Illinois, Nevada, Texas, Washington, California and other states and even traveled to Hong Kong, where, she said, he has business interests.

Revel, in a declaration filed in a related court battle over possession of his Pacific Palisades house, has said that her claims about the nature of their relationship are not true. He said he hired her as his housekeeper and he denied abusing her.

Both Revel and his attorney declined to discuss the suit with a reporter.

Revel, who has been a subject of feature articles about starting small businesses in publications such as The New York Times, Wall Street Journal and Los Angeles Times, has told interviewers that he began the forerunner of Entrepreneur magazine, which instructs readers on how to become success stories, in 1973.

### Exposed Schemes

Called Insider's Report, it told of small business opportunities and exposed schemes designed to separate would-be businessmen from their cash.

Revel subsequently wrote books, such as 184 Businesses Anyone Can Start and Make a Lot of Money, published in 1981 followed by 168 More Businesses Anyone Can Start and Make a Lot of Money, published in 1984.

He told interviewers that he had made millions with many businesses. But in 1982 Chase Revel Inc., which published the magazine, filed for reorganization under Chapter 11 of the federal bankruptcy law. The magazine later became the property of a public company.

Today, Revel employees say that their boss' base of operations is an office at the edge of Beverly Hills, from which he operates a mail-order jewelry company by the name of Van Pler and Tissany.

Remaining a man of mystery, he declined to confirm or deny who he was. "Under the advice of my attorney," he said, "I have no comment at all on any of the charges in the case."

Are you John Leonard Burke? he was asked.

"We're not making any comment in that direction."

**[Illustration]**

PHOTO: According to a recent lawsuit, Chase Revel, left, shown a few years ago outside a house he rented in Playa del Rey, had success founding Entrepreneur magazine. The magazine, right, tells readers how to start their own small businesses. Revel is shown above in a pose that appears on the back cover of one of his start-a-business advice books.

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Section: *Metro; 2; Metro Desk*

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618

1 TRADEMARK : ENTREPRENEUR  
2 CLASS No. : 16

3 TO THE COMMISSIONER OF PATENTS  
4 AND TRADEMARKS

5 Applicant : Chase Revel, Inc.,  
6 a California Corporation  
7 Address : 631 Wilshire Boulevard  
8 Santa Monica, California 90401  
9 U.S.A.

*gls*

9 The above-identified applicant has adopted and is using the  
Page 1, cancel lines 10 and 11 and substitute --trademark shown  
on the accompany drawing for: Magazines, Books and Reports Pertaining  
to Business Opportunities and--.

13 Trademark Office on the Principal Register established by the Act of  
14 July 5, 1946.

15 The trademark was first used on magazines on May 2, 1978; was  
16 first used in Interstate Commerce on May 2, 1978 and is now in use in  
17 such commerce.

18 The mark is used by applying it to the goods and five  
19 specimens showing the mark as actually used are presented herewith.

20 Applicant is the owner of trademark INTERNATIONAL  
21 ENTREPRENEURS' ASSOCIATION which is the subject of copending  
22 application Serial No. 123,688.

23 Henry M. Bissell, attorney for applicant, is a member of the  
24 Bar of the State of California with offices at Suite 106, 6820 La  
25 Tijera Boulevard, Los Angeles, California 90045, telephone (213)  
26 776-3122 and is authorized to prosecute this application to register,  
27 to transact all business in the Patent Office in connection therewith,  
28 and to receive the Certificate of Registration.


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DECLARATION

CHASE REVEL states that he is the president of applicant corporation and is authorized to execute this declaration on behalf of said corporation; he believes said corporation to be the owner of the trademark sought to be registered; to the best of his knowledge and belief no other person, firm, corporation or association has the right to use said mark in commerce, either in the identical form or in such near resemblance thereto as to be likely, when applied to the goods of such other person, to cause confusion, or to cause mistake, or to deceive; that all statements made herein of his own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under section 1001 of Title 18 of the United States code and that such willful false statements may jeopardize the validity of the application or document or any registration resulting therefrom.

Dated: 6-25-79, 1979

  
Chase Revel  
President

Chase Revel, Inc.,  
631 Wilshire Boulevard  
Santa Monica, California 90401  
U.S.A.

Date of First Use: May 2, 1978

Date of First Use in Interstate Commerce: May 2, 1978

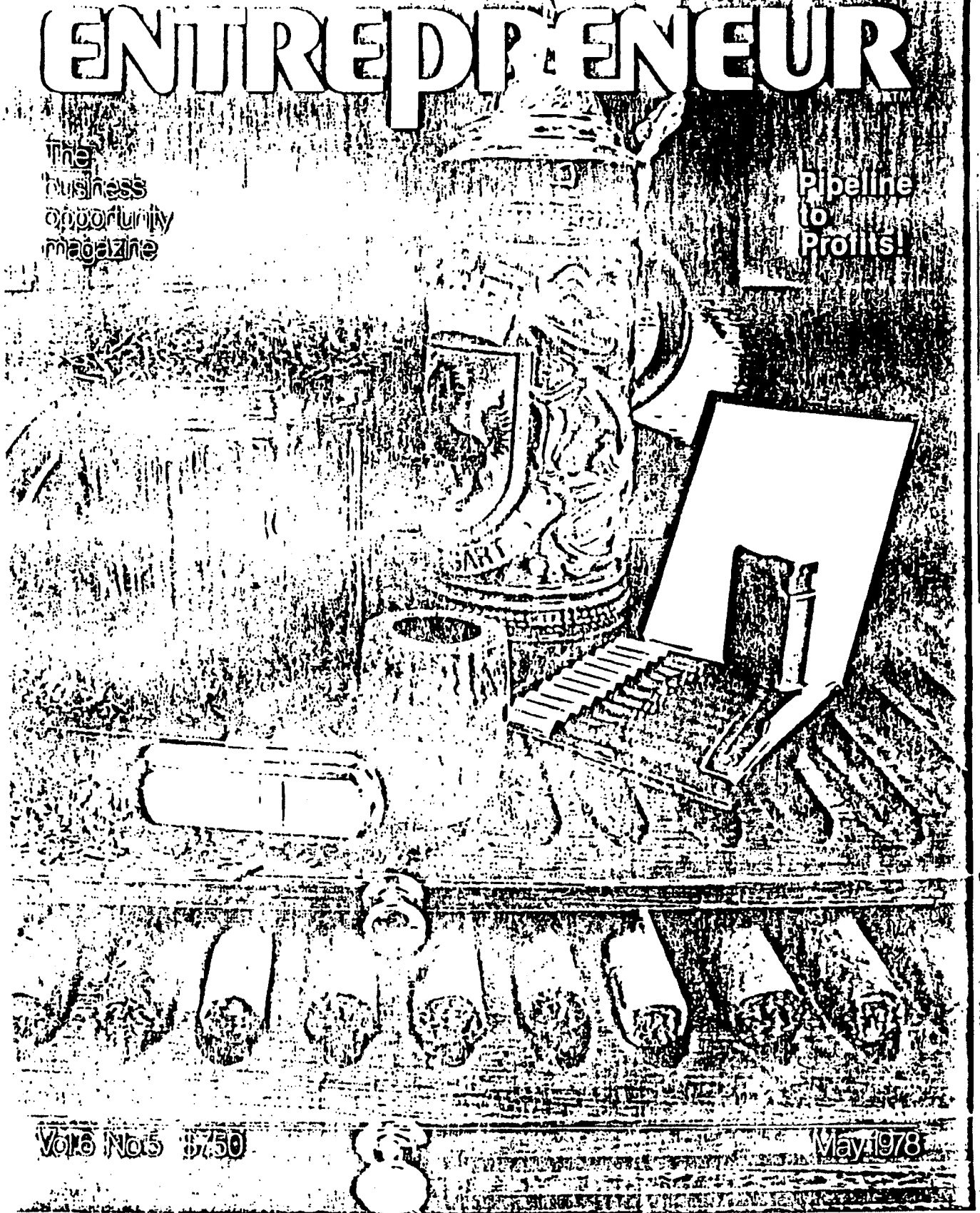
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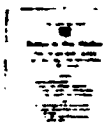


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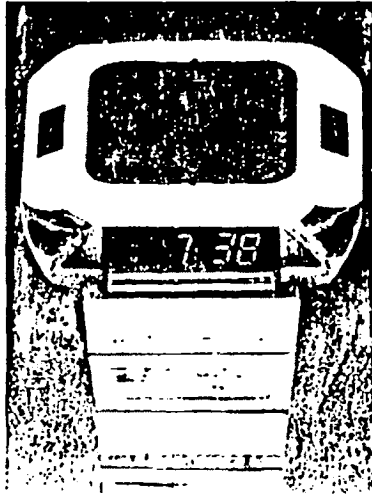
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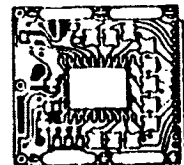
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**CCH "Journal of Tax Practice and Procedure" (June 2000)****The Crime-Fraud Exception to the Attorney-Client Privilege**© 2000 Dennis L. Perez & Steven M. Palestine<sup>(1)</sup>**I. Introduction:**

This article provides an overview of the crime-fraud exception to the attorney client privilege. The crime-fraud exception provides, in general, that communications between a lawyer and a client will not be privileged where an attorney's services are utilized in furtherance of a crime or fraud. It has been the authors' experience that in some cases the Department of Justice has been quite aggressive in seeking to overcome the attorney-client privilege on the basis of this exception. For that reason, we have written this article to provide a general overview of both the attorney-client privilege and the crime-fraud exception. The first section of this article provides an introduction to the attorney-client privilege and includes a discussion of the rational, elements, and procedure for invoking the privilege. The second section sets forth the framework for invoking the crime-fraud exception under the Supreme Court's decision in *United States v. Zolin*. Finally, the third section provides a discussion of several interesting issues that the authors have encountered in practice as well as an overview of a few noteworthy cases applying the exception.

**II. Overview of the Attorney-Client Privilege:**

Federal Rule of Evidence 501 provides that questions of privilege that arise in the course of adjudication of federal rights shall be "governed by the principles of the common law as they may be interpreted by the courts of the United States in the light of reason and experience." The United States Supreme Court has recognized the attorney-client privilege as the "oldest of the privileges for confidential communications known to the common law."<sup>(2)</sup> Courts have long viewed the central purpose of the privilege as one "to encourage full and frank communication between attorneys and their clients and thereby promote broader public interests in the observance of law and administration of justice."<sup>(3)</sup>

That purpose "requires that clients be free to make full disclosure to their attorneys of past wrongdoings, in order that the client may obtain the aid of persons having knowledge of the law and skilled in its practice."<sup>(4)</sup> The Ninth Circuit has emphasized that "the attorney-client privilege is not only the oldest privilege known to the common law, but the attorney-client privilege is also, 'perhaps, the most sacred of all legally recognized privileges, and its preservation is essential to the just and orderly operation of our legal system.'"<sup>(5)</sup>



The party asserting the attorney-client privilege has the burden of proving that the privilege applies to a given set of documents or communications.<sup>(6)</sup> To meet this burden, a party must demonstrate that its documents or communications adhere to the essential elements of the privilege.<sup>(7)</sup> The Ninth Circuit has articulated eight essential elements: (1) Where legal advice of any kind is sought, (2) from a professional legal advisor in his capacity as such, (3) the communications relating to that purpose, (4) made in confidence, (5) by the client, (6) are at his instance permanently protected, (7) from disclosure by himself or by the legal advisor, (8) unless the protection be waived.<sup>(8)</sup>

A similar formulation provides that the privilege applies only if (1) the asserted holder of the privilege is or sought to become a client; (2) the person to whom the communication was made (a) is a member of the bar of a court or his subordinate and (b) in connection with this communication is acting as a lawyer; (3) the communication relates to a fact of which the attorney was informed (a) by his client (b) without the presence of strangers (c) for the purpose of securing primarily either (i) an opinion on law or (ii) legal services or (iii) assistance in some legal proceeding, and not (d) for the purpose of committing a crime or tort; and (4) the privilege has been (a) claimed and (b) not waived by the client.<sup>(9)</sup>

In addition to the crime-fraud exception, there are several other exceptions to the attorney-client privilege. The privilege does not apply where an attorney is not giving legal advice such as where an attorney is consulted in a personal, rather than legal capacity,<sup>(10)</sup> or where an attorney is giving solely business advice.<sup>(11)</sup> Moreover, the privilege generally does not protect either the identity or fee arrangements of clients, although the courts have carved out a limited exception to this rule where disclosure of a client's name or fee arrangement would reveal a confidential communication.<sup>(12)</sup> Courts have also held that where a preexisting document is given by a client to an attorney, and the document would have been subject to production in the hands of the client, then there is no protection under the privilege for the document.<sup>(13)</sup>

The party asserting the privilege must make a prima facie showing that the privilege protects the information that the party intends to withhold. The Ninth Circuit has recognized several methods to establish the applicability of the attorney-client privilege.<sup>(14)</sup> One method is the privilege log approach. The privilege log should identify: (1) the attorney and client involved, (2) the nature of the document, (3) all persons or entities shown on the document to have received or sent the document, (4) all persons or entities known to have been furnished the document or informed of its substance, and (5) the date the document was generated, prepared, or dated.<sup>(15)</sup>

A second method to establish that the privilege applies is allowing the court to make an *in camera* review of the disputed documents. This method may be used either in conjunction with, or independently of, the privilege log approach.<sup>(16)</sup> Additional methods include (1)

allowing disclosure through summaries of unprivileged information or by redactions, and (2) directing the party seeking disclosure to make a more limited request.<sup>(17)</sup>

### III. Overview of the Crime-Fraud Exception:

The crime-fraud exception to the attorney-client privilege is well established in American jurisprudence. In a 1933 decision by the United States Supreme Court, *Clark v. United States*, the Court wrote that while there is a privilege protecting confidential communications between a lawyer and a client, the "privilege takes flight if the relation is abused. A client who consults an attorney for advice that will serve him in the commission of a fraud will have no help from the law. He must let the truth be told."<sup>(18)</sup>

In *United States v. Zolin*,<sup>(19)</sup> the Supreme Court set forth the procedure for invoking the crime-fraud exception. This case addressed the issue of whether the applicability of the crime-fraud exception must be established by "independent evidence" (i.e., without reference to the content of the contested communications themselves) or, alternatively, whether the applicability of the exception can be resolved by an *in camera* inspection of the allegedly privileged material. The Supreme Court rejected the "independent evidence" approach and held that a district court, under certain circumstances, and at the behest of the party opposing the claim of privilege, may conduct an *in camera* review of the materials in question.<sup>(20)</sup>

Under *Zolin*, a party seeking to invoke the crime-fraud exception may ask the court to make an *in camera* review to determine the applicability of the exception. Before engaging in *in camera* review, "the judge should require a showing of a factual basis adequate to support a good faith belief by a reasonable person, that *in camera* review of the materials may reveal evidence to establish the claim that the crime-fraud exception applies."<sup>(21)</sup>

Once that showing is made, the decision whether to engage in an *in camera* review "rests in the sound discretion of the district court."<sup>(22)</sup> The district court should make that decision in light of the facts and circumstances of the particular case, including, among other things, (1) the volume of materials the district court has been asked to review, (2) the relative importance to the case of the alleged privileged information, and (3) the likelihood that the evidence produced through *in camera* review, together with other available evidence then before the court, will establish that the crime-fraud exception does apply.<sup>(23)</sup> "The district court is also free to defer its *in camera* review if it concludes that additional evidence in support of the crime-fraud exception may be available that is not allegedly privileged, and that production of the additional evidence will not unduly disrupt or delay the proceedings."<sup>(24)</sup>

The Supreme Court in *Zolin* also addressed what kind of evidence a district court may use in determining whether it has discretion to undertake an *in camera* review. The Court held that "the threshold showing to obtain *in camera* review may be met by using any relevant

evidence, lawfully obtained, that has not been adjudicated to be privileged."<sup>(25)</sup>

Where a district court invokes the crime-fraud exception, a party need not await the final resolution of a matter before taking an appeal. In the Ninth Circuit opinion, *In re Grand Jury Proceedings*,<sup>(26)</sup> the court held that a district court order, compelling an attorney to testify under the crime-fraud exception, is a final, appealable order. The court wrote: "A district court's order compelling a former attorney to obey a grand jury subpoena is a final order for purposes of 28 U.S.C. § 1291 because the former attorney cannot be expected to risk contempt proceedings."<sup>(27)</sup>

#### IV. Noteworthy Cases and Issues arising under the Crime-Fraud Exception:

##### A. Level of Proof Necessary to Establish the Applicability of the Crime-Fraud Exception:

An interesting question is the level of proof necessary to invoke the crime-fraud exception. The prima facie test to overcome the attorney-client privilege was established in *Clark* where the Supreme Court wrote that to drive the privilege away under the crime-fraud exception, there must be "*prima facie evidence* that it has some foundation in fact. When that evidence is supplied, the seal of secrecy is broken."<sup>(28)</sup>

In *Zolin*, the Supreme Court expressly declined to reach the issue of the quantum of proof necessary to establish a prima facie case that the crime-fraud exception applies. The Court did note, however, that the Court's use of the phrase "prima facie case" in the *Clark* case to describe the showing needed to defeat the privilege has caused confusion. The court noted that in light of the narrow question presented in the *Zolin* case, it was not the proper occasion to visit the question of the requisite quantum of proof. However, the Court did write that the quantum of proof necessary to establish the applicability of the exception is a higher evidentiary showing than is necessary to trigger *in camera* review. The Court wrote: "We therefore conclude that a lesser evidentiary showing is needed to trigger *in camera* review than is required ultimately to overcome the privilege."<sup>(29)</sup> Thus, an evidentiary showing greater than the "good faith belief" standard of *Zolin* must be established.

The Ninth Circuit addressed this issue in a 1996 case, *In re Grand Jury Proceedings*.<sup>(30)</sup> The Ninth Circuit wrote that to trigger the crime-fraud exception, the government must establish that the client was engaged in or planned a criminal or fraudulent scheme when it sought the advice of counsel.<sup>(31)</sup> The court held that the government is not obliged to come forward with proof sufficient to establish the essential elements of a crime or fraud beyond a reasonable doubt, since the crime-

fraud exception does not require a completed crime or fraud but only that the client had consulted the attorney in an effort to complete one. The court continued:

On the other hand, it isn't enough for the government to merely allege that it has a sneaking suspicion the client was engaging in or intending to engage in a crime or fraud when it consulted the attorney. A threshold that low could discourage many would-be clients from consulting an attorney about entirely legitimate legal dilemmas. Rather, the district court must find "*reasonable cause to believe*" that the attorney's services were "utilized in furtherance of the ongoing unlawful scheme."<sup>(32)</sup>

### **B. Ex Parte submission of Nonprivileged Documents to Establish the Applicability of the Crime-Fraud Exception:**

The government's *ex parte* submission of nonprivileged evidence (e.g., grand jury materials) to establish the applicability of the crime-fraud exception creates difficulties for the party seeking to protect the attorney-client privilege. This practice is troubling because the party seeking to protect the privilege is deprived of the opportunity for a fair hearing and to challenge the evidence presented by the government. Despite these potential due process concerns, the appellate courts have approved of this practice.

The Ninth Circuit addressed this issue in a 1989 decision, *In re Grand Jury Proceedings (John Doe)*.<sup>(33)</sup> This case addressed whether a litigant was denied due process by a district court's *in camera* inspection of materials submitted by the government in support of its contention that the crime-fraud exception applied. The Ninth Circuit wrote that it had not addressed this issue but noted that other circuits which had considered the question of *in camera* inspection generally condoned the practice. The Ninth Circuit wrote:

Typically, these cases justify *in camera* inspection by noting that the disclosure of sensitive grand jury materials to the target of the investigation could seriously impede the function of the grand jury. This is the situation presented in the present case. The grand jury is currently investigating Doe. Both the government and the grand jury have a substantial interest in maintaining the secrecy of the materials submitted for the district court's *in camera* inspection. Under these circumstances, the balance is weighted in favor of maintaining secrecy of the grand jury proceedings. Accordingly, we hold that Doe was not denied due process by the district court's *in camera* inspection of the materials upon which the government based its showing of the crime-fraud exception.<sup>(34)</sup>

The other circuits that have addressed this issue are in accord with the Ninth Circuit. For example, the Second Circuit, in *John Doe v. United States*,<sup>(35)</sup> held that the government's use of *in camera* proceedings to establish the applicability of the crime-fraud exception did not violate due process. The Second Circuit rejected the argument that the use of *ex parte* submissions by the government violates the *Zolin* case. The second believed that "nothing in *Zolin* prohibits *ex parte* examination of nonprivileged threshold material. The cautionary tone of *Zolin* with respect to the use of *in camera* proceedings concerns the disclosure of the communications for which the privilege is claimed. It does not address the propriety of *ex parte* submissions of non-privileged material."<sup>(36)</sup>

A related question is whether a party seeking to protect the attorney-client privilege in the face of a crime-fraud challenge may make *ex parte* submissions of the allegedly privileged documents or communications to the court. This could be a very helpful strategy, especially where the privileged materials support the claim that the crime-fraud exception does not apply. The Supreme Court recognized in *Zolin* that disclosure of allegedly privileged materials to the district court for purposes of determining the merits of a claim of privilege does not have the legal effect of terminating the privilege and noted that it had approved of such practice in past cases.<sup>(37)</sup> The Ninth Circuit has also noted that a party seeking to establish the applicability of the attorney-client privilege may make use of *in camera* submissions.<sup>(38)</sup>

### C. An Attorney Need Not Have Knowledge of the Crime or Fraud:

The courts have held that the crime-fraud exception can apply even where the attorney has no knowledge of the crime or fraud and takes no affirmative step in furtherance of such crime or fraud. The Ninth Circuit addressed this issue in *In re Grand Jury Proceedings*.<sup>(39)</sup> That case involved a government investigation into alleged tax and immigration crimes. The government subpoenaed two attorneys who had represented the defendant and the district court ordered the attorneys to testify before the grand jury. The Ninth Circuit affirmed the district court's order holding that an attorney need not be aware of the alleged crime or fraud in order for the exception to apply. The court wrote:

Inasmuch as today's attorney-client privilege exists for the benefit of the client, not the attorney, it is the client's knowledge and intentions that are of paramount concern to the application of the crime-fraud exception; the attorney need know nothing about the client's ongoing or planned illicit activity for the exception to apply.<sup>(40)</sup>

The Ninth Circuit also rejected the argument that the communications with the attorneys could not have been "in furtherance of" criminal activity because neither attorney took an affirmative step that actually furthered the crimes. The court wrote that: "The crime-fraud exception does not require that the attorney have participated, even unwittingly, in the client's criminal activity."<sup>(41)</sup>

### D. Other Noteworthy Cases Involving the Crime-Fraud Exception:

An interesting case decided by the Ninth Circuit is *United States v. Laurins*.<sup>(42)</sup> *Laurins* involved an IRS investigation into an abusive tax shelter. The promotional material of the company that promoted the shelter listed Aleksandrs Laurins, a former IRS attorney, as managing director. The IRS served a summons on the company requiring the production of all books and records for 1982 and 1983 relating to the investment scheme. The attorney for Mr. Laurins informed the IRS that the company's records were no longer in San Francisco, and during the summons enforcement proceedings, indicated to the court that the company no longer did business in San Francisco. The FBI subsequently seized approximately twenty-one boxes of business records from Mr. Laurins' home on Clay Street in San Francisco.

Mr. Laurins was subsequently convicted of several crimes including obstruction of justice. At trial, his former attorney testified that throughout the summons enforcement proceedings, Laurins told him that the company records were no longer the property of the company and were out of the country. The district court held that the attorney-client privilege did not exist with respect to those communications because they were made in furtherance of a crime or fraud. The Ninth Circuit affirmed the district court holding that the crime-fraud exception had been established.<sup>(43)</sup> The court relied on the fact that the attorney's services had been used to disseminate false information to the IRS.

Another interesting case decided by the Ninth Circuit is *United States v. Bauer*.<sup>(44)</sup> This case presented an appeal from a conviction for making false statements on, and omitting assets from, a bankruptcy petition. The defendant had filed for bankruptcy listing certain assets and liabilities on his petition. At that time, the defendant was represented by an attorney whom he had consulted several times. Subsequent to the filing of the bankruptcy petition, the trustee discovered that several assets had not been reported on the petition and other assets had been transferred within one year of the filing of the petition. The case was referred to the FBI for criminal investigation.

The grand jury returned an indictment charging the defendant with concealing assets and making false statements on his bankruptcy petition. The case boiled down to a dispute over the defendant's intent. As its final witness, the government called the defendant's bankruptcy attorney to testify. Over objection, the attorney testified on direct examination that he advised the defendant that there was a duty to disclose all property on the bankruptcy petition and that the petition was filed under penalty of perjury.

The defendant argued on appeal that the district court violated his attorney-client privilege by allowing his bankruptcy attorney to testify. The government countered that the attorney's statements fell under the crime-fraud exception. The Ninth Circuit believed that there was no reasonable basis for concluding that the attorney's legal advice was used in furtherance of the defendant's fraudulent conduct.<sup>(45)</sup> The attorney had advised the defendant to disclose all of his assets and avoid lying on his bankruptcy petition. The defendant did precisely the opposite. The court found that "it is impossible to discern a casual connection or functional relationship between the advice given by [the attorney] and the actions taken by [the defendant]. Therefore, the crime-fraud exception to the attorney-client privilege does not apply here."<sup>(46)</sup>

This case is noteworthy because it is one of the few decisions that carefully analyze the causal connection between the advice given by the attorney and the actions taken by a criminal defendant. This decision appears to be inconsistent with an earlier decision by the Ninth Circuit, *In re Grand Jury Proceedings* (discussed above).<sup>(47)</sup> In that case, the Ninth Circuit wrote:

A communication between client and attorney can be "in furtherance of" the client's criminal conduct even if the attorney does nothing after the communication to assist the client's

commission of a crime, and even though the communication turns out not to help (and perhaps even to hinder) the client's completion of a crime.<sup>(48)</sup>

The authors believe that this discussion of the crime-fraud exception was not a proper application of the exception in that it read out the "in furtherance of" requirement. As noted earlier, the exception applies where the attorneys services are utilized "in furtherance of" an ongoing crime or fraud. The problem with the Ninth Circuit's application of the exception in the *In re Grand Jury Proceedings* case is that the exception would apply anytime the communications are related to a client's fraudulent conduct regardless of whether the attorney counseled the client against such conduct. This approach was properly rejected by the Ninth Circuit in *Bauer* which is the better reasoned opinion.

The 1994 decision by the Ninth Circuit, *In re Grand Jury Subpoena*,<sup>(49)</sup> presented a novel issue in applying *Zolin*. The issue was whether a district court must consider evidence presented by a party seeking to establish that the attorney-client privilege applies when applying the first prong of the *Zolin* test. The party asserting the attorney-client privilege urged the Ninth Circuit to hold that a district court must consider "other available evidence," in addition to that presented by the government, at both steps of the *Zolin* analysis. The Ninth Circuit disagreed, writing "the first step of the analysis should focus only on evidence presented by the party seeking in camera review."<sup>(50)</sup> The court believed that to require a detailed consideration of all available evidence at the threshold step of the *Zolin* analysis would severely disrupt the balance struck by the Supreme Court in the *Zolin* case.<sup>(51)</sup> The court did note, however, that in the second step of the *Zolin* analysis, when the district court considers whether to exercise its discretion to conduct *in camera* review, it may consider other available evidence then before the court. The court wrote that: "Although it is clearly proper for a court to entertain such evidence at the second step of the analysis, *Zolin* does not require that the court undertake such an examination."<sup>(52)</sup>

### Conclusion:

As noted above, the authors have found that in some cases the Department of Justice will consider seeking to overcome the attorney-client privilege on the basis of the crime-fraud exception. The courts will carefully scrutinize any attempt by the government to overcome the attorney-client privilege, and for that reason, any such attempt should be vigorously resisted.

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2. *Upjohn Co. v. United States*, 449 U.S. 383, 389 (1981).

3. *Id.*

4. *United States v. Zolin*, 491 U.S. 554, 562 (1989) (quoting *Fisher v. United States*, 425 U.S. 391 (1976) and *Hunt v. Blackburn*, 128 U.S. 464 (1888)).
5. *In re Grand Jury Proceedings*, 162 F.3d 554, 556 (9<sup>th</sup> Cir. 1998) (quoting *United States v. Bauer*, 132 F.3d 504, 510 (9<sup>th</sup> Cir. 1997)).
6. *In re Grand Jury Investigation*, 974 F.2d 1068, 1070 (9<sup>th</sup> Cir. 1992).
7. *Id.*
8. *Id.* at 1071 n.2 (quoting *In re Fischel*, 557 F.2d 209, 211 (9<sup>th</sup> Cir. 1977)).
9. *In re Sealed Case*, 737 F.2d 94, 98-99 (D.C. Cir. 1984) (quoting *United States v. United Shoe Machinery Corp.*, 89 F. Supp. 357, 358-59 (D. Mass. 1950)).
10. *In re Kinoy*, 326 F. Supp. 400, 403-06 (S.D. NY 1970); *In re Grand Jury Subpoena (Peek)*, 682 F. Supp. 1552, 1556 (M.D. GA 1987).
11. *United States v. Huberts*, 637 F.2d 630, 640 (9<sup>th</sup> Cir. 1980); *United States v. Millman*, 822 F.2d 305, 310 (2<sup>nd</sup> Cir. 1987).
12. *United States v. Liebman*, 742 F.2d 807 (3<sup>rd</sup> Cir. 1984); *Liew v. Breen*, 640 F.2d 1046, 1049-50 (9<sup>th</sup> Cir. 1981); *In re Horn*, 976 F.2d 1314, 1317-18 (9<sup>th</sup> Cir. 1992); *Clarke v. American Commerce Nat'l Bank*, 974 F.2d 127, 129 (9<sup>th</sup> Cir. 1992).
13. *Fisher v. United States*, 425 U.S. 391, 403-04 (1976) (collecting cases).
14. *In re Grand Jury Investigation*, 974 F.2d at 1071; *Dole v. Milonas*, 889 F.2d 885 (9<sup>th</sup> Cir. 1989).
15. *In re Grand Jury Investigation*, 974 F.2d at 1071; *Dole*, 889 F.2d at 888 n.3.
16. *Dole*, 889 F.2d at 890.
17. *Id.*
18. *Clark v. United States*, 289 U.S. 1, 15 (1933). See also *United States v. Chen*, 99 F.3d 1495, 1500 (9<sup>th</sup> Cir. 1996) ("It is a truism that while the attorney-client privilege stands firm for client's revelations of past conduct, it cannot be used to shield ongoing or intended future criminal conduct.")
19. 491 U.S. 554 (1989).



20. *Id.* at 556-57.
21. *Id.* at 572 (citations and internal quotations omitted); *United States v. Chen*, 99 F.3d 1495, 1502 (9<sup>th</sup> Cir. 1996).
22. *Zolin*, 491 U.S. at 572.
23. *Id.*; see also *Chen*, 99 F.3d at 1502-03.
24. *Zolin*, 491 U.S. at 572.
25. *Id.* at 575. The Supreme Court in *Zolin* noted an interesting distinction between Federal evidence law and California evidence law. The Court noted that Federal Rule of Evidence 104(a) is markedly different from the comparable California evidence rule that provides that "the presiding officer may not require disclosure of information claimed to be privileged under this division in order to rule on the claim of privilege." Cal. Evid. Code § 915(a).
26. 162 F.3d 554 (9th Cir. 1998).
27. *Id.* at 555 n.2.
28. *Clark*, 289 U.S. at 15 (emphasis added) (citations omitted).
29. *Zolin*, 491 U.S. at 572.
30. 87 F.3d 377 (9<sup>th</sup> Cir. 1996).
31. *Id.* at 381.
32. *Id.* See also *United States v. Bauer*, 132 F.3d 504, 509 (9<sup>th</sup> Cir. 1997); *United States v. Chen*, 99 F.3d 1495, 1503 (9<sup>th</sup> Cir. 1996). The Second Circuit has articulated the standard as a "probable cause" test. See *John Doe v. United States*, 13 F.3d 633 (2<sup>nd</sup> Cir. 1994).
33. 867 F.2d 539 (9<sup>th</sup> Cir. 1989).
34. 867 F.2d at 540-41 (citations omitted).
35. 13 F.3d 633 (2<sup>nd</sup> Cir. 1994).
36. *Id.* at 636. See also *In re Grand Jury Subpoena*, 884 F.2d 124 (4<sup>th</sup> Cir. 1989) (district court's *in camera* proceedings did not violate due process).
37. *Zolin*, 491 U.S. at 568.

38. *Dole*, 889 F.2d at 890.

39. 87 F.3d 377 (9<sup>th</sup> Cir. 1996).

40. *Id.* at 381-82.

41. *Id.* at 382. The Ninth Circuit's holding on this issue is consistent with the Supreme Court's 1933 decision in *Clark* where the Supreme Court wrote: "The attorney may be innocent, and still the guilty client must let the truth come out." *Clark*, 289 U.S. at 15. *See also United States v. Hodge and Zweig*, 548 F.2d 1347, 1354 (9<sup>th</sup> Cir. 1977) ("The crime or fraud exception applies even where the attorney is completely unaware that his advice is sought in furtherance of such an improper purpose."); *United States v. Friedman*, 445 F.2d 1076, 1086 (9<sup>th</sup> Cir. 1971) ("The attorney need not himself be aware of the illegality involved; it is enough that the communication furthered, or was intended by the client to further, that illegality.").

42. 857 F.2d 529 (9<sup>th</sup> Cir. 1988).

43. *Id.* at 541.

44. 132 F.3d 504 (9<sup>th</sup> Cir. 1997).

45. *Id.* at 509-10.

46. *Id.* at 510.

47. 87 F.3d 377 (9<sup>th</sup> Cir. 1996).

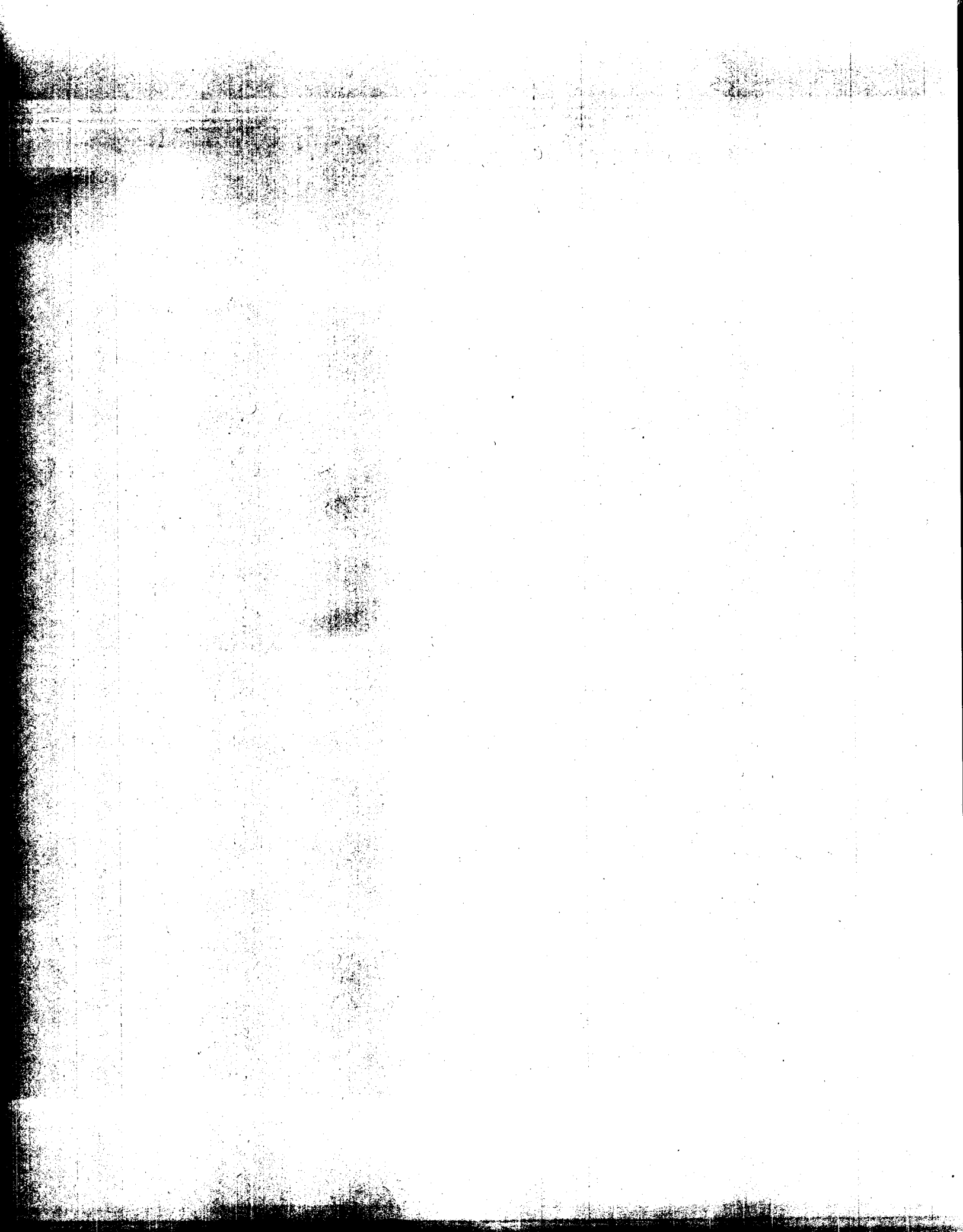
48. *Id.* at 382.

49. 31 F.3d 826 (9<sup>th</sup> Cir. 1994).

50. *Id.* at 829.

51. *Id.* at 830.

52. *Id.*



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noun, plural -neurs [-nurz, -noo rz; Fr. -noor] [Pronunciation Key](#), verb

-noun

1. a person who organizes and manages any enterprise, esp. a business, usually with considerable initiative and risk.
2. an employer of productive labor; contractor.

-verb (used with object)

3. to deal with or initiate as an entrepreneur.

-verb (used without object)

4. to act as an entrepreneur.

[Origin: 1875-80; < F: lit., one who undertakes (some task), equiv. to *entrepren(dre)* to undertake (< L *inter-* *inter-* + *prendere* to take, var. of *prehendere*) + *-eur* *-eur*. See [enterprise](#)]

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**en·tre·pre·neur**  (·n'trə-prə-nûr', -n·r') [Pronunciation Key](#)

n. A person who organizes, operates, and assumes the risk for a business venture.

[French, from Old French, from *entreprenre*, to *undertake*; see **enterprise**.]

**en'tre·pre·neur'i·al** *adj.*, **en'tre·pre·neur'i·al·ism**, **en'tre·pre·neur'ism** *n.*,

**en'tre·pre·neur'ship'** *n.*

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### **entrepreneur**

1828, reborrowing of Fr. *entrepreneur* "one who undertakes or manages," from O.Fr.

*entreprenre* "undertake." The word first crossed the Channel c.1475, but did not stay.

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### **entrepreneur**

*noun*

someone who organizes a business venture and assumes the risk for it

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**entrepreneur** [ɒntrəprə'nə:] *noun*

a person who starts or organizes a business company, especially one involving risk

Example: *What this company needs is a real entrepreneur.*

<i>Arabic</i> : . . . . .	<i>Japanese</i> : 企業家
. . . . .	<i>Korean</i> : 기업가, 흥행주
. . . . .	<i>Latvian</i> : uz-ēmēdarbības organizators
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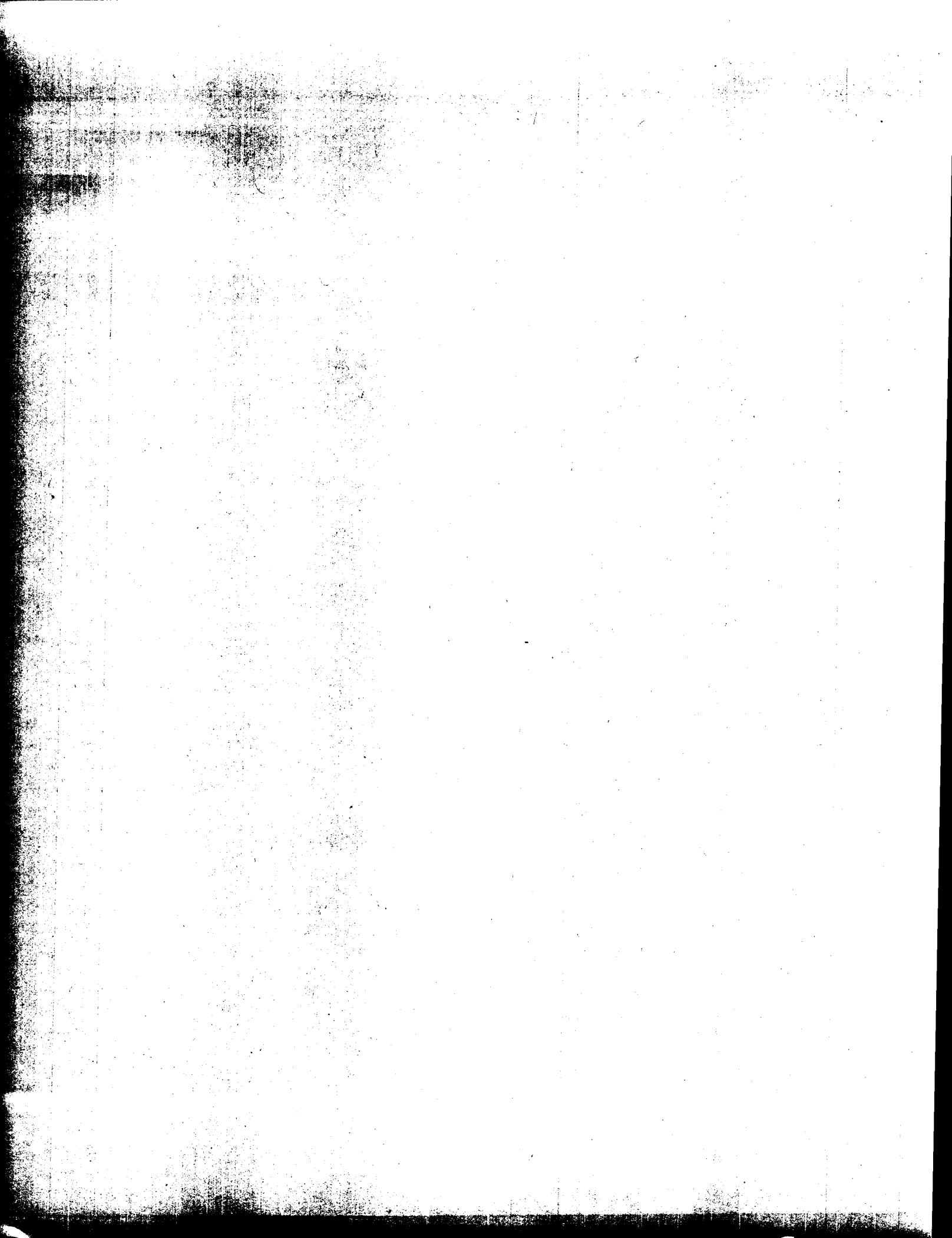
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### wawmchamber.com - WCTC Micro Entrepreneur Expo

The West Allis / West Milwaukee Chamber of Commerce actively promotes economic development and business retention in both communities, enhances the images ...  
[wawmchamber.com/content/view/213/2/](http://wawmchamber.com/content/view/213/2/) - 28k - [Cached](#) - [Similar pages](#)

### [PDF] WCTC Micro Entrepreneur Expo

File Format: PDF/Adobe Acrobat - [View as HTML](#)  
The 2008 WCTC Micro **Entrepreneur Expo** will be held on Wednesday, April 2, 2008 from 4 - 9:30 pm in the WCTC. Richard T. Anderson Education Center. ...  
[wawmchamber.com/index2.php?option=com\\_content&do\\_pdf=1&id=213](http://wawmchamber.com/index2.php?option=com_content&do_pdf=1&id=213) - [Similar pages](#)

### Dan Koifman's Blog » Blog Archive » BoA Youth Entrepreneur Expo

BoA Youth **Entrepreneur Expo.** I think I marketed the my program a bit too well. Every

year Citizens for NYC and Bank of America organize the largest youth ...  
dankoifman.com/?p=93 - 19k - [Cached](#) - [Similar pages](#)

### Dan Koifman's Blog » Blog Archive » Goldman Sachs Youth ...

Goldman Sachs Youth **Entrepreneur Expo**. I was beaming throughout the entire subway ride home after coming from the Goldman Sachs Youth **Entrepreneur ...**  
dankoifman.com/?p=36 - 19k - [Cached](#) - [Similar pages](#)

### Griffin, GA - Official Website

Title: LEAF Power Partnerships **Entrepreneur Expo**. Date: January 26, 2007. Address: Griffin, GA 30224. Location: Griffin Technical College Dining Hall ...  
www.cityofgriffin.com/CurrentEvents.asp?EID=56 - 29k - [Cached](#) - [Similar pages](#)

### The Fort Worth International Center

The **Entrepreneur Expo** is one of the largest events for men and women who want to start or grow their business in the Fort Worth/Dallas area. ...  
www.fwic.com/EN/event\_details.jsp?id=180 - 13k - [Cached](#) - [Similar pages](#)

### 2007 Micro Entrepreneur Expo at Waukesha County Technical College ...

Whether you are coming to make new connections or rekindle old ones, the March 21, 2007 **Micro Entrepreneur Expo** will feature dynamic speakers, ...  
upcoming.yahoo.com/event/151484/ - 16k - [Cached](#) - [Similar pages](#)

### Magic Johnson to Speak at Black Entrepreneur Expo - small business ...

Magic Johnson to Speak at Black **Entrepreneur Expo**. EMAIL THIS ARTICLE ... Inc.com: Magic Johnson to Speak at Black **Entrepreneur Expo** - small business ...  
www.inc.com/news/briefs/200704/0427magic.html - 47k - [Cached](#) - [Similar pages](#)

### SPREE Specialty Retail Entrepreneur Expo and Conference | Retail Mob

SPREE Specialty Retail **Entrepreneur Expo** and Conference. Merchandise | Store Operations | cart | kiosk | specialty retail. Start: 2007-04-25 09:00 ...  
www.retailmob.com/spree\_specialty\_retail\_entrepreneur\_expo\_and\_conference - 15k - [Cached](#) - [Similar pages](#)

### Presented Mindful Masterminding at Entrepreneur Expo

I've just presented a seminar titled "Brainstorming Groups Who Make Housecalls" at the Lockheed Martin / Chase Bank **Entrepreneur Expo** in Fort Worth, ...  
globalonlinegroups.com/mastermind-group/?p=10 - 19k - [Cached](#) - [Similar pages](#)

### Maverick of the Morning: Youth Entrepreneur Expo, CNNfn. | Finance ...

Original Source: MARKET CALL RHONDA SCHAFFLER, CNNfn ANCHOR, MARKET CALL: Teaching underserved young people how to succeed through academic and ...  
www.accessmylibrary.com/coms2/summary\_0286-2314333\_ITM - 22k - [Cached](#) - [Similar pages](#)

### Self-employment and entrepreneur expo: www.jrbwork.com/conference ...

Entrepreneur - Self-employment and **entrepreneur expo**: www.jrbwork.com/conference.html.(Resources: web sites, organizations, events and more to grow your ...  
www.highbeam.com/doc/1G1-109957207.html - 42k - [Cached](#) - [Similar pages](#)

### **Entrepreneur Expo - For The Health of Your Business | Fort Worth ...**

**Entrepreneur Expo** - For The Health of Your Business. Seminars that will help you start or grow your business as well as provide health information for you ...

[www.pegasusnews.com/events/2007/mar/16/33887/](http://www.pegasusnews.com/events/2007/mar/16/33887/) - 28k - [Cached](#) - [Similar pages](#)

### **Noble Studios Portfolio**

Noble Studios Holiday Card; Autodesk University; CHSI - CRMBC eNewsletter; NCET **Entrepreneur Expo**; 2008 Governor's Cup; Nevada's Center for Entrepreneurship ...

[noblestudios.com/project/identity/ncet\\_entrepreneur\\_expo.html](http://noblestudios.com/project/identity/ncet_entrepreneur_expo.html) - 6k -

[Cached](#) - [Similar pages](#)

### **UAmCc - Contractors On The Move**

UAmCc joins "**Entrepreneur Expo**" on March 15 - 16, 2007 ... **Entrepreneur Expo** offers outstanding resources, education and networking to small businesses so ...

[www.uamcc.org/news/uamccjoinsexpo.aspx](http://www.uamcc.org/news/uamccjoinsexpo.aspx) - 20k - [Cached](#) - [Similar pages](#)

### **Entrepreneur Expo**

**Entrepreneur Expo**. Enter subhead content here. Stay Tuned for Coming Information about the. Entrepreneur & Financial Community Expo! ...

[www.launchfn.com/id141.html](http://www.launchfn.com/id141.html) - 16k - [Cached](#) - [Similar pages](#)

### **RGJ.com: eWeek celebrates small businesses**

Feb 20, 2008 ... I strongly encourage all business professionals throughout the state to embrace the mission of eWeek Nevada and the NCET **Entrepreneur Expo**. ...

[news.rgj.com/apps/pbcs.dll/article?AID=/20080220/OPED04/802200348/1102/OPED](http://news.rgj.com/apps/pbcs.dll/article?AID=/20080220/OPED04/802200348/1102/OPED) - 44k -

[Cached](#) - [Similar pages](#)

### **RGJ.com: eWeek celebrates small businesses**

Greater Reno-Tahoe's celebration of eWeek kicks off March 10 at the Desert Research Institute and culminates in a free, open-to-the-public **Entrepreneur Expo** ...

[news.rgj.com/apps/pbcs.dll/article?AID=/20080220/OPED04/802200348/1102/OPED05](http://news.rgj.com/apps/pbcs.dll/article?AID=/20080220/OPED04/802200348/1102/OPED05) - 44k -

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### **Diane On Business**

Micro **Entrepreneur Expo**: Help for Early-Stage Entrepreneurs ... The Micro **Entrepreneur Expo**, a must for start-up entrepreneurs, offers powerful ...

[www.dianeonbusiness.com/pastshows/03\\_10\\_07.html](http://www.dianeonbusiness.com/pastshows/03_10_07.html) - 4k - [Cached](#) - [Similar pages](#)

### **"Entrepreneur Expo" on March 15 - 16, 2007 - Pressure Washing ...**

**Entrepreneur Expo** on March 15 - 16, 2007 UAmCc United Association of Mobile Contract Cleaners.

[www.propowerwash.com/board/upload/showthread.php?p=62238](http://www.propowerwash.com/board/upload/showthread.php?p=62238) - 89k -

[Cached](#) - [Similar pages](#)

### **City of Underwood, ND -- UHS Entrepreneur Expo**

City of Underwood, ND. UHS **Entrepreneur Expo**. Wednesday, March 07, 2007 at 9:30 PM. to 1:00 PM. Location: UHS Gym. Contact Julie Driessen for more ...

[www.underwoodnd.govoffice2.com/index.asp?Type=B\\_EV&SEC=%7B69477A2D-0F80-48D3-B9B4-3FA9B0E6DDB5%7D...](http://www.underwoodnd.govoffice2.com/index.asp?Type=B_EV&SEC=%7B69477A2D-0F80-48D3-B9B4-3FA9B0E6DDB5%7D...) - 7k - [Cached](#) - [Similar pages](#)

**Entrepreneur Expo | Fort Worth Convention Center (FWCC) | Eventful**

Event: **Entrepreneur Expo** Venue: Fort Worth Convention Center (FWCC) Location: Fort Worth Dallas metro area Categories: Business, Finance, Investing, ...  
eventful.com/events/fort-worth/ conference-entrepreneur-expo-/E0-001-008183850-8 - 63k - [Cached](#) - [Similar pages](#)

**Emergency medical training franchise at Entrepreneur Expo**

His search took him to the annual **Entrepreneur Expo** in Long Beach earlier this summer. "The way wages and salaries are going," he said, "you'd be better off ...  
www.citizensafety.org/081393.shtml - 14k - [Cached](#) - [Similar pages](#)

**NCET's Entrepreneur Expo: Blogs, Photos, Videos and more on Technorati**

Mentions by Day. Posts tagged NCET's **Entrepreneur Expo** per day for the past 30 days. Chart of results for NCET's **Entrepreneur Expo** ...  
technorati.com/tag/NCET's%20Entrepreneur%20Expo - 27k - [Cached](#) - [Similar pages](#)

**Entrepreneur Expo: Blogs, Photos, Videos and more on Technorati**

4th Career and **Entrepreneur Expo** 2007 in Penang December 3rd, 2007 Out of job? Looking for a job ? Then come to the 4th Career and **Entrepreneur Expo** 2007 in ...  
technorati.com/tag/Entrepreneur%20Expo - 45k - [Cached](#) - [Similar pages](#)  
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**San Jose Venture Capital Conference and Entrepreneur Expo July 18 ...**

PR: The Golden State Capital Networks San Jose Venture Capital Conference and **Entrepreneur Expo** will showcase more than sixty selected companies to make ...  
www.prweb.com/releases/2001/6/prweb25697.htm - 41k - [Cached](#) - [Similar pages](#)

**HappeningsinGSSU601 : Message: Entrepreneur Expo, 11/3/2007, 10:00 am**

Title: **Entrepreneur Expo**. Date: Saturday November 3, 2007 ... Group  
http://groups.yahoo.com/group/HappeningsinGSSU601/cal **Entrepreneur Expo** Saturday ...  
groups.yahoo.com/group/HappeningsinGSSU601/message/23 - 23k - [Cached](#) - [Similar pages](#)

**HappeningsinGSSU601 : Message: Entrepreneur Expo Deadline, 10/31 ...**

**Entrepreneur Expo** Deadline, 10/31/2007, 12:00 am, Topic List < Prev Topic | Next ... Title: **Entrepreneur Expo** Deadline. Date: Wednesday October 31, 2007 ...  
groups.yahoo.com/group/HappeningsinGSSU601/message/26 - 21k - [Cached](#) - [Similar pages](#)  
[More results from groups.yahoo.com »](#)

**TCU Collegiate Entrepreneurs Organization | Entrepreneur Expo**

The Collegiate Entrepreneurs Organization at Texas Christian University. learn about us our programs entrepreneur's survival kit mark your calendar media ...  
www.tcuceo.org/entrepreneursexpo.html - 7k - [Cached](#) - [Similar pages](#)

**The Bullet Point :: Statistics**

NCET, Nevada's Center for Entrepreneurship and Technology, created the concept of the **Entrepreneur Expo** to address the unique needs of entrepreneurs. ...  
www.scsv.nevada.edu/~bullet/main.php?page=stats - 11k - [Cached](#) - [Similar pages](#)

### Internet Marketing Firm in Dallas to Launch Small Business ...

Franklin-Spirko will introduce its Internet marketing services for small business owners at the **Entrepreneur Expo** in Fort Worth, Texas ...

[www.prlog.org/10049318-internet-marketing-firm-in-dallas-to-launch-small-business-products-at-entrepreneu...](http://www.prlog.org/10049318-internet-marketing-firm-in-dallas-to-launch-small-business-products-at-entrepreneu...) - 24k - [Cached](#) - [Similar pages](#)

### Wisewomen Group

Lockheed Martin and Chase Bank present **Entrepreneur Expo** - For The Health Of Your Business. This fabulous event is sponsored by the Fort Worth Women's ...

[www.wisewomengroup.com/catherine-simpson/2007-entrepreneur-expo.html](http://www.wisewomengroup.com/catherine-simpson/2007-entrepreneur-expo.html) - 21k - [Cached](#) - [Similar pages](#)

### Big Fish Networking

The Ohio Small Business and **Entrepreneur Expo** has been founded to address the needs of both small business owners and entrepreneurs. ...

[bigfishnetworking.com/index.php?option=com\\_thyme&calendar=1&category=1&m=2&y=2007&lte...](http://bigfishnetworking.com/index.php?option=com_thyme&calendar=1&category=1&m=2&y=2007&lte...) - 60k - [Cached](#) - [Similar pages](#)

### Davis Bioscience Group

Davis Bioscience Group principals will attend and participate in the Golden State Venture Capital Conference and **Entrepreneur Expo**, Doubletree Hotel, ...

[www.davisbioscience.com/newsevents.htm](http://www.davisbioscience.com/newsevents.htm) - 20k - [Cached](#) - [Similar pages](#)

### David LaPlante

The **Entrepreneur Expo**, for example, will feature exhibitions by 30 to 40 organizations that provide services for entrepreneurs and aspiring entrepreneurs. ...

[davidlaplante.typepad.com/](http://davidlaplante.typepad.com/) - 32k - [Cached](#) - [Similar pages](#)

### Northeast Entrepreneur Fund, Inc.

**Entrepreneur Expo** begins Friday, August 4! ... The Iron Range Business & **Entrepreneur Expo** is hosted by the Northeast Entrepreneur Fund and the Laurentian ...

[www.entrepreneurfund.org/E-newsletter/E-bulletinAug2006.htm](http://www.entrepreneurfund.org/E-newsletter/E-bulletinAug2006.htm) - 38k - [Cached](#) - [Similar pages](#)

### Samara C. Kezele Fritchman

... Women's Entrepreneur Week for the City of Tacoma, Small Business Fair for Pierce College, Women's **Entrepreneur Expo**, Tacoma Dome Entrepreneur Fair Expo, ...

[www.balancinglife.com/biography.html](http://www.balancinglife.com/biography.html) - 11k - [Cached](#) - [Similar pages](#)

### Star-Telegram.com: | 02/09/2008 | Lots of ideas, but much less money

Feb 9, 2008 ... FORT WORTH Startup fever was in the air Friday, but would-be business owners attending Fort Worth's ninth annual **Entrepreneur Expo** were ...

[www.star-telegram.com/business/story/463618.html](http://www.star-telegram.com/business/story/463618.html) - 62k - [Cached](#) - [Similar pages](#)

### David LaPlante - Reno Category

March 15 - NCET's **Entrepreneur Expo** - 9:00 a.m. - 5:00 p.m. Reno-Sparks Convention Center - Free - Open to the Public: Attended by 500 to 1000 small ...

[www.davidlaplante.com/category/reno/](http://www.davidlaplante.com/category/reno/) - 82k - [Cached](#) - [Similar pages](#)

### TESS - Document Display

Word Mark, **ENTREPRENEUR EXPO**. Goods and Services, IC 035. US 101. G & S:  
arranging and conducting trade show exhibitions in the field of entrepreneurial ...  
[www.entrepreneur.net/tms/74800729emi.html](http://www.entrepreneur.net/tms/74800729emi.html) - 10k - [Cached](#) - [Similar pages](#)

### TESS - Document Display

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S: Arranging And Conducting Trade Show Exhibitions In The Field Of ...  
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### Entrepreneur Expo 2008: "Opening Doors for Business" | Discussion ...

#### Entrepreneur Expo 2008: "Opening Doors for Business"

[www.bumpzee.com/smbizonlinemarketing/entries/view/1310461/](http://www.bumpzee.com/smbizonlinemarketing/entries/view/1310461/) - 12k -  
[Cached](#) - [Similar pages](#)

### Hong Kong International Franchise, Investment & Entrepreneur Expo 2006

The Hong Kong International Franchise, Investment & **Entrepreneur Expo** 2006 has ended  
successfully by bringing in numerous business opportunities to both the ...  
[franchise.expo.com.hk/](http://franchise.expo.com.hk/) - 11k - [Cached](#) - [Similar pages](#)

### Welcome to the Veterans Business Outreach Center, California

**Entrepreneur Expo**- Las Vegas. March 1, 2008 8:30am-3:30pm. Palace Station Hotel. 2411  
W Sahara Ave ... **Entrepreneur Expo**- Reno. March 15, 2008 8am-5pm ...  
[www.vboc-ca.org/calendar.php](http://www.vboc-ca.org/calendar.php) - 16k - [Cached](#) - [Similar pages](#)

### Gotsales Trade Shows - Event details

**Entrepreneur Expo** focuses on self-employed opportunities for people who are looking to  
start a full or part-time business or seeking to build onto their ...  
[www.gotsales.com/eventdetail.php?id=1067](http://www.gotsales.com/eventdetail.php?id=1067) - 15k - [Cached](#) - [Similar pages](#)

### The Entrepreneur Expo

The Neeley Entrepreneurship Program offers a course called "Growing Your Business" for  
mature business owners at the **Entrepreneur Expo**. Topics include: ...  
[www.tuceo.com/expo.htm](http://www.tuceo.com/expo.htm) - 5k - [Cached](#) - [Similar pages](#)

### NCET Presents eWeek Nevada

2007 NCET's **Entrepreneur Expo** Photos. [www.flickr.com](http://www.flickr.com). This is a Flickr badge showing  
photos in a set called 2007 NCET Expo. Make your own badge here. ...  
[www.eweeknevada.com/](http://www.eweeknevada.com/) - 18k - [Cached](#) - [Similar pages](#)

### NCET Presents eWeek Nevada » Reno Entrepreneur Expo

Whether someone is an entrepreneur, starting a new business or wants to expand an  
existing business, the free **Entrepreneur Expo** provides: ...  
[www.eweeknevada.com/ncet's-entrepreneur-expo-reno](http://www.eweeknevada.com/ncet's-entrepreneur-expo-reno) - 14k - [Cached](#) - [Similar pages](#)  
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### FindOwnerSearch - Brand Owner Entrepreneur Media, Inc.

**ENTREPRENEUR EXPO** Category Info. **ENTREPRENEUR EXPO** Category Info.  
**ENTREPRENEUR MAGAZINE'S SMALL BUSINESS EXPO** Category Info ...  
[www.findownersearch.com/owner/2102313/](http://www.findownersearch.com/owner/2102313/) - 8k - [Cached](#) - [Similar pages](#)

[North Lake Tahoe Bonanza - Business](#)

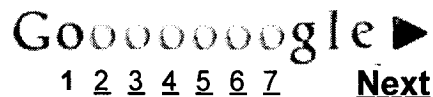
Feb 8, 2008 ... Nevada's Center for Entrepreneurship and Technology is holding its "Entrepreneur Expo" from 9 a.m. to 5 p.m. March 15 at the Reno-Sparks ...  
[www.tahoebonanza.com/article/20080208/BUSINESS/540272374](http://www.tahoebonanza.com/article/20080208/BUSINESS/540272374) - 19k - [Cached](#) - [Similar pages](#)

[The Dallas Sales and Marketing Blog - MyBlogLog](#)

It's that time again for the Fort Worth Business Assistance Center (BAC) to pride itself on hosting the largest Entrepreneur Expo in not only Texas, ...  
[www.mybloglog.com/buzz/community/businessindallas/](http://www.mybloglog.com/buzz/community/businessindallas/) - 31k - [Cached](#) - [Similar pages](#)

[FWCC - Chamberletter](#)

Organizers of the upcoming Entrepreneur Expo have lined up speakers from across the ...  
Entrepreneur Expo has just about everything business owners need for ...  
[www.fortworthcoc.org/chamber\\_about/Chamberletter\\_2004\\_March.html](http://www.fortworthcoc.org/chamber_about/Chamberletter_2004_March.html) - 82k - [Cached](#) - [Similar pages](#)



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# Event to offer advice, networking for entrepreneurs

**Zack Hall (ZHALL@RGJ.COM)**

RENO GAZETTE-JOURNAL

February 23, 2007

Entrepreneurs and would-be entrepreneurs will have plenty of opportunities for help during the next week as Northern Nevada kicks off the first EntrepreneurshipWeek.

The event, which begins Saturday with a SCORE seminar and runs through March 3, feature seminars, open houses and networking events, culminating with the Entrepreneur Expo on March 2.

The local events, which coincide with national event EntrepreneurshipWeek USA, are aimed at making available the multiple resources to budding entrepreneurs in the state, said Dave Archer, managing director of the Nevada Center for Entrepreneurship and Technology.

"We have a tremendous amount of resources in state to help entrepreneurs," said Archer, who helped plan the week. "Many just don't know about them."

Nevada has relied heavily on entrepreneurs throughout its history and, currently, 85 percent of the state's businesses have fewer than 20 employees, Archer said.

Making resources easily accessible to the public is critical to the future growth of the state, said local entrepreneur Darik Volpa, CEO of Understand.com.

"As Nevada becomes one of the leading entrepreneurial states, it is important that we continue to influence future business to grow here," Volpa said. "NCET and the programs that it promotes are incredible assets to the future of business in the state."

The EntrepreneurWeek Entrepreneur Expo will be from 9 a.m. to 5 p.m. March 2 at the Reno-Sparks Convention Center and is free to the public.

Attendees will have access to displays from local entrepreneurs and expert advice "on virtually every facet of starting and running a business," the NCET said.

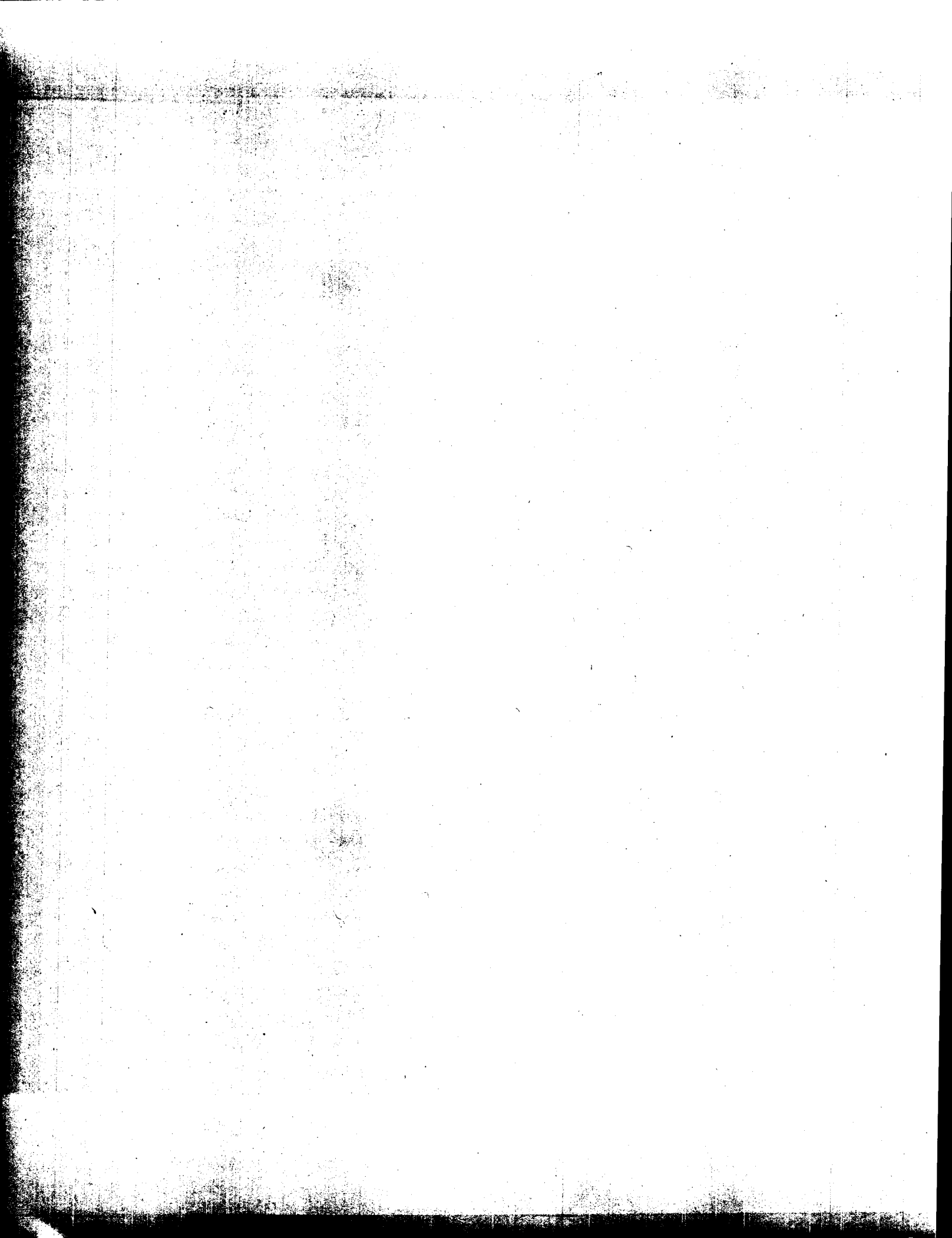
The Reno Gazette-Journal is one of the sponsors of the event.

On Wednesday, the Northern Nevada Development Authority will be among the hosts of "Procurement Outreach Program is Your Connection," an event that will offer help on starting or expanding businesses.

The event at the Plaza Hotel and Conference Center in Carson City, will have free resource consultations from 10 to 11:30 a.m. A network luncheon costs \$20 in advance or \$30 at the door.

Monday's official kickoff event will be at the Desert Research Institute in Reno and feature speakers such as Lt. Gov. Brian Krolicki.

"The best analogy for this was it's like Artown for entrepreneurs," said Archer, who plans to make this an annual event.



# 2008 Micro Entrepreneur Expo

**Wednesday, April 2, 2008**  
**4:00 – 9:30 p.m.**

Richard T. Anderson Education Center  
Waukesha County Technical College  
800 Main Street, Pewaukee



LEAD  
ACTOR

DIRECTOR

PRODUCER

## THERE'S NO BUSINESS LIKE SHOW BUSINESS!

Here is what the 2007 attendees had to say about the Expo:

*"Excellent program and excellent presenters."*

*"What a wealth of information and education (especially for the price). Very enjoyable, too!"*

*"Great event. Really allows you to network."*

*"Very useful information and techniques that can be taken and used immediately."*

*"Wish they were all this good."*

*"Loved the cheesecake. Fantastic speakers."*

Petitioner Exhibit #63

All net proceeds go to benefit Small Business Center students and clients.



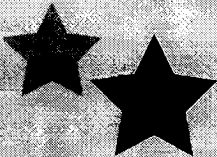
[www.wctc.edu/smallbusiness](http://www.wctc.edu/smallbusiness)

# 2008 Micro Entrepreneur Expo

## THERE'S NO BUSINESS LIKE YOUR BUSINESS!

Running a successful micro venture is a lot like producing your own big Broadway stage show...except that your "production" is usually a one man or a one woman show! As the stage lights come up and the audience slides to the edge of their seats with eager anticipation, the spotlight shines directly on you. **You're the producer, the director and even the lead actor or actress. You are your business!**

### Wednesday, April 2, 2008 Expo Agenda



1:30 – 2:30 p.m.	Sponsor Booth Set-up
2:30 – 4:00 p.m.	Red Carpet Sponsor Reception Hors d'oeuvres Served <i>Guest Speaker</i>
4:00 – 4:45 p.m.	Registration, Visit Booths, Open Networking
4:45 – 5:00 p.m.	Welcome <i>Emcee Paul Decker, Positive Presentations</i>
5:00 – 5:30 p.m.	...And Now a Word From Our Sponsors
5:30 – 6:15 p.m.	Master Your Market <i>Diane Chamness, Chamness Group</i>
6:15 – 7:30 p.m.	Buffet Dinner, Networking, Visit Booths
7:30 – 8:00 p.m.	Mastering the Media Morass <i>Jerry Bott, Media Expert</i>
8:00 – 8:15 p.m.	Wrap-up
8:15 – 9:30 p.m.	Open Networking, Visit Booths

And like the show's producer, you're constantly looking for creative ways to spread the word and get those theater seats filled. After all, when the curtain finally goes up on your own small business production, it's all about marketing. Marketing always takes center stage!

Join us on April 2 as we show you how to Master (aka Dominate) your market with the practical tips, secrets and strategies you must know to propel your business to new heights... starting the very next day. Great speakers, great networking opportunities and a great buffet dinner! Now that's entertainment!

We hope to see all of you at the big show as we roll out the red carpet to welcome you to the third annual Micro Entrepreneur Expo. Whether you plan to sponsor the event or just attend, tickets will go fast, so don't miss your curtain call! Either way, it's a solid investment in the future of your business.

...Lights, Camera, Action! See you there!

## Master Your Market

### Diane Chamness

The success of your show depends on how well you market it. As the producer of your show, you need to be in control of your marketing strategies. This program will help you understand what it takes to position your show for success.

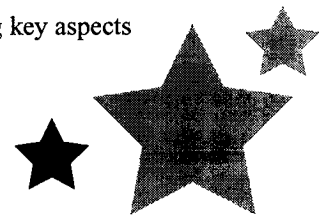
Your marketing strategies don't need to be complicated. You just need to be in control by understanding key aspects of your business like:

- What are people really buying from my business?
- How is my business different?
- How do I package my venture and take it to market?
- Where is my market headed?

You will learn that answering these questions is easier than you might think. In fact, you can start today. This program will show you how simply asking your customers questions and really listening to the responses can help you master your market and set the stage for success.

WAUKESHA COUNTY TECHNICAL COLLEGE

Small Business Center

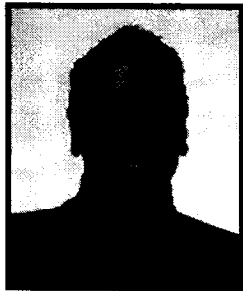


# 2008 Micro Entrepreneur Expo Speakers



**Diane Chamness, *President, Chamness Group***

Diane Chamness is President of Chamness Group, a consulting firm helping companies navigate change through strategic planning, marketing planning, research and organizational development. She has worked with a myriad of companies, and her clients all say she possesses the keen ability to assess a situation quickly and come up with viable options for change. While Diane's clients benefit from her strategic planning and marketing skills, as owner of her own business for more than 19 years, she also understands what it takes to run a successful service business. She has been recognized as a leader who moves her own company forward, with Chamness Group receiving accolades from The Business Journal and MRA/Milwaukee Magazine as a great place to work. You can hear Diane every Saturday afternoon as she shares her business acumen on her show, "Business Solutions with Diane Chamness" on News/Talk 1130 WISN.



**Jerry Bott, *Media Expert***

Jerry Bott has spent the last 27 years in radio programming, program management, and generating marketing programs and solutions for station clients. Jerry is currently the Director of AM Operations for Clear Channel Radio-Milwaukee, and the Director of Programming for WISN-AM and WOKY-AM. In those positions, he sits at the intersection of Programming, Promotion, and Sales, with input and expertise in all three disciplines. Jerry spends a significant amount of time advising clients on proper utilization of purchased time and space on a variety of platforms, including broadcast, online, and print media. Jerry's on-air experience includes hosting and producing talk shows at WISN and WTMJ radio. Over the years, Jerry has assisted a number of charities in enhancing their profile in the media for specific events or for general imaging.



**Paul Decker, *Positive Presentations***

Paul Decker shares his insights from experience helping people and organizations adjust and thrive in the 21st Century. Having worked for Xerox, Bausch & Lomb, internationally based firms, and serving on several boards, he has the ability to discern technical material, view the "big picture," satisfy customers, and communicate across multicultural lines. Recently completing his Master's degree, learning and implementing new skills has proven successful for Paul, and he brings those skills to life in his strategic planning, training seminars, keynote speeches, emcee performances, coaching, and mentoring. An experienced facilitator, Paul has worked with a wide variety of groups to develop action plans. Paul works with Fortune 500 organizations, businesses with 10 to 200 people, non-profits, universities and business associations. In addition, Paul is an experienced trainer, writer, and motivator, who also teaches in the Small Businesses Center at WCTC.

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## Mastering the Media Morass

### Jerry Bott

You've mastered your market and are ready to take your show on the road. Now you want to know the best venues for your product or service and how to make your message heard. This program will teach you how to maximize the impact of your marketing budget.

You will walk away with a better understanding of:

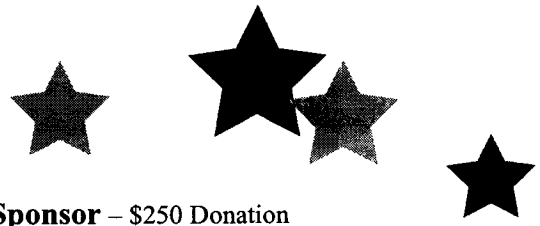
- Who your target customer really is
- How to match your marketing platforms with your target customer
- The differences each media type can offer you
- What your message should be
- The process of media mastery

Knowing these secrets can be the difference between a sold-out show and a flop. Don't miss this valuable information.



# Expo Registration Options

Check only one option.



- Gold Sponsor** – \$500 Donation or more
  - \*Includes 1 Expo Registration and buffet dinner.
  - Free Sponsor Booth (inside RTA).
  - Recognition at Expo and in program materials.
  - Featured spotlight during Expo.

- Silver Sponsor** – \$250 Donation
  - \*Includes 1 Expo Registration and buffet dinner.
  - Free Sponsor Booth (inside RTA):
  - Recognition at Expo and in program materials.

- Bronze Sponsor** – \$125 Donation
  - \*Includes 1 Expo Registration and buffet dinner.
  - Free Sponsor Booth (RTA lobby).
  - Recognition at Expo and in program materials.

- Expo Registration** – \$25
  - Includes 1 Expo Attendee and buffet dinner.
  - (\$35 at the door, subject to seating capacity.)

**\*If sponsors wish to bring a guest to help with their booth, the guest should register as an "Expo Registration" and remit \$25 payment.**

## Expo Registration Form

Please complete a separate registration form for each person attending the Expo. Print legibly in dark black ink. To be on the roster distributed to all attendees, your registration form must be received **by 3:00 p.m. on April 1, 2008.** (After 3:00 p.m. – Registration at door only, subject to seating capacity.)

Name \_\_\_\_\_  
*(As you want it to appear on your nametag)*

Business Name \_\_\_\_\_  
*(As you want it to appear on your nametag)*

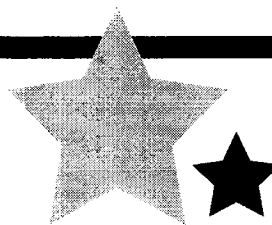
Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Email \_\_\_\_\_

Daytime Telephone (\_\_\_\_\_) \_\_\_\_\_ Fax (\_\_\_\_\_) \_\_\_\_\_

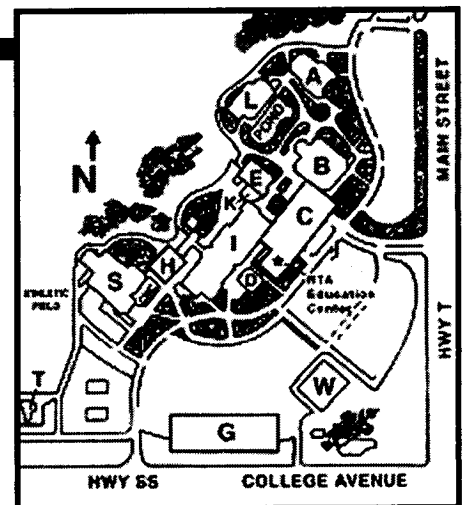
**MAIL** completed Expo Registration and check to:  
Small Business Center, C-022  
Waukesha County Technical College  
800 Main Street  
Pewaukee, WI 53072



Make registration checks payable to **WCTC Foundation**.  
In memo section on check, write  
"Expo Sponsor" or "Expo Registration".

We accept cash or checks only. Sorry, no credit cards.  
Please do not send cash through the mail.

*Full refunds (less processing fee) issued one week or more prior to the Expo.  
No refunds issued for cancellations less than one week in advance.*



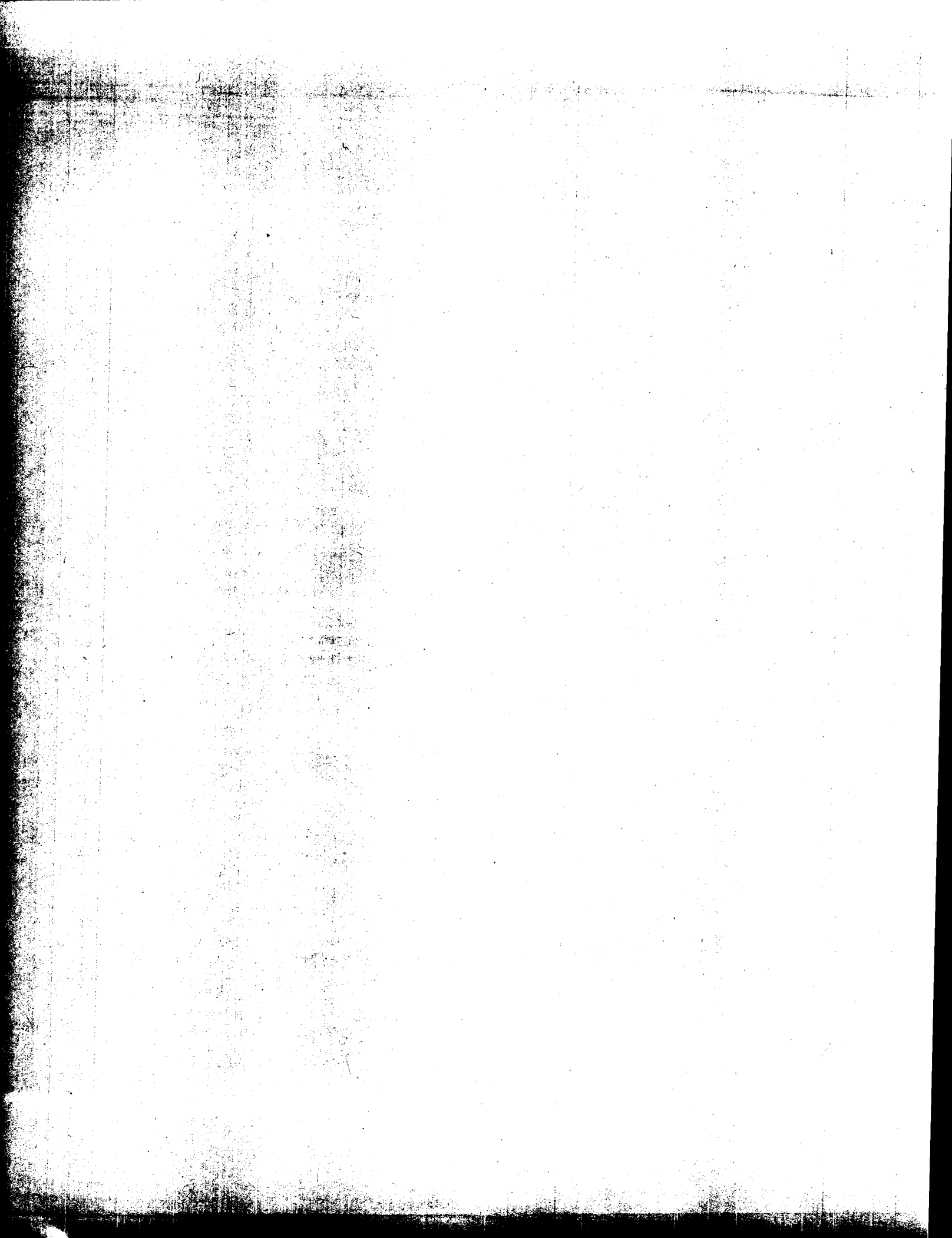
For complete maps and directions, visit:  
[www.wctc.edu/web/about/maps/pewaukee](http://www.wctc.edu/web/about/maps/pewaukee)

**FOR OFFICE USE ONLY**  
Non-Charitable Donation  
Deposit in Small Business Center Advised Fund  
Revenue Account #094

Check # \_\_\_\_\_ Amount \_\_\_\_\_  
Cash Deposited \_\_\_\_\_

**For more information**  
Russ Roberts, Manager, WCTC Small Business Center  
262.695.3468 or [rroberts@wctc.edu](mailto:rroberts@wctc.edu)





# MILITARY

HOME ABOUT ARCHIVES CONTACT  
EVENTS OPPORTUNITIES PROGRAMS & INITIATIVES RESOURCES

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## Coming Soon: The Military Entrepreneur EXPO 2008

November 20, 2007

A graphic with a black background and white text. At the top is the word "MILITARY" in a large, bold, sans-serif font. Below it, the words "OCEANSIDE, CA" are written in a smaller, spaced-out, sans-serif font. Underneath that is a row of ten vertical white bars of varying heights. Below the bars, the text "MILITARY VETERANS FREE ADMISSION" is written in a bold, sans-serif font. At the bottom, there are three rectangular buttons with white text: "EXHIBITORS", "SPONSORS", and "ATTENDEES".

I am very excited to announce that the 1st Military Entrepreneur EXPO will take place in Oceanside, CA in 2008!

A scheduled date has yet to be determined. The exact date and venue will be determined by the response we receive. If it determined that The Military Entrepreneur EXPO 2008 is received well and there is a large amount of interest in attendees, exhibitors and sponsors we will then decide on the exact date and venue. Until then, you can expect more news to

come in the following weeks. Additionally, we will begin publishing surveys and forms to collect information on what you would like to see at The Military Entrepreneur EXPO 2008.

Written by The Military Entrepreneur · Filed Under Events

Petitioner Exhibit #64

Source: [www.themilitaryentrepreneur.com/coming-soon-the-military-entrepreneur-expo-2008/](http://www.themilitaryentrepreneur.com/coming-soon-the-military-entrepreneur-expo-2008/)





Event Date: June 9, 2007

# GAME/ CENTER FOR ENTREPRENEURSHIP

## ENTREPRENEUR EXPO!

**ONLY  
PEOPLE WHO  
HAVE  
ATTENDED  
THE CENTER  
FOR  
ENTREPRE-  
NEURSHIP  
COMMUNITY  
CLASSES MAY  
PARTICIPATE.**



If you have attended any of the free community classes sponsored by the GAME/Center for Entrepreneurship and have established your new business, we invite you to exhibit your new business without charge at the upcoming

**Tell other people  
about your business!**

**ATLANTA METROPOLITAN COLLEGE  
ENTREPRENEUR EXPO  
SATURDAY, JUNE 9, SATURDAY  
10:00 A.M. TO 3:00 P.M.  
GREENBRIAR SHOPPING MALL**

For more information or to reserve a spot, contact:  
GAME/Center for Entrepreneurship

Atlanta Metropolitan College  
Science/Lecture Bldg. Rm. 162  
1630 Metropolitan Parkway  
Atlanta, Georgia 30310

Phone: 404-756-4039  
Fax: 404-756-4833  
Email: [mfoley@atlm.edu](mailto:mfoley@atlm.edu)  
Website: <http://www.atlm.edu>


Here is your chance to start marketing your new business! We want to hold a fashion show- we need designers to show their clothes, jewelry designers, and singer/bands to provide the music for the show or to perform in between. Tell us how you can be involved in this 30-minute to 1-hour presentation.

Petitioner Exhibit #65



Announcing the 2008  
 Lockheed Martin/Chase Entrepreneur Expo®  
*Opening Doors for Business!*

Lockheed Martin and  
 Chase present  
**Entrepreneur®**  
**EXPO**  
*Opening Doors for Business*



Expo Logo designed by Clear Message Communications

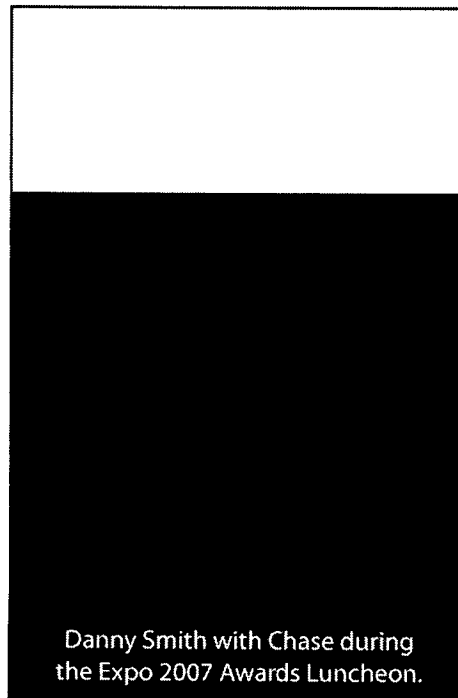
Heading into its ninth year, the Lockheed Martin/Chase Entrepreneur Expo® has remained on the cutting-edge of offering the finest education, networking and business opportunities for small business owners. As many know, *The Expo* is one of the largest events of its kind in north Texas with more than 2,500 people attending and a sold-out exhibit hall in 2007 with a record-setting 329 exhibitors.

**Mark your calendars now  
 for Friday, February 8,  
 2008 at the Fort Worth  
 Convention Center.**

This year *The Expo* is "Opening Doors for Business" with the addition of new educational opportunities for those who want to start, buy or expand their business as well as a new look and new opportunities in the popular exhibit hall. Everything's conveniently rolled into one day – the exhibit hall, seminars, awards luncheon, Cyber Café, and After-Hours Networking event. Before we "open the door" to Expo 2008, here's a quick look back on who attended in 2007:

In a sample survey of Entrepreneur Expo® luncheon attendees:

- 70% attendees were women - 30% men
- 39% minorities
- 21% are M/WBE certified
- 14% have been in business 10 years or more
- 45% have been in business two – nine years
- 21% have been in business one year or less
- 19% have revenues of \$1 million-plus  
*(an increase from 2006)*
- 42% have revenues of \$100,000 to \$999,999  
*(an increase from 2006)*
- 39% have revenues of up to \$99,990
- 23% have 11 or more full-time employees  
*(increase from 2006)*
- 52% have 1-10 full-time employees



Danny Smith with Chase during the Expo 2007 Awards Luncheon.

**Just the Facts:**

8th Annual Entrepreneur Expo  
 Co-Title Sponsors: Lockheed Martin & Chase  
 Friday, February 8, 2008  
 Fort Worth Convention Center



Produced by  
 the City of Fort Worth  
 for the benefit of the  
 BAC Education Foundation

Expo Hotline: 817-874-6021  
[www.TheExpo.org](http://www.TheExpo.org)

Exhibitor Hotline: 817-348-8597  
 Exhibitor E-mail: [exhibitors@TheExpo.org](mailto:exhibitors@TheExpo.org)

Early Bird Registration opens  
 September 1, 2007

Opening the door to 2008, one of the more significant additions to *The Expo* is the *Procurement Zone* which will provide opportunities for small businesses to market themselves to federal, state and local governmental agencies who are interested in developing business relationships with small business. Designed to create an "up close and personal" opportunity, small business owners will be able to discuss specifics on their purchasing needs and the application process to become a vendor with buyers, federal prime contractors and sub-contractors.

*The Procurement Zone* is the result of a merger of *Expo* with the Annual Government Procurement Conference, held each summer for the past 11 years, and hosted by the University of Texas at Arlington, Cross Timbers Procurement Center. The joint event will offer even more opportunities for small business owners.

"There are an incredible number of opportunities for small businesses to do business with governmental agencies," said Gary Harlin, Procurement Consultant with the Cross Timbers

**Petitioner Exhibit #66**

*continued on page 4*

# Calendar of Events for September 2007

## BUSINESS PLAN

**9/11 Business Plan I: Write the Vision**  
(2nd Tuesday monthly)  
5:30 p.m. - 9:00 p.m. FEE-\$35  
Special pricing! Take both Business Plan I and II for only \$50 for both - a \$20 savings!  
Sponsored by the Business Assistance Center  
Registration Required  
For Info: 817.871.6025

**9/15 SCORE Small Business Workshop**  
(3rd Saturday monthly)  
8:00 a.m. - 3:00 p.m. FEE-\$75 (includes lunch & materials)  
Registration Requested  
Sponsored by SCORE  
For Info: 817.871.6002

**9/25 Business Plan II: Put Your Money Where Your Vision Is**  
(4th Tuesday monthly)  
5:30 p.m. - 9:00 p.m. FEE-\$35  
Special pricing! Take both Business Plan I and II for only \$50 for both - a \$20 savings!  
Sponsored by the Business Assistance Center  
Registration Required  
For info: 817.871.6025

**9/27 FastTrac**  
(11 week program)  
6:00 p.m. - 9:30 p.m. Scholarships available  
Registration Required  
Sponsored by the TCC-SBDC  
For info: 817.871.6029

## CERTIFICATION

**9/13 Certification Class**  
(2nd Thursday monthly)  
5:30 p.m. - 7:00 p.m. FEE-\$10  
Registration Required  
Sponsored by the Business Assistance Center  
For Info: 817.871.6025

## FINANCE

**9/4 SBA Financing**  
(1st Tuesday monthly)  
2:00 p.m. - 4:00 p.m. FEE-\$26  
Registration Required  
Sponsored by TCC-SBDC  
For Info: 817.871.6028

**9/11 & 9/25 QuickBooksPro Parts I & II**  
(Part I on 2nd Tuesday)  
(Part II on 4th Tuesday)  
6:00 p.m. - 8:00 p.m. FEE-\$100 for both parts  
Registration Required  
Sponsored by the Business Assistance Center  
For Info: 817.871.6025

**9/18 SBA Financing - Arlington**  
(3rd Tuesday monthly)  
2:00 p.m. - 4:00 p.m. FEE-\$26  
Arlington - UTA Campus 140 W. Mitchell  
Registration Required  
Sponsored by TCC-SBDC  
For Info: 817-871-6028

**9/25 Loans, Grants and Other Financing Options for Your Business**  
(4th Tuesday monthly)  
3:00 p.m. - 4:30 p.m. FEE-\$10  
Registration Required  
Sponsored by the Business Assistance Center  
For info: 817.871.6025

**10/9 Cash Flow Management**  
(2nd Tuesday every other month)  
11:00 a.m.-1:00 p.m. FEE: \$35  
Registration Required  
Sponsored by the Business Assistance Center  
For Info: 817-871-6025

## INTELLECTUAL PROPERTY

**9/6 Intellectual Property Orientation**  
(1st Thursday monthly)  
10:00 a.m. - Noon FEE-\$26  
Registration Required  
Sponsored by TCC-SBDC  
For Info: 817.871.6028

**9/20 Intellectual Property Orientation**  
(3rd Thursday monthly)  
10:00 a.m. - Noon FEE-\$26  
Registration Required  
Sponsored by TCC-SBDC  
For Info: 817.871.6028

## LEGAL

**9/4 Free Legal Forum**  
(1st Tuesday monthly)  
6:00 p.m. - 7:30 p.m. FREE  
Sponsored by TCC-SBDC  
For Info: 817.871.6028

## NETWORKING

**9/4 Tarrant County Business Breakfast**  
(1st Tuesday monthly)  
7:00 a.m. - 8:30 a.m.  
Radisson South  
100 Alta Mesa Blvd.  
For Info: 817.871.6025

**Professional Power Team**  
(Every Tuesday)  
11:30 a.m. - 1:00 p.m. FEE \$12.00 includes lunch  
Blue Mesa, 1600 S. University Dr.  
For Info: 817.300.9445

**9/11 Women's Roundtable**  
(2nd Tuesday monthly)  
8:00 a.m.- 9:30 a.m. FEE-\$2  
Sponsored by the Business Assistance Center  
For Info: 817.871.6025

**9/20 Dallas Minority Business Breakfast**  
(3rd Thursday monthly)  
7:30 a.m. - 8:30 a.m. FREE  
2711 N Haskell, Dallas  
For Info: 214.767.8005

## PROCUREMENT

**9/4 Government Contracting**  
(1st Tuesday monthly)  
9:00 a.m. - 11:00 a.m. FEE-\$26  
Registration Required  
Sponsored by TCC-SBDC  
For Info: 817.871.6028

**9/18 Government Contracting**  
(3rd Tuesday monthly)  
9:00 a.m. - 11:00 a.m. FEE-\$26  
Registration Required  
Sponsored by TCC-SBDC  
For Info: 817.871.6028

## START-UP

**9/4 Step 1 Starting a Business**  
(1st Tuesday monthly)  
5:30 p.m. - 8:00 p.m. FREE  
Registration Required  
Sponsored by the Business Assistance Center  
For Info: 817.871.6025

**9/8 Is Franchising Right for You?**  
(2nd Saturday monthly)  
10:00 a.m. - 12:00 p.m. FREE  
Sponsored by the Business Assistance Center  
Registration Required  
For info: 817.871.6025

**9/8 Step 1 Starting a Business**  
(2nd Saturday monthly)  
10:30 a.m.-1:00 p.m. FREE  
Registration Required  
Sponsored by the Business Assistance Center  
For Info: 817.871.6025

**9/13 Step 1 Starting a Business**  
(2nd Thursday monthly)  
11:00 a.m. - 1:30 p.m. FREE  
Registration Required  
Sponsored by the Business Assistance Center  
For Info: 817.871.6025

**9/13 Small Business Mini-Course**  
(2nd Thursday monthly)  
5:30 p.m. - 7:30 p.m. FEE-\$26  
Registration Required  
Sponsored by TCC-SBDC  
For Info: 817.871.6028

**9/18 Step 1 Starting a Business**  
(3rd Tuesday monthly)  
5:30 p.m. - 8:00 p.m. FREE  
Registration Required  
Sponsored by the Business Assistance Center  
For Info: 817.871.6025

**9/22 Sell on eBay the Right Way**  
(4th Saturday monthly)  
8:30 a.m.-5:30 p.m. FEE-\$55  
Registration Required  
Sponsored by the Business Assistance Center  
For Info: 817-871-6025

**9/27 Step 1 Starting a Business**  
(4th Thursday monthly)  
11:00 a.m. - 1:30 p.m. FREE  
Registration Required  
Sponsored by the Business Assistance Center  
For Info: 817.871.6025

**9/27 Small Business Mini-Course**  
(4th Thursday monthly)  
2:00 p.m. - 4:00 p.m. FEE-\$26  
Registration Required  
Sponsored by TCC-SBDC  
For Info: 817.871.6028

## TAXES

**9/5 Small Business Tax Workshop**  
(1st Wednesday monthly)  
9:00 a.m. - 1:00 p.m. FEE-\$26  
Registration Required  
Sponsored by TCC-SBDC  
For Info: 817.871.6028

**9/15 Small Business Tax Workshop**  
(3rd Saturday monthly)  
9:00 a.m. - 1:00 p.m. FEE-\$26  
Center for Continuing Education & Workforce Development  
140 West Mitchell, Arlington  
Registration Required  
Sponsored by TCC-SBDC  
For Info: 817.871.6028

**9/19 Small Business Tax Workshop**  
(3rd Wednesday monthly)  
9:00 a.m. - 1:00 p.m. FEE-\$26  
Sponsored by the TCC-SBDC  
Registration Required  
For Info: 817.871.6028

Unless otherwise noted, all workshops are held at the Fort Worth Business Assistance Center, 1150 South Freeway (I-35W & Rosedale).

Online registration is available for FW BAC sponsored classes at [www.fwbac.com](http://www.fwbac.com).

## Loans, Grants & Other Financing Options for Your Business

This workshop will introduce you to the world of lending. Even if your business has been turned down by other loan programs, this workshop offers other available options.

- The 5 C's of Lending
- The truth about grants
- Financial alternatives for the bankable and unbankable
- How to prepare yourself and your business for financing
- Loans from \$5,000 to \$250,000

**Tuesday,  
September 25, 2007**

**3:00-4:30 p.m.**

**\$10**  
(prepayment required)  
Fees are nonrefundable



Fort Worth Business Assistance Center

To Register:

817.871.6025 [www.fwbac.com](http://www.fwbac.com)

## Learn How To Sell on eBay The Right Way!

**FOR ONLY  
\$55**

**LEARN HOW TO:**

- Open A Seller Account
- Create & Monitor Listings
- Improve Existing Listings
- Set Pricing
- Open & Use PayPal
- Complete Transactions

Learn From An Education Specialist Trained By eBay About  
**"THE BASICS OF SELLING ON EBAY"**

**Saturday, September 22, 2007  
8:30 a.m.-5p.m.**

To Register:

Call 817-871-6025



Dates in September:

- 4 5:30-8:00 p.m.
- 8 10:30a.m.-1 p.m.
- 13 11a.m.-1:30 p.m.
- 18 5:30-8:00 p.m.
- 27 11a.m.-1:30 p.m.

To register:

Call  
817-871-6025

Sponsored by:  
Fort Worth  
Business  
Assistance  
Center



## GET STARTED WITH A BUSINESS

If you're just starting your business  
or thinking about starting it, this is  
a *must* attend workshop.  
This is the first step.

**FREE!**

Topics covered include:

- The importance of choosing the name of your business
- Your business banking account
- Choosing your business structure
- The importance of a business plan
- Getting the financing you need to get rolling
- Business insurance

# Announcing the 2008 Lockheed Martin/Chase Entrepreneur Expo<sup>®</sup> continued from page 1

Procurement Center. "Some prime contractors such as Lockheed Martin, Bell Helicopter Textron and Dyncorp International are required to award a portion of each contract to small businesses. In fact, the federal government is really getting the word out lately they are looking to do business with veteran-owned businesses as well."

"The goal of merging the procurement conference with Expo is to create a premier procurement event that is effective for buyers and suppliers," said Dorothy Wing, Business Development Manager, City of Fort Worth, Economic and Community Development Department. "The Expo has a track record both as an event and as a place for business to do business. Gary and I saw many advantages in merging the two events: it will save staff time and resources, it will appeal to buyers and public officials, and it will attract the attendance of 'seasoned' businesses."

In addition to the governmental agencies, the *Procurement Zone* will also feature representation from large corporations who also choose to do business with small business owners and specifically with business that are certified as Minority and Women-owned Business Enterprise (M/WBE).

Speaking of "zones", the exhibit hall has always been the center of activity and this year attendees and exhibitors will discover a new look and new opportunities. The exhibit hall will be "zone central" and will feature:

- Business Development Zone (Support & Advice from Start-up to Growth)**
- Cleaning Zone (Janitorial Sales, Services & Supplies)**
- Construction Zone (Construction Industry-Related Companies)**
- Health Zone (Screenings, Insurance & Prevention)**

- Opportunity Zone (Franchise & Business Ownership Options)**
- Pro Zone (Professionals, Entrepreneurs & Services)**
- Procurement Zone (Government Agencies & Prime Contractors)**
- Retail Zone (Entrepreneurs Showcasing & Selling Products)**
- Technology Zone (Cyber Café & All Things Technical)**

2008 will again present seminars in four educational tracks have been framed to provide a wide-array of useful information for any size or age business. Returning is TCU's Neeley School of Business and their incredible *Growing Your Business* series of seminars. This specialty workshop is designed for those who have been in business and are ready to take their experienced business to the next level.

Look forward to the following educational tracks:

- \* **Business Beginners – finance, marketing, business plans and more!**
- \* **TCU's Neeley School of Business leads *Growing Your Business***
- \* **Procurement & Contracting featuring leading north Texas government agencies and corporations**
- \* **Certification: HubZone, 8a, DBE, M/WBE**

Registration for both attendees and exhibitors opens on September 1, 2007 by visiting [www.TheExpo.org](http://www.TheExpo.org) and take advantage of early-bird pricing available now through November 30th.

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## Legal Forum Offers Answers for Your Legal Questions

When it comes to legal issues, many entrepreneurs find themselves in a knowledge vacuum. To assist in filling that void, the Tarrant County College Small Business Development Center has been conducting a monthly open forum with a local attorney for more than ten years. The Legal Forum serves as just that, an open forum for those small business owners who seek legal remedies for some wrong or just want to ask about contracts and contract obligation or what legal structure they should choose for their business.

"You could never answer all of the legal questions one might have in a 90-minute forum," said David Edmonds, Director, Tarrant County College Small Business Development Center. "However, entrepreneurs can make some determinations about which direction to take when attempting to solve business related legal issues."

Instructing the class for the past year is Tisha Dodge, owner of the Dodge Legal Group, and who also instructs one of the Project NEW classes. Tisha started her own law firm to serve clients with intermittent needs for legal services. Dodge Legal Group is focused to meet the unique requirements of her clients - small to medium sized established companies, start up businesses as well as individuals for employment and business law issues. As a business owner herself, Tisha is able to provide practical –and legally sound– advice to clients.

She began her distinctive legal practice in employment law litigating breach of contract, discrimination, sexual harassment, and other employer-employee issues. In 1998, Tisha expanded her practice to encompass complex litigation cases representing employers in commercial class actions regarding overpayment of insurance premiums in over fifteen states. In 2004 and 2005, Tisha was twice recognized as a Texas Rising Star Lawyer by Texas Monthly magazine, which identified the top 2.5% of up and coming Texas attorneys.

"Surprisingly, the synergy in the class is quite fun," commented Tisha. "One attendee will ask a question and before you know it, everyone is connecting and they realize they're not the only one who is experiencing the same challenge. In addition to receiving legal guidance, a rapport also develops between small business owners and everyone learns from one another."

**The Legal Forum is a free class offered the first Tuesday each month from 6:00 p.m. – 7:30 p.m. Registration is required; 817-871-6028.**

# Incubation Program

On July 10, TECH Fort Worth kicked off its new Incubation Program with four companies as part of its mission to expand opportunities for local technology-based entrepreneurs. The Incubation Program marks the beginning of a three stage journey for TECH Fort Worth clients that ends with the successful launch and establishment of the company in the Fort Worth business community.

This first stage, the Incubation Program, focuses on the development of an in-depth business plan and a frank assessment of the commercial feasibility of a new venture based on proprietary technology. Participants include both inventors and founders of early stage companies. The program is for a broad range of technology applications, including medical devices, web tools, energy-saving devices, and others – almost anything that can be protected by patent or other means.

The program revolves around a series of planning workshops held on Tuesdays from 4 p.m. to 7 p.m. in the new TECH Fort Worth ThinkLab. During these highly interactive work sessions, entrepreneurs work directly on their own business plans. At each session, participants draw on the experience and input of both their fellow entrepreneurs and the TECH Fort Worth staff who lead the sessions, offer assistance and guidance, and facilitate interaction. Leaders of the sessions have significant experience in starting up companies and helping others to do so.

The inaugural class of companies includes Precision Songs, a developer of educational products and curriculum based assessment tools for autistic children; Gastar, developer of portable gas grills and heaters with iPod-compatible speakers; ACDET, developer of web-based differential diagnosis training modules for medical students; and Sendera Discovery, developer of a diagnostic test to assess the risks associated with androgen therapy.

## THINK LAB

To facilitate the interactive characteristics of the Incubation Program, TECH Fort Worth recently added a strategy and planning room, known as the ThinkLab, to their facility.

The new ThinkLab gives Incubator and Accelerator clients a space to hold strategy and planning sessions, as well as business development meetings with clients and partners.

The lab is equipped with moveable learning tables, 96 square feet of dry erase boards, wireless internet access, and a business library. Soon a projector and screen will be added to the room.

The ThinkLab is currently accessible by all Incubator and Accelerator clients by reservation, subject to availability.

TECH Fort Worth plans to limit the program to six companies per session (adding more sessions if needed to accommodate demand). Participants can join the group at any time and will set their own pace while in the program. Upon successful completion of the program, with a business plan demonstrating commercial feasibility of the technology, Incubator participants may be considered for eligibility to join TECH Fort Worth's Acceleration Program.

The program costs \$1,000 for up to six months of weekly sessions and access to the ThinkLab. After reviewing the program criteria at [www.techfortworth.org](http://www.techfortworth.org), interested companies can contact TECH Fort Worth at [info@techfortworth.org](mailto:info@techfortworth.org) to set up a meeting with Brent Sorrells, program co-director.



The ACORN Project, sponsored in part by State Farm Insurance and CitiBank, recently celebrated graduation following eight weeks of business training for the students of both the English and Spanish classes. Graduation took place at the Greenway Church in Fort Worth. Making it a "family affair" were five members of one family – all sisters or cousins who plan to make small business ownership a reality. Congratulations to Marie Adrianna Vasquez, Maria Teresa Moreira, Felicita Ramirez, Gilma Rodriguez and Sylvia Valdez. Photo courtesy of Melvin L. Vertison, [www.vertison.com](http://www.vertison.com).



# Call for Presentations – Lockheed Martin/Chase Entrepreneur Expo® 2008

Sponsored by Lockheed Martin and Chase, this annual event offers visitors and exhibitors a wealth of ideas and educational opportunities on how to start, buy and expand their business with specialized areas that focus on certification, procurement, international business practices, and contracting as well as an incredible opportunity to network and meet new clients. In 2007, more than 2,500 people attended with 319 vendors in the exhibit hall. Additional information about *The Expo* can be found at [www.theexpo.org](http://www.theexpo.org).

We are currently seeking submissions for those who would like to be considered as a seminar speaker at *Expo*.

Seminar topics will include:

## **Business Beginners**

Various, successful business owners will provide workshops in the following areas; Start-Up, Business Plan, accounting, and marketing.

## **Growing Your Business**

TCU's Neeley School of Business will conduct seminars on PEOs (Professional Employer Organizations), technology, and management.

## **Procurement/Contracting**

Seminars on how to do business with prime contractors, large corporations, federal, state and local governments.

## **Certification**

Types of certifications, (HubZone, 8a, DBE, M/WBE), how to use them, when to use them, eligibility and advantages.

Please allow us to answer some common questions regarding speaking at *Expo*®:

1. Our seminars are 70 minutes in length
2. Each seminar will feature a panel of at least two (2) independently selected experts on the topic being offered
3. The number of attendees will vary based on topic, but we encourage all speakers to prepare handout for at least 50. Several seminars have more than 100 in attendance, and some may have 25
4. All of our speakers volunteer their expertise and time. However, we do promote you and your seminar via two websites, a newsletter with circulation of more than 27,000 and through other various media outlets.
5. The use of multimedia equipment is highly encouraged. We will provide a screen and projector for your use during seminars. Each panel will be responsible for their own laptop, flip charts, and presentation handouts

## IMPORTANT DATES:

Friday, September 21, 2007 – Submission Deadline (Midnight Central)

Friday, October 12, 2007 – If selected, you will be notified via e-mail

# Call for Presentations – Fort Worth Business Assistance Center

We are currently seeking speakers for continued training and development seminars targeted at those who want to start, buy or expand their business for the year-round calendar at the Fort Worth Business Assistance Center (BAC). We're seeking submission on a wide array of topics that will assist small business owners in a successful endeavor.

Please visit the BAC website at [www.fwbac.com](http://www.fwbac.com) to view a listing of our current ongoing and specialty seminars.

## Important Dates:

Friday, September 21, 2007 – Submission Deadline (Midnight Central)

Friday, October 12, 2007 – If selected, you will be notified via e-mail

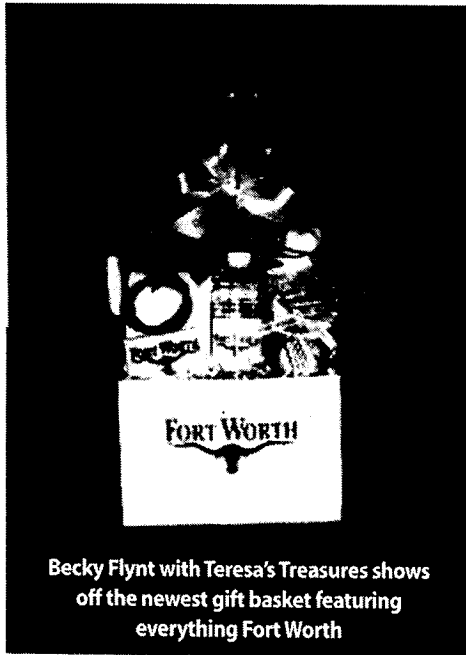
## Speaker Submission Guidelines

1. Review the two opportunities above.
2. Select your topic.
3. Develop your proposal content in Word or WordPerfect first.
  - Create a title (maximum: 10 words or 80 characters with spaces).
  - Select the Experience Level.
  - Write a description (maximum: 150 words or 2000 characters with spaces).
  - Write 1-3 application-focused learning objectives.
  - Include your delivery methods; be specific but succinct (maximum 150 words or 2000 characters with spaces).
  - Identify room set-up and any special needs.
4. Save a copy of your proposal as the BAC is not able to send you a copy.
5. Include your speaker reference with full contact info (someone outside your organization who has heard you speak and can attest to your speaking ability and content knowledge).
6. Limit your proposals to two per company or individual. You may request to speak at more than one seminar. However, you will need to provide an abstract for each seminar you would like to be considered for.
7. A bio and photo of the speaker.
8. A sample of past presentations (CD, video, audio tape, etc.)
9. Current contact information on the speaker

You may request to speak at more than one seminar, however you will need to provide an abstract for each seminar you would like to be considered for.

**Questions? Contact Alicia Devaull at 817-871-6006  
or [adevaull@fwbac.com](mailto:adevaull@fwbac.com)**

# Fort Worth Goes Gourmet with Teresa's Treasures



Fort Worth's Molly logo has gone chocolate! The City's official logo will now be seen (and tasted) on a line of gourmet items offered exclusively by Teresa's Treasures, one of the area's leading gourmet gift basket companies. The new line of Fort Worth-themed amenities and gifts was launched in August making Fort Worth the only city in America with a structured gift program.

Teresa Nelson, owner of Teresa's Treasures, the 2007 winner of the *Entrepreneur Expo* Clear Channel Outdoor Excellence in Business Award, received contractual permission to use the City logo on

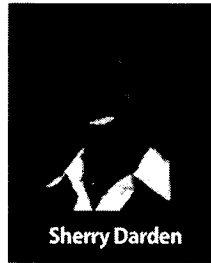
Becky Flynt with Teresa's Treasures shows off the newest gift basket featuring everything Fort Worth

several of the designs including *The Best of Fort Worth* gift basket, which uses food products solely from Fort Worth-based companies, to promote economic development.

Design themes were inspired by the City's slogan of "cowboys and culture" and can be described as western chic. Among the many designs is *The Fort Worth Attractions* box that features a variety of the City's most popular hot spots including the Fort Worth Zoo, Kimbel Art Museum and the Historic Stockyards.

To find out more, call Teresa's Treasures at 817-293-6404 or visit them online at [www.treasuresbyteresa.com](http://www.treasuresbyteresa.com).

## Counselor's Corner



Sherry Darden

### How Can You Make Your Business Unique - What's Your USP?

No matter what type of business you are operating (or plan to own) you will have competition. Most people think competition is a negative thing. But in fact, you can use your competition to learn how to service customers in a different way - a "unique" way that can make you very successful.

Renting home videos and electronic games is nothing new. Unfortunately for most small video stores, Blockbuster came along and put most of them out of business. So why bother even trying to sell videos and DVD's, right? Well, it depends.

Opening another video store would probably be difficult and having the ability to keep volumes of copies of all the popular videos would probably be too costly. But Netflix didn't look at competing directly with Blockbuster. The owners decided to rent the same products, but in a completely different way through the mail and just recently added online service for immediate viewing. They are enjoying much success.

Domino's Pizza made itself famous with their "We deliver fresh, hot pizza in 30-minutes or less, or it's free". It was the one thing competitors were not offering at the time. Burger King also put itself on the map by tagging "Have it your way at Burger King." This was during a time when you got burgers the way the restaurant wanted to offer them.

These are examples of a unique selling proposition - USP. Notice they all answered an unmet need of their target market. So now the question is how can you create a USP for your business?

Start by answering the following questions:

1. What does your business sell, and who do you sell it to?
2. What benefits (not products or services) does your business offer to your customers?
3. What do you offer that you do better - or different - than your competitors?
4. Why should your customers buy from you and not your competitors?

Find the strengths of your competitors and determine if there is something you can integrate in your business. This could include anything from price, location, offerings, etc. Just as your competitors have strengths, they also have weaknesses. The identified weaknesses of your competitors become opportunities for your business. If they have an undesirable location and hours of operation, yours can be more desirable.

Then, narrow down your USP and use it with every letter you write, every ad you place, every customer you serve, and every plan you make. A few reminders before you begin actively using your USP:

- \* Use only one to two sentences.
- \* Ensure it is clearly written so that anyone can understand it.
- \* Is it believable and deliverable?
- \* Is it composed of one benefit that is unique solely to your company or product?

Here's what I did back in 1999.

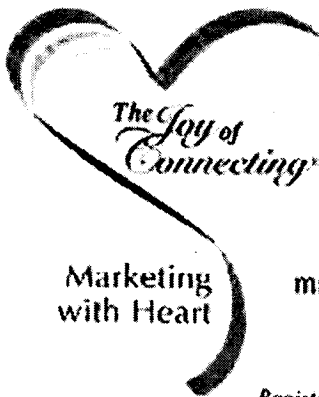
When I started my tax preparation practice, I was working solely out of my home. To find a competitive edge to some of the store front practices, I performed a SWOT analysis. (Strength, Weaknesses, Opportunities, Threats.)

I compared the industry norm of my industry's products and services. In doing so, I implemented and promoted pick-up and delivery of business tax returns. Most other tax practitioners did not offer this service. It allowed me an edge - a way to operate my business out of my home without having a turn-style door during normal business hours!

Do the work now to develop a clear position for your business versus your competitors. You'll ensure that you get the most from your advertising budget. If you can make your business different from the rest - and stand out above the competition - you'll be well on your way to success!

Sherry Darden is a small business counselor at the Fort Worth Business Assistance Center and instructs the Cash Flow and Business Plan workshops. She is the owner of Hundredfold Return, Inc., a small business consulting firm that specializes in business plans, tax preparation and small business training. You can email her at [sherry@hundredfoldreturn.com](mailto:sherry@hundredfoldreturn.com)

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# Unlock Your Potential!

## Exhibit at one of DFW's Largest Events for Small Businesses

- ✓ Exhibit at one of DFW's largest events for small business
- ✓ 2,565 attendees and a SOLD-OUT Exhibit Hall in 2007
- ✓ Thursday afternoon seminars for exhibitors only
- ✓ Connect to the web in the on-site Cyber Café
- ✓ "After-hours" networking event after Expo
- ✓ Media sponsors include the Star-Telegram, NBC5, Clear Channel Outdoor
- ✓ PLUS 70 partner organizations market through their membership

### Early-Bird Pricing

*(available from Sept. 1 – Nov. 30, 2007 - Prices increase on December 1st)*

- Partnering organizations \$100
- FWBAC clients \$200  
(up to 5 employees, clients prior to December 31, 2007)
- Nonprofit/Government agencies \$250
- Small business \$300  
(up to 25 employees)
- Large Business/Corporation \$550
- Corner booth add \$100

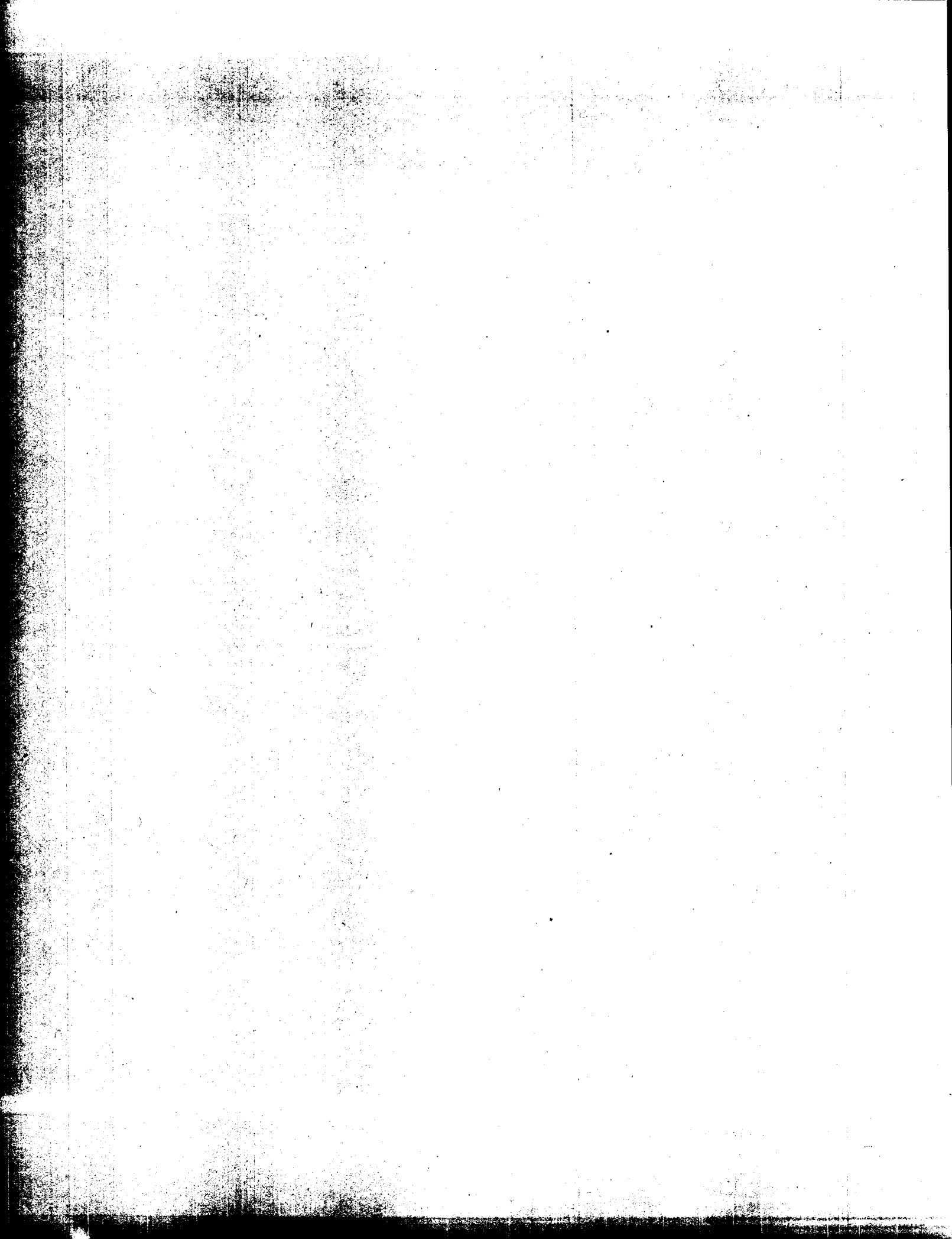
**Exhibitor Hotline: 817-348-8397**

**Exhibitor Email: [exhibits@TheExpo.org](mailto:exhibits@TheExpo.org)**

The Business Assistance Center is a public/private partnership partially funded by the City of Fort Worth Economic and Community Development Department and the BAC Education Foundation.

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Current Search: S1: **entrepreneur[DS]** docs: 127 occ: 129

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1	78865315	3208855	THE FEARLESS ENTREPRENEUR	TARR	LIVE
2	78531520		HISPANIC BUSINESS ENTREPRENEUR	TARR	DEAD
3	78539406	3152027	ENTREPRENEUR EXPANSION	TARR	LIVE
4	78828784	3341709	CLUB ENTREPRENEUR	TARR	LIVE
5	78651690	3331137	THE ENTREPRENEUR'S GODFATHER	TARR	LIVE
6	78743837		ENTREPRENEURS' SALES & MARKETING	TARR	DEAD
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8	78895754		ONE MINUTE ENTREPRENEUR	TARR	LIVE
9	78735978		LIFE LEARNING IMMERSION FORUM FOR ENTREPRENEURS	TARR	DEAD
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15	78806333		THE LITTLE ENTREPRENEUR	TARR	DEAD
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17	78619488	3156849	C.A.S.E., COMPREHENSIVE ADVISORY SERVICES FOR ENTREPRENEURS	TARR	LIVE
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19	78527647		LEADERS & SUCCESS: THE ENTREPRENEUR SHOW	TARR	DEAD
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21	78657603	3103835	SWING FOR THE FENCES: SEED INVESTING FOR ENTREPRENEURS	TARR	LIVE
22	78660301	3100765	SALON ENTREPRENEUR OF THE YEAR	TARR	LIVE

23	78414313		THE EVERYDAY ENTREPRENEUR	TARR	LIVE
24	78244442	2877344	QE QUIET ENTREPRENEURS	TARR	LIVE
25	78345688	3107626	ENTREPRENEURS TRIBUNE	TARR	LIVE
26	78300252		VIRTUAL ENTREPRENEUR	TARR	DEAD
27	78290855	2884335	THE ENTREPRENEUR AUTHORITY	TARR	LIVE
28	78273201	2895564	ENTREPRENEUR'S HOMEBASE	TARR	LIVE
29	78244441	2877343	QUIET ENTREPRENEURS	TARR	LIVE
30	78111148	2681284	STAKE & EGGS ENTREPRENEUR SERIES	TARR	LIVE
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32	78006649		YOUR ENTREPRENEUR	TARR	DEAD
33	77368440		SIX SIGMA ENTREPRENEUR	TARR	LIVE
34	77331334		RISE A RELATIONSHIP & INFORMATION SERIES FOR ENTREPRENEURS	TARR	LIVE
35	77175044		THE WILD WE WILD .COM WOMEN ENTREPRENEURS IT'S YOUR COMMUNITY	TARR	LIVE
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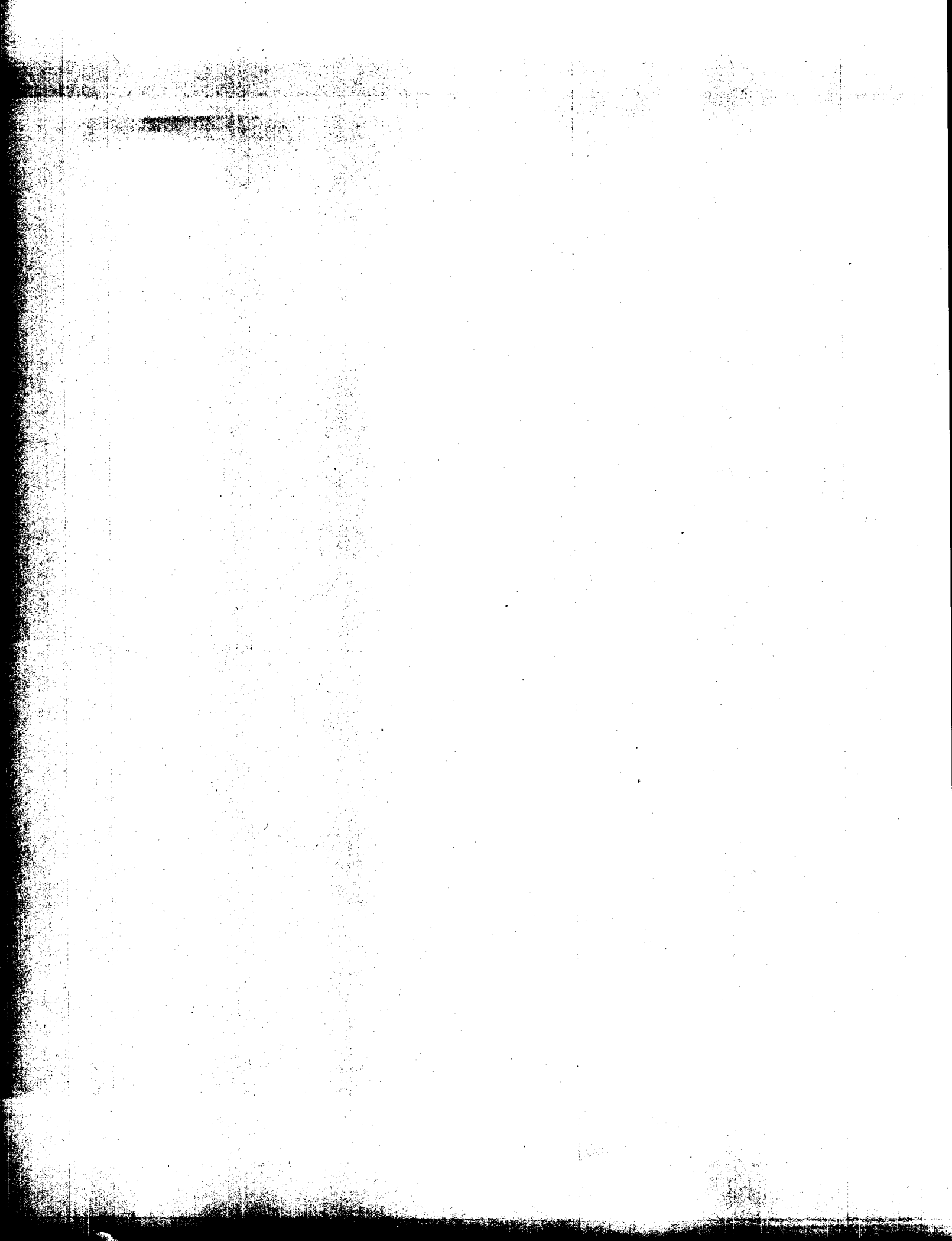
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67	75596112	2323657	PRINTING & DESIGNING FOR ENTREPRENEURS: BIG-COMPANY IMAGE AT ENTREPRENEUR PRICES	TARR	DEAD
68	75594335	2306120	ENTREPRENEURS ONLY	TARR	DEAD
69	75919975	2526745	WEEKLY ENTREPRENEUR FOCUS	TARR	LIVE
70	75914440	2463600	HISPANIC ENTREPRENEUR 100	TARR	LIVE
71	75914439	2657703	HISPANIC ENTREPRENEUR	TARR	LIVE
72	75879145	2529039	SILICON VALLEY ENTREPRENEURS' CONFERENCE	TARR	LIVE
73	75851436	2742522	A.A.C.E. THE AMERICAN ASSOCIATION OF CONSUMERS AND ENTREPRENEURS	TARR	LIVE
74	75837164		ENTREPRENEUR EXPANSION	TARR	DEAD
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76	75730104		ENTREPRENEUR HOUSE	TARR	DEAD
77	75669099	2562178	THE ENTREPRENEURS EMPOWERMENT PROGRAM	TARR	LIVE
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79	75633485		SUCCEEDING AND RETREATING: AN ENTREPRENEUR'S GUIDE TO GOOD TIMES AND BAD	TARR	DEAD
80	75531623		NOISE NETWORK OF INDEPENDENT SOLID-WASTE ENTREPRENEURS	TARR	DEAD
81	75216824	2132275	THE INDUS ENTREPRENEURS	TARR	LIVE
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85	75235201	2350453	EDIE ONLINE ELECTRONIC DATA FOR INVESTORS AND ENTREPRENEURS	TARR	DEAD
86	75195566	2148911	UNITED ASSOCIATION OF ENTREPRENEURS BUILDING AMERICA'S FUTURE	TARR	LIVE
87	75388010	2278835	AMERICAN SOCIETY OF WOMEN ENTREPRENEURS ASWE	TARR	DEAD
88	75323234	2330578	UNITED PACIFIC BANK THE ENTREPRENEURS' BANK	TARR	LIVE
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93	75428807		ENTREPRENEUR ASSOCIATES, INC.	TARR	DEAD
94	75401183	2227993	SBA PRO-NET U.S. SMALL BUSINESS ADMINISTRATION CHAMPIONING AMERICA'S ENTREPRENEURS	TARR	DEAD
95	75335213	2208533	FORUM FOR WOMEN ENTREPRENEURS	TARR	LIVE
96	75300036		THE ENTREPRENEUR'S SURVIVAL KIT	TARR	DEAD
97	75221830		ASK THE ENTREPRENEUR	TARR	DEAD
98	75221829		ASK THE ENTREPRENEUR	TARR	DEAD
99	75221825		ASK THE ENTREPRENEUR	TARR	DEAD
100	75195874	2186593	THE ENTREPRENEUR'S COACH	TARR	DEAD

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102	75113643	2057377	ENTREPRENEURS ADVANTAGE RESOURCE NETWORK	TARR	DEAD
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106	74607956	2060294	YOUNG ENTREPRENEURS' ORGANIZATION	TARR	LIVE
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118	73839326	1646315	THE EEC ELITE ENTREPRENEURS CLUB, INC. "WHERE ENTREPRENEURS MIX BUSINESS WITH PLEASURE"	TARR	DEAD
119	73759038		ENTREPRENEURS OF AMERICA	TARR	DEAD
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122	73539636	1426511	THE ENTREPRENEUR'S NETWORK	TARR	DEAD
123	73539635	1410878	THE ENTREPRENEUR'S RESOURCE GROUP	TARR	DEAD
124	73533017	1400622	AMERICAN ENTREPRENEURS ASSOCIATION	TARR	DEAD
125	73472314	1372444	WE WOMAN ENTREPRENEUR	TARR	DEAD
126	73231127	1223364	ENTREPRENEUR INSIDERS NEWSLETTER	TARR	DEAD
127	73213063	1145761	VENTURE-THE MAGAZINE FOR ENTREPRENEURS	TARR	DEAD

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Start List At: \_\_\_\_\_ OR Jump to record: \_\_\_\_\_ **899 Records(s) found**  
**(This page: 1 ~ 500)**

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Current Search: S3: expo[DS] docs: 899 occ: 901

	Serial Number	Reg. Number	Word Mark	Check Status	Live/Dead
1	79002621	3145649	NEMIROFF VODKA	TARR	LIVE
2	79033083		WORLD EXPO 2015	TARR	DEAD
3	79032882		IZMIR EXPO 2015	TARR	DEAD
4	78862210	3374187	HOME AND COTTAGE LIVING EXPO	TARR	LIVE
5	78899217	3369346	MOBILE BUSINESS EXPO	TARR	LIVE
6	78899211	3369345	MOBILE BUSINESS EXPO	TARR	LIVE
7	78974986		C CINE GEAR EXPO	TARR	LIVE
8	78900176		INNOVATION EXPO WHERE INNOVATION MEETS INDUSTRY	TARR	DEAD
9	78883670	3297724	FOOD SAFETY SUMMIT EXPO & CONFERENCE	TARR	LIVE
10	78934919		ABC KIDS EXPO A.B.C.	TARR	LIVE
11	78812959	3238504	EXPO VENEZUELA	TARR	LIVE
12	78646963		QUALITY OF LIFE EXPO	TARR	DEAD
13	78834877		TEAM EXPO TECHNOLOGY EDUCATION ARTS & MUSIC	TARR	LIVE
14	78834862		TEAM EXPO TECHNOLOGY EDUCATION ARTS & MUSIC	TARR	LIVE
15	78743412		ONE WORLD EXPO	TARR	DEAD
16	78964689	3344332	APCO ANNUAL CONFERENCE & EXPO	TARR	LIVE
17	78899200		MOBILE BUSINESS EXPO	TARR	LIVE
18	78692893		YSE YOUTH SPORTS EXPO	TARR	LIVE
19	78896206	3329304	IGCE INTERNATIONAL GAMING CONFERENCE & EXPO	TARR	LIVE
20	78589747		MY PACK EXPO	TARR	LIVE
21	78799496	3317422	ADULT ENTERTAINMENT EXPO G SPOT	TARR	LIVE
22	78810243	3311933	KIDZ BUSINESS EXPO "CREATING NEW MINDS FOR THE FUTURE"	TARR	LIVE

23	78901867	3278215	NORTH AMERICAN RINK CONFERENCE & EXPO	TARR	LIVE
24	78896186	3263785	INTERNATIONAL GAMING CONFERENCE & EXPO	TARR	LIVE
25	78887596	3286191	EXPEDITE EXPO	TARR	LIVE
26	78856375	3286035	INTERNATIONAL POOL & SPA EXPO	TARR	LIVE
27	78819133	3260411	XGX EXTREME GOLF EXPO	TARR	LIVE
28	78752322	3281094	ANNUITY EXPO	TARR	LIVE
29	78958567	3305039	HISPANIC BUSINESS & CONSUMER EXPO ORLANDO, FLORIDA	TARR	LIVE
30	78511099	3097492	ADULT NOVELTY MANUFACTURERS EXPO	TARR	LIVE
31	78687740	3135491	INTERNATIONAL BOWL EXPO	TARR	LIVE
32	78682991	3297276	AUTOMATION TECHNOLOGY EXPO	TARR	LIVE
33	78801259	3295455	IE INTERIORS EXPO WEST COAST	TARR	LIVE
34	78801239	3295453	IE INTERIORS EXPO MIDWEST	TARR	LIVE
35	78503483	3294718	MAINTENANCE SOLUTIONS EXPO	TARR	LIVE
36	78794821		EXPLORE AYURVEDA EXPO	TARR	LIVE
37	78720689		GLOBAL PET EXPO	TARR	DEAD
38	78570685		CONSTRUCTION EXPO	TARR	DEAD
39	78789419	3246669	THE FOREXTRADING EXPO	TARR	LIVE
40	78809671	3241671	NORTHEAST TANNING EXPO	TARR	LIVE
41	78581681	3188733	GREAT PET LOVERS EXPO	TARR	LIVE
42	78511072	3182569	ADULT ENTERTAINMENT EXPO	TARR	LIVE
43	78745877	3236212	ARIZONA SAND EXPO	TARR	LIVE
44	78731858	3141966	NORTHEAST FISHING & HUNTING EXPO	TARR	LIVE
45	78897388	3235489	MOBILE BUSINESS EXPO	TARR	LIVE
46	78729048	3232604	HD HIGH DEF EXPO	TARR	LIVE
47	78897463	3231985	MOBILE BUSINESS EXPO	TARR	LIVE
48	78897453	3231984	MOBILE BUSINESS EXPO	TARR	LIVE
49	78611937		GLEE GAY LIFESTYLE ENRICHMENT EXPO	TARR	DEAD
50	78845301		BOOMERS EXPO	TARR	DEAD
51	78856126		SOCAL DIRT & SAND EXPO	TARR	LIVE
52	78681378		EXPO LOGIC	TARR	DEAD
53	78572016	3070707	CENTRAL PLAINS DAIRY EXPO	TARR	LIVE
54	78539427	3118318	ALIVE! EXPO THE HEALTH & WELLNESS CONSUMER SHOW	TARR	LIVE
55	78729054	3204749	HIGH DEF EXPO	TARR	LIVE
56	78651098	3191505	GOVERNMENT VIDEO & TECHNOLOGY EXPO	TARR	LIVE
57	78651097	3191504	GOVERNMENT VIDEO & TECHNOLOGY EXPO	TARR	LIVE
58	78732457	3141986	YOUTH ACTORS EXPO	TARR	LIVE
59	78729042	3199913	HD EXPO	TARR	LIVE
60	78874777		LOCATION EXPO	TARR	DEAD
61	78822452	3193469	FUN EXPO	TARR	LIVE
62	78578521	3184688	ULTIMATE EXPO	TARR	LIVE
63	78608177		PACKERLAND ICE FISHING EXPO	TARR	DEAD
64	78704681	3182090	HOME, GARDEN AND GOURMET EXPO	TARR	LIVE

65	78627050	3179560	ASIAN AMERICAN EXPO	TARR	LIVE
66	78579867	3175233	WORLD TEA EXPO	TARR	LIVE
67	78597232	3153123	EXPO TU CASA	TARR	LIVE
68	78521187	3076072	DEALER EXPO	TARR	LIVE
69	78569439	3144414	GREAT LAKES BUILDING PRODUCTS EXPO	TARR	LIVE
70	78759263	3142262	QUALITY EXPO DETROIT	TARR	LIVE
71	78576475	3141358	GLASS EXPO WEST	TARR	LIVE
72	78670717		ELECTRONICS EXPO IT'S ALL ABOUT ENTERTAINMENT.	TARR	DEAD
73	78669766		HOLISTIC LIVING EXPO	TARR	DEAD
74	78569471	3135153	G GREAT LAKES BUILDING PRODUCTS EXPO	TARR	LIVE
75	78940761		ALTCAR EXPO	TARR	LIVE
76	78600951	3079329	RETAIL INTERIORS EXPO STORE FIXTURE & VISUAL MERCHANDISING SHOWCASE	TARR	LIVE
77	78521879	3041412	QUALITY EXPO	TARR	LIVE
78	78578504	3110731	WORLD TEA EXPO	TARR	LIVE
79	78742721	3108345	MEDICAL SPA EXPO & CONFERENCE	TARR	LIVE
80	78742537	3108343	SPA & RESORT EXPO & CONFERENCE	TARR	LIVE
81	78354681		COUNTRY CLUB EXPO	TARR	LIVE
82	78494994		MAX CRUISE MUSIC EXPO AND CONFERENCE	TARR	LIVE
83	78370041		MIND, BODY & BEYOND EXPO	TARR	DEAD
84	78091088		MOD EXPO	TARR	DEAD
85	78214949	2774260	HYDROGEN EXPO	TARR	LIVE
86	78414579		THE EXTREME MAKEOVER EXPO	TARR	DEAD
87	78060826	2596408	SYSTEMS INTEGRATION EXPO	TARR	LIVE
88	78061483	2533186	CAROLINAS INDUSTRIAL WOODWORKING EXPO	TARR	LIVE
89	78456883		FAME FITNESS AND MODEL EXPO	TARR	LIVE
90	78238058		THE PEOPLE'S EXPO	TARR	DEAD
91	78458763	2997957	HANLEY WOOD INTERNATIONAL ROOFING EXPO	TARR	LIVE
92	78458749	2997953	INTERNATIONAL ROOFING EXPO	TARR	LIVE
93	78469535	3091695	VIRGINIA IN-WATER BOAT EXPO	TARR	LIVE
94	78277847	3102923	FAMILY PET EXPO	TARR	LIVE
95	78407838	3065102	LUXURY TRAVEL EXPO	TARR	LIVE
96	78396415	2926113	HOME ENTERTAINMENT RETAIL EXPO	TARR	LIVE
97	78182917	2828715	AMERICAN SPA EXPO	TARR	LIVE
98	78061482	2526355	MID-ATLANTIC INDUSTRIAL WOODWORKING EXPO	TARR	LIVE
99	78407937		WEST COAST INTERIORS EXPO	TARR	DEAD
100	78061484	2515954	FLORIDA INDUSTRIAL WOODWORKING EXPO	TARR	LIVE
101	78439502	3092290	SPAIN TV EXPO	TARR	LIVE
102	78422445	3048931	RETAIL CONSTRUCTION EXPO WEST	TARR	LIVE
103	78418627	3030598	CPP EXPO	TARR	LIVE
104	78394877	3062223	WOMEN'S HEALTH AND FITNESS EXPO	TARR	LIVE
105	78219607	3024335	LATINO EXPO USA	TARR	LIVE

106	78098660	2789750	GOVSEC THE GOVERNMENT SECURITY EXPO AND CONFERENCE	TARR	LIVE
107	78097023	2675137	HAI HELI-EXPO	TARR	LIVE
108	78076823	2652774	MENS-EXPO	TARR	LIVE
109	78422251	2992135	HENDON EXPO GROUP	TARR	LIVE
110	78196955	2871463	RETAIL CONSTRUCTION EXPO	TARR	LIVE
111	78459232	3078650	BEST OF OHIO FOODS E OHIO EXPO CENTER & STATE FAIR	TARR	LIVE
112	78416380	3074547	PGA 1916 PROFESSIONAL GOLFERS' ASSOCIATION OF AMERICA FALL EXPO	TARR	LIVE
113	78192190		KENFAIR ASIAN EXPO	TARR	LIVE
114	78410136	3174874	GLOBAL HARDWARE EXPO	TARR	LIVE
115	78042419	2654447	OFF ROAD EXPO	TARR	LIVE
116	78207440	3146152	FUTURELAB: THE INNOVATION EXPO	TARR	LIVE
117	78350453		INTELLIGENTPERFORMANCE CONFERENCE & EXPO	TARR	DEAD
118	78394871		WOMEN'S HEALTH AND FITNESS EXPO	TARR	DEAD
119	78306503		HEALTH-IT WORLD CONFERENCE + EXPO	TARR	DEAD
120	78050389		COMNET WIRELESS CONFERENCE AND EXPO	TARR	DEAD
121	78458571	3121734	HEALTHCARE BUILDING EXPO	TARR	LIVE
122	78434616		BACKYARD LIVING EXPO	TARR	DEAD
123	78439219		FAME-FITNESS AND MODEL EXPO	TARR	DEAD
124	78259178		DIGITAL HOME SHOWCASE CONFERENCE & EXPO	TARR	DEAD
125	78145198		BIA BUILDERS & REMODELERS EXPO	TARR	DEAD
126	78450898	3015290	FTTH CONFERENCE EXPO NO LIMITS	TARR	LIVE
127	78449742	2992428	IW IMAGE WEAR EXPO	TARR	LIVE
128	78443761	3001473	TRADERS EXPO WEEKLY	TARR	LIVE
129	78428092	2956294	HOLIDAY & HOME EXPO	TARR	LIVE
130	78422380		LBM EXPO	TARR	DEAD
131	78422305	2985313	POLICE FLEET EXPO	TARR	LIVE
132	78422281	2956283	POLICE FLEET EXPO	TARR	LIVE
133	78422181	2956282	HENDON EXPO GROUP	TARR	LIVE
134	78422163	2985312	TACTICAL PRO EXPO	TARR	LIVE
135	78419681		CHICAGOSTYLE WEDDING EXPO	TARR	DEAD
136	78401732		U.S. PAVILION WORLD EXPO 2005	TARR	DEAD
137	78394214	3017467	IGAMES EXPO	TARR	LIVE
138	78365132		THE MAKEOVER EXPO	TARR	DEAD
139	78361476	2980260	MIDWEST HOME EXPO	TARR	LIVE
140	78350294	2921857	TATTOO EXPO	TARR	LIVE
141	78349742	2936214	GREEN INDUSTRY EXPO	TARR	LIVE
142	78347836	2932978	EVERY WOMAN EXPO	TARR	LIVE
143	78307027	3057102	CHRISTMAS CRAFTS EXPO	TARR	LIVE
144	78292861		DIGITAL CREATIVEPRO CONFERENCE & EXPO	TARR	DEAD
145	78283743	2963920	ROOFING TRAINING & TECHNOLOGY EXPO	TARR	LIVE
146	78267569		CELEBRITY BARBERS EXPO	TARR	DEAD

147	78262367	2865109	WEEKEND WARRIOR EXPO	TARR	LIVE
148	78259171		SMART HOMES WORLD CONFERENCE & EXPO	TARR	DEAD
149	78256731	3007809	PACIFIC MEDIA EXPO	TARR	LIVE
150	78254789	2966252	LOG HOME & TIMBER FRAME EXPO	TARR	LIVE
151	78253266	2962006	LOG HOME & TIMBER FRAME EXPO	TARR	LIVE
152	78244924	2874592	DEMO EXPO	TARR	LIVE
153	78238404		MACWORLD CREATIVEPRO CONFERENCE & EXPO	TARR	DEAD
154	78228349	2808819	TCI EXPO	TARR	LIVE
155	78222705	2922617	THE ULTIMATE KIDS EXPO	TARR	LIVE
156	78215847	2888932	SCRAPBOOK EXPO	TARR	LIVE
157	78211094	2893982	PORTABLE POWER CONFERENCE & EXPO	TARR	LIVE
158	78204915	2893155	HEALTH HELP EXPO	TARR	LIVE
159	78195893	2874311	VELO EXPO	TARR	LIVE
160	78161962	2736819	FRALEY'S AUTO EXPO	TARR	LIVE
161	78160654		DECKEXPO	TARR	DEAD
162	78158872	2862501	INTERNATIONAL GIFT & COLLECTIBLE EXPO	TARR	LIVE
163	78151169		SPOKEN WORD EXPO	TARR	DEAD
164	78142767	2821832	SEATTLE INTERNATIONAL BICYCLE EXPO	TARR	LIVE
165	78140016	2779519	HOME BUILDERS EXPO	TARR	LIVE
166	78125678		INTEGRATED COMPUTER SECURITY EXPO	TARR	DEAD
167	78125675		INTEGRATED COMPUTER SECURITY CONFERENCE AND EXPO	TARR	DEAD
168	78125670		INTEGRATED SECURITY EXPO	TARR	DEAD
169	78125667	2803835	INTEGRATED SECURITY CONFERENCE AND EXPO	TARR	LIVE
170	78109734	2710251	ARIZONA BLACK EXPO	TARR	LIVE
171	78105868		SCREENWRITING EXPO	TARR	DEAD
172	78095280		BIOMETRICSWORLD CONFERENCE AND EXPO	TARR	DEAD
173	78085090		PERSONAL FINANCE EXPO	TARR	DEAD
174	78084656	2645868	EXPO BOX	TARR	LIVE
175	78081368	2641378	INTERNATIONAL WINDOW COVERINGS EXPO	TARR	LIVE
176	78079727		BIOIT WORLD CONFERENCE & EXPO	TARR	DEAD
177	78065761	2791042	THE BALTIMORE SUN'S TRAVEL EXPO	TARR	LIVE
178	78058780	2765589	BIO-IT WORLD CONFERENCE + EXPO	TARR	LIVE
179	78053455		COMNET MOBILE CONFERENCE AND EXPO	TARR	DEAD
180	78052167	2649416	ESPWORLD CONFERENCE AND EXPO	TARR	LIVE
181	78049851		URBAN MUSIC EXPO	TARR	DEAD
182	78046529		XSPWORLD CONFERENCE & EXPO	TARR	DEAD
183	78044198		URBAN MUSIC EXPO	TARR	DEAD
184	78040669	2545482	ASIA EXPO	TARR	LIVE
185	78019896		CTO WORLD EXPO	TARR	DEAD
186	78016959	2592981	ASPWORLD CONFERENCE & EXPO	TARR	LIVE
187	78016056		MENS-EXPO A WORLD OF COOL THINGS FOR GUYS	TARR	DEAD
188	77266135		PUBLICPOWER EXPO	TARR	LIVE

189	77137612		IANA'S INTERMODAL EXPO	TARR	LIVE
190	77265326		FOOD & FUEL EXPO	TARR	LIVE
191	77265324		FOOD & FUEL F&F EXPO	TARR	LIVE
192	77207203	3369071	CAPITOL INDUSTRIAL WOODWORKING EXPO	TARR	LIVE
193	77150251		ACCOUNTS PAYABLE CONFERENCE & EXPO	TARR	LIVE
194	77122442	3367981	ERE EXPO	TARR	LIVE
195	77065187		MACHINE TOOL EXPO	TARR	LIVE
196	77365390		FARE FOODSERVICE AT RETAIL EXPO	TARR	LIVE
197	77246302		INTERNATIONAL FEED EXPO	TARR	LIVE
198	77091188		SCREENWRITING EXPO	TARR	LIVE
199	77270560		SANDS EXPO	TARR	LIVE
200	77302432		GREAT KIDS EXPO	TARR	LIVE
201	77292831		SANDS EXPO	TARR	LIVE
202	77292824		SANDS EXPO	TARR	LIVE
203	77292818		SANDS EXPO	TARR	LIVE
204	77292814		SANDS EXPO	TARR	LIVE
205	77270577		SANDS EXPO	TARR	LIVE
206	77285579		SANDS EXPO	TARR	LIVE
207	77292868		SANDS EXPO	TARR	LIVE
208	77292853		SANDS EXPO	TARR	LIVE
209	77292844		SANDS EXPO	TARR	LIVE
210	77288294		SANDS EXPO	TARR	LIVE
211	77270601		SANDS EXPO	TARR	LIVE
212	77270589		SANDS EXPO	TARR	LIVE
213	77270586		SANDS EXPO	TARR	LIVE
214	77270584		SANDS EXPO	TARR	LIVE
215	77014890		HOSPITALITY CONSTRUCTION EXPO	TARR	LIVE
216	77207266	3328110	CALIFORNIA INDUSTRIAL WOODWORKING EXPO	TARR	LIVE
217	77146430		MTELV MACHINE TOOL EXPO LAS VEGAS	TARR	LIVE
218	77045363	3322471	IDN SUMMIT AND EXPO	TARR	LIVE
219	77076311	3316098	LOCATION EXPO	TARR	LIVE
220	77063931	3266605	HEALTHCARE FACILITIES SYMPOSIUM & EXPO	TARR	LIVE
221	77002426	3270872	PACE PAINT AND COATINGS EXPO	TARR	LIVE
222	77127109		DIGITAL SIGNAGE EXPO RETAIL HOSPITALITY FINANCIAL PUBLIC SPACES	TARR	LIVE
223	77092512	3297025	HEARTH, PATIO & BARBECUE EXPO	TARR	LIVE
224	77167921		CLEANTECH EXPO	TARR	LIVE
225	77009987		INTERNATIONAL CONCRETE EXPO	TARR	LIVE
226	77081086		FRANCHISE EXPO WHERE YOU CAN BE THE BOSS	TARR	LIVE
227	77171379		GRANITE EXPO	TARR	LIVE
228	76176221	2512439	MACWORLD CONFERENCE & EXPO	TARR	LIVE
229	76010066	2430003	LEARNING BRAIN EXPO	TARR	DEAD

230	76093234	2533810	FARM PROGRESS HAY EXPO	TARR	LIVE
231	76491888	2878523	NORTHEAST HISPANIC EXPO	TARR	LIVE
232	76453473	2794092	SENIOR MARKET EXPO	TARR	LIVE
233	76594728	3259040	PACK EXPO EXPOSITION SERVICES	TARR	LIVE
234	76662419	3300519	BLACK COLLEGE EXPO	TARR	LIVE
235	76664695		ENTREPRENEUR EXPO	TARR	LIVE
236	76639008		GRAND EXPO	TARR	DEAD
237	76515778	2898859	WORLDWIDE FOOD EXPO	TARR	LIVE
238	76501739	2894422	WORLDWIDE FOOD EXPO	TARR	LIVE
239	76451419	2956464	PUMPER & CLEANER ENVIRONMENTAL EXPO INTERNATIONAL	TARR	LIVE
240	76451412	2824545	PUMPER & CLEANER ENVIRONMENTAL EXPO INTERNATIONAL	TARR	LIVE
241	76132196	2480076	GRAPH EXPO	TARR	LIVE
242	76140081	2535099	NORTHWEST INDUSTRIAL WOODWORKING EXPO	TARR	LIVE
243	76122348	2705526	THE BIG AUTOMOTIVE EVENT IN THE EAST MECHANICAL AND AUTOBODY EXPO	TARR	LIVE
244	76665581		MINNESOTA DEER & TURKEY EXPO & SHOOTING SPORTS SHOW ARCHERY BLACK POWDER FIREARMS OWATONNA	TARR	LIVE
245	76350788	2695089	AMERICA'S FAMILY PET EXPO	TARR	LIVE
246	76341138	2699721	HUMIDOR ONE CIGAR EXPO	TARR	LIVE
247	76258013	2718214	COLLABORATE CONFERENCE & EXPO	TARR	LIVE
248	76024953	2615805	PARCEL LOGISTICS EXPO SOLUTIONS FOR MASTERING THE FULFILLMENT PROCESS	TARR	LIVE
249	76656709	3235629	EHX ELECTRONIC HOUSE EXPO	TARR	LIVE
250	76103845	2943117	GLOBAL INTERACTIVE GAMING SUMMIT & EXPO	TARR	LIVE
251	76529814	2915683	MUSICANDSOUNDEXPO	TARR	LIVE
252	76642577		MINNESOTA DEER & TURKEY EXPO & SHOOTING SPORTS SHOW ARCHERY · BLACK POWDER · FIREARMS OWATONNA	TARR	DEAD
253	76499489	2894410	HBA GLOBAL EXPO	TARR	LIVE
254	76499488	2890844	HBA GLOBAL EXPO	TARR	LIVE
255	76431513	2798944	PCITX PERSONAL CARE INGREDIENTS & TECHNOLOGY EXPO	TARR	LIVE
256	76431512	2801179	PCITX PERSONAL CARE INGREDIENTS & TECHNOLOGY EXPO	TARR	LIVE
257	76358103	2901965	PCIX PERSONAL CARE INGREDIENT EXPO	TARR	LIVE
258	76625963		PLAY TRADE EXPO	TARR	DEAD
259	76628376	3069933	THE WORLD OF HURRICANE PROTECTION EXPO	TARR	LIVE
260	76588812	2963015	TACTICAL PRO EXPO TACTICAL PROCUREMENT	TARR	LIVE
261	76541835	2896873	MID-AMERICA PRINT EXPO PRINTING, GRAPHICS & CONVERTING SOLUTIONS SPONSORED BY PRINTING INDUSTRY OF MINNESOTA, INC. PIM	TARR	LIVE
262	76457257	2761428	A. AMERICAN DIABETES ASSOCIATION. DIABETES EXPO	TARR	LIVE
263	76419785	2884800	FIRE FIRE INDUSTRY, RESCUE, & EMS EXPO	TARR	LIVE
264	76391406	2765405	PREPAID MARKETS EXPO	TARR	LIVE
265	76380765	2680566	JUST 4 US AFRICAN- AMERICAN WOMEN'S EXPO	TARR	LIVE
266	76376548	2975057	PARIS EXPO THE PARIS MEETING POINTS	TARR	LIVE
267	76376547	2975056	PARIS EXPO THE PARIS MEETING POINTS	TARR	LIVE



268	76356079	2677277	INTERNATIONAL LINEMAN'S RODEO & EXPO	TARR	LIVE
269	76308018	2653938	ANIMAL EXPO	TARR	LIVE
270	76180480	2581465	SPRING AUTO GLASS EXPO	TARR	LIVE
271	76179789	2617009	MATTRESS EXPO	TARR	LIVE
272	76004696	2622904	V TWIN EXPO BY EASYRIDERS	TARR	LIVE
273	76639424		HEALTH BENEFITS CONFERENCE AND EXPO	TARR	DEAD
274	76341037	2628173	IOWE INTERNATIONAL ORGANIC WINE EXPO	TARR	LIVE
275	76099448	2638248	MOBILE COMMERCE CONFERENCE AND EXPO	TARR	LIVE
276	76613723	3167127	OHIO DEER & TURKEY EXPO AND SHOOTING SPORTS SHOW ARCHERY BLACK POWDER FIREARMS	TARR	LIVE
277	76613722	3167126	TENNESSEE DEER & TURKEY EXPO AND SHOOTING SPORTS SHOW ARCHERY BLACK POWDER FIREARMS	TARR	LIVE
278	76613719	3069858	WISCONSIN DEER & TURKEY EXPO AND SHOOTING SPORTS SHOW ARCHERY BLACK POWER FIREARMS MADISON	TARR	LIVE
279	76509783	2838081	INTERIOR DESIGN EXPO	TARR	LIVE
280	76652807	3197949	TBX TECHOME BUILDER CONFERENCE & EXPO	TARR	LIVE
281	76081427		CUSTOMER INTER@CTION SOLUTIONS CONFERENCE & EXPO	TARR	DEAD
282	76117064	2482336	MIDAMERICA COIN EXPO	TARR	LIVE
283	76462525		BLACK EXPO	TARR	DEAD
284	76059271	2465630	AHR EXPO	TARR	LIVE
285	76122318	2679633	SEWN PRODUCTS EXPO	TARR	LIVE
286	76639404	3137335	THETRADESHOW TRAVEL RETAILING AND DESTINATION EXPO	TARR	LIVE
287	76338790	2829043	EXPO PAPER ASIA	TARR	LIVE
288	76494055	2816593	QUALITY EXPO INTERNATIONAL	TARR	LIVE
289	76608106	2993447	CHANNEL PARTNERS CONFERENCE & EXPO	TARR	LIVE
290	76620846	3039605	FUTON EXPO AND SPECIALTY SLEEP SHOW	TARR	LIVE
291	76285270	2768361	FUTON EXPO AND SPECIALTY SLEEP SHOW	TARR	LIVE
292	76189508	2675517	ISSE INTERNATIONAL SALON AND SPA EXPO	TARR	LIVE
293	76626491	3077890	ALL ASIA FOOD EXPO	TARR	LIVE
294	76329291	3068552	GLOBAL GAMING EXPO	TARR	LIVE
295	76299257	2610977	FINANCIAL TECHNOLOGY CONFERENCE & EXPO	TARR	LIVE
296	76506986	2905666	GSE INTERNATIONAL EXPO TRADE SHOW FOR AVIATION GROUND SUPPORT EQUIPMENT SERVICES SOLUTIONS	TARR	LIVE
297	76625067	3030808	MARITIME SECURITY EXPO	TARR	LIVE
298	76599706	3025636	NAMM MUSIC AND SOUND EXPO	TARR	LIVE
299	76561724	3019062	MOTORCOACH EXPO	TARR	LIVE
300	76603117	3016396	HARDSCAPE EXPO	TARR	LIVE
301	76111386	2660320	MM&T EXPO	TARR	LIVE
302	76600543	3005526	THE GOODLIFE EXPO	TARR	LIVE
303	76597779	2984804	ART OF WELLBEING EXPO	TARR	LIVE
304	76586233	2982336	GLOBAL TILE & STONE EXPO	TARR	LIVE
305	76573228	2950670	THE GREATER NEW YORK WINE & FOOD EXPO	TARR	LIVE
306	76568780	2993745	LAND DEVELOPMENT CONFERENCE & EXPO	TARR	LIVE

307	76559426	2945651	IFAI EXPO	TARR	LIVE
308	76550709		I LOVE DOGS EXPO	TARR	DEAD
309	76545607	3005407	THE GOODLIFE EXPO	TARR	LIVE
310	76543359	2907892	THE INTERNATIONAL TRADERS EXPO	TARR	LIVE
311	76517518	2902824	TASTE OF HOME'S COOKING EXPO	TARR	LIVE
312	76508692	2875781	BLIND AND SHUTTER EXPO	TARR	LIVE
313	76508691	2875780	BLIND AND SHUTTER EXPO	TARR	LIVE
314	76500861		ATA RETAILERS EXPO	TARR	DEAD
315	76500860		ATA RETAILERS EXPO	TARR	DEAD
316	76492299		INTERNATIONAL ONLINE TRADING EXPO	TARR	DEAD
317	76485398	2918238	MIDWEST VISION CONGRESS & EXPO	TARR	LIVE
318	76471992	2855606	THE_G.A.M.E. GREAT ADVENTURE MARKETPLACE EXPO	TARR	LIVE
319	76470882	2769108	ABA EXPO	TARR	LIVE
320	76460078		U.S. MARITIME SECURITY EXPO	TARR	DEAD
321	76440510	2752419	GEARS GAMES & GADGETS EXPO	TARR	LIVE
322	76432588	2739988	21ST CENTURY BUILDING EXPO & CONFERENCE	TARR	LIVE
323	76426763	2849863	THE ULTIMATE GAMERS EXPO	TARR	LIVE
324	76425004	2774885	INTERNATIONAL VISION EXPO	TARR	LIVE
325	76418620		HOLISTICA EXPO	TARR	DEAD
326	76409485	2688578	BEAUTIFUL WOMEN'S EXPO	TARR	LIVE
327	76398263	2726095	FLEET EXPO	TARR	LIVE
328	76397890	2682051	SPEED SPORTS EXPO	TARR	LIVE
329	76393288	2652964	DULLES EXPO CENTER	TARR	LIVE
330	76393287	2691745	DULLES EXPO CENTER	TARR	LIVE
331	76393286	2652963	DULLES EXPO CENTER	TARR	LIVE
332	76393285	2652962	DULLES EXPO CENTER	TARR	LIVE
333	76393283	2652961	DULLES EXPO AND CONFERENCE CENTER	TARR	LIVE
334	76393278	2652960	DULLES EXPO	TARR	LIVE
335	76393277	2657418	DULLES EXPO	TARR	LIVE
336	76393276	2657417	DULLES EXPO	TARR	LIVE
337	76393275	2652959	DULLES EXPO	TARR	LIVE
338	76393174	2652958	DULLES EXPO AND CONFERENCE CENTER	TARR	LIVE
339	76393173	2652957	DULLES EXPO AND CONFERENCE CENTER	TARR	LIVE
340	76393172	2657416	DULLES EXPO AND CONFERENCE CENTER	TARR	LIVE
341	76393171	2657415	DULLES EXPO AND CONVENTION CENTER	TARR	LIVE
342	76393170	2657414	DULLES EXPO AND CONVENTION CENTER	TARR	LIVE
343	76393169	2652956	DULLES EXPO AND CONVENTION CENTER	TARR	LIVE
344	76393168	2652955	DULLES EXPO AND CONVENTION CENTER	TARR	LIVE
345	76391691	2848378	LAMAR DIXON EXPO CENTER	TARR	LIVE
346	76388779	2708970	GEARS, GAMES & GADGETS EXPO	TARR	LIVE
347	76386518	2673434	FOOD PROCESSING MACHINERY EXPO	TARR	LIVE
348	76383826		HEALTHY LIVING EXPO	TARR	DEAD

349	76381945	2716743	HALLOWEEN EXPO	TARR	LIVE
350	76380832	2833674	THE CHICAGO SKI SHOW & SNOWBOARD EXPO	TARR	LIVE
351	76379780	2952273	VIRTUAL FRANCHISE EXPO	TARR	LIVE
352	76379470	2686041	CABLE-TEC EXPO	TARR	LIVE
353	76360926	2703319	HEARTH, PATIO & BARBECUE EXPO	TARR	LIVE
354	76359637	2907521	G2E GLOBAL GAMING EXPO	TARR	LIVE
355	76359019		KIDZ BUSINESS EXPO "CREATING NEW MINDS FOR THE FUTURE"	TARR	DEAD
356	76348794		TIMESHAREXPO	TARR	DEAD
357	76339143		COMSOC EXPO	TARR	DEAD
358	76338535	2725631	AQUA RETAIL CONFERENCE AND EXPO	TARR	LIVE
359	76329290		G2E GLOBAL GAMING EXPO	TARR	DEAD
360	76328815	2601020	EARTH & TURF EXPO	TARR	LIVE
361	76319855		GLOBAL GAMING EXPO	TARR	DEAD
362	76316140	2591463	EXPO TO GO	TARR	LIVE
363	76309911		CLEVELAND FINE ART EXPO 2001	TARR	DEAD
364	76307168	2633646	EXPO COMIDA LATINA	TARR	LIVE
365	76306935	2588310	TUFTS ANIMAL EXPO	TARR	LIVE
366	76303630		CLEVELAND EXPO 2001	TARR	DEAD
367	76289629	2538271	HUB EXPO CENTERS, INC.	TARR	LIVE
368	76289056	2609537	ELECTRONIC ENTERTAINMENT EXPO	TARR	LIVE
369	76284708	2597750	BAYSIDE EXPO & EXECUTIVE CONFERENCE CENTER	TARR	LIVE
370	76273958	2735921	EMS EXPO	TARR	LIVE
371	76269507	2676703	BODY MIND SPIRIT EXPO	TARR	LIVE
372	76267231	2748151	MOBILE EXPO SHAPING THE FUTURE OF MOBILE	TARR	LIVE
373	76264990	2627860	RITUAL EXPO	TARR	LIVE
374	76259024	2712727	THE BUILDERS EXPO	TARR	LIVE
375	76247286		"WHAT'S HOT NOW" EXPO	TARR	DEAD
376	76222336		LATTE LOS ANGELES TOY TRADE EXPO	TARR	DEAD
377	76216498		LOCATIONS GLOBAL EXPO	TARR	DEAD
378	76214924	2615950	BE CREATIVE EXPO	TARR	LIVE
379	76214523	2593243	WINTERSPORTS EXPO	TARR	LIVE
380	76210600	2653521	WESTERN REGIONAL TOW EXPO	TARR	LIVE
381	76204791		EXPO AT TECHXNY	TARR	DEAD
382	76185789	2524850	FIREHOUSE EXPO	TARR	LIVE
383	76178133	2587790	PGA FALL EXPO	TARR	LIVE
384	76174978		PGA 1916 PROFESSIONAL GOFLERS ASSOCIATION OF AMERICA FALL EXPO	TARR	DEAD
385	76164796	2967411	FAME FASHION AVENUE MARKET EXPO	TARR	LIVE
386	76151284	2580494	HEALTHCARE DISTRIBUTION CONFERENCE & EXPO	TARR	LIVE
387	76132587	2568630	WEB HOSTING EXPO	TARR	LIVE
388	76132586	2536003	WEB HOSTING EXPO	TARR	LIVE
389	76123551		DESIGN EXPO	TARR	DEAD

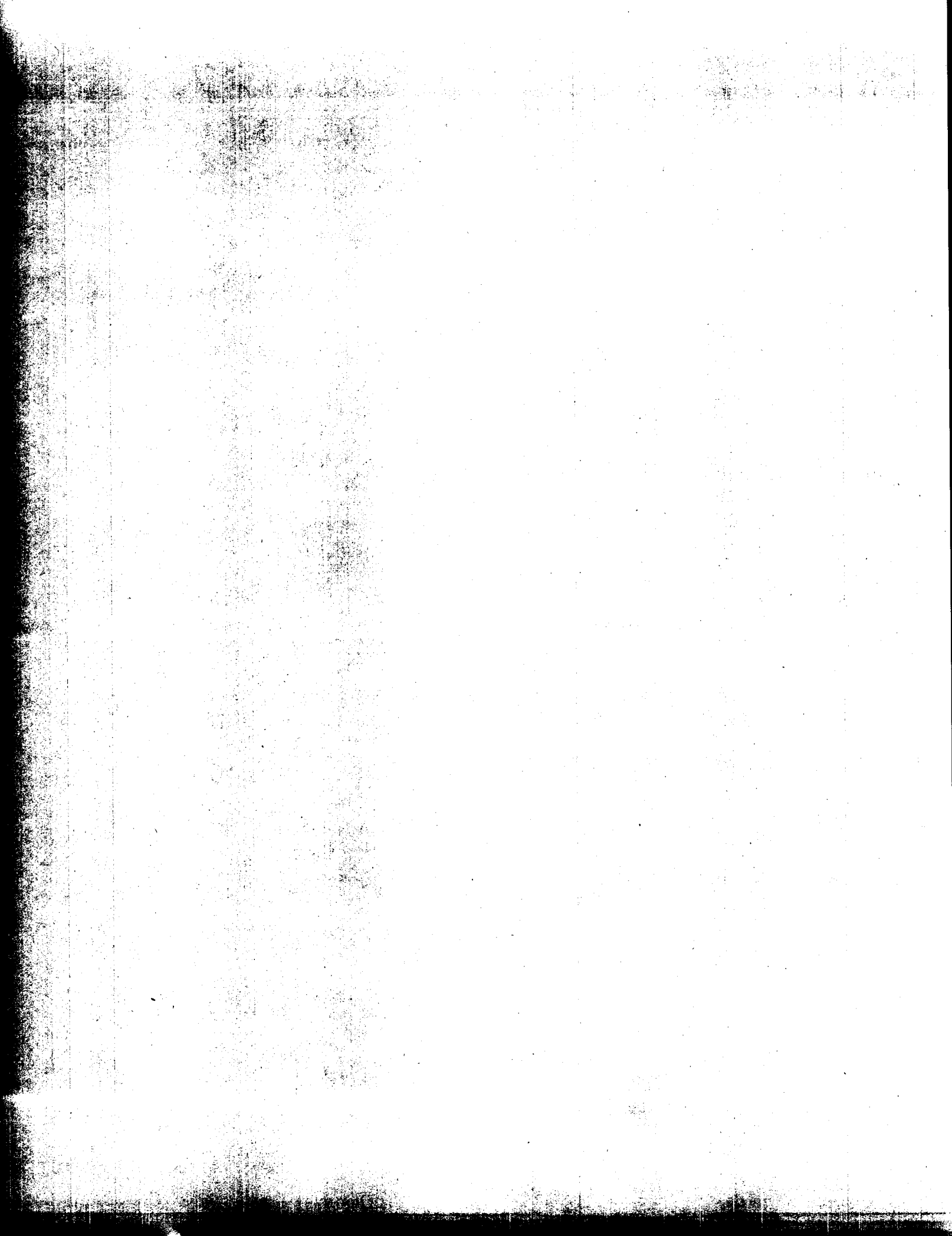
390	76122701		THE WASHINGTON POST HOME BUYERS EXPO	TARR	DEAD
391	76122349		AUTOMOTIVE EXPO MAIN EVENT TRADE SHOW & INFORMATION FORUM	TARR	DEAD
392	76102121	2716954	GLOBAL GAMING EXPO	TARR	LIVE
393	76094899		INPOWER YOURSELF EXPO	TARR	DEAD
394	76093237	2590054	MIDSOUTH AG EXPO	TARR	LIVE
395	76091657	2687846	PIZZA EXPO	TARR	LIVE
396	76083752		SHUTTERBUG'S PHOTO EXPO	TARR	DEAD
397	76082023	2530970	RETAIL MUSIC EXPO	TARR	LIVE
398	76081425	2554282	COMMUNICATIONS ASP CONFERENCE & EXPO	TARR	LIVE
399	76056114	2648002	WORLD AG EXPO	TARR	LIVE
400	76032330	2633975	KID'S TECH 2000 EXPO	TARR	LIVE
401	76032134	2652833	AIR SPORTS EXPO	TARR	LIVE
402	76028430		INTERNATIONAL PET EXPO	TARR	DEAD
403	76022403		SUPER FAMILY EXPO	TARR	DEAD
404	75633789	2432748	CM EXPO	TARR	DEAD
405	75912848	2442468	HEALTHCARE SUPPLY CHAIN EXPO HIDA 2000	TARR	DEAD
406	75540709	2369539	INTERNET TELEPHONY EXPO	TARR	DEAD
407	75806597	2438190	ENTREPRENEUR MAGAZINE'S VIRTUAL EXPO	TARR	DEAD
408	75648151	2420602	PUBLIC HR MANAGEMENT CONFERENCE & EXPO	TARR	DEAD
409	75748509	2418855	E-EXPO USA	TARR	DEAD
410	75673019	2415208	ENTREPRENEUR MAGAZINE'S VIRTUAL EXPO	TARR	DEAD
411	75764444	2412113	ENTREPRENEUR MAGAZINE'S VIRTUAL EXPO	TARR	DEAD
412	75787670	2407492	LOUISIANA HOME EXPO	TARR	DEAD
413	75853945	2463490	THE LOS ANGELES SKI SHOW & SNOWBOARD EXPO	TARR	LIVE
414	75932030	2516527	MMX MONEY MARKET EXPO	TARR	LIVE
415	75755686	2404932	KANSAS CITY VACATION & TRAVEL EXPO	TARR	DEAD
416	75519162	2401049	NORTH AMERICAN BLACK POWDER HUNTING EXPO	TARR	DEAD
417	75739798	2397471	IDA INTERNATIONAL GARAGE DOOR EXPO	TARR	DEAD
418	75596613	2396967	BRIGHTER LIVING EXPO	TARR	DEAD
419	75836213	2385661	INTERNATIONAL TIRE EXPO	TARR	DEAD
420	75683398	2382704	ENTREPRENEUR MAGAZINE'S VIRTUAL EXPO	TARR	DEAD
421	75928132	2543961	E HEARTH & HOME EXPO	TARR	DEAD
422	75764446	2375071	LATINO BUSINESS EXPO	TARR	DEAD
423	75524747	2375938	I PRO EXPO	TARR	DEAD
424	75802277	2372902	LOOKING FIT'S INTERNATIONAL TANNING TRADE EXPO	TARR	DEAD
425	75658583	2430762	QUILT EXPO	TARR	LIVE
426	75917073	2514217	ANTI-AGING EXPO	TARR	LIVE
427	75721358	2357381	NEWSLINE EXPO	TARR	DEAD
428	75657996	2474902	NATIONAL SKI & SNOWBOARD EXPO	TARR	LIVE
429	75725669	2434211	FLORIDA BIG BOY TECH & TOY EXPO	TARR	LIVE
430	75711195	2408039	ENTREPRENEUR MAGAZINE'S SMALL BUSINESS EXPO	TARR	LIVE

431	75675669	2347892	AGENT CONFERENCE & EXPO	TARR	DEAD
432	75583287	2497256	SUPPLY CHAIN EXPO	TARR	LIVE
433	75761189	2345709	PACK EXPO BRASIL	TARR	DEAD
434	75696804	2346235	SOUTH EAST DESIGN & MANUFACTURING EXPO	TARR	DEAD
435	75552727	2344699	DCI'S SALES FORCE AUTOMATION CONFERENCE AND EXPO	TARR	DEAD
436	75773394	2607875	FPD EXPO	TARR	LIVE
437	75738959	2345525	METROLINA EXPO OF ANTIQUES & COLLECTIBLES	TARR	LIVE
438	75725668	2345439	FLORIDA WOMEN'S EXPO	TARR	LIVE
439	75637672		MOBILE & PDA EXPO	TARR	LIVE
440	75813023	2358921	MIDWEST INDUSTRIAL WOODWORKING EXPO	TARR	LIVE
441	75813022	2358920	NEW ENGLAND INDUSTRIAL WOODWORKING EXPO	TARR	LIVE
442	75754455	2336914	50 PLUS EXTRAVAGANZA & EXPO	TARR	DEAD
443	75757481	2334034	THE SOUTHWESTERN ASSISTIVE TECHNOLOGY EXPO	TARR	DEAD
444	75560236	2325678	U-NEEK EXPO	TARR	DEAD
445	75548218	2325616	DEAF EXPO	TARR	DEAD
446	75511714	2325463	NORTHWEST HIGH-TECH CAREERS EXPO	TARR	DEAD
447	75553843	2361451	IPC PRINTED CIRCUITS EXPO	TARR	LIVE
448	75730673	2412030	WORLD BEEF EXPO	TARR	LIVE
449	75587044	2339382	NEW YORK SHOE EXPO	TARR	LIVE
450	75619874	2302215	CREATIVE EXPO ENVIRONMENTS	TARR	DEAD
451	75574793	2299907	ROBO EXPO	TARR	DEAD
452	75527024	2299685	THE INDEPENDENT BANKERS ASSOCIATION OF TEXAS IBAT 97 EXPO THE SOUTHWEST'S LARGEST SERVICE & TECHNOLOGY TRADE SHOW FOR FINANCIAL INSTITUTIONS	TARR	DEAD
453	75567617	2298057	FUN EXPO	TARR	DEAD
454	75519594	2361320	CONVERTING EXPO	TARR	LIVE
455	75662132	2286856	MIDDLE TENNESSEE BOAT EXPO	TARR	DEAD
456	75758096	2347314	WORLD EXPO OF BEER	TARR	LIVE
457	75734872		IDA INTERNATIONAL GARAGE DOOR EXPO	TARR	DEAD
458	75976832	2161148	SMALL OFFICE/HOME OFFICE TECHNOLOGY EXPO	TARR	DEAD
459	75950560		DESIGNEXPO	TARR	DEAD
460	75942783	2722744	WEB VIDEO EXPO	TARR	LIVE
461	75931379	2468592	DIPLOMATIC EXPO	TARR	LIVE
462	75931027		CES ADULT ENTERTAINMENT EXPO	TARR	DEAD
463	75915224		UNIFORMWORLD CONFERENCE AND EXPO	TARR	DEAD
464	75912847	2459444	MED/SURG EXPO HIDA 2000	TARR	LIVE
465	75907061		ONLINE INVESTOR EXPO	TARR	DEAD
466	75888362	2716648	MID-ATLANTIC EXPO FOOD BEVERAGE LODGING GREAT PRODUCTS. GREAT DEALS. GREAT SHOW.	TARR	LIVE
467	75887006	2511285	SUPER PET EXPO	TARR	LIVE
468	75885018		INTERNATIONAL ONLINE TRADING EXPO	TARR	DEAD
469	75862886		TOTAL TECHNOLOGY EXPO	TARR	DEAD
470	75858916		WORLD MONEY EXPO	TARR	DEAD

471	75836042		EXPO DISPLAY SERVICE	TARR	DEAD
472	75828435	2523598	FINANCIAL TECHNOLOGY EXPO	TARR	LIVE
473	75825304	2550679	LAS VEGAS 2001 MT EXPO	TARR	LIVE
474	75802504	2585925	COMMUNICATIONS SOLUTIONS EXPO	TARR	LIVE
475	75761191	2345711	PACK EXPO LAS VEGAS	TARR	LIVE
476	75761190	2345710	PACK EXPO INTERNATIONAL	TARR	LIVE
477	75721835		AUTOMOTIVE & TRANSPORTATION INTERIORS EXPO	TARR	DEAD
478	75699834		GBEV EXPO	TARR	DEAD
479	75680014		"CPE" CONTRACT PACKAGING EXPO	TARR	DEAD
480	75678044	2739402	LINUXWORLD CONFERENCE & EXPO	TARR	LIVE
481	75673295	2391145	ENTREPRENEUR EXPO	TARR	LIVE
482	75641312		THE GREAT AMERICAN SENIOR EXPO	TARR	DEAD
483	75604530	2499191	INTERNET INDUSTRY EXPO	TARR	LIVE
484	75604529	2495146	INTERNET INDUSTRY WORLD EXPO	TARR	LIVE
485	75596708		ROYAL OUTDOOR SPORTSMAN'S EXPO	TARR	DEAD
486	75594344		CRM	TARR	DEAD
487	75592474	2583900	LAW TECHNOLOGY EXPO	TARR	LIVE
488	75586758		ATLANTIC CITY MARINE EXPO	TARR	DEAD
489	75586757		ATLANTIC MARINE EXPO	TARR	DEAD
490	75573806	2508400	CAROLINA REAL ESTATE EXPO	TARR	LIVE
491	75573599	2292755	NOVI EXPO CENTER	TARR	LIVE
492	75564236		TEEN EXPO	TARR	DEAD
493	75564164	2637852	CUSTOMER RELATIONSHIP MANAGEMENT CONFERENCE & EXPO	TARR	LIVE
494	75562343	2520566	LINUXWORLD CONFERENCE AND EXPO	TARR	LIVE
495	75537404	2626761	EXPO MANUFACTURA	TARR	LIVE
496	75534779	2458726	WORLD STAMP EXPO	TARR	LIVE
497	75523312	2535187	INTERNATIONAL COSMETIC EXPO	TARR	LIVE
498	75520963		ATLANTIC FOODPROCESSING EXPO	TARR	DEAD
499	75519161		NATIONAL BLACK POWDER HUNTING EXPO	TARR	DEAD
500	75519022	2260145	HIP-HOP XPO	TARR	LIVE

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## Entrepreneur Magazine and Open from American Express® Announce the 2007 Woman of the Year

Irvine, California (December 27, 2007) – Katrina Markoff of Vosges-Haut Chocolat has just been announced as the 2007 Entrepreneur magazine and OPEN from American Express® Woman of the Year. Markoff will accept her award and speak at the next “Women in Charge: Winning Strategies for Women Business Owners” conference to be held in Miami Beach, Florida on January 29, 2008.

*Entrepreneur’s* editorial staff and OPEN from American Express® chose Markoff for her creativity, solid business acumen and passion for her community. Markoff turned inspiration into a highly successful business by using her culinary passion to create an entirely new chocolate experience with Vosges-Haut Chocolat.

The Woman of the Year first discovered she had a passion for trying new flavor combinations while attending Le Cordon Bleu in Paris. She later began experimenting with exotic ingredients for truffles like wasabi, anise and ancho chili powder, eventually leading her to start her gourmet chocolate company in 1998. The unusual flavors in her chocolates have helped her make her mark—one worth almost \$12 million in 2007 sales alone.

Markoff has made sure to grow her business with the environment in mind—Vosges-Haut Chocolat’s headquarters is run with 100 percent renewable energies. She’s also planning to attain LEED platinum-level certification as well, a special recognition for sustainable green building and development practices with the U.S. Green Building Council.

“Katrina is the total embodiment of the creative, passionate and socially conscious entrepreneur,” says Rieva Lesonsky, senior vice president and editorial director of *Entrepreneur* magazine. “She is a wonderful example of how entrepreneurial success can be achieved while maintaining a sense of connection to community and responsibility for the environment.”

As the Woman of the Year, Markoff will share her insights with other women business owners during the luncheon portion of the Women in Charge conference designed by *Entrepreneur*. This one-day, second-annual event will feature breakout sessions, speakers, giveaways and special opportunities for women entrepreneurs looking to start a business or make one grow.

“OPEN from American Express is committed to supporting initiatives that empower women entrepreneurs,” says Marcy Shinder, vice president, OPEN from American Express. “We are proud to partner with *Entrepreneur* magazine to recognize and celebrate Katrina’s success. She is among the growing number of women business owners across the country who are achieving their vision and making positive contributions to the economy and their communities.”

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Markoff is featured in the January issue of *Entrepreneur* magazine on newsstands now. For more information on the Women in Charge conference and to register to attend for free, visit [www.entrepreneur.com/womenincharge](http://www.entrepreneur.com/womenincharge).

**About OPEN from American Express**

OPEN from American Express is dedicated exclusively to the success of small business owners and their companies. OPEN supports business owners with unparalleled service. With tailored products and services, the team delivers purchasing power, flexibility, control and rewards to help customers run their business. Specifically, business owner customers can leverage an enhanced set of products, tools, services and savings, including charge and credit cards, convenient access to working capital, robust online account management capabilities and savings on business services from an expanded lineup of partners. To obtain more information about OPEN®, visit [OPEN.com](http://OPEN.com), or call 1-800-NOW-OPEN to apply for a card or loan. Terms and conditions apply.

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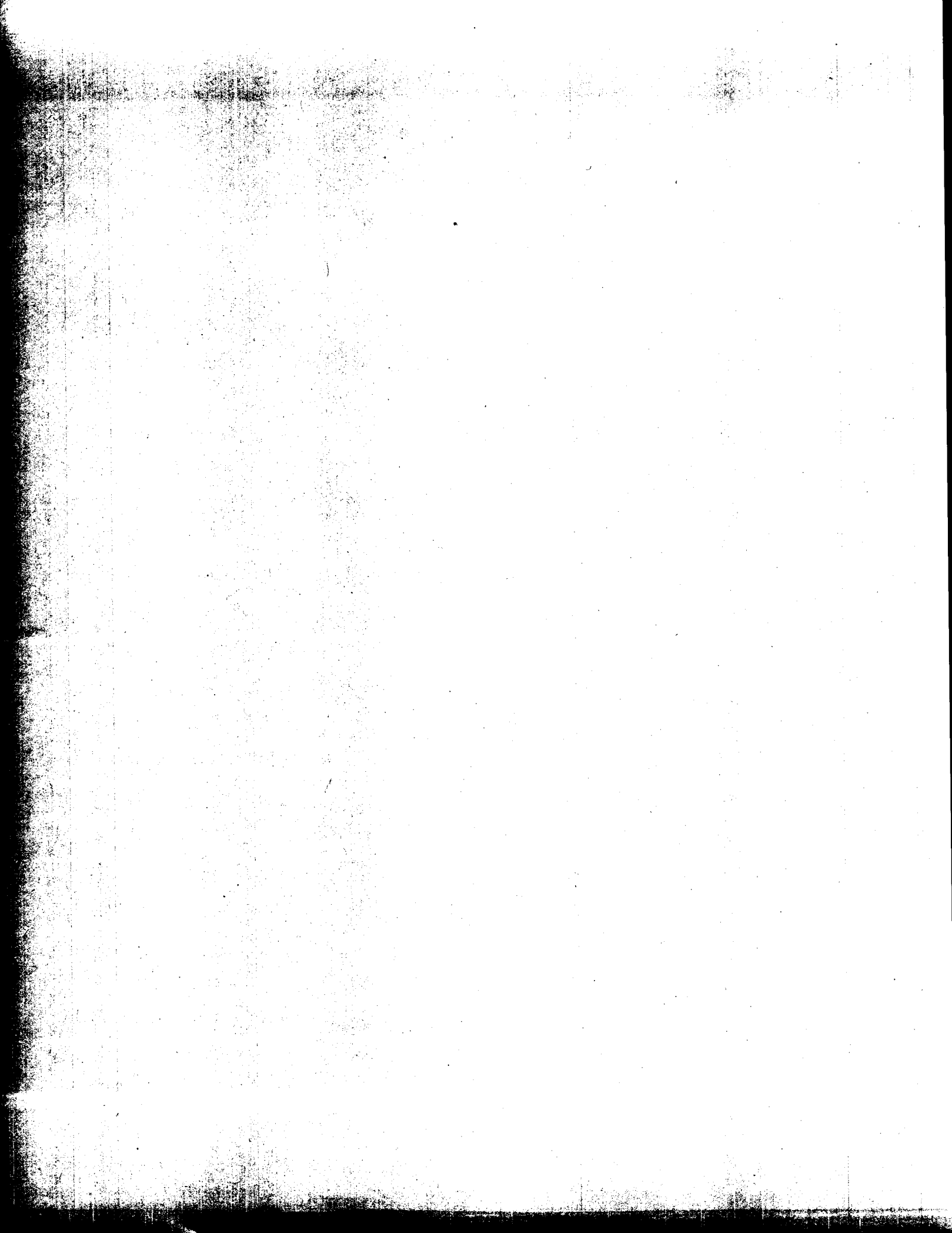
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Re: Entrepreneur Media, Inc. genericizing "entrepreneur"; EMI partner genericizing "entrepreneur"

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## Business Owners Maximize Their Tech Purchasing Power With New Entrepreneur & CNET Partnership

Tuesday January 29, 6:00 am ET

IRVINE, Calif., Jan. 29 /PRNewswire/ -- Entrepreneur Media, the company dedicated to entrepreneurs growing their businesses, announced today a new content partnership with CNET, where people go to discover the latest in tech and consumer electronics. Through the partnership, Entrepreneur.com and Entrepreneur magazine will feature more hands-on solutions for business owners' technology purchase needs.

"Entrepreneur's partnership with CNET is part of our commitment to continually provide new and hands-on resources for the business owners that depend on us for cutting-edge solutions," says Chuck Fuller, senior VP of business development at Entrepreneur.com.

"These products enable them to run their businesses more effectively and easily on a day-to-day basis."

A full library of product reviews from the tech experts at CNET relevant to the entrepreneur can be found on Entrepreneur.com. In Entrepreneur magazine, company owners can read a monthly column titled "Gear" based on a CNET review of an essential business product.

"The 'Gear' column combines our strength -- staying ahead of entrepreneurs' needs and making sure they're met-with that of CNET's -- providing expert tech product information and reviews," says Rieva Lesonsky, senior VP/editorial director of Entrepreneur magazine. "We know our readers want to see the hot tech items that make them more efficient or simplify their tasks as business leaders. This is a new way for us to offer this essential information."

The partnership with Entrepreneur and CNET serves a major audience of tech purchasers today. According to the IDC, small and midsize businesses lead the nation with \$150 billion in tech spending. Business owners leading these companies are receptive to the idea of technology as an investment and competitive tool for growing their businesses.

"Working with Entrepreneur further extends our reach by connecting with owners of companies that need tech gadgets for both the office and while on the road," says Wendy Dittmore, senior manager of strategic partnerships, at CNET. "Through our partnership we

help entrepreneurs make decisions about choosing the right products that meet their needs and busy lifestyle."

CNET's monthly product review column can be found in the Technology section of the magazine. To view more product reviews relevant to business owners, visit <http://entrepreneur.com/technology/cnet>.

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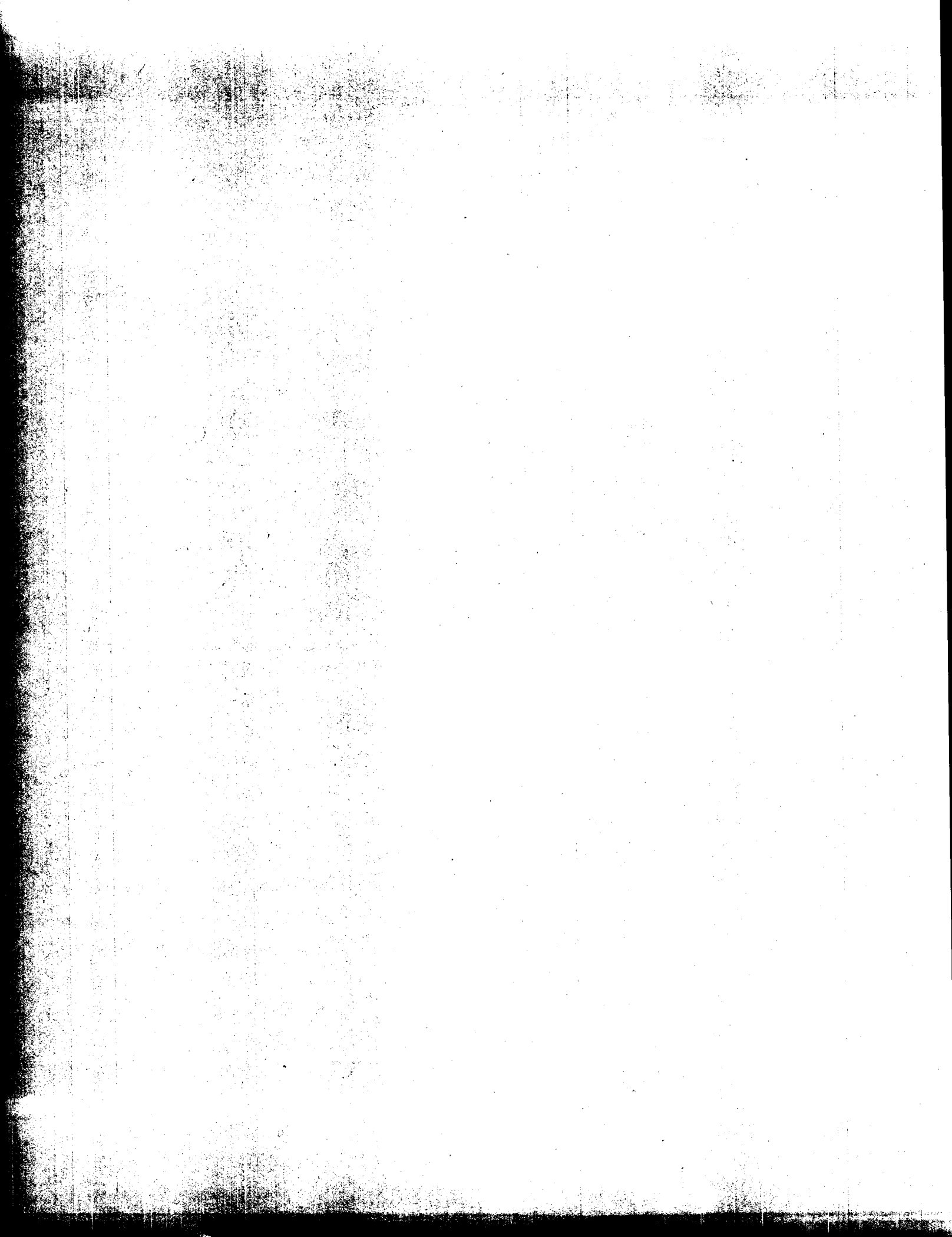
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## WHY WAIT?

long on ideas but short on cash? That doesn't mean you have to put your business start-up on hold. You can get the equipment you need by leasing instead of buying.

In fact, a lack of cash or a place to borrow it are the most common reasons start-up companies turn to leasing, says Adam Berke, 33, owner of SST Leasing Corp. in Great Neck, New York.

The equipment costs more in the long run if you lease rather than buy, Berke says. "but there's value in having cash on hand. Once you spend that money on equipment, you don't have it for other needs. How long would it take you to accrue that much cash again?"

Equipment leasing is a popular option for businesses. One-third of the \$582 billion worth of equipment businesses picked up in 1997 was leased, according to the Equipment Leasing Association of America.

Just because it's relatively easy to lease equipment, though, doesn't mean you necessarily should. Scott Smith, 36, bought the computers and other office equipment he needed to start EntrepreneurPR in Sacramento, California, "because I don't like [being in] debt. But I'm fortunate—I didn't need to buy a lot of equipment all at once. I started with one Mac and one PC. If I'd had to buy a \$30,000 piece of equipment to get started, I probably would have leased it."

As it is, Smith has gradually added other computer equipment and a phone system as he can afford them for his company, which publishes the quarterly *Entrepreneur Illustrated* as well as online articles aimed at small businesses.

Do you have some cash, but not all you need? A combination of buying and leasing may be the ticket. That's what Net One, an Internet solutions company in Boston, did. The company leases the computers it uses as Internet servers to host clients' Web sites. "Prices for computers and other hardware are really low right now," says partner Charles Strader, 22. "We do 'trickling down' here. The person who needs the highest tech gets the new

## Deciding Factors

### LEASING:

- ☛ Eases cash flow.
- ☛ Saves your line of credit for other expenses.
- ☛ Protects against obsolescence.
- ☛ Supplies equipment needed for a short period.

### BUYING:

- ☛ Lowers overall cost.
- ☛ Allows tax depreciation.
- ☛ Is better if equipment is kept for more than two years.
- ☛ Has no residual payment.

computer and passes down the old one to people who don't need that much [power]."

The need for newer and faster technology drives many budding entrepreneurs to lease rather than buy. "Leasing is protection against obsolescence," Berke says. After all, computers these days are dated as soon as you hook them up. If it's leased, you turn it back in after a year or two and lease the newest model.

But with more than 2,000 finance companies, banks and independent lenders offering equipment leases, it pays to shop around. Watch out for firms that offer low monthly payments but demand a large payment upfront. That's just another way to drive up the capitalization cost (the leasing equivalent of the interest rate).

Leasing firms tend to specialize in different types of equipment. SST Leasing, for example, handles most industries, but doesn't lease cars, coin-operated equipment (the wear and tear is too harsh) or restaurant equipment (too many go out of business before the lease is up). Also, "we lease software," says Berke, "but since it has no value to us [at the end of the lease], the interest rate is very high."

For more information on equipment leasing, check out these resources:

⇒ *Handbook of Equipment*

*Leasing: A Deal Maker's Guide*, by

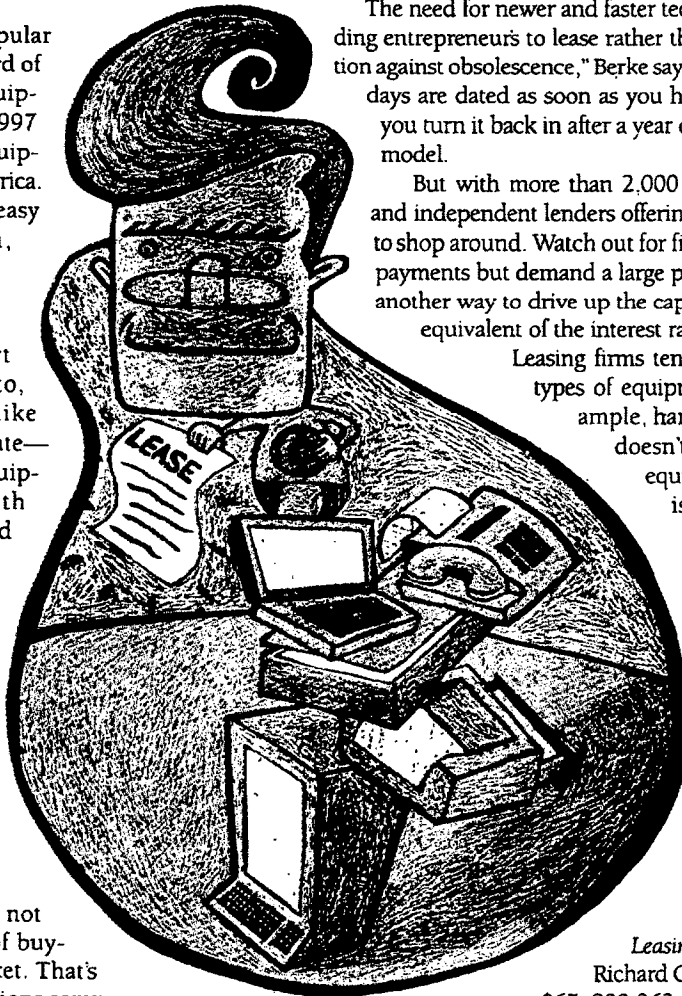
Richard Contino (AMACOM Books,

\$65, 800-262-9699)

⇒ *Complete Book of Equipment Leasing Agree-*

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⇒ *Lease or Buy?* by James Schallheim (Harvard Business School Press, \$35, 800-988-0886)



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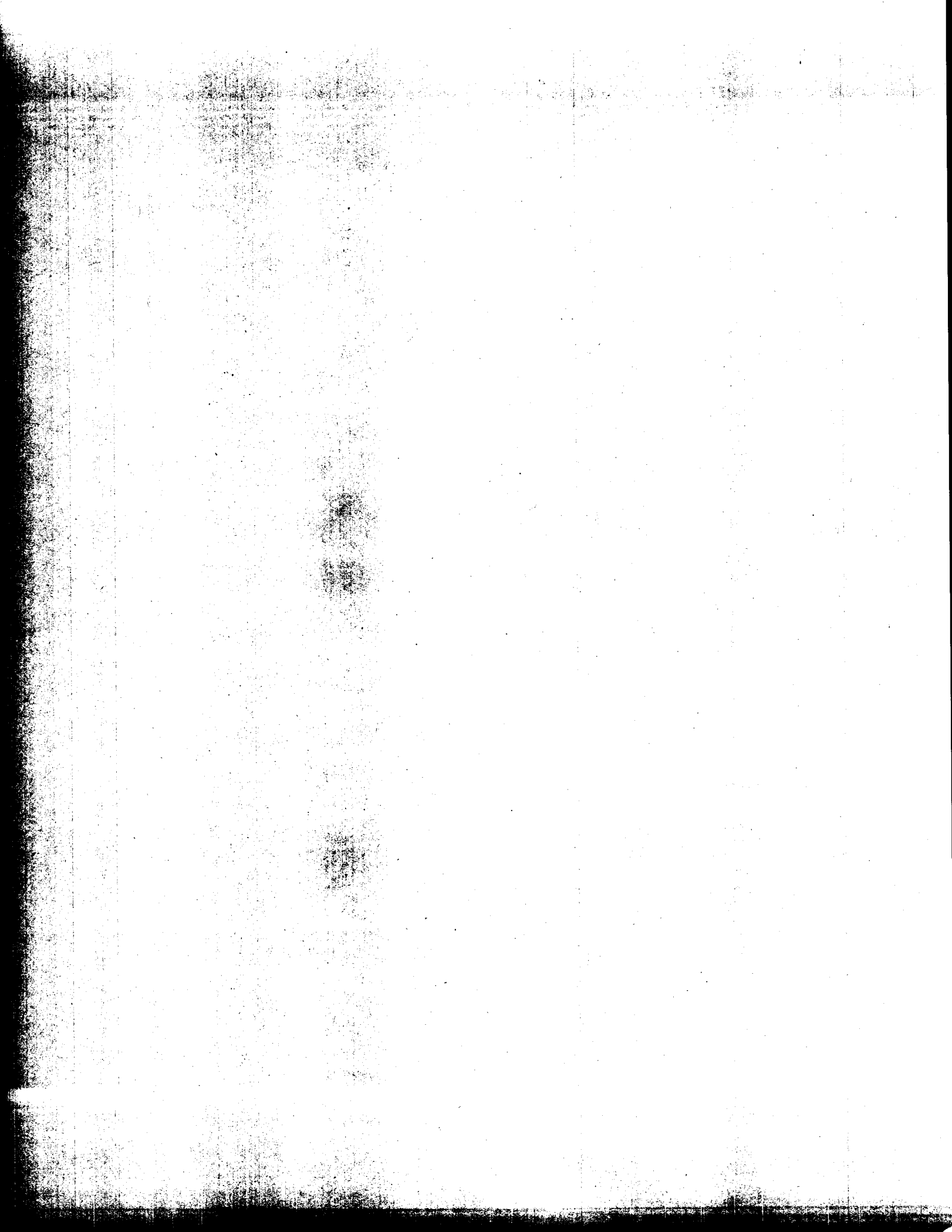
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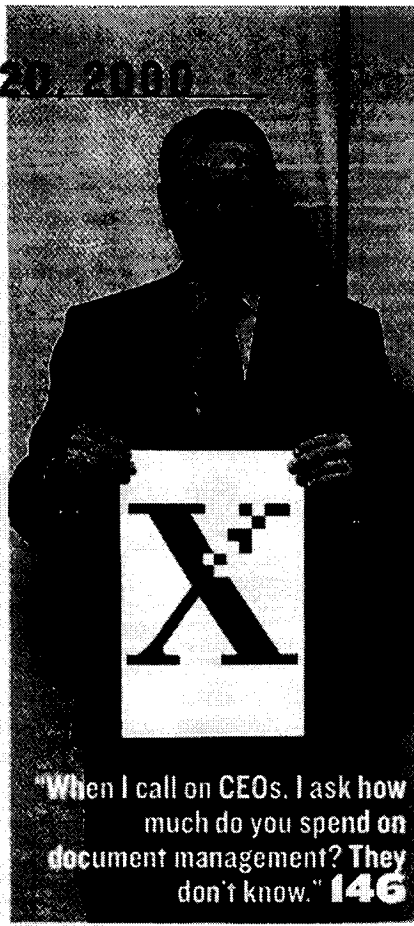
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# TONGUE TIED

**Somebody claims to own the trademark to "entrepreneur." What's next, copyrighting the alphabet? Patenting sex?**

BY DOUG DONOVAN

**S**TEPHEN MORRIS WAS THRILLED when *Entrepreneur* magazine plugged his Atlanta-based business, Kids Way, three years ago. Today, he and Vice President Misty Elliott wish *Entrepreneur* had never heard of them.

The magazine's April 1997 article read like a free ad. It detailed how Kids Way teaches the 8-to-18 crowd to start businesses and listed contact information. "Kids Way also publishes a bi-monthly newsletter, *Young Entrepreneur*," *Entrepreneur* wrote. Within 20 months the 2,000-circulation newsletter grew into a glossy with 16,000 paid subscribers. Today it doesn't even exist—not in name, at least. Last year, *Entrepreneur* filed a lawsuit in federal court against Morris and Elliott, alleging that their use of the word "entrepreneur" violated the magazine's trademark, and asking for treble damages.

Morris didn't want to waste time on a costly defense and changed the newsletter's name to *Y&E*, which has hampered subscription renewals. "It seems they're going after the little guys who don't have the resources to fight them," says Elliott.

The nasty fistfight over intellectual property has taken some pretty strange forms these days—what with Amazon.com and Priceline.com putting a legal force field around their business models. But trying to corner the market on a word bandied about more often than "bandwidth"?

For the past six years Entrepreneur Media, the Irvine, Calif.-based parent of *Entrepreneur*, has protected its trademark name by going after small businesses that

use the word "entrepreneur" in publications and on Web sites. Smart business, no doubt. But crippling to some of the very people it purports to help. Among the sundry victims:

**Asian Entrepreneur.** The Diamond Bar, Calif. publication changed its name to *Asian Enterprise* in 1994 after receiving a cease-and-desist letter. "A legal fight would have put us under," says publisher Gelly Borromeo.

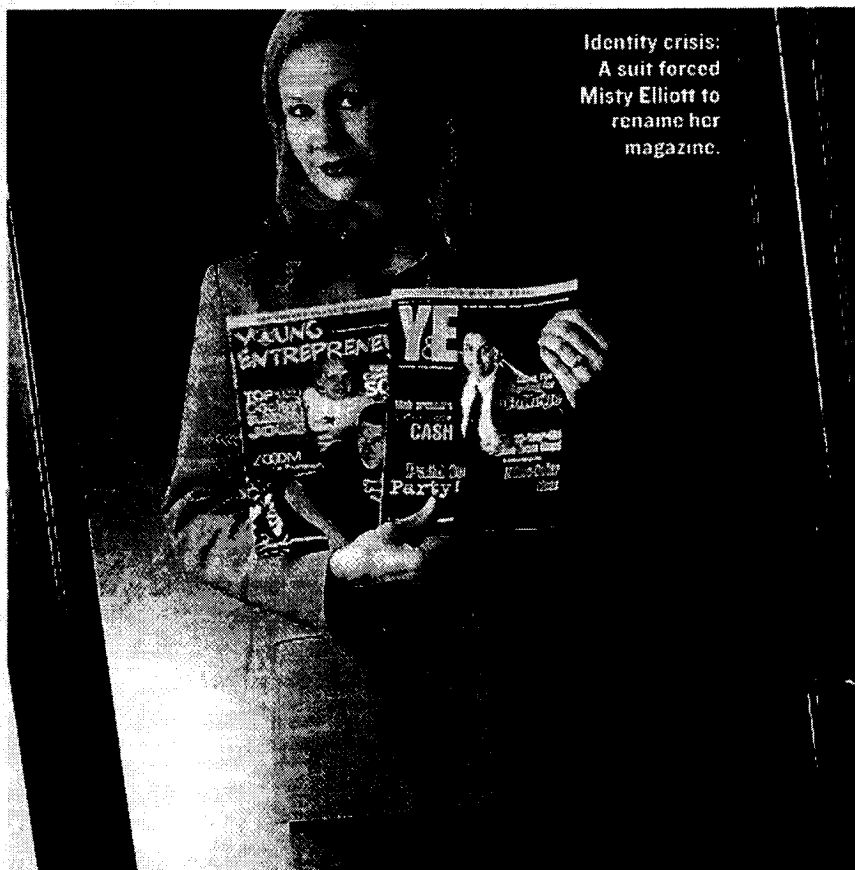
**Publishing Entrepreneur.** This Traverse City, Mich.-based outfit scrapped its print publication in 1997, and fled to the Web with a new name entirely, *Independent Publisher*. Says founder Jerrold Jenkins, "They just bully you."

**Entrepreneur Illustrated.** That's the quarterly publication of Scott Smith, president of Sacramento, Calif.-based EntrepreneurPR. Smith is being sued. "They told me they're going to wear me out by making my life a living hell," he says. Smith insists he will contest the suit.

**www.entrepreneur.com.** Never mind that the Web site was registered in 1994 by James Borzilleri, president of Free-Club.com—two years before *Entrepreneur* registered its site, [www.entrepreneur.com](http://www.entrepreneur.com). Entrepreneur Media went after him last year. Borzilleri (whom *Entrepreneur* calls a "cybersquatter") sold out for a reported \$50,000.

**www.entrepreneurs.com.** Another legal target, Gregory McLemore, has set up a protest page at his Web site, [www.entrepreneurs.com/free.html](http://www.entrepreneurs.com/free.html). This guy has plenty of money to fight back. He built and sold Toys.com to Etoys, and founded Pets.com, which went public in February, raising \$82.5 million. "There's a good chance that their trademark could be thrown out," says McLemore, president of Pasadena, Calif. incubator, WebMagic.

Maybe. Folks like McLemore and Smith could fend off the legal attack by proving that "entrepreneur" is a generic term. Turning generic is what killed the



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CHUCK FOSTER

...with this demand to cease and desist, we demand that you deliver up for destruction all items bearing the offending terms, including all printed materials, papers and other publications, promotional literature, advertising and other items bearing any form of the trademark **ENTREPRENEUR**...

Something you won't read in *Entrepreneur* magazine: On the attack against all infringers, small and smaller.

Your rendering of services to the public under the name *Entrepreneur Club*, your Internet activities under the titles "*Young Entrepreneur Sites*" and "*Young Entrepreneurs' Network*" are further examples of trademark infringement.

Defendants' acts have caused and continue to cause *Entrepreneur Media* irreparable injury.... Therefore, *Entrepreneur Media* is entitled to injunctive relief against Defendants.

onetime trademarks for cellophane and escalator and what the owners of names like Xerox and Kleenex spend small fortunes to prevent. "*Entrepreneur*," of course, is rather different from Xerox because the company claiming to own the trademark did not coin the word. But *Entrepreneur*

Media registered the trademark in 1982, and has the powerful Latham & Watkins of Los Angeles behind it.

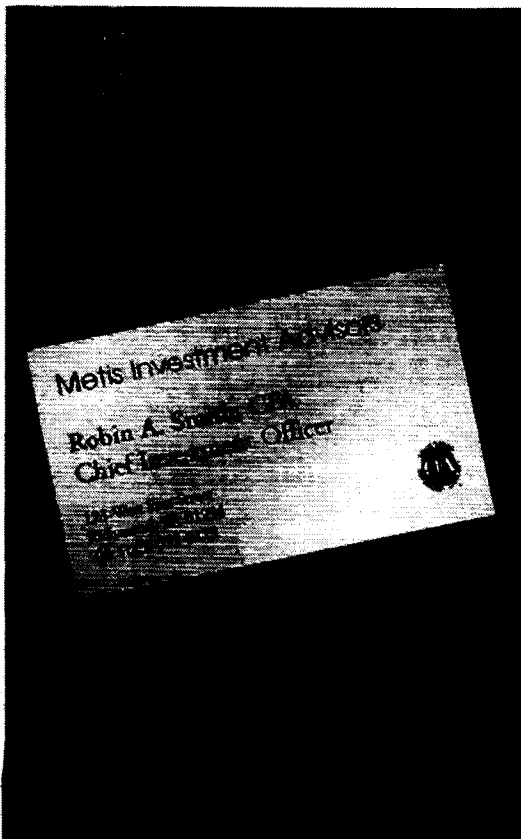
The monthly was founded in 1978 by Chase Revel, author of how-to business books, including the 1979 "classic," *The Newest, Most Unique Ways People Are Making Money, Vol. II*. The magazine filed for Chapter 11 in 1982.

Today *Entrepreneur* is owned and operated by Peter Shea, who bought the magazine in 1987. Circulation is up 36% over the past five years to 527,658.

Advertising revenue for

1999 rose 8% last year to \$56 million (before discounts), some of that from classifieds like "EXTRA CASH! No fees, no memberships. For kit information, send \$10 (refundable) to: Black Hole Innovations Inc."

Next thing you know, they'll trademark the words "golden opportunity." ■



## Symbol of Achievement

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# BLACK ENTERPRISE

EXCLUSIVE INTERVIEW WITH AL GORE

www.blackenterprise.com

September 1999

## BUSINESS OPPORTUNITIES

### 5 HOT BUSINESS FIELDS FOR WOMEN

Thinking of starting a company? These sectors are proving to be particularly lucrative for entrepreneurial sisters.

MARINA GRANT, PRESIDENT OF GRANT COMMUNICATIONS Inc., initially started her business out of a desire to help women fight discrimination in the workplace. She also happened to land squarely in one of the fastest-growing niches of the services industry—labor law consulting and conflict resolution.

It's also one of five hot industries for women that probably won't

cool down for the next five to 10 years. Others include: home healthcare, information technology services, commercial cleaning and entertainment (television, motion pictures, publishing, recorded music and video games). Approximately 60% of black women-owned firms are in the service sector, according to the National Foundation for Women Business Owners.

For women entrepreneurs, these industries represent some of the best opportunities for success, which is always within your grasp as long as you are focused, prepared and have a plan and the determination to be the best at what you do.

Meet five women who, reading the clues and taking advantage of their industry knowledge and experience, started service businesses in our five hot industries at the right time, some even a little ahead of the curve.

## Legal Eagles: Dispute Resolution



increased from 15,965 in 1994 to 23,735 in 1997.

If you're interested in consulting in the area of dispute resolution, experience and knowledge in a particular niche, such as labor law or family disputes, is helpful, says Janice Robertson, associate executive director of the Society of Professionals in Dispute Resolution.

Training in mediation and conflict resolution is available through various community organizations as well as many universities. Hands-on and volunteer experience go a long way in building skills in dispute resolution. The personality traits of someone interested in conflict resolution are critical, says Robertson. "Listening and negotiation skills are extremely important when you are trying to

solve problems in a way that will salvage relationships."

*Marina Grant worked for several years as a prosecuting attorney and as a volunteer helping women advance on the job in the face of discrimination. She noticed in the early 1980's that employers were also having a difficult time dealing with workplace conflict and problem*

*resolution. In 1983, she started Grant Communications Inc., a corporate labor relations and conflict resolution consulting firm based in Del Mar, California.*

*Today her firm matches its five-year average earnings of \$2.5 million annually doing investigations and helping personnel or labor relations executives or in-house attorneys unravel and understand constitutional and equal employment opportunity law.*

*"You will always have problems surrounding cultural differences. Add sexual harassment to the mix and you've got an industry need that's nearly out of control," says Grant, who works with a network of 150 contractors. One-third of these are attorneys, who do the training and consulting, and the rest are investigators with experience in employment law and the EEOC.*

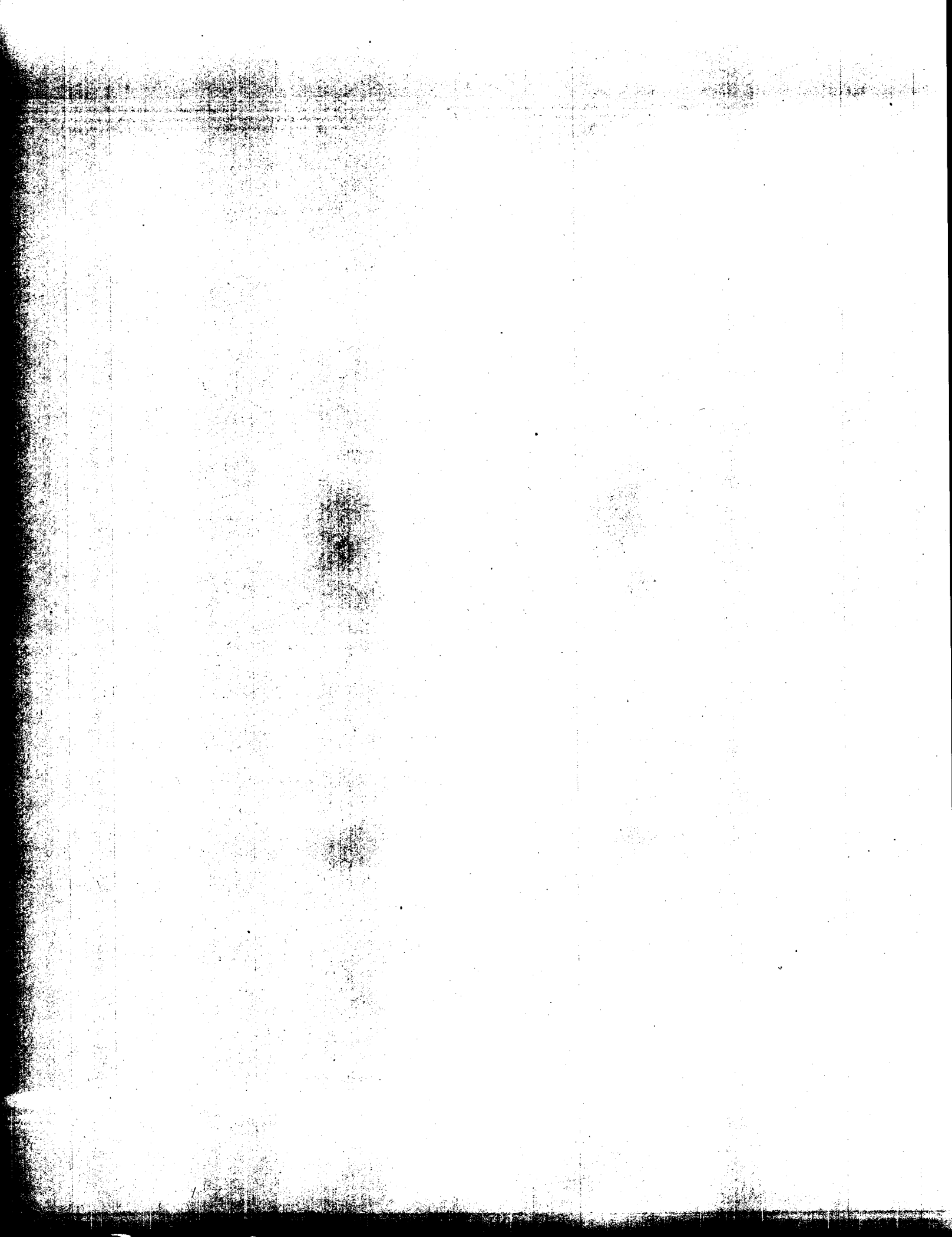
As for making a go of it as a lawyer running a consulting firm, Phil Shuey, past chair of the law practice management section of the American Bar Association and owner of his own consulting concern, suggests making sure you have a unique service to offer and deciding how you want to balance practicing law with running a consulting firm. Also, be aware that as a consultant you'll have a wider range of competitors. While being a lawyer helps you with credibility, your competitor could be a larger or more specialized organization with more resources.

Petitioner Exhibit #73

By Roz Ayres-Williams and Phaedra Brotherton

PETITIONER EXHIBIT #73

High profile lawsuits and large out-of-court settlements have unnerved corporations enough to create a booming business for consultants who can help steer them away from trouble, resolve issues in a fair manner and help teach their employees to work cooperatively. According to the U.S. District Courts, the number of employment civil rights cases filed





October 7, 2004

SMALL BUSINESS

## Entrepreneurs Must Choose Their Words With Care

By AMY ZIPKIN

**E**ntrepreneur magazine is playing hardball to stop entrepreneurs from using the word entrepreneur.

Entrepreneur Media Inc., the magazine's owner, waged a successful six-year legal battle to prevent a California publicist from calling his company EntrepreneurPR and from using the word in a quarterly periodical he once published, Entrepreneur Illustrated. It won a \$1.4 million judgment against him and is seeking payment even though he says his business, which he long ago rechristened BizStarz, is now in a shambles.

Another publication in Entrepreneur magazine's sights was Publishing Entrepreneur of Traverse City, Mich. Its owner folded it into sister publication Independent Publisher after being sued.

Seven years ago Entrepreneur Media also tried to thwart the consulting firm Ernst & Young from issuing the Ernst & Young Entrepreneur of the Year Magazine in conjunction with its annual awards program. The firm held its ground and Entrepreneur Media backed off.

The Donald H. Jones Center for Entrepreneurship at Carnegie Mellon University chose another course. After receiving a letter from Entrepreneur Media in 2001 describing its quarterly alumni newsletter The Entrepreneur as "a flagrant violation of the trademark," the center renamed it the DJC Newsletter.

In 1999 Entrepreneur Media also sued the holders of the Internet addresses entrepreneurs.com and entrepreneur.net. Though it later dropped the complaints, it served notice that it reserved the right to reinstate them. "I can't build a commercial site because there's been the threat of litigation," said Jeff Busche of Huntington Beach, Calif., a Web site developer who is the owner of entrepreneur.net. And Gregory McLemore, whose company owns the entrepreneurs.com name, said he "felt like I was mugged. They are trying to commandeer this word and remove it from the language."

And so it goes. In all, Entrepreneur Media says that in the last 10 years, it has resolved or settled about 40 instances of actual or potential trademark infringement. It declines to specify how many lawsuits it filed or how many cease-and-desist letters it sent, saying only it deals with infringement on a case-by-case basis.

It is currently opposing a trademark application by Kevin Harrington of St. Petersburg, Fla., to name a series of how-to business books The Virtual Entrepreneur. Mr. Harrington's attorney said his client was in discussions with Entrepreneur Media but declined to give details.

Entrepreneur Media is not the only media company laying claim to a common English word. In June 2002, a law firm representing Village Voice Media, publisher of The Village Voice, sent a letter to The Cape Cod Voice, a

year-old publication in Orleans, Mass., warning that its name could cause "confusion as to the source or affiliation with our client or its famous trademarks and will erode or blur the distinctiveness of the Voice marks." The company offered to pay the costs of changing the publication's name, and cautioned Seth Rolbein, editor and publisher of The Cape Cod Voice, that it had previously brought litigation against The Bloomington Voice, in Indiana, now The Bloomington Independent, and reached agreements with The Tacoma Voice, in Washington State, now The Tacoma Reporter, and The Dayton Voice, in Ohio, now Impact Weekly.

Mr. Rolbein was not buying it. In October 2002, he wrote to Village Voice Media, saying, "Perhaps I can put your main concern to rest: There is no consumer confusion between the media company you work for and The Cape Cod Voice." Mr. Rolbein says he has not heard back from The Village Voice. "Small places have the right to their own voices," he said. Repeated phone calls to The Village Voice were not returned.

Businesses have the right to seek trademark protection for their names, logos and products, of course. Last year, the United States Patent and Trademark Office received 267,218 trademark applications, up from 258,873 the previous year. The office may reject applications for a number of reasons. In August, it turned down Donald Trump's attempt to register his "You're fired" watchword for toys, citing the likelihood of confusion with the name of a board game called "You're Hired." It has also turned thumbs down to FileFinder, Co-Management and Orange Zest on the ground that they were merely descriptive of the applicants' goods or services.

All of which raises the question: Can a publication claim a common word as its own property? A lot of publications contain the words business, money and times. What is so special about the word entrepreneur?

Entrepreneur Media applied in 1985 to register the word for use in magazines, books and other publications "pertaining to business opportunities" as well as for computer programs. Entrepreneur magazine, which was seven years old at the time, today has a circulation of 560,000.

The law considers a trademark valid after five years of uncontested use. Entrepreneur Media says it believes that other publications containing the word entrepreneur will sow confusion in the public's mind and benefit from its reputation, and thus are fair game for legal action.

Scott Smith of Sacramento found that out. Mr. Smith began Icon Publications in 1995 and two years later began publishing compilations of his press releases as the Yearbook of Small Business Icons. Entrepreneur magazine named his ICONpub .com a Web site of the week in the fall of 1996.

In 1997, with his business growing, Mr. Smith renamed his company EntrepreneurPR and a quarterly periodical he published Entrepreneur Illustrated. "It's a big image kind of word," he said.

In January 1998, Entrepreneur demanded that Mr. Smith remove the word entrepreneur from the names or face legal action. "They think they own this word," he recalls telling his lawyer.

He refused to comply and Entrepreneur Media filed a lawsuit in May, accusing him of trademark infringement and unfair competition. He decided to fight back, reasoning that because his publication had no paid subscribers or advertising, it posed no competitive threat to Entrepreneur magazine. Having secured rights to the Web address EntrepreneurPR.com, he also applied for trademarks for his company and magazine.

Eighteen months later, a federal district court ruled in Entrepreneur Media's favor. It prohibited Mr. Smith from using trademark EntrepreneurPR and awarded Entrepreneur magazine \$337,280 in damages. Mr. Smith changed his company's name to BizStarz.

Though he had 110 clients and nine employees and expected \$3 million in billings in 2000, Mr. Smith said the court's verdict placed a "major burden" on his company and business tapered off. He reduced staff, and in May 2001 filed for Chapter 7 bankruptcy liquidation because he could not meet the court's judgment. During the next year, he laid off his remaining employees. In early 2002, he started working from home.

However, he appealed the district court's decision with the support of the California Small Business Association and the California Small Business Roundtable. In an amicus brief, the trade groups wrote that because the word entrepreneur is in the public domain, "no provider of products or services to small business owners has had the right to bar others from using the term."

In February 2002 an appeals court, calling the entrepreneur trademark descriptive and weak, sent the case back to the lower court, which in June 2003 ruled again in favor of Entrepreneur Media and awarded it \$669,700 in damages, \$39,300 in costs and \$681,000 in lawyer's fees. This time, the appeals court affirmed the lower-court ruling.

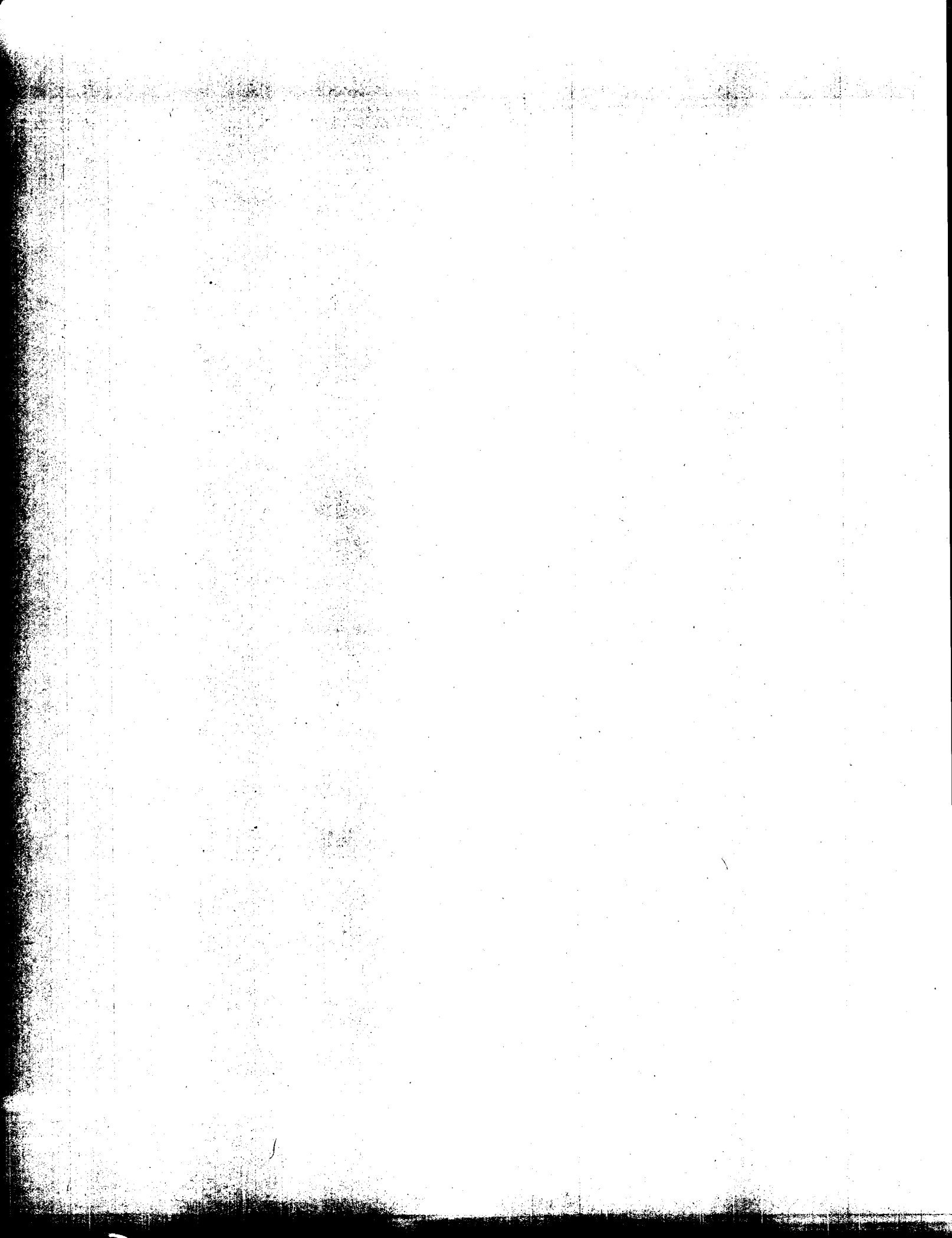
Ronald Young, Entrepreneur Media's corporate counsel, makes no apologies for the company's aggressive legal stance. "Otherwise, a company can siphon off your business and make a profit from your mark," he said.

But some legal experts wonder whether Entrepreneur Media did not just grab a questionable decision by the trademark office and run with it. "An administrative agency can make mistakes and give protection to marks that shouldn't have been protected," said Roger E. Schechter, professor of law at George Washington University. "Small businesses are at a disadvantage when this happens because litigation is expensive, risky and takes an owner's mind off the business."

Mr. Smith's travails continue. He is down to five clients, has a \$1.4 million obligation to Entrepreneur Media and legal fees of more than \$100,000 and calculates his legal ordeal has cost him "millions of dollars" in lost business.

Entrepreneur Media has applied for more than 100 trademarks related to entrepreneurs, though it has abandoned some, like "You've Got Your Dream Now Get it Done." It also continues registering trademarks with the word entrepreneur in them, most recently in March for "Exchange, The Magazine for Entrepreneurial Women," which it plans to publish this year.

Meanwhile, Mr. Smith has retained a pro bono lawyer, Anthony E. Dowell of Lafayette, Ind., who says he will petition the trademark office to cancel the existing entrepreneur trademark as invalid and generic. He wants entrepreneur to join words like yo-yo and trampoline that were once trademarks but are now part of the vernacular.



**ACUTE INTELLECTUAL PROPERTY ISSUES FOR SMALL BUSINESSES  
CONFERENCE**

**Friday, November 15th, 2002  
9:00 am – 3:30 pm**

**311 Cannon House Office Building  
Washington, DC**

**Hosted by:**

**EntrepreneurPR**

**in cooperation with**

**Donald A. Manzullo, Chairman  
U.S. House Small Business Committee**

**Lunch Sponsored By:**

the law firm of  
**Stephen Sturgeon & Associates**  
*domain name dispute experts*

-----  
"Defending intellectual property is a nasty predicament for the entrepreneur with a small business...Often, the question isn't whether to defend intellectual property, but how to do it without losing your shirt."

*Dee Gill, Reporter, The Wall Street Journal, Sept. 9th, 2000*  
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**Petitioner Exhibit #75**

# ACUTE INTELLECTUAL PROPERTY ISSUES FOR SMALL BUSINESSES

## OVERVIEW

This conference is an important event for small businesses, the undisputed backbone of our economy. The focus of the event is to open a dialogue about the challenges facing small businesses in the area of intellectual property and discuss possible solutions. The location, in the heart of our nation's capital, will help raise awareness among lawmakers in order to generate further dialogue, and ultimately, new policies to protect small businesses.

## WHO SHOULD ATTEND

- Small business owners and entrepreneurs, especially those who are facing, or have ever faced, an intellectual property lawsuit.
- Intellectual property attorneys
- Capitol Hill legislative personnel
- Small business and entrepreneur trade associations
- Business journalists
- Business leaders
- Businesses and Organizations involved in patent and trademark issues
- Those who want to have impact on the laws that govern trademarks, patents and intellectual property.

## BACKGROUND INFORMATION

Intellectual property rights are arguably the most valuable assets in the business world today. Although America has a well-established system in place for securing and protecting intellectual property rights, many people find intellectual property law to be highly confusing and prohibitively expensive -- especially small business entrepreneurs.

According to the Lectric Law Library, "one of the worst shocks a small business can receive is a lawsuit or the threat of a suit alleging that the company should stop using its name." Intellectual property disputes are outrageously expensive for the average small business. The average cost to litigate a trademark dispute is a staggering **\$250,000**, and can easily cost millions of dollars. This gives large companies grossly unfair advantages over small businesses when it comes to intellectual property disputes.

When faced with fighting a protracted legal battle with a much larger company, most small businesses simply give up (intellectual property disputes frequently take several years to resolve). Even when the odds of winning appear to be heavily in their favor, most small businesses cannot afford to fight for their intellectual property rights. The risks of losing their entire company -- and the jobs of their employees, who are oftentimes family members -- can outweigh the benefits of fighting.

To make matters worse, even giving up can be a financial nightmare for a small business. Cintara, a full service branding agency in Silicon Valley, California, estimates that "\$100,000 is the typical *minimum* cost of changing a name...even if the name is free and is for a small business." Cintara's fees alone are \$18,000 to \$25,000 to develop names for companies.

## ACUTE INTELLECTUAL PROPERTY ISSUES FOR SMALL BUSINESSES

### SPACE IS LIMITED TO 100 PEOPLE, RESERVE TODAY

For the first time, entrepreneurs, intellectual property specialists and lawmakers' representatives will gather to discuss IP issues and the burdens they create for small businesses. You will want to be part of this dynamic dialogue. Anyone interested in the long-term success of America's small business entrepreneurs and/or intellectual property issues is highly encouraged to attend. Register online at [www.nsbcm.net/conference.html](http://www.nsbcm.net/conference.html). Space is limited by the size of the room, so don't delay.

### COST

As this is a grass roots small business conference, every effort has been made to make the conference affordable for all small businesses. All money collected goes to covering the costs of the conference. The \$125 payment is due upon registration (no fees for members of the media or government staff).

### SPONSORSHIP OPPORTUNITIES

There are many expenses to offset with a conference such as this. If you are interested in giving your business or organization a larger presence at the event while helping to further the cause of small business IP issues, sponsorship opportunities are available. All money raised will go to covering the costs of the conference. Please contact Scott Smith at [scott@entrepreneurPR.com](mailto:scott@entrepreneurPR.com) for more information about these and other sponsorship options.

<b>Title Sponsor</b>	•Name on all materials •2 registered spots at conference •Materials out at event	\$2,500*
<b>Breakfast Sponsor</b>	•Name on materials •1 registered spot at conference •Materials out at event	\$1,000*

\*These level can be shared among two to three companies

# ACUTE INTELLECTUAL PROPERTY ISSUES FOR SMALL BUSINESSES

## TRANSPORTATION AND ACCOMMODATIONS

### **Airport Information**

Reagan National is the closest airport to Washington, DC, within 5 miles, approximately 10 minutes drive. Many hotels offer free transportation to and from Reagan National and there is also a metro stop.

Dulles International is approximately 30 miles away, a 45 minute or greater drive.

Baltimore/Washington International is approximately 34 miles away, a 60 minute or greater drive.

### **Hotel Information**

Following are recommended hotel options in Washington, DC and surrounding area, such as Alexandria and Arlington. Rates vary depending on how many nights, discounts, etc. Additional hotel information and offers can be found at [www.expedia.com](http://www.expedia.com) and the Washington DC Convention and Tourism Corporation at [www.washington.org](http://www.washington.org)

#### Hyatt Regency Washington on Capitol Hill

Close to 311 Cannon. Rates start at \$210.  
400 New Jersey Avenue, NW  
Washington, DC, 20001  
(202) 737-1234  
Central Reservations - (800) 633-7313  
[www.hyatt.com](http://www.hyatt.com)

#### Best Western – Downtown Capitol Hill

Close to Capitol Hill. Rates start at \$89.  
724 3rd Street NW  
Washington, DC 20001  
(202)842-4466  
Central Reservations – (800) 242-4831  
[www.bestwestern.com](http://www.bestwestern.com)

#### JW Marriott Hotel on Pennsylvania Avenue

Short cab ride. Rates start at \$179.  
1331 Pennsylvania Avenue  
Washington, DC, 20004  
(202) 393-2000  
Central Reservations- (888) 236-2427  
[www.marriott.com](http://www.marriott.com)

#### Washington Suites – Georgetown

All suite property. Rates start at \$139  
2500 Pennsylvania Ave., NW  
Washington, DC 20037  
(202)333-8060  
Central Reservations(877) 736-2500  
[www.washingtonsuiteshotel.com](http://www.washingtonsuiteshotel.com)

#### Hilton Garden Inn Franklin Square

Nearby, newer facility. Rates start at \$110.  
815 14<sup>th</sup> St. NW  
Washington, DC 20005  
(202) 783-7800  
Central Reservations-(800) Hiltons  
[www.hiltongardeninn.com](http://www.hiltongardeninn.com)

#### Holiday Inn

Complimentary shuttle from Reagan Nat'l  
Rates start at \$170.  
480 King Street  
Alexandria, VA 22314  
(703) 549-6080  
Central Reservations- (800) Holiday  
[www.holiday-inn.com](http://www.holiday-inn.com)

### **Directions to Conference Location**

The entrance to the Cannon House Office Building is located at the corner of New Jersey Ave. and Independence Ave., just South of the U.S. Capitol building. The conference will take place in the House Small Business Committee Room.



# ACUTE INTELLECTUAL PROPERTY ISSUES FOR SMALL BUSINESSES

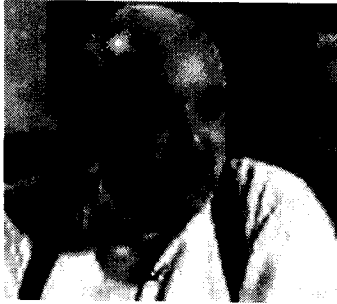
## AGENDA

- 9:00 Arrival, networking, Sponsored light breakfast
- 9:30 Opening Remarks  
A word from House Small Business Committee
- 9:45 Small Business IP Case Studies  
*Five small businesses in intellectual property disputes will highlight and discuss their cases. A question and answer session will follow.*
- 11:30 Break –Lunch in Room  
**Lunch Sponsored by Stephen H. Sturgeon & Associates, P.C.**  
*A law firm specializing in domain name disputes, cybersquatting issues and trademark conflicts.*
- Lunch Presentations
- The Domain Name Dispute*  
Stephen H. Sturgeon, MBA, JD, Principal  
Stephen H. Sturgeon & Associates
- The Battle over “Entrepreneur”*  
Scott Smith, President, EntrepreneurPR  
Jeffrey S. Kravitz, Attorney
- 1:00 USPTO presentation  
Sharon Marsh, Administrator for Trademark Policy and Procedure
- 1:30 Panel Discussion “*Working Through the Issues*”  
*A panel of experts representing intellectual property law, patent and trademark processes, media and small business will give their views of the most critical IP issues and ways to protect and defend your business. A question and answer session will follow.*
- 3:15 Closing remarks—“*What’s Next? What We All Can Do.*”
- 3:30 Adjournment

*\*A special thank you to DeBrand Fine Chocolates for supplying samples of their confections.\*  
DeBrand is one of the defendants in the PanIP lawsuits.  
Those interested in ordering additional chocolates can visit [www.debrand.com](http://www.debrand.com)*

## ACUTE INTELLECTUAL PROPERTY ISSUES FOR SMALL BUSINESSES

### PANELISTS



#### SMALL BUSINESS PANELIST

**UZI NISSAN**  
**FOUNDER AND PRESIDENT**  
**NISSAN COMPUTER CORP.**

6001 Chapel Hill Rd., Suite 105  
Raleigh, NC 27607  
(919)233-5000  
[www.nissan.com](http://www.nissan.com)

Uzi Nissan was born in Jerusalem, Israel and came to the United States in 1976. He has started a number of businesses using his last name starting in 1980. In May 1991, he founded Nissan Computer Corp, which sells computer hardware, networking, maintenance and consulting services. In 1980, when Mr. Nissan started businesses using his surname, Nissan Motor was not known as Nissan, but primarily as "DATSUN."

In June 1994, he registered the domain name nissan.com and created a Web site to promote computer-related products and services on the Internet. Two years later he registered nissan.net, and began offering Internet services, including dial-up connections and direct data connections to business. Mr. Nissan's given last name is a biblical term identifying the seventh month in the Hebrew calendar and is also Arabic for the month of April.

Five years after Mr. Nissan first registered nissan.com, Nissan Motors filed suit against Nissan Computer Corp. for trademark infringement, trademark dilution and cybersquatting, seeking \$10 million in damages. His battle is now in its third year.

**ACUTE INTELLECTUAL PROPERTY ISSUES FOR SMALL BUSINESSES**  
**PANELISTS**



**SMALL BUSINESS PANELIST**

**BRAD WARDELL**  
**PRESIDENT AND CHIEF EXECUTIVE OFFICER**  
**STARDOCK CORPORATION**

17292 Farmington Road  
Livonia, MI 48152  
(734) 762-0687  
[www.stardock.com](http://www.stardock.com)

Brad Wardell founded Stardock in 1993 while in college developing PC desktop and entertainment software. Stardock is best known for its Windows desktop enhancement software called Object Desktop. However, it also has produced some well known games including Galactic Civilizations, Entrepreneur, and The Corporate Machine. Wardell was a finalist for Ernst & Young's Michigan Entrepreneur of the Year award (2002) and has been featured on TechTV, Entrepreneur Magazine, Craine's Business, Nightly Business Report and elsewhere.

In 1998, Mr. Wardell was sued by Entrepreneur Media, Inc., the parent company of the magazine "Entrepreneur," for the use of the word "entrepreneur" in his computer game. Despite settling out of court, his legal battle lasted an entire year and wasted countless hours of time and thousands of dollars.

## **ACUTE INTELLECTUAL PROPERTY ISSUES FOR SMALL BUSINESSES**

### **PANELISTS**



#### **SMALL BUSINESS PANELIST**

**WALT SMITH**  
**PRESIDENT**  
**ARCADE ELECTRONICS, INC.**

5565-F General Washington Drive  
Alexandria, VA 22312  
(703) 256-4610  
[www.Arcade-Electronics.com](http://www.Arcade-Electronics.com)

Walt Smith is president of Arcade Electronics and has been with the company for 22 years. He joined the company after his retirement from the Air Force where his last assignment was as a staff officer with the Air Force Systems Command at Andrews Air Force Base.

Arcade Electronics, Inc. is a family-run business celebrating its 40<sup>th</sup> anniversary this year. Arcade is a distributor of industrial electronics and data communication supplies. It serves the Washington, DC metropolitan area from its location approximately 10 miles south of the Pentagon in Northern Virginia.

Arcade Electronics operates a Web site to promote and sell their electronic equipment. In September, 2002 the company was sued by Pangea Intellectual Properties LLC (PanIP) over patent violation involving Internet credit card processing. Mr. Smith is being represented by Jonathan Hangartner, a successful IP attorney who is sitting as an Expert Panelist at the conference.

# ACUTE INTELLECTUAL PROPERTY ISSUES FOR SMALL BUSINESSES

## PANELISTS

### SMALL BUSINESS PANELIST

**MARK STEPHENS**  
**EXECUTIVE DIRECTOR**  
**YOGA ON THE INSIDE FOUNDATION**  
**(FORMERLY YOGA INSIDE FOUNDATION)**

210 Sixth Avenue  
Venice, CA 90291  
(310) 392-9186  
[www.yogainside.org](http://www.yogainside.org)

Mark Stephens, is one of the nation's most recognized yoga teachers. He is founder and executive director of Yoga on the Inside Foundation (YIF, formerly Yoga Inside Foundation), a 501(c)(3) non-profit organization. With close to 250 programs across the country, YIF is the nation's largest provider of free ongoing yoga classes in public schools, treatment centers, inner cities, prisons, shelters and other non-traditional settings. The YIF mission is to "Encourage Freedom Within" using the 5,000 year-old practices of yoga and meditation

Mr. Stephens also owns, and is director of, L.A. Yoga Center, offering more than 100 yoga classes weekly workshops, retreats and other events. Mr. Stephens graduated summa cum laude from the University of California, Santa Cruz and was a University of California, Los Angeles (UCLA) Fellow for five years while working towards his master's and nearly completing his doctoral work. He has worked on various environmental and social justice campaigns and spent 10 years as a management and education consultant for Los Angeles County, before finding his true calling with karma yoga. He has also taught sociology and communications studies at UCLA and Los Angeles City College.

He's an avid rock climber, kayaker, and cyclist who loves challenging the prerogatives of large corporations, like Intel, which coerced him to change the name of Yoga Inside, claiming trademark rights to "\_\_\_\_ Inside". YIF began with gang members in Southern California juvenile-detention facilities. The "*inside*" referred to incarceration, as well as taking yoga within oneself.

**ACUTE INTELLECTUAL PROPERTY ISSUES FOR SMALL BUSINESSES**  
**PANELISTS**

**SMALL BUSINESS PANELIST**

**JAY SORENSEN**  
**FOUNDER/INVENTOR**  
**JAVA JACKET**

7212 NE Hassalo  
Portland, OR 97213  
(503) 281-6240  
[www.javajacket.com](http://www.javajacket.com)

Jay Sorensen didn't intend to start a business, entrepreneurship simply fell into his lap—literally, after he dropped a too-hot cup of coffee while maneuvering through heavy traffic. Rather than suing the local coffee chain, Sorensen created the Java Jacket, a recycled-paper jacket that wraps around to-go cups. In Fall 1993, he and his wife, Colleen founded Java Jacket and the company's product now clings to cups across the nation, including at such well-known chains as Borders Books and Music and The Chesapeake Bagel Bakery.

As a small businessman, Mr. Sorensen was forced to defend his invention when coffee giant Starbucks began using a similar product on its paper cups.

# **ACUTE INTELLECTUAL PROPERTY ISSUES FOR SMALL BUSINESSES**

## **PANELISTS**

### **EXPERT PANELIST**

**JONATHAN HANGARTNER, JD**  
**SPECIAL COUNSEL**  
**SHEPPARD MULLIN RICHTER & HAMPTON, LLP**

501 West Broadway, Nineteenth Floor  
San Diego, CA 92101  
(619) 338-6626  
[www.smrh.com](http://www.smrh.com)

Jon Hangartner is a practicing attorney specializing in a variety of intellectual property, antitrust, complex commercial litigation and international arbitration. Mr. Hangartner has served as lead trial and appellate counsel, successfully representing clients in litigation involving claims of patent, trademark and copyright infringement, misappropriation of trade secrets, unfair competition and antitrust violations in federal courts throughout California and in the Southern District of New York. Many of Mr. Hangartner's cases have involved computer and Internet-related technologies. California Law Business magazine selected Mr. Hangartner as one of the top 20 lawyers in California under 40 years of age.

Mr. Hangartner received his Bachelor of Science in Engineering Physics from Tufts University, graduating cum laude. Upon completion of his undergraduate studies, he worked as an engineer for the U.S. Environmental Protection Agency for four years before entering law school. Mr. Hangartner received his Juris Doctor, magna cum laude, from Pace University, where he served on the editorial board of the law review.

Mr. Hangartner is currently representing several small businesses in legal disputes with Pangea Intellectual Properties LLC (PanIP) over patent violation involving Internet credit card processing. One of his clients, Walt Smith of Arcade Electronics will be presenting his case as a Small Business Panelist.

**ACUTE INTELLECTUAL PROPERTY ISSUES FOR SMALL BUSINESSES**  
**PANELISTS**



**EXPERT PANELIST**

**FREDERICK H. COLEN**  
**PARTNER, INTELLECTUAL PROPERTY GROUP**  
**REED SMITH**

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Frederick H. Colen is actively involved in patent, trademark, copyright and other related intellectual property litigation as well as in licensing of proprietary technology and know-how, both in the United States and abroad. He works extensively on software protection, licensing and enforcement. Mr. Colen is the former deputy head of Reed Smith's Intellectual Property Group and is a member of the firm's e-Commerce Group. He is also very active in events sponsored by the intellectual property community and is the immediate past president and a board member of The TechLaw Group. He has authored a number of articles and is a frequent lecturer to both businesses and educational institutions.

Mr. Colen received his Bachelor of Science in Chemical Engineering from Tufts University in 1969 and his Juris Doctor from Emory University in 1975. He is a member of the American, Pennsylvania, Allegheny County, and Georgia Bar Associations, the American Intellectual Property Law Association, and the International Trademark Association. Mr. Colen has also been recognized by and included in *The Best Lawyers in America*. Mr. Colen is admitted to practice before the United States Supreme Court, the United States Patent and Trademark Office and a number of the federal district courts and courts of appeal.

Recently, Mr. Colen represented the Donald Jones Center for Entrepreneurship at Carnegie Mellon University in a legal dispute with Entrepreneur Media, Inc., the publishers of *Entrepreneur Magazine*, over the center's "*Entrepreneur*" alumni newsletter. Dr. S. Tom Emerson, the center director is serving as a delegate at the conference.



# **ACUTE INTELLECTUAL PROPERTY ISSUES FOR SMALL BUSINESSES**

## **PANELISTS**

### **EXPERT PANELIST**

**ERIK R. PAGES, PH.D.**  
**POLICY DIRECTOR**  
**NATIONAL COMMISSION ON ENTREPRENEURSHIP**

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Erik R. Pages serves as policy director for the National Commission on Entrepreneurship, a new organization designed to help sustain America's successful entrepreneurial economy into the 21<sup>st</sup> century. In this role, he directs the commission's research and policy operations, and leads the commission's outreach efforts to public officials at the federal, state, and local level. He also writes a regular column on entrepreneurship that runs in numerous local business journals, and on the entrepreneur.com Web site.

Before joining the commission, he served as vice president for policy and programs at Business Executives for National Security (BENS). In this position, he helped start, and also served as staff director, of the BENS Tail-to-Tooth Commission, a blue ribbon panel of business leaders promoting management reform at the Pentagon. Dr. Pages has also held several positions in government--as the first director of the Office of Economic Conversion Information (OECI) at the U.S. Department of Commerce's Economic Development Administration (EDA), and as legislative director for Representative Gus Yatron (D-PA).

Dr. Pages has served as a consultant to trade associations, non-profit organizations and government agencies, and was an official advisor to the White House Conference on Small Business. He has testified before Congress on numerous occasions, and his work has been funded by several major foundations. In addition, he has received several prestigious awards including selection as one of 24 national "Next Generation Leaders" by the Rockefeller Foundation in 1998.

He received his Ph.D. from Georgetown University, where he now serves as an Adjunct Professor. He is a graduate of Dickinson College (Phi Beta Kappa) and the University of Pittsburgh's Graduate School of Public and International Affairs. He has written and published widely on economic development, technology policy, and national security policy. His publications include the book, *Responding to Defense Dependence* and numerous reports, journal articles and book chapters.

## ACUTE INTELLECTUAL PROPERTY ISSUES FOR SMALL BUSINESSES

### PANELISTS



#### EXPERT PANELIST

**HOWARD B. ROCKMAN, JD**  
**PARTNER**

**BARNES & THORNBURG**

(FORMERLY LEE, MANN, SMITH, MCWILLIAMS, SWEENEY & OHLSON)

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Howard Rockman, JD, is a partner at the law firm of Lee, Mann, Smith, McWilliams, Sweeney & Ohlson, which will be merged with Barnes & Thornburg on January 1, 2003. He is also author of *The Practice of Intellectual Property Law*, a text book used at the John Marshall Law School and the soon to be published *Intellectual Property Law for Engineers & Scientists*, which will be published next fall.

Mr. Rockman earned his Bachelor of Science in Mechanical Engineering at Drexel Institute of Technology and his Juris Doctor at George Washington Law School, where he was a member of the law review. Mr. Rockman has been an examiner for the U.S. Patent and Trademark Office, as well as a trial attorney for the U.S. Department of Justice's Antitrust and Patent Litigation Divisions. He has more than 40 years of experience as a patent attorney engaging in all phases of intellectual property law, including the counseling of small businesses on the avoidance of intellectual property disputes.

As an adjunct professor of Intellectual Property Law at John Marshall Law School in Chicago, Mr. Rockman has developed and taught a course covering the full range of patent and trademark practice. He is a frequent participant in John Marshall seminars and programs on intellectual property in the U.S. and foreign countries. He is also an adjunct professor, University of Illinois at Chicago, Department of Electrical Engineering and Computer Science, where he has developed and teaches internet-provided courses on Engineering Law and Intellectual Property Law for Engineers and Scientists.

## ACUTE INTELLECTUAL PROPERTY ISSUES FOR SMALL BUSINESSES

### PANELISTS



#### EXPERT PANELIST

**JOANNE HAYES-RINES**  
**PUBLISHER & EDITOR**  
**INVENTORS' DIGEST**

30-31 Union Wharf, Third Floor  
Boston, MA 02109  
(617) 367-4540  
[www.inventorsdigest.com](http://www.inventorsdigest.com)

Joanne Hayes-Rines joined *Inventors' Digest* in February of 1987. She came to the magazine with a background in editing, having worked for Johnson & Johnson and the American Business Women's Association, and in small business ownership and retail sales. In 1994 she purchased the magazine and took over publishing responsibilities.

Over the years, she has interviewed and talked with thousands of inventors, encouraging them to follow their dreams and understand the new product development and patenting processes. She created the first National Inventors' Month (August) in 1998 to raise the national consciousness about the contributions made by independent inventors and to change the all-too-often negative image of inventors. An important goal of the month-long celebration is to encourage children to be inventive and creative. To that end, specially-designed display materials -- posters, bookmarks, puzzles -- were created and disseminated to 5,000 libraries across the country (at their request) during August 2002.

Very active in national issues concerning inventors' rights, Ms. Hayes-Rines works extensively with inventor organizations across the nation. She has served on the board of the United Inventors Association of the USA, as director of patent law reform and has assumed several office positions. She is also a board member and vice president of the Academy of Applied Science, a national non-profit organization which promotes the value of creativity, invention and scientific excellence through educational programs for students from primary school through college. Ms. Hayes-Rines has been a frequent guest for inventor organizations and colleges and universities. She has also appeared on several national TV shows and on more than 200 radio shows nationwide.

**ACUTE INTELLECTUAL PROPERTY ISSUES FOR SMALL BUSINESSES**  
**FEATURED SPEAKER & SPONSOR**



**LUNCH PRESENTER**

**STEPHEN H. STURGEON, ESQUIRE**  
**PRINCIPAL**

**STEPHEN H. STURGEON & ASSOCIATES, P.C.**

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Stephen H. Sturgeon, MBA, JD, has been successfully representing small businesses in trademark and domain name disputes for many years. His victories have included a number of high-profile cases that have received considerable media coverage. In a recent defeat of Bell Telephone, he was able to defend an entrepreneur's ownership of the domain name eBell.com in spite of the multinational's long-standing trademark rights. He has been quoted as an expert on the subject of intellectual property rights by the New York Times, CNET news and several international news publications.

With offices located near the US Patent and Trademark Office and the courts in which trademark issues are frequently litigated, his law firm is well-positioned to represent the intellectual property interests of small businesses throughout the United States and abroad. He also represents clients before the World Intellectual Property Organization in Geneva, Switzerland.

His articles have been published in industry magazines, and he has given numerous conference presentations. A recent presentation before the annual meeting of the American Intellectual Property Law Association described current developments in the international adjudication of domain name disputes.

Mr. Sturgeon graduated from Vanderbilt University and has earned a Masters Degree in Business Administration from the University of Denver and a Juris Doctor Degree from the University of Oklahoma School of Law. He has also completed the Internet Law Program at Harvard Law School. He is an active member of the intellectual property sections of the American Bar Association, the District of Columbia Bar Association and the Virginia Bar Association. Other affiliations include the American Intellectual Property Law Association, the Cyberspace Law Committee of the American Bar Association, the Computer Law Association, the District of Columbia Bar Association, the Virginia Bar Association, the Maryland Bar Association, the Oklahoma Bar Association and the Massachusetts Bar Association.

**ACUTE INTELLECTUAL PROPERTY ISSUES FOR SMALL BUSINESSES**  
**FEATURED SPEAKER & HOST**



**LUNCH PRESENTER**

**SCOTT SMITH**  
**PRESIDENT**  
**ENTREPRENEURPR**

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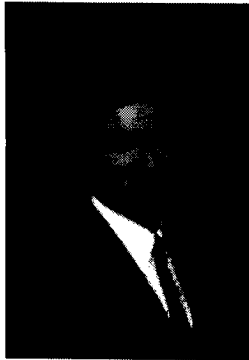
Scott Smith discovered early in life the benefits of positive media exposure. At the young age of 12, Mr. Smith was part of a newspaper photo write-up that boosted public awareness and donations for his youth football team's annual holiday food drive. His public relations efforts have since generated interviews for his clients and their services from a variety of leading media organizations, including CNN, BusinessWeek and The Wall Street Journal.

As a result of leading a well-publicized, multi-year battle to stop Entrepreneur Magazine's efforts to monopolize the word "entrepreneur," Mr. Smith is credited as being "the entrepreneur who saved 'entrepreneur.'" In February 2002, a three-judge panel of the 9th U.S. Circuit Court of Appeals unanimously ruled in his favor, stating that Entrepreneur Magazine's trademark is "weak" and that the company does not have exclusive rights to the word "entrepreneur."

Though a lifetime entrepreneur, Scott has held a unique variety of jobs, including firefighter, college resident hall advisor, casino blackjack dealer, pharmaceutical sales representative, and convention & visitors bureau corporate sales manager.

Scott was raised in the historic gold country of California's Sierra Nevada Mountains, and is a national honors graduate of Behavioral Science from California State University, Chico.

**ACUTE INTELLECTUAL PROPERTY ISSUES FOR SMALL BUSINESSES**  
**FEATURED SPEAKER**



**LUNCH PRESENTER**

**JEFF KRAVITZ**  
**ATTORNEY AT LAW**  
**KRAVITZ LAW OFFICE**

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Jeff Kravitz is an attorney and a Professor of Constitutional Law at the Lorenzo Patino School of Law at the University of Northern California in Sacramento. His law practice focuses on trademark and free speech issues. Mr. Kravitz is well known in the Sacramento legal community as the host of PANIC ATTACK, a popular talk radio program focusing on legal and social issues.

Mr. Kravitz worked as Scott Smith's attorney in the landmark trademark case involving use of the word "entrepreneur." This year's 9<sup>th</sup> U.S. Circuit Court of Appeals' decision in *Entrepreneur Media v. Smith dba EntrepreneurPR*, is widely cited on the issue of common words in "incontestable" trademarks. The decision also defined the parameters of trademark infringement concerning the use of Internet domain names.

**ACUTE INTELLECTUAL PROPERTY ISSUES FOR SMALL BUSINESSES**  
**FEATURED SPEAKER**

**SPECIAL PRESENTER**

**SHARON R. MARSH**  
**ADMINISTRATOR FOR TRADEMARK POLICY AND PROCEDURE**  
**U.S. PATENT & TRADEMARK OFFICE**

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Sharon Marsh is the Administrator for Trademark Policy and Procedure in the U.S. Patent & Trademark Office (USPTO). Ms. Marsh joined the USPTO as a trademark examining attorney, and served as a senior attorney and as a managing attorney before assuming her current position in 1996. In 1991, as a participant in the Department of Commerce's Science and Technology Fellowship Program, Ms. Marsh worked for the Subcommittee on Technology and the Law of the Senate Judiciary Committee. Ms. Marsh is a graduate of Duke University and the Emory University School of Law.







## Protecting Your Intellectual Property Rights

date: Thursday, November 07, 2002

**Capitol Hill conference is first step to get new policies that protect small businesses.**

Intellectual property (IP) rights are arguably the most valuable assets in the business world today. Although America has a well-established system in place for securing and protecting intellectual property rights, many business owners find intellectual property law to be highly confusing and prohibitively expensive -- especially small business entrepreneurs.

According to the 'Lectric Law Library, a respected online legal research organization, "One of the worst shocks a small business can receive is a lawsuit, or the threat of a suit, alleging that the company should stop using its name." And it's easy to see why. Intellectual property disputes are very expensive.

Patent litigation, in particular, is quite expensive, costing between \$1 million and \$10 million according to a survey conducted by the American Intellectual Property Law Association. The average cost to litigate a trademark dispute is less, but still difficult to swallow at approximately \$250,000.

This gives large companies advantages over small businesses when it comes to intellectual property disputes. "When faced with fighting a protracted legal battle with a much larger company, most small businesses simply give up," notes Stephen Sturgeon, a Washington, DC attorney whose firm, Stephen Sturgeon & Associates, specializes in intellectual property law involving domain names. He adds that even when the odds of winning appear to be heavily in their favor, most small businesses cannot afford to fight for their intellectual property rights.

Scott Smith, president of EntrepreneurPR, a small public relations firm in Sacramento, California, has been battling his own IP lawsuit with Entrepreneur Magazine over the use of the word "entrepreneur." He has spent almost 5 years and more than \$100,000 in his battle.

If you do find yourself in an intellectual property dispute, it's important to seek help. Every defendant has a limited time to respond to a lawsuit, so it's best to contact an attorney experienced in trademark litigation to explore your options "Don't try to be an island," recommends Jeff Kravitz, an intellectual property attorney. "Small businesses are often intimidated by the threats of larger companies in the trademark arena. However, just because one company has more money does not necessarily mean that they are going to prevail," says Kravitz.

Neither major corporations or small businesses want to allocate the funds needed for protracted IP legal battles, but the bigger companies are much more likely to find the funds needed to fight. "Intellectual property litigation is expensive litigation," says Kravitz. For small business, litigation can pull cash out of a budget where there is precious little to spare.

To make matters worse, even giving up can be a financial nightmare for a small business. Cintara, a full service branding agency in Silicon Valley, California, estimates that "\$100,000 is the typical minimum cost of changing a name...even if the name is free and is for a small business." Cintara fees alone are \$18,000 to \$25,000 to develop names for companies.

Many IP disputes can be avoided if small businesses take the critical step of making a thorough

trademark search to ensure their name or idea will not infringe on an existing trademark or patent. A mark that is confusingly similar to other marks should raise a flag for potential problems. Every business should take the necessary steps to protect themselves, but always keep in mind there are no guarantees.

Even when all the proverbial "t's" are crossed and "i's" dotted, a small business can find themselves in hot water. Smith hired a professional naming company who researched trademarks. They helped him develop his company's name, and then he had a lawyer register the name with the U.S. Patent and Trademark Office (USPTO).

According to Smith, The USPTO didn't feel there were any conflicts between EntrepreneurPR's and Entrepreneur Magazine's trademarks, but this didn't protect him. In June 2000, a federal judge ruled that Smith had to stop using the word "entrepreneur." In February 2002, the 9th U.S. Circuit Court of Appeals ruled unanimously in Smith's favor, stating that Entrepreneur Magazine's trademark is "weak" and that the company does not have exclusive rights to the word "entrepreneur." Despite this, the civil case against Smith continues with a trial set for early 2003.

With an eye towards bringing these issues to the forefront and providing a forum for discussion and solutions, Smith has organized the **"Acute IP Issues for Small Business Conference"** to be held in Washington, D.C. on **November 15**.

The objective of the conference is to bring attention to the struggle smaller companies have with intellectual property disputes, and to brainstorm ideas on the kind of legislative relief small business owners need. The event is hosted by EntrepreneurPR in cooperation with Rep. Donald Manzullo (R-IL), Chairman of the House Committee on Small Business.

"This conference is the first of its kind and is an important step in drawing attention to the issues. It will generate further dialogue, and ultimately new policy initiatives to protect small businesses, the backbone of the U.S. economy," says Smith. "But it will be beneficial to all if we succeed in simplifying and clarifying the processes. It's a win-win."

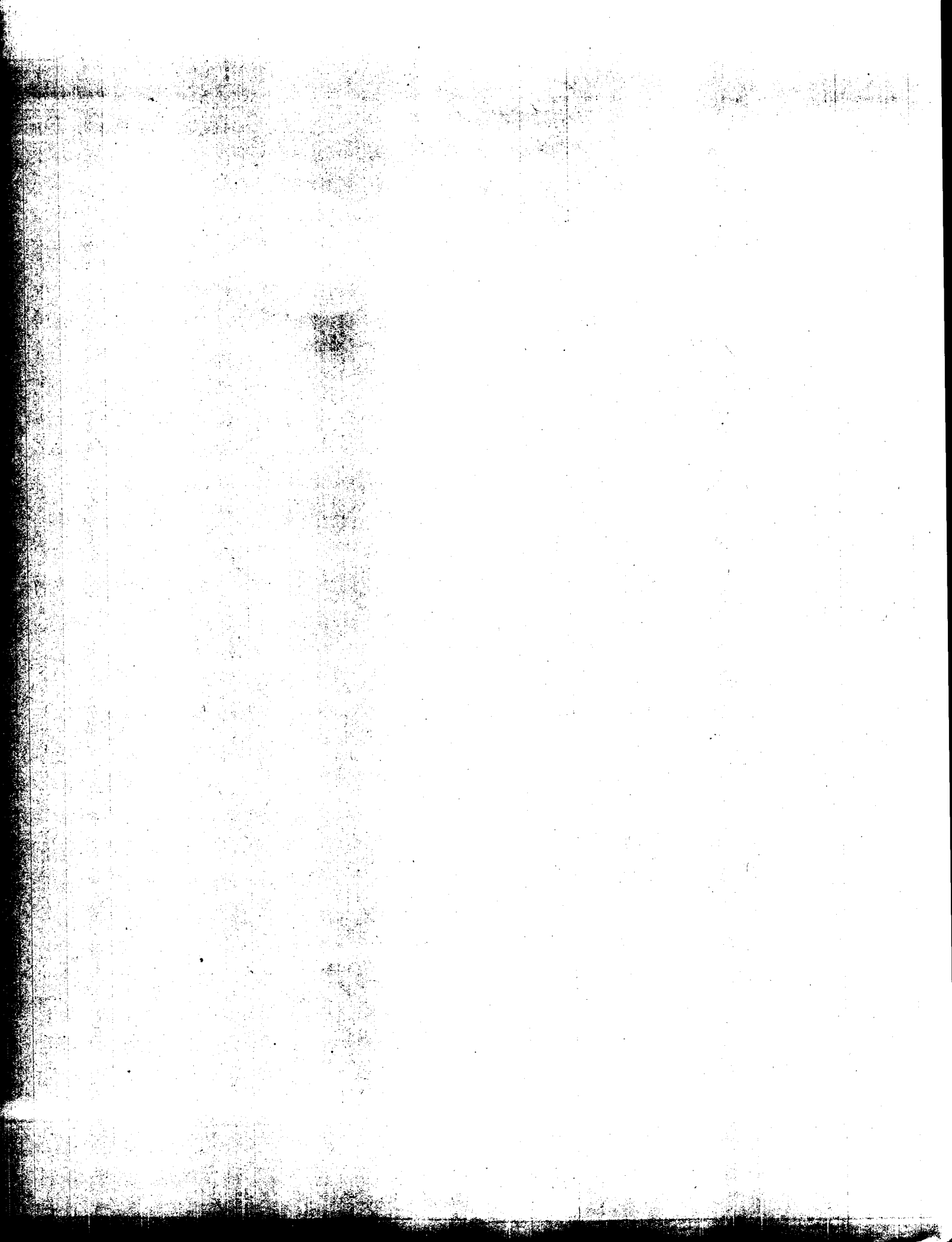
**Editors Note:**

Four things you can do to minimize risk:

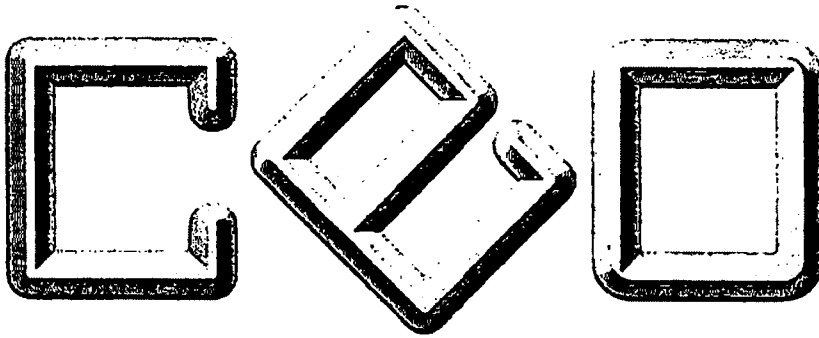
1. Get a thorough trademark clearance search and legal opinion.
2. Discuss with your attorney whether you should file for both state and federal registration.
3. If you believe there is a likelihood of infringement, discuss the purchase infringement insurance.
4. If sued for infringement, or if you find another company infringing your trademark, contact an attorney experienced in trademark litigation.

Those interested in learning more about the "Acute IP Issues for Small Business Conference," [click here](#)

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# Collegiate Entrepreneurs Organization



## Western Regional Conference

**San Diego, California  
April 12-13, 2002**

**Hosted by  
The Institute for Developing Entrepreneurial Action (I.D.E.A.)  
At California State University of Fresno**

Petitioner Exhibit #77

April 12, 2002

Dear CEO West Participant :

Welcome to the Collegiate Entrepreneurs Organization Western Regional Conference. We are delighted you have decided to join us for this second annual event.

Our program will provide you with invaluable information about every aspect of starting and growing your own business. During the next two days, you have your choice of attending more than 30 different workshop sessions.

You'll also hear from some very successful entrepreneurs during both Friday's and Saturday's keynote sessions. Each of the four keynote speakers has a very energetic and insightful presentation for you.

We encourage you to roll up your sleeves and prepare for the day ahead. Your new or small business will benefit greatly as you jump with both feet into each workshop session and network with fellow collegiate entrepreneurs. Our goal is for you to leave the conference with the tools necessary to advance your business.

CEO West was made possible by the generous support of our sponsors. They are the Coleman Foundation, John E. and Jeanne T. Hughes Foundation, Institute for Developing Entrepreneurial Action, San Diego Daily Transcript, and the University Business Center at California State University, Fresno. If you meet someone from one of our sponsoring organizations today, please thank them for their support.

Again, thank you for your participation in the CEO Western Regional Conference. We hope you have a productive, energizing two days and wish you continued success with your entrepreneurial venture. Please take a moment at the end of the day to let us know your thoughts about CEO West by completing the evaluation form enclosed with your materials.

Sincerely,

Genelle Milligan  
Co-Chair

Manjit Muhar – Atwal  
Co-Chair

Michael has lectured and spoken at Frederick Douglass Academy and New York University. He has been published in the Daily Jolt, the Whiz Network, and TakingITGlobal. His work will soon be published in Business Today Magazine, College Bound Magazine, and bizstartups.com (a property of Entrepreneur Magazine). Michael is currently working on a youth entrepreneurship book, which he is planning to finish in the summer of 2002.

### **Scott Smith**

#### **Founder and President, EntrepreneurPR**

Scott Smith is founder and president of EntrepreneurPR, a national small business PR firm started in 1995. EntrepreneurPR's clients and services have been featured by a variety of leading media organizations including CNN, Business Week and The Wall Street Journal. As a result of leading a well-publicized, four-year battle to stop Entrepreneur Magazine's efforts to monopolize the word "entrepreneur," Scott is credited as being "the entrepreneur that saved the word 'entrepreneur.'" In February 2002, a U.S. Circuit Court of Appeals unanimously agreed in a precedent-setting ruling, that Entrepreneur Magazine's mark is weak and does not give it exclusive rights to the word "entrepreneur." Though a lifetime entrepreneur, Scott has held a unique variety of jobs, including firefighter, college resident hall advisor, casino Blackjack dealer, and pharmaceutical sales representative. Scott was raised in the historic gold country of California's Sierra Nevada Mountains, and is a national honors graduate of Behavioral Science from California State University, Chico

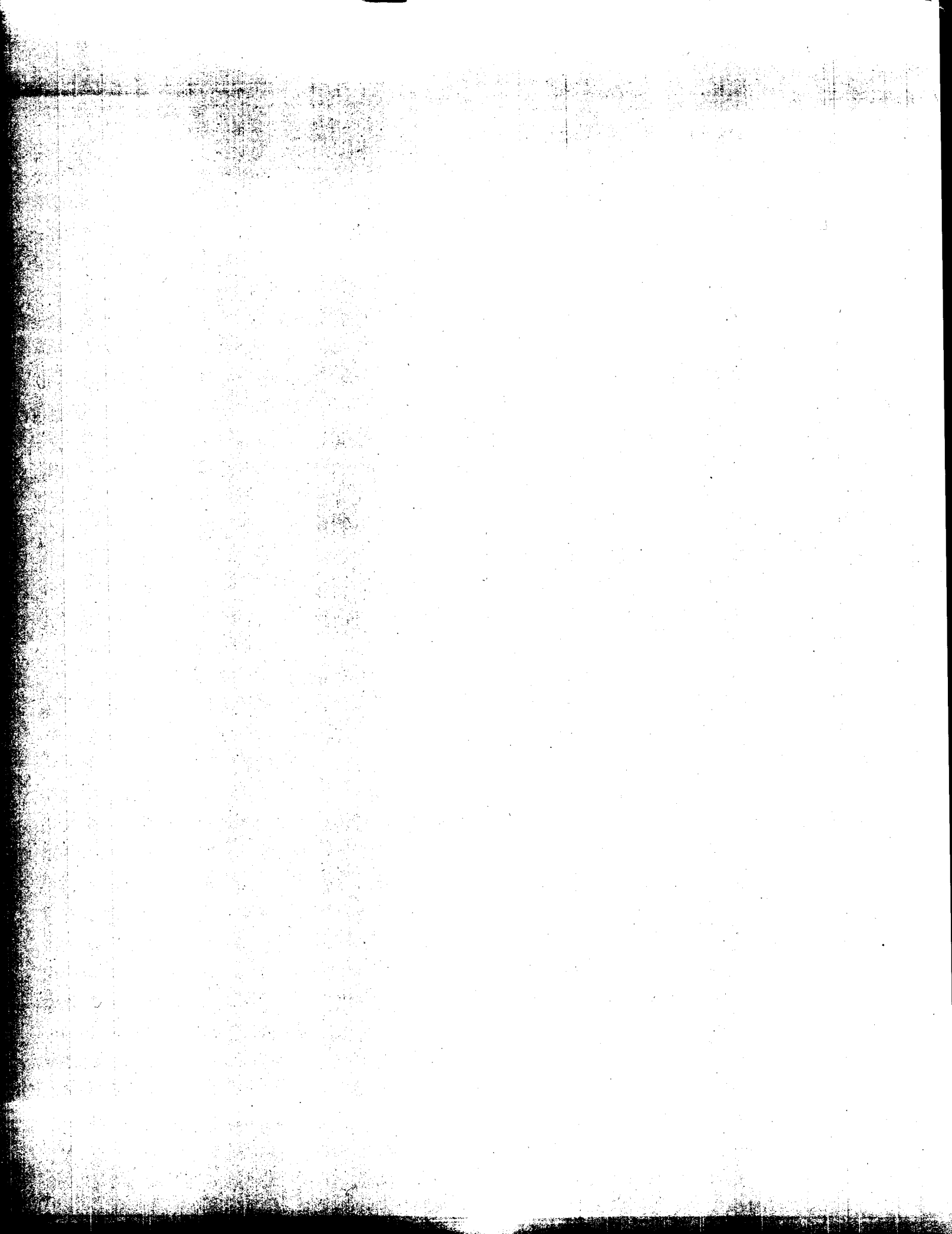
### **Devin S. Standard**

#### **President and CEO, Quasark America, Inc.**

A true global marketing and management expert, he has been the President and Chief Operating Officer of Quasark America, Inc., a high tech marine transportation R&D firm since June, 2000. He was responsible for the organization of all legal, capital, and manpower issues required to create the corporation and then to commence its business activities. He identified the key decision makers and participants required to transfer technology into the military. Standard initiated strategic relationships with the DOD, the U.S. Navy, Virginia Tech, Scripps Institute of Oceanography, Pacific Defense Systems, the Cubic Corporation and General Dynamics. General Dynamics was proposed QuasArk technology to the DOD as an answer to their request for anti-terrorism technology as a result of Standard's effective presentation. It is likely to result in a \$9 million grant. Additionally, Standard negotiated a partnership with Gulf United LLC in which GU will fund the manufacture and distribution of both fishing and passenger vessels in Europe. Prior to QuasArk, he was a global brand marketer for the Colgate-Palmolive Co. Corporation. He graduated from Boston University's International Graduate School of Business in Brussels, Belgium in 1991 with a Master of Science of Management degree, concentrating in Marketing and International Business.

### **Jay Van Vark**

BS from Iowa State in Computer Science in 1987. Moved to California with no plan. Worked as a software engineer for a couple of smaller firms in San Diego, advanced to running software teams for small vertical market companies. Took this broad experience





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Sachbee: News

## NAME CLAIMING TWO COMPANIES BATTLE OVER RIGHT TO USE 'ENTREPRENEUR'

April 15, 2000  
Section: BUSINESS  
Page: F1

By Pam Slater

Bee Staff Writer

--Name name bo bame, banana fana fo fame, me my mo mame, name. The Name Game.

Only the name game hasn't been much fun for **EntrepreneurPR**, a small Sacramento public relations firm that is being sued for trademark infringement by Irvine-based Entrepreneur Media Inc., publisher of Entrepreneur magazine.

Entrepreneur Media claims exclusive rights to the word "entrepreneur" -- a name it has used since 1978 and first registered as its trademark in 1982.

"We believe there is a very good likelihood for confusion," said Entrepreneur Media corporate counsel Ron Young.

Conflicts over such "intellectual property" have become more common recently, spurred in part by the growth of new technologies.

The disputes have led to costly litigation and courtroom battles nationwide, including dozens of cases in Sacramento.

"The growth of cyberspace and the increase in marketing that is taking place on the Internet . . . have resulted in more opportunities for potential disputes," said Adrienne Berman, spokeswoman for the International Trademark Association in New York.

"The trademark owner is motivated to preserve the integrity of that trademark and the identification between that trademark and their particular product. They certainly would not want their name to become generic, in which case anybody could go and use it," she said.

**EntrepreneurPR**, a 5-year-old company with offices on Florin Road, and its president, Scott Smith, were sued in May 1998 in federal court in Los Angeles by Entrepreneur Media, which demanded that the public relations firm cease using the name immediately.

The case is scheduled to go to trial at the end of June. Damages were not specified.

In particular, Entrepreneur Media took exception to the Sacramento company's publication, Entrepreneur Illustrated, a collection of press releases bound in a volume that is distributed to the news media and company clients.

"We have a number of magazines with the name 'entrepreneur,'" said Young of Entrepreneur Media. "We promote entrepreneurship and do public relations, if you will, for entrepreneurs and entrepreneurships and small businesses. And he (the Sacramento firm) claims to do the same thing."



The Webster's New World College Dictionary defines "entrepreneur" as a "person who organizes and manages a business undertaking, assuming the risk for the sake of the profit."

"If I say the word 'entrepreneur' to a group of people, they think of a type of person," said Smith of **EntrepreneurPR**, who has spent about \$60,000 in legal expenses so far.

"They don't think of a magazine. We do not have people calling us and confusing us with them and they admitted to us that they don't have people calling them confusing us with them."

Plus, Smith says, there are dozens of examples of other people using the word, including The Young Entrepreneurs Network, Entrepreneurs.com, CNNfn Entrepreneurs Only, a television program, and Entrepreneur of the Year Institute.

Smith's attorney, Jeffrey S. Kravitz, denies that Entrepreneur Media or any of its publications has been harmed in any way.

"We've got nothing against them," Kravitz said. "We're not out there trying to harm them or take anything from them."

Young disagrees. At one time, he said, Entrepreneur Media allowed Smith's company to link up to their Web site when **EntrepreneurPR** was known as Icon Publications. It wasn't long before Smith changed his company's name to **EntrepreneurPR**, Young said.

"From our perspective, the sequence of events would lead one to believe he was aware of our marks and, secondly, he was attempting to trade on the good name that we had established over the years," Young said.

He denied it was a David vs. Goliath conflict.

"We don't go after just the little guys . . . but the law requires us to," Young said. "If you don't protect your mark, you lose it and it becomes generic. When it becomes generic, it is unprotectable -- like 'escalator' and 'cellophane.' "

Similar trademark battles have been fought by other local companies.

The California Journal, a Sacramento-based monthly magazine about state politics and government, went after the Wall Street Journal in 1996 to get the newspaper to drop the name "California Journal" that it was planning to use in a weekly section.

The lawsuit was settled in 1998 when the Wall Street Journal agreed to use merely "California" as its section header.

Susan Tiesing, owner of then-Bloomingdeals, a used-clothing shop at 22nd and J streets, was sued last year by Bloomingdale's. Six months later, she agreed to change the name.

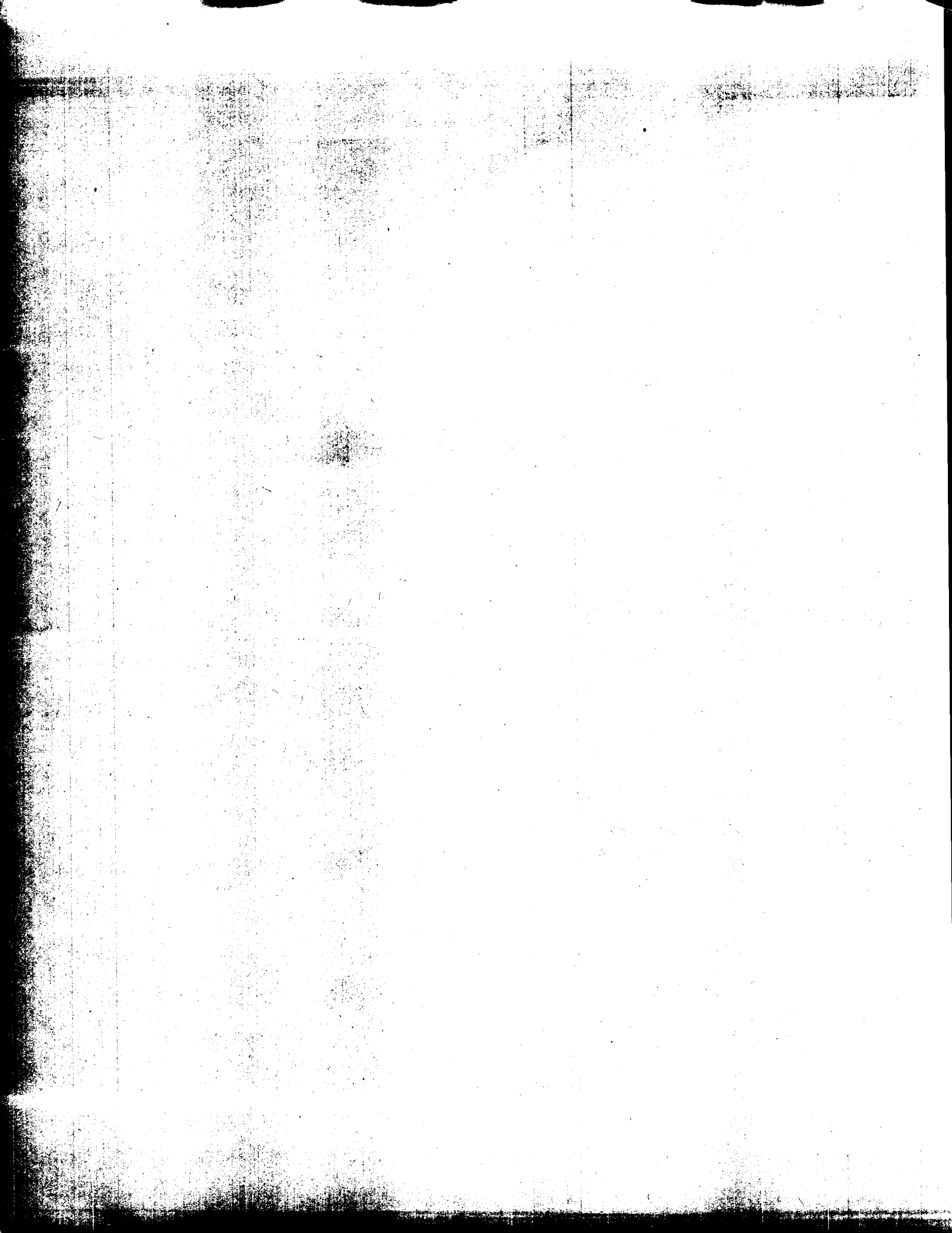
Several years ago, another Sacramento used-clothing store found itself in similar circumstances. Saks Fifth Avenue threatened to take legal action against Sac's Thrift Avenue. The latter reluctantly became just plain Sac's.

Phillips Vineyards of Lodi is currently suing R.H. Phillips Wine Co. of Esparto in Yolo County to protect its name after the Esparto company asked the Lodi company to stop using the name.

"We existed peacefully for a long time," said David Phillips, who along with his brother, Michael, runs the Lodi operation.

"It's a family name. It is actually our name. When you can't use your own family name on your products, it is really frustrating."

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**BOLLIER**



# **BRAND NAME BULLIES**

**THE QUEST TO OWN  
AND CONTROL CULTURE**

**DAVID BOLLIER**  
COFOUNDER OF PUBLIC KNOWLEDGE

**BRAND NAME BULLIES**  
THE QUEST TO OWN AND CONTROL CULTURE



Petitioner Exhibit #79

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to special interest groups: over \$10 billion. Finding out the truth: priceless. There are some things money can't buy. Without Ralph Nader in the presidential debates, the truth will come in last."

Claiming its trademark had been violated, MasterCard sued Nader for \$15 million. A spokesman said, "This is clearly not a spoof; it's a misappropriation of our valuable property in an ad intended for promotional use." Nader's ads, she said, "could create the confusing impression that we support Ralph Nader."

In response, Nader reportedly quipped, "I guess MasterCard doesn't think the word 'priceless' is really priceless." Nader said his spots were clearly parodies, and thus protected, expressive speech. "Let me assure MasterCard's executives that the last thing I want consumers to believe is that my campaign is in the business of selling credit cards," he told CNN.

In characteristic fashion, Nader seized upon MasterCard's attack as an opportunity to counterattack: "It is certainly time for everybody in the country to focus on the enormous gouging that millions of Americans are exposed to, the deceptive practices of credit card providers," he said. "MasterCard is taking itself a little too seriously and, in typical corporate style, is trying not only to dominate the credit card industry . . . but also wishes to control the arena of free speech and the free flow of creative ideas in the political arena."

To defend his ads in court, Nader enlisted the UC Berkeley law professor Mark Lemley, who said that the case was the first time that anyone had tried to enjoin a campaign ad in the middle of a campaign. He added, "It would be a bad precedent to be enjoining political ads on the basis of trademark claims." The court brief filed for Nader insisted that the ads were a spoof: "It seems quite clear that everyone except MasterCard 'gets' the joke. Virtually all the news commentary on the ad comments on the ironic juxtaposition of Nader's 2000 ad with MasterCard's campaign."

On September 12, 2000, a federal judge dismissed MasterCard's request for an injunction, saying the company had failed to prove irreparable harm to itself. But the lawsuit was still pending in 2004.

When a company trademarks a term, the law grants greater protection to distinctive words that have acquired a "secondary meaning" associated only with the company or product. For example, made-up words like "Xerox" and "XyWrite" are clearly more distinctive and therefore more protected than common words. Yet this general principle did not help California entrepreneur Scott Smith. A court told him he could not name

his public relations firm "EntrepreneurPR" or name an annual publication *Entrepreneur Illustrated*.

A company called Entrepreneur Media Inc. already claimed a trademark in "Entrepreneur," the title of its magazine. In 2000, a federal judge stopped Smith from using the word "entrepreneur" and ordered him to pay \$337,280 in damages. Smith subsequently changed his company's name to "BizStarz." On appeal, the Ninth Circuit upheld the claim of infringement with respect to *Entrepreneur Illustrated* because the word "Illustrated" was in much smaller type, making it more likely that consumers would confuse it with *Entrepreneur* magazine. But it ordered that a jury assess whether the other uses of "entrepreneur"—EntrepreneurPR and the Web site address "entrepreneurpr.com"—constituted a trademark infringement.

Entrepreneur Media Inc.'s campaign against other uses of "entrepreneur" did not stop there. It informed *Female Entrepreneur*, a new magazine, of its displeasure with its name, persuading its publisher to change the name to *Fempreneur*. The company's affiliated radio program, membership organization, and regional publications, each of which also used the term "female entrepreneur," also changed their names. Another magazine that felt the heat from Entrepreneur Media and changed its name was *Young Entrepreneur*.

One wonders if other publications using the word "entrepreneur"—*Entrepreneur's Journal*, *Entrepreneurs' Chronicle*, *Dental Entrepreneur*, and *Extreme Entrepreneur*—will soon be sporting new names.

No word is apparently too common to fight about. In September 2003, the Fédération Internationale de Football Association threatened legal action against Nike, the sportswear maker, for using the words "USA 2003." The association claimed that using these symbols on apparel would constitute unfair competition and false advertising. The association said that it had successfully defended trademarks in "France 98," "Korea/Japan 2002," and "Germany 2006" on shirts, hats, and other merchandise. "USA 2003" was just another example of unauthorized use of a trademarked term, the association said. Nike responded that the term was not even trademarked and won a court ruling that the association had failed to establish a "secondary meaning" for the term.

There are plenty of newspapers named *Times* and *Gazette*. So why should the *Village Voice* be able to claim a monopoly on newspapers named *Voice*? In 1998, Fran Reichenbach started a community newspaper