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BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

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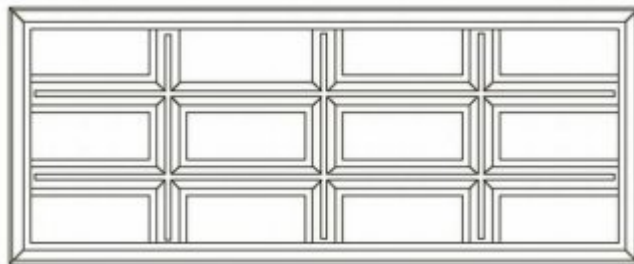
**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
TRADEMARK TRIAL AND APPEAL BOARD**

In re Application of: Hershey Chocolate & Confectionary Corporation

Application No.: 77/809223

Filed: August 20, 2009

Mark:



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Applicant Hershey Chocolate & Confectionary Corporation (“Applicant” or “Hershey”) appeals from the Examining Attorney’s final refusal to register Applicant’s trademark (the “Hershey’s Bar Design”) on the grounds that the Applicant’s mark is a functional, non-distinctive configuration of goods under Trademark Act Sections 1, 2 and 45. The only stated bases for the final refusal are that (1) in the Examining Attorney’s view, the Hershey’s Bar Design purportedly is functional because one feature of the design mark is functional, despite the absence of any evidence that all of the mark’s features, or the overall combination of features, are functional; and (2) the Examining Attorney is not persuaded that the Hershey’s Bar Design has acquired distinctiveness under Section 2(f) of the Trademark Act, despite, *inter alia*, Applicant’s evidence of billions of dollars of sales, extensive nationwide advertising, third-party recognition and attempts to plagiarize, and a well-conducted consumer survey showing secondary meaning levels above those previously accepted by the Board and the courts. Applicant respectfully submits that the unrebutted record evidence demonstrates that the applied-for design is non-functional and makes out a *prima facie* case of acquired distinctiveness.

PRELIMINARY STATEMENT

The well-known Hershey’s chocolate bar that has been sold throughout the nation for decades is a cultural icon. That chocolate bar consists of the configuration of a rectangular candy bar with twelve (12) equally-sized recessed rectangular panels (each of which is of the same dimensional proportions as the rectangular bar itself) arranged in a four panel by three panel format with each panel having its own raised border. The overall design is framed by a rectangular border that features a layered, recessed panel effect. That configuration – the specific overall combination of features as set forth in the drawing and description of Applicant’s mark – is the Hershey’s Bar Design for which Hershey seeks registration.

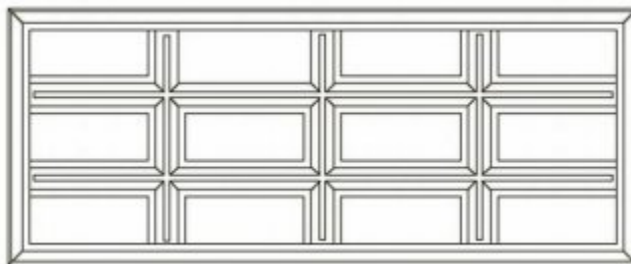
Hershey has submitted substantial evidence that the particular combination of features embodying the Hershey’s Bar Design as a whole is *not* functional and that the mark has achieved acquired distinctiveness. First, with respect to non-functionality, Hershey’s unrefuted evidence shows that there is no competitive advantage to the particular combination of features of the design mark; that countless other candy makers offer bars – including segmented bars with divisions for breaking – in a variety of designs

that are not the same as the mark; that no utility patent covers the mark; that Hershey has never promoted any utilitarian advantages of the mark; and that the product embodying the mark is more expensive and difficult to create than alternative designs. The Examining Attorney’s refusal misconstrues the record evidence, improperly focuses on just one feature of the Hershey’s Bar Design (*i.e.*, the existence of segments) and, in the end, wholly fails to establish functionality or to refute Hershey’s showing of non-functionality.

As for acquired distinctiveness, Hershey’s evidence shows that its products embodying the Hershey’s Bar Design have been sold for decades throughout all fifty states; that, since 1998 alone, sales have exceeded *four billion dollars*; that Hershey has spent more than \$168 million advertising the design mark over the past 25 years; and that over 42% of consumers in a well-conducted survey recognized Hershey as the source of the chocolate bar embodying the Hershey’s Bar Design. The evidence of secondary meaning is overwhelming, and the Examining Attorney has failed to refute Hershey’s *prima facie* showing of acquired distinctiveness.

PROCEDURAL AND FACTUAL BACKGROUND

Hershey is the owner of Application Serial No. 77/809,223 for its distinctive Hershey’s Bar Design mark depicted below for “Candy; Chocolate” (the “Application”) (attached as Exhibit 1):



The Application includes the following description of the mark: “The mark is a configuration of a candy bar that consists of twelve (12) equally-sized recessed rectangular panels arranged in a four panel by three panel format with each panel having its own raised border within a large rectangle.” As the Application’s drawing shows, the Hershey’s Bar Design also features as an element that each of the recessed rectangular panels is roughly of the same dimensional proportions as the large rectangle that forms the outer

boundary of the bar. In addition, the overall design is framed by a rectangular border that features a layered, recessed panel effect. That specific mark, with that specific overall combination of features, is the design mark for which Hershey seeks registration.

The Application was filed on August 20, 2009. On November 24, 2009, the Examining Attorney issued the First Office Action (attached as Exhibit 2), which refused registration on two alleged grounds: functionality and lack of distinctiveness. With respect to functionality, the First Office Action asserted that “the shaping of a candy bar into equal sized pieces functions to enable consumers to break the candy into bite-sized pieces.” Ex. 2 at 3. With respect to distinctiveness, the First Office Action asserted that “shaping candy bars so they may be broken into equal bite-sized pieces is common.” *Id.* at 4. The only evidence submitted with the First Office Action was internet printouts referring to various candy bars being breakable into bite-sized pieces. None of the evidence addressed the alleged functionality of the *particular* design at issue here, *i.e.*, a design of a rectangular bar with twelve equally-sized recessed rectangular panels (each of which has the same dimensional proportions as the rectangular bar itself) arranged in a four panel by three panel format with each panel having its own raised border, all within a rectangular border featuring a layered, recessed effect. The exhibits attached to the First Office Action demonstrate that there are a wide variety of designs for segmented candy bars. *See id.*, attachments 1–54.

Applicant responded to the First Office Action on May 3, 2010 and presented extensive evidence of non-functionality, including the absence of a utility patent covering the Hershey’s Bar Design, the absence of advertising promoting any utilitarian advantages of the design, and the existence of a wide variety of other designs for segmented candy bars. The response (attached as Exhibit 3) also presented substantial evidence of acquired distinctiveness, including extensive sales and advertising, third party recognition and third party attempts to copy the design.

On May 28, 2010, the Examining Attorney issued the Second Office Action (attached as Exhibit 4), which did not submit any evidence, and maintained the functionality refusal without any analysis of Hershey’s arguments or evidence regarding non-functionality. In addition, the office action rejected Hershey’s evidence of acquired distinctiveness, asserting that the evidence was insufficient because

“shaping the candy bars so that they may be broken into equal sized pieces” is a common feature of candy bars. Ex. 4 at 2. Again, the Examining Attorney viewed the mark as consisting merely of a configuration of a candy bar divided into equal sized segments, and ignored the other elements and overall combination of elements comprising the mark, including the particular shape, proportionality and number of segments and the appearance of raised borders, recessed panels and other elements.

Applicant filed its response to the Second Office Action on November 25, 2010 (attached as Exhibit 5), again arguing against the functionality refusal and claiming acquired distinctiveness. In support of its non-functionality argument, Applicant submitted extensive evidence that, under the applicable factors, the particular configuration of the Hershey’s Bar Design is not functional. Among other evidence, Applicant showed numerous competing products that do not use the allegedly functional design mark, and submitted the Declaration of Volker Kramer, an experienced candy mold maker, who showed that the claimed Hershey’s Bar Design is merely one of myriad ways to design a chocolate bar, and does not result in a better or less expensive product. In support of its claim of acquired distinctiveness, Applicant submitted survey evidence showing that, even after controlling for “noise,” over 42% of likely purchasers identified Hershey as the sole source of a chocolate bar embodying the Hershey’s Bar Design, as well as evidence of substantial advertising of the design, enormous sales success, and third party recognition of and efforts to plagiarize the mark.

On December 29, 2010, the Examining Attorney issued a Final Office Action (attached as Exhibit 6), which reasserted both grounds for refusal.

THE RECORD EVIDENCE

The applied-for Hershey’s Bar Design has been in use for more than 42 years. Hershey began manufacturing, distributing, and selling chocolate bars embodying this design in 1968, and has continuously and exclusively used the design since 1968. The design has been and is used for Hershey’s well-known HERSHEY’S milk chocolate bar, as well as other well-known Hershey products such as MR. GOODBAR, SPECIAL DARK and COOKIES-N-CREME candy bars. Declaration of Lois B. Duquette dated November 23, 2010 (attached as Exhibit 7) ¶ 4.

The Absence Of Evidence Of Functionality, and the Evidence of Non-Functionality, of the Hershey's Bar Design

As set forth in detail in the Declaration of Volker Kramer dated November 23, 2010 (attached as Exhibit 8), the Hershey's Bar Design is not functional. Mr. Kramer is the owner, President and Chief Executive Officer of Agathon GmbH & Co. KG ("Agathon"), which is a leading producer of chocolate moulds for large-scale industrial production worldwide and which specializes in designing and producing chocolate moulds. Ex. 8 ¶¶ 2–3. As Mr. Kramer explains, there are many equally feasible designs used by Hershey's competitors that do not feature most or all of the characteristics at issue in the Hershey's Bar Design, and this particular candy bar design is not cheaper to produce and does not result in a better-designed candy bar as compared to numerous other alternative designs. *Id.* ¶¶ 6–11.

The particular shapes and combination of the design elements comprising the Hershey's Bar Design do not provide any utilitarian advantage over alternative designs. For example, if a bar is divided into segments, the individual segments do not need to be in the shape, size, number, proportions or configuration embodied in Hershey's Bar Design. A segmented bar can have more than twelve segments or less than twelve, it could have square or triangular segments instead of rectangular, it could have segments that are not proportional to the bar's overall shape, it could be simply perforated to break into pieces, it could have segments arranged in a different way than four by three, and so on. Nor is there any need for the segments to have recessed panels or raised edges or be framed in any overall raised rectangular shape; many segmented bars do not have these features. *Id.* ¶ 7.

Both Mr. Kramer and Ms. Duquette identified a number of chocolate candy bars that are unsegmented, or that have segments that are different in shape, size, configuration and/or proportion than those of the Hershey design, and/or that have segments that do not include recessed panels or raised edges. Ex. 8 ¶ 7 & Ex. B; Ex. 7 ¶ 19. Indeed, the evidence submitted by the Examining Attorney contains even more examples of such raised designs. Ex. 2, attachments 1–54; Ex. 6, attachments 30, 39, 46, 47.

Mr. Kramer further explains that the tooling and moulds for the framed segments of the Hershey's Bar Design are *more expensive* to create than are the tooling and moulds for other chocolate

bar designs. Ex. 8 ¶ 8. Nor does the design result in lower manufacturing costs as compared to alternative bar designs. *Id.* ¶ 9. A bar with fewer or more than twelve segments, with square or triangular segments, with segments of different proportions, or with segments that do not have recessed panels or raised edges, would be no more costly to manufacture than a bar with the Hershey’s Bar Design. *Id.* ¶ 10. There are many other ways that one could design a chocolate bar other than the Hershey design, without giving up any cost or efficiency advantage. *Id.* ¶ 11. Agathon, for example, manufactures moulds for many companies that do not involve greater manufacturing costs than bars using the Hershey’s Bar Design. *Id.* ¶ 10.

The evidence shows that Hershey has not claimed the applied-for mark in any patent. Ex. 7 ¶ 5. Nor is there any record evidence that the design mark has been claimed in any other patent. In the Final Office Action, the Examining Attorney relied on a portion of Patent No. 1,613,231 (the “’231 Patent”) (attached as Exhibit 9), which purportedly “discloses a utilitarian advantage of a feature of the design sought to be registered.” Ex. 6 at 4.¹ Specifically, the Examining Attorney cites to the ’231 Patent as showing that the “scoring” element on the Hershey’s Bar Design is functional because it makes it easier to break the bar into smaller, equal-size pieces. *See* Ex. 6 at 2–3. However, the cited patent does not claim a scored candy bar, much less a candy bar in the specific configuration of the Hershey’s Bar Design. Rather, the ’231 Patent claims a method of manufacturing an unscored chocolate bar with multiple layers in such a manner that it may be easily cut into segments *before* it is sold. *See* Ex. 9 at 5, ll. 10–12 (“After the mat A has been cut into pieces, each pieces will preferably be coated with chocolate”); *id.* at 5, ll. 41–42 (“cutting said mat into pieces of desired size and shape for commercial purposes”). The dotted lines shown in the patent’s figure 1 are not scoring or segments, but are

¹ “Heretofore, as far as we are aware, it has been considered impracticable, if not impossible, to cut layers of hard, frangible candy of the character of the layer 2 shown in the drawing, for the reason that the action of the knives or cutters would break the candy into irregular pieces; and, where it is desired to subdivide a layer of such hard, frangible candy into pieces of designed small size, the universal practice, so far as we are aware, has been to score said layers on lines corresponding to the desired shape and size of the pieces, before it is thoroughly cooled and while it is sufficiently plastic that it may be scored without breaking. The candy is then permitted to cool and may then be readily broken into pieces along the lines on which it is scored.” Ex. 6 at 2–3 (quoting ’231 Patent at 4, ll. 75–92).

“contemplated lines of severance.” *Id.* at 4, ll. 45–47; *see id.* at 5 ll. 7–9 (“the dotted lines . . . indicate the lines on which the mat A is to be cut”). The quoted portion of the ’231 Patent (*supra* n.1) says only that others use scoring to manufacture candy bars. That is, sheets of frangible candy are sometimes scored as they cool so that they may later be cut into individual bars. This method of manufacture is not relevant to the particular combination of elements of Hershey’s segmented candy bar design; it does not involve the particular elements of the Hershey’s Bar Design and, moreover, the applied-for design is made with a mould, in contrast to the manufacturing method described in the patent. Nor is the method of using segments even claimed in the ’231 Patent, which describes scoring as a prohibitively expensive alternative method for manufacturing the type of candy bar at issue in the patent. *See* Ex. 9 at 4, ll. 92–101. In other words, the patent neither claims, covers, nor discloses a segmented or scored candy bar, nor does it shed any light on whether the mark is functional.

The Examining Attorney also relies on five articles retrieved from a Google® search.² *See* Ex. 6 at 3–4. Two of the articles describe Hershey products which use the design mark, noting that the scoring makes it easy to break off pieces of chocolate. *See id.*, attachments 27–29, 43–45. The remaining three articles describe third-party products which use scoring. *See id.*, attachments 30–31, 47–64. Each of the articles cited by the Examining Attorney relates to a single element of the applied-for mark – the division of the candy bar into segments. The articles do not indicate that the applied-for mark’s various other elements, such as the overall pattern of scoring, or the overall configuration of the Hershey’s Bar Design taken as a whole, are functional. To the contrary, the articles relating to third-party segmented candy bars show that there are a variety of other designs available for scored candy bars.

The Overwhelming Evidence of Acquired Distinctiveness

As set forth in the Duquette Declaration, Hershey’s products embodying the applied-for design

² The Examining Attorney’s search purportedly revealed “thousands of articles,” of which only five were attached to his report. Ex. 6 at 3–4. Only these five articles are part of the record on appeal. *See* 37 C.F.R. § 2.142(d); TBMP § 1207.01; *In re Psygnosis Ltd.*, 51 USPQ2d 1594, 1597–98 (TTAB 1999) (articles found in Examining Attorney’s search, but not attached to the Office Action or otherwise made part of the record prior to appeal, will not be considered by the Board).

are sold throughout all fifty states. Since 1998 alone, aggregate or total sales to consumers in the United States of chocolate products embodying the applied-for design have exceeded \$4 billion. Ex. 7 ¶ 6. Since 1986, The Hershey Company, Hershey's licensee and parent company, has spent more than \$186 million nationwide in advertising products embodying the applied-for design. *Id.* ¶ 7. These advertisements appear in national publications, on national television, on the internet and in several other media outlets, and many of them prominently depict the configuration of its chocolate bar or the distinctive individual segments of the design. *Id.* ¶¶ 8–9 & Ex. A. There is no evidence in the record that any advertising concerning Hershey's bars that embody the applied-for design, whether past or present, have promoted the design of the bar as having utilitarian advantages over any other configuration. *Id.* ¶ 10.

Hershey also owns an existing registration, No. 3,668,662 (attached as Exhibit 10), for a design and word mark in class 30, that consists of the subject design mark, plus “letters spelling ‘Hershey’s’ in each recessed panel.” Ex. 10. The only difference between the applied-for mark and this existing registration is the inclusion of the mark “HERSHEY’S” on each chocolate bar segment; that is, the prior registration covers *both* the mark “HERSHEY’S” and the design of the bar. The Trademark Office did not require Hershey to disclaim the design elements of the mark in Registration No. 3,668,662. *Id.*³

Applicant submitted a secondary meaning survey that was conducted by Robert L. Klein, a recognized market research expert who has previously been credited by the Board (*see, e.g., Nat'l Pork Board v. Supreme Lobster & Seafood Co.*, 96 USPQ2d 1479, 1484 (TTAB 2010)), and that followed accepted protocols for the measurement of secondary meaning. The test cell was shown a bar with the Hershey's Bar Design (*without* the HERSHEY'S word mark) and the control cell was shown another segmented chocolate bar. After the control cell results were subtracted, over 42% of likely purchasers of chocolate bars identified a chocolate bar embodying the applied-for design as emanating from a single source, namely Hershey. *See* Report of Robert L. Klein dated November 22, 2010 (attached as Exhibit 11) at 2, 8.

³ Hershey also owns an application, Serial No. 85152425, for a design featuring a single rectangle of the Hershey's Bar Design, which was published for opposition on March 1, 2011.

Hershey also submitted evidence that on several occasions, others have attempted to use the applied-for design without permission, and that Hershey has taken steps to enforce its rights in the design. For example, a brownie baking pan described as a “chocolate bar brownie pan” recently was distributed and sold without Hershey’s permission by retailer Williams Sonoma. Ex. 7 ¶ 12. On May 11, 2010, Hershey brought suit against Williams Sonoma for trademark infringement in the United States District Court for the Middle District of Pennsylvania, Civil Action No. 1:10-CV-1011. *Id.* The parties ultimately resolved the dispute pursuant to the terms of a settlement agreement pursuant to which Williams Sonoma agreed to pay a license fee in exchange for a limited license of Hershey’s design. *Id.* ¶ 12 & Ex. B. Similarly, Hershey’s design was copied by another candy company, R.M. Palmer Candy Co. (“R.M. Palmer”), which had produced a chocolate bar with the same configuration as the applied-for design, with the addition of a star in each segment. *Id.* ¶ 13 & Ex. C. Hershey objected, and R.M. Palmer agreed to cease use of the objected-to design. *Id.* ¶ 13.

Hershey also submitted evidence that the design of Hershey’s chocolate bar has been the subject of unsolicited media and other third party recognition. For example, one website devoted to baking and cooking describes the brownie pan sold by Williams Sonoma (which does *not* include the HERSHEY’S trademark) as “use[ing] the iconic look of the chocolate candy bar.” *Id.* ¶ 15 & Ex. D. The writer clearly associated the appearance of the pan’s brownies with the “iconic look” of Hershey’s chocolate bars, stating that “[w]hether you’re a fan of Hershey’s chocolate bars or not, it’s design is undeniably a classic confectionery icon: a flat, rectangular bar divided up into bite-sized pieces” *Id.* The Williams Sonoma brownie pan was featured on another food website where the author described the pan as “like a Hershey’s bar with individual brownies.” *Id.* ¶ 16 & Ex. E. Similarly, the configuration of Hershey’s product is called to mind by others in a variety of other contexts. For example, one writer likened the size of a “silver metal slug” that is produced by a typesetting machine to “the size and shape of a Hershey’s chocolate bar,” while another reporter noted that posters for the Dave Matthews Band, that are “designed to look like a Hershey chocolate bar,” were for sale. *Id.* ¶ 17 & Ex. F.

The Examining Attorney submitted no evidence on acquired distinctiveness pertinent to the

specific configuration of the Hershey's Bar Design. As with the issue of functionality, the Examining Attorney submitted some articles referring to the scoring of candy bars, but none suggesting that the particular configuration of the mark is perceived as utilitarian or not source-identifying. (And, as noted above, the "thousands of articles" referred to by the Examining Attorney are not part of the record, *see* n.2, *supra*). The only other material that the Examining Attorney submitted on the issue of acquired distinctiveness was a web page in which a visitor commented on Hershey's enforcement of its rights against Williams Sonoma – in effect, an anonymous opinion on what trademark law should protect.

ARGUMENT

I. THE EXAMINING ATTORNEY FAILED TO SHOW THAT THE HERSHEY'S BAR DESIGN IS FUNCTIONAL

When a mark is refused registration on functionality grounds, the Examining Attorney must establish a *prima facie* case that the mark sought to be registered is functional, at which point the Applicant can overcome the refusal by presenting evidence that rebuts the Examining Attorney's *prima facie* case. TMEP § 1202.02(a)(iv). Here, the Examining Attorney refused to register the design on grounds of functionality because a *single feature* of the design – the scoring of the chocolate bar into equal-sized segments – serves a utilitarian purpose. However, the existence of a single utilitarian feature does not establish functionality of the configuration as a whole. As the proper application of the *Morton-Norwich* factors show, the Examining Attorney has failed to establish a *prima facie* case that the Hershey's Bar Design is functional. Moreover, even had the Examining Attorney established a *prima facie* case of functionality, Hershey's evidence would amply rebut any such showing.

A. The Functionality Doctrine

The functionality doctrine prevents trademark law, which seeks to promote competition, from inhibiting legitimate competition by allowing a producer to control a useful product feature. A feature is functional if it is "essential to the use or purpose of the [product] or when it affects the cost or quality of the [product]." *TrafFix Devices, Inc. v. Mktg. Displays, Inc.*, 532 U.S. 23, 33 (2001); *see also* TMEP § 1202.02(a)(iii)(A). However, a mark is not functional where the particular unique combination of

elements embodied in the proposed mark does not disadvantage competitors. Indeed, it is settled that even if one or more individual elements of an applied-for design serves a particular function, the overall aggregation, relationship and arrangement of the features that comprise the design can be non-functional. “When the thing claimed as trade dress or a trademark consists of a combination of individual design features, then it is the functionality of the overall combination that controls. Thus, an overall design combination of individually functional items is protectable because while the pieces are individually functional, this particular combination of those pieces is not functional.” *McCarthy On Trademarks and Unfair Competition* § 7:76 (2010); *KeyStone Retaining Wall Sys., Inc. v. Westrock, Inc.*, 997 F.2d 1444, 1449 (Fed. Cir. 1993) (regarding functionality, jury received appropriate instruction to “consider the [trade dress] design as a whole and [] not focus on isolated elements of the design”; holding that the Ninth Circuit in *Fuddruckers, Inc. v. Doc’s B.R. Others, Inc.*, 826 F.2d 837, 842 (9th Cir. 1987), was correct in stating that the proper inquiry is “whether the whole collection of elements taken together are functional”); *In re Chesebrough-Pond’s, Inc.*, 224 USPQ 967, 968 (TTAB 1984) (where all individual aspects are functional, the “overall composite design” can be nonfunctional).

In *In re Honeywell Inc.*, 8 USPQ2d 1600 (TTAB 1988), for example, the Board held that a product configuration mark was not functional despite the fact that it included some functional elements, because competitors did not need to use the particular combination of elements claimed by the applicant. Finding no “evidence of use by competitors . . . for so many years, despite applicant’s apparent lack of any patent and trademark protection for it,” the Board concluded that “the number of alternative designs available to competitors, although limited, is sufficient for this product.” *Id.* at 1604. Similarly, in *Cartier, Inc. v. Four Star Jewelry Creations, Inc.*, 348 F. Supp. 2d 217 (S.D.N.Y. 2004), the evidence showed that a “bar on manufacturing a watch with a combination of features composing Cartier’s trade dress as a whole would not seriously limit [the] options [of] a watch designer,” which, the court held, “further substantiates the view that the designs are nonfunctional.” *Id.* at 225; *see also, e.g.*, Restatement (Third) Unfair Competition § 17, cmt. b (1995) (“The fact that the overall design or combination contains individual features that are themselves functional does not preclude protection for the composite. . . .

Protection of the overall design, however, will not preclude others from adopting the functional constituents.”).

B. There is No Evidence That Protection for the Applied-For Design Will Disadvantage Competitors

The particular elements and combination of elements comprising the Hershey’s Bar Design are not necessary to the function that allegedly bars registration (*i.e.*, enabling consumers to break the candy into bite-sized pieces), and trademark protection for that particular overall configuration will not prevent competitors from selling chocolate bars that can be broken into bite-sized pieces. Hershey’s mark, which consists of the configuration of a rectangular candy bar with twelve equally-sized recessed rectangular panels arranged in a four panel by three panel format with each panel having its own raised border, all within a layered, recessed panel frame, is merely one of a virtually infinite number of ways to design a candy bar. As shown in the Kramer Declaration, and as the third party designs proffered by the Examining Attorney show, there are many other ways to configure a candy bar, including one that is divided into segments. Ex. 2, attachments 1–54; Ex. 6, attachments 30, 39, 46, 47; Ex. 8 ¶ 7 & Ex. B; Ex. 7 ¶ 19. As demonstrated by the evidence of third-party designs for chocolate bars in the record, it is clear that a prohibition on the copying of the particular combination of elements that comprise Applicant’s applied-for mark would not limit others’ abilities to manufacture chocolate bars.

C. Application of the *Morton-Norwich* Factors Confirms That Applicant’s Mark is Non-Functional

In addition to the foregoing principles, functionality is determined by the application of the factors set forth in *In re Morton-Norwich Prods., Inc.*, 671 F.2d 1332, 1340–41 (C.C.P.A. 1982): (1) the existence of a utility patent disclosing the utilitarian advantages of the design; (2) advertising materials in which the originator of the design touts the design’s utilitarian advantages; (3) the availability to competitors of functionally equivalent designs; and (4) facts indicating that the design results in a comparatively simple or cheap method of manufacturing the product. Here, each factor weighs in favor of a finding of non-functionality.

1. *No Utility Patent Covers the Hershey's Bar Design*

To determine the relevance of a utility patent under the *Morton-Norwich* test, “[i]t is important to read the patent to determine whether the patent *actually claims* the features presented in the proposed mark. . . . If it does not, . . . then *the probative value of the patent as evidence of functionality is substantially diminished or negated entirely.*” TMEP § 1202.02(a)(v)(A) (emphasis added); *accord TrafFix*, 532 U.S. at 34 (whether a product’s features “are functional by reason of their inclusion in the claims” of a utility patent is guided by whether the feature “serve[s] a purpose within the terms of the utility patent” or is “a useful part of the invention”); *In Re UDOR U.S.A., Inc.*, 89 USPQ2d 1978, 1982 (TTAB 2009) (existence of a utility patent did not weigh in favor of functionality where Examining Attorney did not “demonstrate convincingly” that the design had “inherent utilitarian value based upon the claims of the patented technology”; the design features did not “serve a function within the terms of the utility patent, and [were] not shown as useful parts of the claimed invention”); *In Re Zippo Mfg. Co.*, 50 USPQ2d 1852, 1853–54 (TTAB 1999) (utility patent not probative where the design depicted in the patent was “different from the configuration applicant seeks to register”); *In Re Weber-Stephen Prods. Co.*, 3 USPQ2d 1659, 1664 (TTAB 1987) (utility patent did not bar registration where “nothing in the patent discloses any utilitarian advantages of this particular design”).

Although it is undisputed that no patent claims the particular configuration embodied in the Hershey’s Bar Design, the Examining Attorney cites the ’231 Patent, which claims a method of manufacturing candy. As explained above (pp. 6–7), reliance on the ’231 Patent is misplaced, because the patent does not claim or even disclose the functionality of a segmented chocolate bar. The patent claims a way of manufacturing candy bars that does not involve scoring or segmenting. Scoring is mentioned only as a prohibitively expensive alternative method of manufacturing candy bars of the type at issue in the patent. In short, the ’231 Patent has no probative value as to whether the design mark is functional.

The applied-for mark is not being claimed and has not been claimed in a design or utility patent belonging to Hershey. Ex. 7 ¶ 5. Nor does the record evidence show either the design mark as a whole, or any feature of it, has been claimed in any other patent. Thus, the only probative evidence as to this

factor favors the Applicant.⁴

2. *Hershey Has Not Promoted Any Utilitarian Advantages of the Hershey's Bar Design*

It is undisputed that Applicant has never promoted the Hershey's Bar Design as having utilitarian advantages. *See* Ex. 6 at 4; Ex. 7 ¶ 10. The Examining Attorney seeks to minimize the importance of this factor by citing to a portion of Hershey's website which notes that, in the company's early history, it did not rely on national advertising campaigns. *See* Ex. 6 at 4. However, the same website cited by the Examining Attorney expressly states that Hershey did begin advertising nationally in 1970 – more than forty years ago – and that “[a]dvertising is a major part of Hershey's marketing program today.” *Id.*, attachment 16. And, it is undisputed that Hershey has spent more than \$186 million over the past 25 years advertising the applied-for design. Ex. 7 ¶ 7. Accordingly, the record evidence shows that while Hershey has extensively advertised the applied-for design nationally, it never has promoted functional features of the design. This factor weighs in favor of Applicant, and the Examining Attorney's attempt to minimize this evidence is erroneous.

3. *Alternative Designs Available Are Functionally Equivalent*

A review of the third-party designs in the record demonstrates that candy and chocolate bar manufacturers employ a limitless variety of bar designs. Indeed, the Examining Attorney has cited ample evidence of alternative designs used by other chocolate makers, all of which are equally feasible, cost comparable alternatives to the design manufactured by Applicant. For example, Nestle, another significant candy seller, sells Nestle Crunch Crisp, which, as depicted in the photograph attached by the Examining Attorney in his Office Action, does not consist of any segments and consists of an unsegmented bar of chocolate with crisped rice inclusions. Further, Ritter Sport's “Ritter Sport Milk Chocolate with Whole Hazelnuts” bar, another third party product, also embodies an entirely different

⁴ In the course of his discussion of the '231 Patent, the Examining Attorney also cites five articles retrieved in a Google® search purporting to show that the public views the applied-for mark as functional. As explained above (p. 8), all of these articles relate to only a single design element – the division of the bar into segments, and have no probative value as to the alleged functionality of the remaining elements, or of the overall configuration. *See* Ex. 6 at 3–4.

configuration than the applied-for design. Ritter Sport's chocolate bar is comprised of sixteen – not twelve – segments, in the shape of small squares – not rectangles, while the Kingsbury Chocolates Nib, manufactured by Artfully Chocolate | Kingsbury Confections, consists of twenty-eight square segments, none of which feature recessed panels or borders around the segments. *See* Ex. 2, attachments 1–54.

As the un rebutted Kramer Declaration also shows, there are numerous alternative chocolate and candy bar designs available.⁵ Ex. 8 ¶¶ 6–7, 10–11. Mr. Kramer identifies, as examples only, at least eleven additional designs employed by other chocolate and candy bar manufacturers – including many designs with segments – that are not the same as Applicant's distinctive configuration. The chocolate bars attached as Exhibit B to the Kramer Declaration and as attachments to the First Office Action confirm that there are numerous other chocolate bars that are offered with:

- bar shapes of different proportions (*i.e.*, non-rectangular candy shape)

See, e.g., Ritter Sport Milk Chocolate with Whole Hazelnuts, Storz Nougat Praline, Ferrero Kinder Bueno, Nestle Chokito, Divine Milk Chocolate 1.5 oz., Dove Silky Smooth Milk Chocolate.

- a different number of segments

See, e.g., Nidar Yade, Ritter Sport Milk Chocolate with Whole Hazelnuts, Storz Nougat Praline, Dagoba Organic Chocolate Lime, Kingsbury Chocolates Nib, Lake Champlain Peppermint Crunch, Ritter Sport Cornflakes, Lake Champlain Milk Chocolate, Sea Salt & Almond Bar, NECCO Sky Bar, Storz Nougat Praline, Chokolove Cherries & Almonds in Dark Chocolate, Choxie Dark Chocolate Key Lime Truffle Bar, Chuao Spicy Maya, Ferrero Kinder Bueno, Nestle Mint Aero, Newman's Own Organics Milk Chocolate, Theo Organic Milk Chocolate, Theo Bread & Chocolate Dark Chocolate, Endangered Species Milk Chocolate, Divine Milk Chocolate 3.5 oz., Divine Milk Chocolate 1.5 oz., Doctor's CarbRite Diet SugarFree Milk Chocolate Bar, Wegman's Milk Chocolate with Almonds, Wegman's Milk Chocolate, Green & Black's Organic Milk Chocolate, Dove Silky Smooth Milk Chocolate.

- a different layout of segments

See, e.g., Nidar Yade, Ritter Sport Milk Chocolate with Whole Hazelnuts, Storz Nougat Praline, Dagoba Organic Chocolate Lime, Kingsbury Chocolates Nib, NECCO Sky Bar, Storz Nougat Praline, Chokolove Cherries & Almonds in Dark Chocolate, Chuao Spicy Maya, Ferrero Kinder Bueno, Nestle Mint Aero, Newman's Own Organics Milk Chocolate, Theo Organic Milk Chocolate, Theo Bread & Chocolate Dark Chocolate, Endangered Species Milk Chocolate,

⁵ Courts routinely consider credible testimony submitted in support of non-functionality. *See, e.g., Cartier*, 348 F. Supp. 2d at 224 (finding testimony from Cartier's director of watch marketing regarding the "aesthetic value conveyed by the design of the watch" credible, which emphasized that "functional superiority [was] not among Cartier's objectives").

Divine Milk Chocolate 3.5 oz., Divine Milk Chocolate 1.5 oz., Doctor's CarbRite Diet SugarFree Milk Chocolate Bar, Wegman's Milk Chocolate with Almonds, Wegman's Milk Chocolate, Green & Black's Organic Milk Chocolate, Dove Silky Smooth Milk Chocolate.

- segments of different proportions

See, e.g., Nidar Yade, Ritter Sport Milk Chocolate with Whole Hazelnuts, Storz Nougat Praline, Dagoba Organic Chocolate Lime, Kingsbury Chocolates Nib, Lake Champlain Peppermint Crunch, Ritter Sport Cornflakes, Lake Champlain Milk Chocolate, Sea Salt & Almond Bar, NECCO Sky Bar, Storz Nougat Praline, Chocolove Cherries & Almonds in Dark Chocolate, Choxie Dark Chocolate Key Lime Truffle Bar, Chuao Spicy Maya, Ferrero Kinder Bueno, Nestle Mint Aero, Newman's Own Organics Milk Chocolate, Theo Organic Milk Chocolate, Theo Bread & Chocolate Dark Chocolate, Endangered Species Milk Chocolate, Divine Milk Chocolate 3.5 oz, Divine Milk Chocolate 1.5 oz., Doctor's CarbRite Diet SugarFree Milk Chocolate Bar, Wegman's Milk Chocolate with Almonds, Wegman's Milk Chocolate, Green & Black's Organic Milk Chocolate, Dove Silky Smooth Milk Chocolate.

- segments with different three-dimensional proportions (*i.e.*, pillow shaped, edges of segments lack, or have different heights of, borders, etc.) and/or designs embossed on each segment

See, e.g., Nidar Yade, Ritter Sport Milk Chocolate with Whole Hazelnuts, Storz Nougat Praline, Dagoba Organic Chocolate Lime, Kingsbury Chocolates Nib, Lake Champlain Peppermint Crunch, Ritter Sport Cornflakes, Lake Champlain Milk Chocolate, Sea Salt & Almond Bar, NECCO Sky Bar, Storz Nougat Praline, Chocolove Cherries & Almonds in Dark Chocolate, Choxie Dark Chocolate Key Lime Truffle Bar, Chuao Spicy Maya, Ferrero Kinder Bueno, Nestle Mint Aero, Newman's Own Organics Milk Chocolate, Theo Organic Milk Chocolate, Theo Bread & Chocolate Dark Chocolate, Endangered Species Milk Chocolate, Divine Milk Chocolate 3.5 oz., Divine Milk Chocolate 1.5 oz., Doctor's CarbRite Diet SugarFree Milk Chocolate Bar, Wegman's Milk Chocolate with Almonds, Wegman's Milk Chocolate, Green & Black's Organic Milk Chocolate, Dove Silky Smooth Milk Chocolate.

- no segments at all

See, e.g., Nestle Chokito, Nestle Crunch Crisp, Kit Kat Caramel, Nestle Milk Chocolate.

See Ex. 2, attachments 1–54; Ex. 8 ¶ 7 & Ex. B.

The examples listed above demonstrate that chocolate bars need not have: (1) segments, (2) twelve segments, (3) equally-sized segments, (4) segments arranged in a four panel by three panel format, (5) segments that are of the same dimensional proportions as the overall bar, (6) rectangularly shaped segments, or (7) recessed segments with raised borders – let alone the precise combination of all seven of these items that the Hershey's Bar Design has. Moreover, the Examining Attorney has not identified any competing product similar in design to Applicant's applied-for shape, which is further evidence that the

proposed design mark is not functional.⁶ The fact that other major chocolate bars have entirely different designs than the Hershey's Bar Design is strong evidence that Applicant's design does not give Applicant any advantage over its competitors. *See Zippo Mfg.*, 50 USPQ2d at 1854.

The Examining Attorney brushes aside this extensive evidence of alternative designs by asserting, in a two-sentence conclusory paragraph, that the applied-for mark is functional because "the design is essential to the use of the product" because "the configuration . . . is essential to being able to break the candy/chocolate into smaller, equal-sized pieces Accordingly, the existence of functionally equivalent alternative designs does not obviate the proposed mark's own functionality." Ex. 6 at 4. There is simply no evidence, however, that the *specific configuration* and claimed features of the design mark are "essential to being able to break the candy/chocolate into smaller, equal-sized pieces," as the Final Office Action asserts. Moreover, the Examining Attorney's reasoning is circular: Hershey cannot show that the design mark is non-functional through the existence of alternative designs because the design mark is functional. But *Valu Eng'g, Inc. v. Rexnord Corp.*, 278 F.3d 1268 (Fed. Cir. 2002), on which the Examining Attorney relies for this circular proposition, makes no such holding; rather, it holds that while the existence of alternative designs is not by itself sufficient to overcome a finding of functionality, "that does not mean that the availability of alternative designs cannot be a legitimate source of evidence to determine whether a feature is functional in the first place." *Id.* at 1276. Here, the Examining Attorney short-circuited the application of the *Morton-Norwich* factors by making the conclusory assertion that the design mark is functional. Because the availability of numerous alternative configurations strongly supports a finding of non-functionality, this factor weights in favor of Applicant.

4. *Applicant's Design Is Not a Result of "Simple or Cheap Method of Manufacturing" and Provides No Utilitarian Advantage*

Applicant has shown that the use of each element of applied-for mark, and the overall combination of elements, are non-essential to the manufacture of the bar and do not result in cheaper

⁶ Indeed, other brands of chocolate manufactured and sold by Hershey's corporate affiliates under different trade names (*e.g.*, Dagoba Organic Chocolate) utilize very different designs than the design of the applied-for mark. *See* Ex. 2, attachments 7–8; Ex. 7 ¶ 19.

manufacturing. As Mr. Kramer explains, the tooling and moulds for the framed segments of the Hershey design are more expensive to create than are the tooling and moulds for other chocolate bar designs. In fact, the particular configuration of the Hershey design is no less costly to manufacture than other alternative segmented bar designs. Ex. 8 ¶¶ 8–10; see *In re UDOR U.S.A., Inc.*, 89 USPQ2d at 1984 (noting that if the applicant had adopted a different configuration, one which “may well have resulted in increased costs and major inefficiencies in the manufacturing and shipping processes” then applicant’s design would present a “stronger case for being a non-functional source-identifier – a shape that is ‘uneconomical or otherwise disadvantageous’”) (internal citation omitted); *Cartier*, 348 F. Supp. 2d at 225 (S.D.N.Y. 2004) (if evidence indicates that “many of the trade dress features [actually] increase the time, difficulty and cost involved in their manufacture,” the designs are less likely to be found to serve a “functional, essential, or cost-saving role in the manufacture of” the design at issue).

The Examining Attorney again brushes aside Applicant’s evidence, asserting that it “does not establish that the configuration is not functional.” Ex. 6 at 5. The Examining Attorney relies on, *inter alia*, *In re Dietrich*, 91 USPQ2d 1622 (TTAB 2009) and *In re Pingel Enter. Inc.*, 46 USPQ2d 1811 (TTAB 1998). In *Dietrich*, the Board held that, despite the fact that applicant’s design was more expensive to manufacture, it was functional because it provided increased quality. 91USPQ2d at 1637. In *Pingel*, the Board held that where an applicant has “deliberately chosen a more complex and expensive manner” of manufacture, its method of manufacture will not support a finding of non-functionality. 46 USPQ2d at 1821. The Examining Attorney does not attempt to explain how either of these cases are applicable, nor does he cite any evidence that the particular configuration of the Hershey’s Bar Design lowers production costs, increases quality, or was deliberately chosen because it is a more complex or expensive design. There is no such record evidence. Accordingly, this factor weighs in favor of non-functionality.

In sum, based on the analysis above, and in light of the *Morton-Norwich* factors, the Examining Attorney has not made out a *prima facie* showing of functionality. Each of the individual factors supports Applicant’s position, and the Examining Attorney’s attempts to minimize or distinguish Applicant’s

evidence fall flat. Moreover, there is no evidence that protecting the iconic Hershey's Bar Design will disadvantage Hershey's competitors. Finally, even if a *prima facie* showing of functionality were made, Applicant has sufficiently rebutted it by producing evidence that the particular overall configuration of the applied-for design is unique to Applicant, and is not required by any functional considerations.

II. APPLICANT SUBMITTED SUBSTANTIAL AND COMPELLING EVIDENCE OF ACQUIRED DISTINCTIVENESS

Applicant made a *prima facie* showing of acquired distinctiveness, and the Examining Attorney's refusal on the ground of no acquired distinctiveness was erroneous. As with functionality, the Examining Attorney erroneously focused on the mere scoring of chocolate bars, and proceeded as if Applicant seeks to protect *any* scored chocolate bar design, rather than the very specific configuration of the Hershey's Bar Design. Thus, the Examining Attorney's claim that internet searches yield "thousands of articles" (virtually none of which are in the record, *see* n.2, *supra*) relating to "scored" chocolate bars is simply irrelevant. Applicant, in contrast, submitted strong evidence that each of the relevant factors demonstrates secondary meaning in the Hershey's Bar Design, and the Examining Attorney's conclusion that there is no required distinctiveness is "illogical on its face."⁷ *In re Thomas Nelson, Inc.*, 97 USPQ2d 1712, 1718 (TTAB 2011) (reversing refusal); *see In re the Black & Decker Corp.*, 81 USPQ2d 1841 (TTAB 2006) (same). Indeed, the Examining Attorney breezily dismisses Applicant's extensive evidence – including a consumer survey, billions of dollars of sales, long use, a prior registration and enormous advertising – as "not dispositive" but, in the end, provides no evidence to refute Applicant's showing that the Hershey's Bar Design has strong secondary meaning.

A. The Length And Exclusivity Of The Mark's Use, Advertising Expenditures, And Sales Success Show Secondary Meaning

With respect to the first three factors, Applicant showed that (1) the applied-for chocolate bar

⁷ Six factors are relevant to determining whether a product's design has acquired secondary meaning: (1) the length and exclusivity of the mark's use; (2) advertising expenditures; (3) sales success; (4) unsolicited media coverage of the product; (5) consumer studies linking the mark to a source; and (6) attempts to plagiarize the mark. *See Nautilus Group, Inc. v. Icon Health & Fitness, Inc.*, 372 F.3d 1330, 1340 n.7 (Fed. Cir. 2004); *Coach Servs. Inc. v. Triumph Learning LLC*, 96 USPQ 1600, 1618 (TTAB 2010). There is no set amount of proof necessary to demonstrate acquired distinctiveness. *Black & Decker*, 81 USPQ2d at 1842.

design has been in use for more than 42 years; (2) in the past 25 years alone, more than \$186 million nationwide has been spent in advertising products embodying the applied-for design; and (3) in the past 12 years alone, total sales to consumers have exceeded \$4 billion. Ex. 7 ¶¶ 4–7.

Moreover, it is undisputed that many of Applicant’s advertisements prominently depict the shape of its chocolate bar which imbue the configuration with source-identifying significance and, indeed, the bar’s individual segments are featured on many Hershey bar packages and other advertising. *Id.* ¶ 9 & Ex. A. Such advertisements prominently featuring the alleged product configuration are often relied upon as evidence of secondary meaning. *See, e.g., Black & Decker*, 81 USPQ at 1844 (noting that design at issue was prominently displayed in several of applicant’s advertisements); *Callaway Golf Co. v. Golf Clean, Inc.*, 915 F. Supp. 1206, 1213 (M.D. Fla. 1995) (holding that over \$5,000,000 spent in advertising that featured club head was significant factor in finding of secondary meaning for a gold club design); *Gen. Foods Corp. v. MGD Partners*, 224 USPQ 479, 488 (TTAB 1984) (finding that applicant has demonstrated secondary meaning based on various facts including “large volume of advertising and sales activity” since product inception).

The Board has repeatedly found secondary meaning where Applicants showed far less advertising and sales success than the undisputed evidence shows here. *See, e.g., Black & Decker*, 81 USPQ2d at 1844–45 (reversing refusal where design mark accounted for \$500 million in sales and \$20 million in advertising); *In Re Haggard Co.*, 217 USPQ 81, 82, 84 (TTAB 1982) (reversing refusal where design mark enjoyed annual sales of \$150 million and annual advertising of \$5 million). In the face of these exceedingly high sales and advertising figures, the Examining Attorney merely asserts that such evidence is “not dispositive” because it might not mean that consumers “view the matter as a mark for such goods.” Ex. 6 at 7. The cases on which the Examining Attorney relies, however, involved essentially generic terms, and did *not* involve survey evidence confirming, as Applicant’s survey does (*see* Section II.B., *infra*) that consumers *do* view the matter as a mark.⁸

⁸ *See, e.g., In re Boston Beer Co.*, 198 F.3d 1370 (Fed. Cir. 1999) (applicant sought to register the extremely weak phrase THE BEST BEER IN AMERICA, and proffered no survey evidence

B. Hershey’s Survey Evidence Confirms Secondary Meaning

Although in some cases sales success and advertising expenditures do not, standing alone, establish secondary meaning, the significance here of Applicant’s sales and advertising is confirmed by Applicant’s consumer survey, in which, as set forth above (p. 9), a net of 42% of likely purchasers identified a chocolate bar embodying the applied-for design (and *not* including the HERSHEY’S word mark) as emanating from Hershey. Ex. 11 at 2, 8.

These survey results are compelling evidence of secondary meaning. *See Tone Bros., Inc. v. Sysco Corp.*, 28 F.3d 1192, 1203–04 (Fed. Cir. 1994) (holding that 37% of survey respondents identifying trade dress with a single manufacturer was sufficient evidence of secondary meaning); *McNeil-PPC v. Granutec, Inc.*, 919 F. Supp. 198, 202 (E.D.N.C. 1995) (where 41% associated red and yellow capsules with a single brand, court found sufficient proof of secondary meaning in the red and yellow capsule colors); *Monsieur Henri Wines, Ltd. et al. v. Duran*, 204 USPQ 601, 605–06 (TTAB 1979) (survey evidence showing 37% association of brand with background design corroborated finding that opposer’s mark had “come to serve in and of itself as a strong indication of origin”).

The Examining Attorney virtually ignored Applicant’s survey evidence, flippantly asserting that survey evidence “is relevant . . . but not dispositive.” Ex. 6 at 8. In fact, the case the Examining Attorney cites for this proposition, *Yankee Candle Co. v. Bridgewater Candle Co.*, held that survey evidence is “‘valuable’” and is “the ‘preferred’ manner of demonstrating secondary meaning,” and found no secondary meaning where the party seeking trade dress protection *had not offered any survey evidence*. 259 F.3d 25, 39, 43 (1st Cir. 2001) (emphasis added). Other decisions confirm that survey evidence not only is relevant, but is preferred. *See, e.g., Vision Sports, Inc. v. Melville Corp.*, 888 F.2d 609, 615 (9th Cir. 1989) (“An expert survey of purchasers can provide the most persuasive evidence of secondary meaning.”); *Co-Rect Prods., Inc. v. Marvy! Adver. Photography, Inc.*, 780 F.2d 1324, 1333 n.9 (8th Cir. 1985). Here, particularly in light of Applicant’s substantial other evidence of secondary meaning, the

showing secondary meaning); *Busch Entm’t Corp.*, 60 USPQ2d 1130 (TTAB 2000) (mark EGYPT for non-Egyptian-themed amusement park, and no consumer survey evidence).

Examining Attorney's dismissal of Applicant's survey evidence was clearly erroneous.

C. Federal Trademark Registration of the Well-Known Design of the Famous Hershey's Chocolate Bar (With the Mark "Hershey's")

The Examining Attorney also erroneously disregarded Hershey's existing registration, No. 3,668,662, which covers the identical design as the design mark plus the mark HERSHEY'S in each rectangle. *See* Ex. 7 ¶ 18 & Ex. G; Ex. 10. As noted above, the Office did not require Hershey to disclaim the design elements of the mark in Registration No. 3,668,662. Ex. 7 ¶ 18.

The Examining Attorney accorded no weight to this registration because it is not for the "same mark" as that applied for here. A prior registration can be probative, however, even when it is not the same as or the legal equivalent of the applied-for mark. Thus, in a case with facts very similar to this appeal, the Board held that a prior registration for a mark consisting of a design plus a word mark was probative of the secondary meaning of an applied-for mark consisting of the same design without the word mark. *In re Haggard Co.*, 217 USPQ 81, 82–84 (TTAB 1982). Similarly, in *In re Thomas Nelson, Inc.*, 97 USPQ2d 1712, 1718 (TTAB 2011), the Board reversed where the Examining Attorney had disregarded pre-existing registrations for different but related marks, holding that the earlier registrations were probative and supported a claim of acquired distinctiveness. Here, Applicant's prior registration further buttresses its strong showing of acquired distinctiveness.

D. Attempts to Plagiarize and Unsolicited Third Party Coverage of the Hershey Chocolate Bar Design

The Examining Attorney also erred in disregarding the evidence that others have attempted to plagiarize the Design Mark, and that third party media and others have recognized the mark as identifying Hershey. As discussed above (pp. 9–10), retailer Williams Sonoma recently distributed and sold a "chocolate bar brownie pan" that mimicked the Hershey's Bar Design, and agreed to pay for a license after Hershey filed a lawsuit for trademark infringement. Ex. 7 ¶ 12. This is additional evidence that the applied-for mark has obtained the acquired distinctiveness in the minds of the public. *In re Carl Walther GmbH*, Serial No. 77096523, at 16 (TTAB Oct. 26, 2010) (non-precedential) ("The fact that the PPK handgun design is . . . licensed to a maker of replica products has been recognized as one type of evidence

that helps establish that a configuration or trade dress mark has become distinctive.”). Similarly, it is unrefuted that the design mark was copied by another candy company, R.M. Palmer, which agreed to Hershey’s demand that it cease use of its infringing design. Ex. 7 ¶ 13. The Examining Attorney simply ignores this evidence.

The Examining Attorney offers no answer to the evidence that the Hershey’s Bar Design has been the subject of favorable unsolicited media recognition, including clear recognition that the Williams Sonoma brownie pan reproduces “the iconic look” of Hershey’s chocolate bar and other comments confirming the association of the design with Hershey. *Id.* ¶¶ 14–17. Another writer likened a “silver metal slug” that is produced by a typesetting machine to “the size and shape of a Hershey’s chocolate bar,” while another reporter noted that posters for the Dave Matthews Band, that are “designed to look like a Hershey chocolate bar,” were for sale. *Id.* ¶ 17. These comments provide further evidence of an association in the minds of the purchasing public of the applied-for design with the source of the product.

The Applicant has provided overwhelming evidence of acquired distinctiveness in the nature of long use, survey evidence, a prior registration, evidence of trading on the fame of the design, third party recognition and the other record evidence submitted by Applicant.

CONCLUSION

For all of the foregoing reasons and in view of the record evidence, Applicant’s Hershey’s Bar Design mark is not functional, functions as a mark and has achieved acquired distinctiveness, and should be approved for publication.

Dated: April 12, 2011

Respectfully submitted,

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EXHIBIT 1

PTO Form 1478 (Rev 9/2006)
 OMB No. 0651-0009 (Exp 12/31/2011)

Trademark/Service Mark Application, Principal Register

TEAS Plus Application

Serial Number: 77809223

Filing Date: 08/20/2009

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TEAS Plus	YES
MARK INFORMATION	
*MARK	\\TICRS\EXPORT7\IMAGEOUT7\778\092\77809223\xml1\FT K0002.JPG
*SPECIAL FORM	YES
USPTO-GENERATED IMAGE	NO
*COLOR MARK	NO
*COLOR(S) CLAIMED (If applicable)	
*DESCRIPTION OF THE MARK (and Color Location, if applicable)	The mark consists of twelve (12) equally-sized recessed rectangular panels arranged four panel by three panel format with each panel having its own raised border within rectangle.
PIXEL COUNT ACCEPTABLE	YES
PIXEL COUNT	640 x 272
REGISTER	Principal
APPLICANT INFORMATION	
*OWNER OF MARK	Hershey Chocolate & Confectionery Corporation
*STREET	4860 Robb Street, Suite 204

*CITY	Wheat Ridge
*STATE (Required for U.S. applicants)	Colorado
*COUNTRY	United States
*ZIP/POSTAL CODE (Required for U.S. applicants only)	80033
PHONE	717-534-7911
FAX	717-534-7549
EMAIL ADDRESS	lduquette@hersheys.com
AUTHORIZED TO COMMUNICATE VIA EMAIL	Yes
LEGAL ENTITY INFORMATION	
*TYPE	CORPORATION
* STATE/COUNTRY OF INCORPORATION	Delaware
GOODS AND/OR SERVICES AND BASIS INFORMATION	
*INTERNATIONAL CLASS	030
IDENTIFICATION	Candy; Chocolate
*FILING BASIS	SECTION 1(a)
FIRST USE ANYWHERE DATE	At least as early as 12/31/1968
FIRST USE IN COMMERCE DATE	At least as early as 12/31/1968
SPECIMEN FILE NAME(S)	\\TICRS\EXPORT7\IMAGEOUT7 \778\092\77809223\xml1\FT K0003.JPG
SPECIMEN DESCRIPTION	Digital photograph of actual product evidencing use of the mark
ADDITIONAL STATEMENTS SECTION	
*TRANSLATION (if applicable)	
* TRANSLITERATION	

(if applicable)	
* CLAIMED PRIOR REGISTRATION (if applicable)	The applicant claims ownership of U.S. Registration Number(s) 3668662.
* CONSENT (NAME/LIKENESS) (if applicable)	
* CONCURRENT USE CLAIM (if applicable)	
SECTION 2(f) BASED ON EVIDENCE	The mark has become distinctive of the goods/services, as demonstrated by the attached evidence.
2(f) EVIDENCE FILE NAME(S)	
ORIGINAL PDF FILE	e2f-168133239-150552750_._HERSHEY_S_MC_BAR_PRODUCT_CONFIGURATION_EVIDEN
CONVERTED PDF FILE(S) (1 page)	\\TICRS\EXPORT7\IMAGEOUT7\778\092\77809223\xml1\FTK0004.JPG
SECTION 2(f)	The mark has become distinctive of the goods/services through the applicant's substantial exclusive and continuous use in commerce for at least the five years immediately before the date of this statement.
CORRESPONDENCE INFORMATION	
* NAME	Lois B. Duquette
FIRM NAME	The Hershey Company
* STREET	100 Crystal A Drive
* CITY	Hershey
* STATE (Required for U.S. applicants)	Pennsylvania
* COUNTRY	United States
* ZIP/POSTAL CODE	17033
PHONE	717-534-7911
FAX	717-534-7549
* EMAIL ADDRESS	lduquette@hersheys.com
* AUTHORIZED TO COMMUNICATE VIA EMAIL	Yes

FEE INFORMATION	
NUMBER OF CLASSES	1
FEE PER CLASS	275
*TOTAL FEE PAID	275
SIGNATURE INFORMATION	
* SIGNATURE	/ ois . Duquette/
* SIGNATORY S NAME	ois . Duquette
* SIGNATORY S POSITION	Assistant Secretary and Attorney of Record PA State ar Mem er
* DATE SIGNED	08/20/2009

PTO Form 1478 (Rev 9/2006)
 OMB No. 0651-0009 (Exp 12/31/2011)

Trade ar /Ser ice Mar Application Principal Re ister

TEAS Plus Application

Serial Nu ber

Filin Date / /

To t e Co issioner for Trade ar s

MAR (Styli ed and/or Design see mark)

The applicant is not claiming color as a feature of the mark. The mark consists of twelve (12) equally-si ed recessed rectangular panels arranged in a four panel y three panel format with each panel having its own raised order within a large rectangle.

The applicant ershey Chocolate Confectionery Corporation a corporation of Delaware having an address of

4860 Ro Street Suite 204
 Wheat Ridge Colorado 80033
 United States

requests registration of the trademark/service mark identified a ove in the United States Patent and Trademark Office on the Principal Register esta lished y the Act of July 5 1946 (15 U.S.C. Section 1051

et seq.), as amended, for the following:

For specific filing basis information for each item you must include the display in the Input Table.

International Class 030 Candy; Chocolate

Use in Commerce The applicant is using the mark in commerce or the applicant's related company or licensee is using the mark in commerce or the applicant's predecessor in interest used the mark in commerce on or in connection with the identified goods and/or services. 15 U.S.C. Section 1051(a) as amended.

In International Class 030 the mark was first used at least as early as 12/31/1968 and first used in commerce at least as early as 12/31/1968 and is now in use in such commerce. The applicant is submitting one specimen(s) showing the mark as used in commerce on or in connection with any item in the class of listed goods and/or services consisting of a(n) Digital photograph of actual product evidencing use of the mark.

Specimen File1

The mark has become distinctive of the goods/services as demonstrated by the attached evidence. The applicant submits the following evidence to support the 2(f) claim

Original PDF file

e2f-168133239-

150552750 . ERSHEY'S MCMARK PRODUCT CONFIGURATION EVIDENCE.pdf

Converted PDF file(s) (1 page)

2(f) evidence-1

The mark has become distinctive of the goods/services through the applicant's substantially exclusive and continuous use in commerce for at least the five years immediately before the date of this statement.

The applicant claims ownership of U.S. Registration Number(s) 3668662.

The applicant's current Correspondence Information

Lois L. Duquette

The Hershey Company

100 Crystal A Drive

Hershey Pennsylvania 17033

717-534-7911(phone)

717-534-7549(fax)

lduquette@hersheys.com (authorized)

A fee payment in the amount of \$275 has been submitted with the application representing payment for 1

class(es).

Declaration

The undersigned, being hereby warned that willful false statements and the like so made are punishable by fine or imprisonment, or both, under 18 U.S.C. Section 1001, and that such willful false statements, and the like, may jeopardize the validity of the application or any resulting registration, declares that he/she is properly authorized to execute this application on behalf of the applicant; he/she believes the applicant to be the owner of the trademark/service mark sought to be registered, or, if the application is being filed under 15 U.S.C. Section 1051(b), he/she believes applicant to be entitled to use such mark in commerce; to the best of his/her knowledge and belief no other person, firm, corporation, or association has the right to use the mark in commerce, either in the identical form thereof or in such near resemblance thereto as to be likely, when used on or in connection with the goods/services of such other person, to cause confusion, or to cause mistake, or to deceive; and that all statements made of his/her own knowledge are true; and that all statements made on information and belief are believed to be true.

Signature: /Lois B. Duquette/ Date Signed: 08/20/2009

Signatory's Name: Lois B. Duquette

Signatory's Position: Assistant Secretary and Attorney of Record, PA State Bar Member

RAM Sale Number: 1667

RAM Accounting Date: 08/21/2009

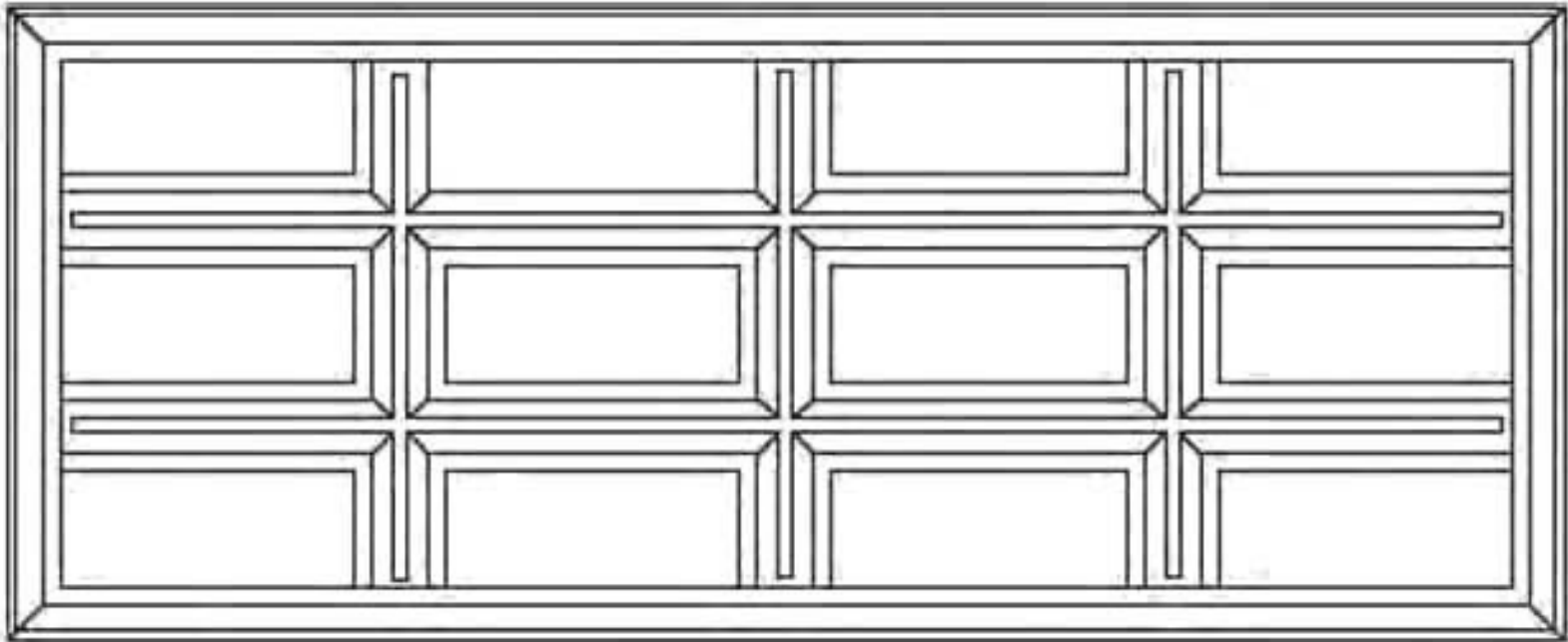
Serial Number: 77809223

Internet Transmission Date: Thu Aug 20 15:38:52 EDT 2009

TEAS Stamp: USPTO/FTK-168.133.2.39-20090820153852249

344-77809223-400ec64e634998d83d1cc717a4e

f644e0-CC-1667-20090820150552750610





The mark applied for has been in use since at least as early as 1968. Some of the most famous chocolate products in the United States, HERSHEY'S Milk Chocolate Bar, HERSHEY'S Cookies 'N Crème bar, KRACKLE bar, MR. GOODBAR bar and the SPECIAL DARK bar, have and continue to be manufactured in various sizes and weights but all use this very unique, very recognizable product configuration of recessed rectangular panels.

The sales of the products using this unique product configuration have been more than \$3.7 billion over the last 12 years. Applicant through either its predecessor in interest or its licensees has spent over \$186 million in advertising in connection with this unique product configuration over the past 24 years. In addition, this advertising has achieved more than 44,000 gross rating points over that same period of 24 years. (One gross rating point is equal to one percent of the population viewing a commercial at one time.) Furthermore, the products using this unique product configuration have been sold for decades throughout the United States in almost every food, drug, mass merchandiser and convenience store retail outlet.

EXHIBIT 2

To: Hershey Chocolate & Confectionery Corpor ETC. (lduquette@hersheys.com)

Subject: U.S. TRADEMARK APPLICATION NO. 77809223 - N/A

Sent: 11/24/2009 11:05:39 AM

Sent As: ECOM116@USPTO.GOV

Attachments: Attachment - 1
Attachment - 2
Attachment - 3
Attachment - 4
Attachment - 5
Attachment - 6
Attachment - 7
Attachment - 8
Attachment - 9
Attachment - 10
Attachment - 11
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Attachment - 54
Attachment - 55
Attachment - 56
Attachment - 57
Attachment - 58

UNITED STATES PATENT AND TRADEMARK OFFICE

SERIAL NO: 77/809223

MARK:

77809223

CORRESPONDENT ADDRESS:

LOIS B. DUQUETTE
THE HERSHEY COMPANY
100 CRYSTAL A DR
HERSHEY, PA 17033-9524

RESPOND TO THIS ACTION:

<http://www.uspto.gov/teas/eTEASpageD.htm>

GENERAL TRADEMARK INFORMATION:

<http://www.uspto.gov/main/trademarks.htm>

APPLICANT: Hershey Chocolate &
Confectionery Corpor ETC.

CORRESPONDENT'S REFERENCE/DOCKET

NO:

N/A

CORRESPONDENT E-MAIL ADDRESS:

lduquette@hersheys.com

OFFICE ACTION

TO AVOID ABANDONMENT, THE OFFICE MUST RECEIVE A PROPER RESPONSE TO THIS OFFICE ACTION WITHIN 6 MONTHS OF THE ISSUE/MAILING DATE.

ISSUE/MAILING DATE: 11/24/2009

The referenced application has been reviewed by the assigned trademark examining attorney. Applicant must respond timely and completely to the issue(s) below. 15 U.S.C. §1062(b); 37 C.F.R. §§2.62(a), 2.65(a); TMEP §§711, 718.03.

SEARCH OF OFFICE'S DATABASE OF MARKS

The trademark examining attorney has searched the Office's database of registered and pending marks and has found no conflicting marks that would bar registration under Trademark Act Section 2(d). TMEP §704.02; *see* 15 U.S.C. §1052(d).

FUNCTIONAL

Registration is refused because the applied-for mark, which consists of a three-dimensional configuration of the goods, appears to be a functional design for such goods. Trademark Act Section 2(e)(5), 15 U.S.C. §1052(e)(5); *see* TMEP §1202.02(a)-(a)(ii). A feature is functional if it is "essential to the use or purpose of the [product]" or "it affects the cost or quality of the [product]." *TrafFix Devices, Inc. v. Mktg. Displays, Inc.*, 532 U.S. 23, 33, 58 USPQ2d 1001, 1006 (2001); *Qualitex Co. v. Jacobson Prods. Co.*, 514 U.S. 159, 165, 34 USPQ2d 1161, 1163-64 (1995); TMEP §1202.02(a)(iii)(A).

Specifically, the shaping of the candy bar into equal sized pieces functions to enable consumers to break the candy into bite-sized pieces. (See attachments).

A mark that consists of a three-dimensional configuration of a product or its packaging is functional, and thus unregistrable, when the evidence shows that the design provides identifiable utilitarian advantages to the user; i.e., the product or container "has a particular shape because it works better in [that] shape." *Valu Eng'g, Inc. v. Rexnord Corp.*, 278 F.3d 1268, 1274, 61 USPQ2d 1422, 1425 (Fed. Cir. 2002) (internal punctuation and citation omitted); *see* TMEP §1202.02(a)(iii)(A).

The evidence need not establish that the configuration at issue is the very best design for the particular product or product packaging. A configuration can be held functional when the evidence shows that it provides a specific utilitarian advantage that makes it one of a few superior designs available. *See In re Bose Corp.*, 772 F.2d 866, 227 USPQ 1 (Fed. Cir. 1985) (holding shape of a loudspeaker system enclosure

functional because it conforms to the shape of the sound matrix and is thereby an efficient and superior design); *In re Am. Nat'l Can Co.*, 41 USPQ2d 1841 (TTAB 1997) (holding metal beverage containers with vertical fluting functional because vertical fluting is one of a limited number of ways to strengthen can sidewalls and it allows for an easier way to grip and hold the can); TMEP §1202.02(a)(v), (a)(v)(C).

On the other hand, where the evidence shows that the specific product or container configuration at issue provides no real utilitarian advantages to the user, but is one of many equally feasible, efficient and competitive designs, then it may be registrable. *See In re Morton-Norwich Prods., Inc.*, 671 F.2d 1332, 213 USPQ 9 (C.C.P.A. 1982). However, a product configuration cannot be registered on the Principal Register without a showing of acquired distinctiveness. *See Wal-Mart Stores, Inc. v. Samara Bros., Inc.*, 529 U.S. 205, 54 USPQ2d 1065 (2000); TMEP §1202.02(b)-(b)(i).

A determination that an applied-for configuration mark is functional constitutes an absolute bar to registration on the Principal or Supplemental Registers, regardless of any evidence of acquired distinctiveness. Trademark Act Sections 2(e)(5) and 23(c), 15 U.S.C. §§1052(e)(5), 1091(c); *see Traffix Devices, Inc. v. Mktg. Displays, Inc.*, 532 U.S. 23, 29, 58 USPQ2d 1001, 1006 (2001); *In re Controls Corp. of Am.*, 46 USPQ2d 1308, 1311 (TTAB 1998); TMEP §1202.02(a)(iii)(A).

NONDISTINCTIVE CONFIGURATION

Registration is also refused because the applied-for mark consists of a nondistinctive product design or nondistinctive features of a product design that is not registrable on the Principal Register without sufficient proof of acquired distinctiveness. Trademark Act Sections 1, 2 and 45, 15 U.S.C. §§1051-1052, 1127; *Wal-Mart Stores, Inc. v. Samara Bros., Inc.*, 529 U.S. 205, 210, 213-14, 54 USPQ2d 1065, 1068-69 (2000); *In re Slokevage*, 441 F.3d 957, 961, 78 USPQ2d 1395, 1398 (Fed. Cir. 2006); *see* TMEP §1202.02(b)(i).

In this case, the applied-for mark is not inherently distinctive because shaping candy bars so that they may be broken into equal bite-sized pieces is common. The applicant's claim of acquired distinctiveness is insufficient. (See attachments).

In response to this refusal, applicant may submit evidence that the applied-for mark has acquired distinctiveness under Trademark Act Section 2(f) by submitting examples of advertising and promotional materials that specifically promote the applied-for mark as a trademark in the United States, dollar figures for advertising devoted to such promotion, dealer and consumer statements of recognition of the applied-for mark as a trademark, and any other evidence that establishes recognition of the matter as a mark for the goods. *See* 37 C.F.R. §2.41(a); TMEP §§1212.06 *et seq.* The evidence must relate to the promotion and recognition of the specific configuration embodied in the applied-for mark and not to the goods in general.

See, e.g., In re ic! berlin brillen GmbH, 85 USPQ2d 2021, 2023 (TTAB 2008); *In re Edward Ski Prods. Inc.*, 49 USPQ2d 2001, 2005 (TTAB 1999); *In re Pingel Enter. Inc.*, 46 USPQ2d 1811, 1822 (TTAB 1998).

In determining whether the applied-for mark has acquired distinctiveness, the following factors are generally considered: (1) length and exclusivity of use of the mark in the United States by applicant; (2) the type, expense and amount of advertising of the mark in the United States; and (3) applicant's efforts in the United States to associate the mark with the source of the goods, such as in unsolicited media coverage and consumer studies. *See In re Steelbuilding.com*, 415 F.3d 1293, 1300, 75 USPQ2d 1420, 1424 (Fed.

Cir. 2005). A showing of acquired distinctiveness need not consider all of these factors, and no single factor is determinative. *Id.*; see TMEP §§1212.06 *et seq.*

In establishing acquired distinctiveness, applicant may not rely on use other than use in commerce that may be regulated by the United States Congress. Use solely in a foreign country or between two foreign countries is not evidence of acquired distinctiveness in the United States. *In re Rogers*, 53 USPQ2d 1741, 1746 (TTAB 1999); TMEP §§1010, 1212.08.

An applicant bears the burden of proving that a mark has acquired distinctiveness. See *Yamaha Int'l Corp. v. Hoshino Gakki Co.*, 840 F.2d 1572, 1578-79, 6 USPQ2d 1001, 1006 (Fed. Cir. 1988); *In re Meyer & Wenthe, Inc.*, 267 F.2d 945, 949, 122 USPQ 372, 374-75 (C.C.P.A. 1959); TMEP §1212.01.

An applicant can present any competent evidence to establish that a mark has acquired distinctiveness. The amount and type of evidence required to establish acquired distinctiveness depends on the facts of each case and particularly on the nature of the mark sought to be registered. See *In re Owens-Corning Fiberglas Corp.*, 774 F.2d 1116, 1125, 227 USPQ 417, 422 (Fed. Cir. 1985); TMEP §1212.01.

--REQUEST FOR INFORMATION

Applicant must provide the following information and documentation regarding the applied-for three-dimensional configuration mark:

- (1) A written statement as to whether the applied-for mark is or has been the subject of a design or utility patent or patent application, including expired patents and abandoned patent applications. Applicant must also provide copies of the patent and/or patent application documentation.;
- (2) Advertising, promotional and/or explanatory materials concerning the applied-for configuration mark, particularly materials specifically related to the design feature(s) embodied in the applied-for mark.;
- (3) A written explanation and any evidence as to whether there are alternative designs available for the feature(s) embodied in the applied-for mark, and whether such alternative designs are equally efficient and/or competitive. Applicant must also provide a written explanation and any documentation concerning similar designs used by competitors.;
- (4) A written statement as to whether the product design or packaging design at issue results from a comparatively simple or inexpensive method of manufacture in relation to alternative designs for the product/container. Applicant must also provide information regarding the method and/or cost of manufacture relating to applicant's goods.; and
- (5) Any other evidence that applicant considers relevant to the registrability of the applied-for configuration mark.

See 37 C.F.R. §2.61(b); *In re Morton-Norwich Prods., Inc.*, 671 F.2d 1332, 1340-41, 213 USPQ 9, 15-16 (C.C.P.A. 1982); TMEP §§1202.02(a)(v) *et seq.*

With regard to this requirement for information, the Trademark Trial and Appeal Board and its appeals

court have recognized that the necessary technical information for *ex parte* determinations regarding functionality is usually more readily available to an applicant, and thus the applicant will normally be the source of much of the evidence in these cases. *In re Teledyne Indus. Inc.*, 696 F.2d 968, 971, 217 USPQ 9, 11 (Fed. Cir. 1982); *see In re Babies Beat Inc.*, 13 USPQ2d 1729, 1731 (TTAB 1990) (holding registration was properly refused where applicant failed to comply with trademark examining attorney's request for copies of patent applications and other patent information); TMEP §1202.02(a)(v).

DESCRIPTION OF CONFIGURATION MARK

Applicant has applied for a three-dimensional mark; however, applicant did not include a complete description of the mark in the application. Specifically, the description does not indicate that the mark is a configuration of the goods. Therefore, applicant must provide an amended clear and concise description of the mark that (1) indicates that the mark is a configuration of the goods or their packaging or a specific design feature of the goods or packaging, and (2) describes in detail the features that applicant claims as its mark. *See* 37 C.F.R. §§2.37, 2.52(b)(2); *In re Famous Foods, Inc.*, 217 USPQ 177, 178 (TTAB 1983); TMEP §§807.10, 1202.02(c)(ii).

If the drawing includes broken lines to indicate placement of the mark, or matter not claimed as part of the mark, the description should include a statement indicating that the matter shown in broken lines is not part of the mark and serves only to show the position or placement of the mark. 37 C.F.R. §2.52(b)(4); TMEP §§807.08, 1202.02(c)(ii).

The applicant may amend the description to the following, if accurate: The mark is a configuration of a candy bar that consists of twelve (12) equally-sized recessed rectangular panels arranged in a four panel by three panel format with each panel having its own raised border within a large rectangle.

TEAS PLUS APPLICANTS MUST SUBMIT DOCUMENTS ELECTRONICALLY OR SUBMIT FEE: Applicants who filed their application online using the reduced-fee TEAS Plus application must submit certain documents electronically. In addition, such applicants must accept correspondence from the Office via e-mail throughout the examination process and maintain a valid e-mail address. 37 C.F.R. §§2.23(a), (b); TMEP §§819, 819.02(a), (b). Failure to do so will incur an additional fee of \$50 per class of goods and/or services. 37 C.F.R. §2.6(a)(1)(iv); TMEP §819.04.

Therefore, applicant must submit the following documents using the Trademark Electronic Application System (TEAS) at <http://www.uspto.gov/teas/index.html>: (1) responses to Office actions; (2) preliminary amendments; (3) changes of correspondence address; (4) changes of owner's address; (5) appointments and revocations of power of attorney; (6) appointments and revocations of domestic representative; (7) amendments to allege use; (8) statements of use; (9) requests for extension of time to file a statement of use; and (10) requests to delete a Trademark Act Section 1(b) basis. If applicant files any of these documents on paper instead of via TEAS, then applicant must also submit the \$50 per class fee. 37 C.F.R. §§2.6(a)(1)(iv), 2.23(a)(1); TMEP §§819.02(b), 819.04. Telephone responses that result in the issuance of an examiner's amendment will not incur this additional fee.

/John Dwyer/
Examining Attorney
Law Office 116
Telephone 571-272-9155
Facsimile 571-273-9116

RESPOND TO THIS ACTION: Applicant should file a response to this Office action online using the form at <http://www.uspto.gov/teas/eTEASpageD.htm>, waiting 48-72 hours if applicant received notification of the Office action via e-mail. For *technical* assistance with the form, please e-mail TEAS@uspto.gov. For questions about the Office action itself, please contact the assigned examining attorney. **Do not respond to this Office action by e-mail; the USPTO does not accept e-mailed responses.**

If responding by paper mail, please include the following information: the application serial number, the mark, the filing date and the name, title/position, telephone number and e-mail address of the person signing the response. Please use the following address: Commissioner for Trademarks, P.O. Box 1451, Alexandria, VA 22313-1451.

STATUS CHECK: Check the status of the application at least once every six months from the initial filing date using the USPTO Trademark Applications and Registrations Retrieval (TARR) online system at <http://tarr.uspto.gov>. When conducting an online status check, print and maintain a copy of the complete TARR screen. If the status of your application has not changed for more than six months, please contact the assigned examining attorney.

http://74.125.93.132/search?q=cache:Y7ZEEFCyhal:www.candybarlab.com/tag/hazelnut/chocolate-candy-bars+with+file+size+segments&cd=1&hl=en&cl=cnk&gl=us 11/24/2009 10:43:43 AM

This is Google's cache of <http://www.candybarlab.com/tag/hazelnut/>. It is a snapshot of the page as it appeared on Nov 20, 2009 12:16:43 GMT. The [current page](#) could have changed in the meantime. [Learn more](#)

These search terms are highlighted: **chocolate candy bars** like **segment**. These terms only appear in links pointing to this page. [sized](#)

[Text-only version](#)

candybarlab

Posts Tagged 'hazelnut'

Review: Nidar Yade

Tuesday, December 16th, 2009

I don't often see molded **candy bars** that have both milk and dark **chocolate**. In fact, the Nidar Yade is probably the first one I've had. It seems most manufacturers assume that milk **chocolate** and dark **chocolate** are mutually exclusive and that consumers want one or the other, not both in the same product.



Subscribe via RSS
Subscribe by Email

About This Blog

This is a blog exclusively about **candy bars**. We track down **candy bars** from around the world and write thoughtful, in-depth reviews with pictures. [Learn More...](#)

Recipe: Peanut Butter Caramel Peanut Bar

I've been telling people for a while that I make **candy bars**. However, I'm not sure everyone believed me. While I've eaten my own creations and frequently shared with my girlfriend and family, I hadn't shared with many others (namely, my co-workers). So, I decided I was going to make some to bring into the office.

http://74.125.53.133/search?q=cake.Y77E5FQxhZwww.candybars.com&q=chocolate+candy+bars+with+hazelnut&as_sitemap&ed=1&hl=en&ic=link&ie= 11/24/2009 10:43:43 AM



Structure

A thin, wide molded bar with a bottom layer of dark **chocolate** and top layer of milk **chocolate**. Small, caramelized bits of macadamia nuts and hazelnuts are mixed in.



Candy

Candy Making Gear & Supplies

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Candy Blog

Candy Dish Blog

Sweet Naps

The **Chocolate** Review

30kiv, **Sandy**

Chocolate

Confectionary House

Chocolate

Lorwyn Confectionist

Pappy Chat Confection

Chocolate Bar (Handmade)

Candy Direct

Study Candy Company

HiOCCam (Japanese)

Candy Champion Chocolates

Staff: [enl.com](#)

Candy Wrapper Museum

Flickr

Google

Y! a's **Candy** App

Texture

Perfectly tempered with a nice snap when you break it into the smaller, triangular pieces. The hazelnut and macadamia nut pieces are really small, but add a nice contrast to the smooth **chocolate**.

Taste

There's about two or more times milk **chocolate** than dark **chocolate**, but in terms of taste, the two are split evenly. The dark **chocolate** is more pronounced when you first **bite** in, but the milk **chocolate** becomes more noticeable on the finish. It's difficult to taste any hazelnut or macadamia nut because the pieces are so small, but you do get some extra sweetness from their caramelized coating.

Verdict

I don't actually finish many of the **candy bars** that I review on this blog myself. I try to share with others if they're good or I sometimes toss out the rest if they're really bad. So when I eat an entire **candy bar** myself, like I did

going to make some to bring into the [...]
Expanding

Browse by Manufacturer

- Hershey (10)
- Washi (9)
- Morr (3)
- Godiva (3)
- Felis (3)
- Mor (3)
- Bitter (2)
- Gift Chocolates
- Candy**

Browse by Country

- United States (27)
- Mexico (7)
- United Kingdom (7)
- Germany (5)
- Australia (5)
- Venezuela (2)
- Japan (1)

- Gift (1)
- Ferret (1)
- Prokammer (1)
- Dash (1)
- Florian Chocolates
- (1)
- Wendy (1)
- Flyer (1)

http://74.125.53.133/search?q=cache:Y77E5FCxhJ:www.candybarlab.com/qa/hazelnut/milkchocolate+candy+bars+with+hazelnuts+segments&cd=1&hl=en&rlz=1C11724/2009-10-30 11:43:43 AM

With the Nider Yade, that's a sign that it's a damn good **candy** bar. I would put the Yade easily in the top tier of the **candy bars** I've tried so far.

Tags: dark **chocolate**, hazelnut, macadamia nut, milk **chocolate**
Posted in **Candy, Chocolate**, Friday, Norway, Positive, Review | No Comments »

Review: Ritter Sport Milk Chocolate with Whole Hazelnuts

Thursday, March 27th, 2009

I purchased this German **candy** bar a few weeks ago and have been anxiously waiting to try it out. The excellent packaging for the Ritter Sport product line is the first thing that caught my eye. It's distinct, simple, and successfully conveys what's inside – which is a milk **chocolate** bar "chock full of whole roasted hazelnuts". They're not kidding either, judging by the packaging, there must be 40+ hazelnuts in this bar.



Structure

A square, molded milk **chocolate** bar with 16 small square **segments** – each embossed with the Ritter Sport logo. Whole hazelnuts are liberally distributed throughout.



http://74.125.93.132/search?q=cache:Y70TEFQshzJw:www.candybarlab.com/qa/hazelnut+chocolate+candy+bars+with+h...&ved=0agments&ed=1&hl=en&sj=ch&sl=us 11/24/2009 10:43:43 AM



Texture

It's really thick (enough to conceal the whole hazelnuts), but easy to **bite** through. The milk **chocolate** has a nice feel to it; very smooth and not at all grainy. The hazelnuts are nicely roasted and thus, provide a great crunch. Smooth **chocolate** and crunchy nuts are a classic, heavenly combination and this bar doesn't disappoint in delivering that combo to it's fullest potential.

Taste

This is a straight forward, two tone tasting experience. There's milk **chocolate** and there's hazelnuts. Nothing else thrown in to confuse it. The hazelnuts taste fresh, like they were roasted right before being sealed in. The milk **chocolate** is good, though I noticed it wasn't intense in a way that's good because it balanced well with the hazelnuts, but the **chocolate** flavor was fleeting. In the end, I think it all worked.



Verdict

This is a very simple, yet really high quality **candy** bar. Most importantly, the packaging doesn't lie. There are a lot of hazelnuts in it, so you feel like you're getting your money's worth. I'd definitely buy more of the milk **chocolate** with hazelnut **bars**, but I'm also going to try to get my hands on the 22 other Ritter Sport varieties.

Tag: hazelnut, milk **chocolate**
Posted in **Candy**, Confectionery, Food/Drink, Review, Ritter | 4 Comments

Review: Storz Nougat Praliné

Thursday, March 24th, 2009

When we hear "nougat" in America, we think of a fluffy, white substance like the stuff found in Snickers and Three Musketeers. But nougat means something entirely different in other parts of the world. This German **candy** bar is the granddaddy variety of nougat, which is a combination of **chocolate**,

http://74.125.53.133/search?q=cacha.Y77E5F0xhd.www.candystalk.com/qa/hazelnut-chocolate+truffle-bars+with+h
ite+truffle+segments&cd=1&hl=en&rlz=1c1=11/24/2009 10:43:43 AM

hazelnut paste and almond paste. I had never seen this bar before recently finding it in a local store, so I had to check it out for myself (I'm hoping it's worth the \$3.99 I paid for it).



Structure

This is a solid, moulded bar with six **segments**.



Texture

Nougat Praline is soft and smooth - like a thick **chocolate** mousse. It thoroughly coats your mouth and dissolves nicely. The texture is completely homogeneous, there are no crunchy bits.

Taste

This bar was delicious on the first **bite**, which was likely accentuated because I wasn't used to it as other in-candy. It tastes almost exactly like

http://74.125.53.133/search?cache=Y77E5F0xhd.www.candy@lab.com&q=hazelnut+chocolate+candy+bars+with+h
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because I wasn't entirely sure what to expect. It tasted almost exactly like Nutella, bursting with hazelnut and **chocolate** flavors. The downside... It's REALLY sweet. There's a lot of sugar in this product. I enjoyed the first **bite**, but became overwhelmed after a few more. It's an indulgence that should be split across multiple sessions or shared with a few others.



Verdict

I'm on the fence about this one. This is a high-quality **candy** that is certainly tasty, but it has a one-dimensional texture and is a bit too sweet. Most importantly, I don't think this product should be made as such a large bar. It would be better to make this **candy** in **bite**-size pieces. I definitely won't be shelling out four bucks for another one.

Tag: **Chocolate**, hazelnut

Posted in **Candy**, Germany, Negative, Review, Score | 1 Comment



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http://www.candybarlab.com/tag/dark-chocolate/ 11/24/2009 10:48:24 AM



Posts Tagged 'dark chocolate'

Review: Dagoba Dark Chocolate, Lime & Macadamia Nuts

Monday, April 20th, 2009

This is my second shot at a lime flavored, dark chocolate candy bar. The first one by Choix didn't quite live up to my hopes, but hopefully this one by Dagoba will find the right balance of taste and texture.



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Recipe: Peanut Butter Caramel Peanut Bar

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http://www.candybarlab.com/dark-chocolate/ 11/24/2009 10:48:24 AM

Structure

A 10-segment, molded dark chocolate bar with lime flavoring and small bits of macadamia nuts mixed in.



Texture

The macadamia nuts were completely unnoticeable. In fact, I ate a few sections of the bar and started writing this post before I took another glance at the picture and noticed they were in there. That's how unnoticeable they were. You're pretty much getting plain chocolate with this product. Fortunately, the chocolate was rich and very smooth.

Taste

The macadamia nuts were once again unnoticeable. The lime flavor was VERY subtle at first, but became increasingly noticeable in the finish. The chocolate was delicious (better than ChocVie), so I wasn't too upset by the light application of lime flavor.



Verdict

This candy bar desperately needs some texture, which it should have gotten from the macadamia nuts. They simply needed to be bigger and more plentiful. The lime flavor was a little underwhelming, but that can be forgiven because the chocolate is pretty good. In the end, I would have preferred a plain dark chocolate Dagaba bar to this effort.

Tags: dark chocolate, lime, macadamia nuts

Posted in Candy, Chocolate, Dagaba, Hershey's, Negative, Nuts, Positive, Review, United States | 5 Comments

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Hershey's (10)
Nestle (9)
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Review: Kingsbury Chocolates Nib

Savories, April 4th, 2009

A couple months ago, I stopped into a place in downtown Washington, DC called Artfully Chocolate because I was told they make a seriously delicious cup of hot chocolate. After looking through their dozen or so varieties of hot chocolate, I decided on the "Audrey Hepburn", since the description was pretty much an espresso cup full of melted chocolate. It was incredible. If you're ever near Logan Circle in DC, I highly recommend stopping in and getting yourself a cup.

Before I left though, I couldn't help noticing the rack of candy bars they had on the counter under the label Kingsbury Chocolates. It turns out the same people who run the cafe also make their own chocolates at their Alexandria, Virginia location. They produce a bunch of candy bar varieties, including the dark chocolate and cocoa nibs one I picked up on my way out and the "Hershey's" bar.



Structure

A 28-segment, molded dark chocolate bar with roasted cocoa nibs mixed in.



https://www.candybarish.com/tao/tao-cocoonibs/ 11/24/2009 10:48:24 AM



Texture

The chocolate is perfectly tempered with a firm snap and smooth feel. The cocoa nibs add just a hint of crunch to each bite.

Taste

The dark chocolate is deep without any unpleasant bitterness or acidity - just the way I like it. The taste of the nibs isn't too noticeable because the chocolate already has a rather intense flavor, but I suppose they add to the overall taste of the whole bar.



Verdict

This is a pretty simple bar that's perfectly executed. I'll definitely stop into their cafe next time I'm in the area and pick up another variety, possibly the "ChocObama" bar.

Tags: cocoa nibs, dark chocolate

Posted in Candy, Chocolates, Kingpin Chocolates, Positive, Review, United States | 1 Comment »

Review: Lake Champlain Peppermint Crunch

Thursday, March 10th, 2008

The last Lake Champlain bar I tasted was absolutely one of the best candy bars I've ever had. Sadly, it's been a while since I've had any of their products. Recently, I stopped at the Lake Champlain Chocolate store in Stowe, VT and was inspired to test out this peppermint bar.



http://www.candybarlab.com/food/dark-chocolate/ 11/24/2009 10:49:24 AM



Structure

A molded bar of dark chocolate with small pieces of peppermint pieces mixed in, segmented into eight large squares.



Texture

The chocolate is perfectly tempered - smooth with a firm snap. Unfortunately, the peppermint bits they've added don't improve upon the texture of the plain chocolate. They're small, hard, and not really all that delightful to bite into.

Taste

Again, the chocolate is really good and the peppermint disappoints. This is only a 54% cocoa product, which is a low percentage for dark chocolate, but right in the range that I prefer. It's not overly sweet and not too bitter. As far as the peppermint pieces I mentioned, they disappoint because they don't really add much flavor. There's a hint of peppermint on the finish, but not really enough to live up to the billing of the packaging, which lead me

http://www.candybarlab.com/taadark-chocolate/ 11/24/2009 10:48:24 AM



to believe that peppermint was going to be the main flavor character.

Verdict

A bad candy bar by Lake Champlain Chocolates would be a huge accomplishment for some other manufacturers. Honestly though, I really didn't enjoy this candy bar. I did like the chocolate, but would have preferred it either without the peppermint all together or with more peppermint punch built in.

Tags: dark chocolate, peppermint pieces

Posted in Candy, Chocolate, Lake Champlain Chocolates, Negative, Review, United States | 1 Comment »



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Ritter

Review: Ritter Sport Cornflakes

by [sara](#), August 1st, 2008

When my boss Andy first heard about this site, he was concerned there aren't enough candy bars in the world to dedicate a whole blog to. I assured him that there are thousands of different candy bars and that it would take me years to get through the ones I already know about - let alone the thousands I've yet to discover.

At my local Target last night, I was reminded of just how many candy bars there are in the world when my girlfriend spotted one I had never seen before - a Ritter Sport with cornflakes in it. I obviously had to pick it up and even though I have a bucket full of bars at home waiting to be reviewed, I decided to eat this one next.



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Structure

This is a square, 16 segment bar of molded milk chocolate with whole and crushed pieces of cornflakes incorporated throughout.



Texture

The cornflakes are surprisingly crunchy – much more so than their puffed rice counterparts. The bar breaks apart pretty easily though because there are so many cornflakes packed in, it's easier to bite through than a regular piece of ordinary chocolate would be, which is nice because Ritter Sport bars are pretty thick.

Taste

Obviously, milk chocolate is the predominant flavor and it's very good. You don't really taste the cornflakes at all – at first. If you try really hard

Processing

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Nestlé (9)	Denmark (7)
Wm. (5)	United Kingdom (7)
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<http://www.candybarlab.com/candyreviews/milkchocolate/> 11/24/2009 10:50:14 AM



don't really taste the cornflakes at all... at first. If you try really hard though, after the chocolate has subsided, you get a little bit of genuine cornflake taste. It's interesting, definitely different from anything I've ever had.

Verdict

Cornflakes in chocolate is just unique enough that it caught my attention, but not so crazy that it's a gimmick. This is a really good candy bar and I'd buy it again.

The whole cereal-in-chocolate thing got me thinking... what other cereals would work? Lucky Charms in white chocolate? Maybe Cinnamon Toast Crunch in milk chocolate? Cheerios in dark chocolate? Leave me some comments... Let me know if there are any cereals you think would be good to put in a candy bar.

Tags: cornflakes, milk chocolate

Posted in Candy, Germany, Positive, Review, Ritter | 5 Comments »

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Thursday, March 27th, 2008

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<http://www.candybarker.com/candy/milkchocolatewithwholehazelnuts/> 11/24/2009 10:50:14 AM



Structure

A square, molded milk chocolate bar with 16 small square segments – each embossed with the Ritter Sport logo. Whole hazelnuts are liberally distributed throughout.



Texture

It's really thick (enough to conceal the whole hazelnuts), but easy to bite through. The milk chocolate has a nice feel to it, very smooth and not at all grainy. The hazelnuts are nicely toasted and thus, provide a great crunch. Smooth chocolate and crunchy nuts are a classic, heavenly combination and this bar doesn't disappoint in delivering that combo to it's fullest potential.

Taste

This is a straightforward, two-tone tasting experience. There's milk chocolate and there's hazelnuts. Nothing else thrown in to confuse it. The hazelnuts taste fresh, like they were toasted right before being sealed in. The milk chocolate is good, though I noticed it wasn't intense. In a way that's good because it balanced well with the hazelnuts, but the chocolate flavor was fleeting. In the end, I think it all worked.

http://www.candybarlab.com/category/manufacturers/ritter/ 11/04/2009 10:50:14 AM



Verdict

This is a very simple, yet really high quality candy bar. Most importantly, the packaging doesn't lie. There are a lot of hazelnuts in it, so you feel like you're getting your money's worth. I'd definitely buy more of the milk chocolate with hazelnut bars, but I'm also going to try to get my hands on the 22 other Ritter Sport varieties.

Tags: hazelnut, milk chocolate

Posted in Candy, Germany, Positive, Review, Ritter | 4 Comments



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Lake Champlain Chocolates

Review: Lake Champlain Peppermint Crunch

Thursday, March 10th 2009

The last Lake Champlain bar I tasted was absolutely one of the best candy bars I've ever had. Sadly, it's been a while since I've had any of their products. Recently, I stopped at the Lake Champlain Chocolates store in Stowe, VT and was inspired to test out this peppermint bar.



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Structure

A molded bar of dark chocolate with small pieces of peppermint pieces mixed in, segmented into eight large squares.



Texture

The chocolate is perfectly tempered - smooth with a few snap. Unfortunately, the peppermint bits they've added don't improve upon the texture of the plain chocolate. They're small, hard, and not really all that delightful to bite into.

Taste

Again, the chocolate is really good and the peppermint disappoints. This is only a 54% cocoa product, which is a low percentage for dark chocolate, but right in the range that I prefer. It's not overly sweet and not too bitter. As far as the peppermint pieces I mentioned, they disappoint because they don't really add much flavor. There's a hint of peppermint on the finish, but not nearly enough to live up to the billing of the packaging, which lead me to believe that peppermint was going to be the main flavor character.



Verdict

A bad candy bar by Lake Champlain Chocolates would be a huge accomplishment for some other manufacturers. Honestly though, I really

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- Wendy's (1)
- Karla (1)
- Alan (1)
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- Fry's (1)
- Hick (1)
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- Chocolate (1)
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- Dow (1)
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- Whisper (1)
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didn't enjoy this candy bar. I did like the chocolate, but would have preferred it either without the peppermint all together or with more peppermint punch built in.

Tags: [Lake Champlain](#), [peppermint pieces](#)

Posted in [Candy](#), [Chocolate](#), [Lake Champlain Chocolates](#), [Negotia](#), [Review](#), [United States](#) | 1 Comment

Review: Lake Champlain Milk Chocolate, Sea Salt & Almond Bar

March 19, 2024

A couple years ago, I volunteered to make a few hundred little chocolate hearts for my girlfriend's sister's wedding. I had just learned to temper chocolate, but I was confident I could pull it off. Well, it was the middle of summer and the air conditioning decided to break in my apartment the weekend I had to make these chocolates. The humidity and 90 degree temperature in my kitchen that Saturday completely thwarted my futile efforts to temper chocolate and I was forced to travel to Burlington, Vermont (the site of the wedding) with nothing to show for my efforts.

We get there and my girlfriend suggests we buy the little chocolate hearts from Lake Champlain Chocolates, which was nearby. This saved the day. They were absolutely delicious; some of the best chocolate I've ever had.

Last week, a co-worker of mine (thanks Chris!) picked up a Lake Champlain candy bar for me and ironically, it had melted and cracked a bit in storage and transit from the store to me. Unlike my chocolate hearts effort however, this chocolate was salvagable. After a couple days of sitting in my kitchen, it was back to full health and ready to be eaten.



<http://www.candybarlab.com/candybar/milk-chocolate-champagne-chocolate/> 11/24/2009 10:51:11 AM



Structure

A six-segment, molded bar of milk chocolate with small pieces of raw almonds and sea salt spread throughout.



Texture

The milk chocolate is really smooth. It is amazing how different top-quality milk chocolate is from something like a Hershey's bar - they shouldn't even be considered the same thing. Bad milk chocolate can be grainy - great milk chocolate is just so smooth (I can't think of a better description). But besides the chocolate, there's some great crunchiness from the salt and almonds. The sea salt crystals are definitely more noticeable, but the small bits of almond provide some depth of texture.

Taste

The milk chocolate is again the star - it tastes so smooth (I'm not creative today with my adjectives). Its flavor lasts really long too - another sign of high-quality chocolate. They weren't skimpy at all with the salt, if you don't like heavily salted foods, you might be turned off by this candy bar. On the other hand, if you're like me, you'll love the combination.

<http://www.candybarlab.com/candyblog/manufacturing/lake-champlain-chocolate/> 11/24/2009 10:51:11 AM



Verdict:

This bar is making me rethink my previous belief that I preferred dark chocolate over milk. Done this well, milk chocolate is amazing. The inclusion of saltiness makes it even better, heightening it's flavor. Even though this was an expensive bar (\$2.60 for 1.25 ounces), it would have been well worth it had I bought it myself (thanks again Clinton).

Tags: almond, milk chocolate, sea salt

Posted In Candy, Lake Champlain Chocolates, Positive, Review, United States | 4 Comments »



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by Knappers

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NECCO

Review: NECCO Sky Bar

Friday, September 12th, 2008

Sky Bars are manufactured by NECCO, New England Confectionary Company, which I associate with NECCO wafers — the worst candy ever made (one of the flavors is clove! yuck...), I learned never to eat them again after I first tasted one around 1987. So I'm hoping that NECCO's Sky Bar turns out to be a lot better than those terrible chalky wafers.



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Structure

A molded, milk chocolate bar with four segments – each with a different filling (caramel, vanilla cream, peanut butter, and chocolate fudge).



Texture

All of the fillings are soft and pretty similar in consistency. The caramel and vanilla fillings are noticeably granular – not pleasant. There's really no excuse for having sugar crystals in a finished product, especially in a product like caramel, which should be silky. The peanut butter filling was surprisingly the smoothest of the bunch, which is kind of weird because peanut butter doesn't need to be smooth – it can be a little more coarse and crunchy and still be good.

Taste

When I first tried the peanut butter filling, I thought it was the caramel filling. It doesn't taste like peanut butter. With my second bite, I could make out a little bit of the peanut flavor. If you're expecting it to be anything like a Reese's peanut butter cup, you'd be way off.

The vanilla filling is forgettable. I really wish it had been marshmallow filling. Instead, it's too sweet – like the inside of a Cadbury creme egg.

The caramel center is slightly salty, but has no deep, caramel flavor like I would prefer.

The chocolate fudge filling is my favorite. It tastes like brownie batter, which to me, is a good thing. I love licking the spoon after making

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Hershey's (10)
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Dorland (5)
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http://www.candybarlab.com/category/manufacturers/peco/ 11/24/2008 10:51:54 AM

brownies. Like the other fillings, it's more sugary and sweet than anything. It could have been a more intense chocolate flavor, but it was good enough.



Verdict

The concept of four different fillings in one candy bar is cool. If executed well it would be really good but this bar is not well done. The chocolate is sub par and none of the fillings are very good (though I did kind of like the chocolate fudge), it's a classic example of a product that does a little bit of everything, but doesn't do anything particularly well. If NECCO were to combine the classic name and branding of the Sky Bar with high quality product and good execution, this could become a thumbs up.

Tags: caramell, fudge, milk chocolate, peanut butter, vanilla cream
Posted in Candy, NECCO, Negative, Review, United States | 3 Comments »



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Storz

Review: Storz Nougat Praliné

Thursday, March 26th, 2008

When we hear "nougat" in America, we think of a fluffy, white substance like the stuff found in Snickers and Three Musketeers. But nougat means something entirely different in other parts of the world. This German candy bar is the gianduja variety of nougat, which is a combination of chocolate, hazelnut paste and almond paste. I had never seen this bar before recently finding it in a local store, so I had to check it out for myself (I'm hoping it's worth the \$3.99 I paid for it).



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I've been telling people for a while that I make candy bars. However, I'm not sure everyone believed me. While I've eaten my own creations and frequently shared with my girlfriend and family, I hadn't shared with many others (namely, my co-worker @ SA, I decided I was going to make some to bring into the office.)

http://www.candybar.com/category/manufacturers/1027 11/24/2009 10:52:31 AM



Structure

This is a solid, molded bar with six segments.



Texture

Nougat Praline is soft and smooth – like a thick chocolate mousse. It thoroughly coats your mouth and dissolves nicely. The texture is completely homogeneous; there are no crunchy bits.

Taste

This bar was delicious on the first bite, which was likely accentuated because I wasn't entirely sure what to expect. It tastes almost exactly like Nutella, bursting with hazelnut and chocolate flavors. The downside... it's REALLY sweet. There's a lot of sugar in this product. I enjoyed the first bite, but became overwhelmed after a few more. It's an indulgence that should be split across multiple sessions or shared with a few others.

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Nestlé (4)
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Chuse (1)
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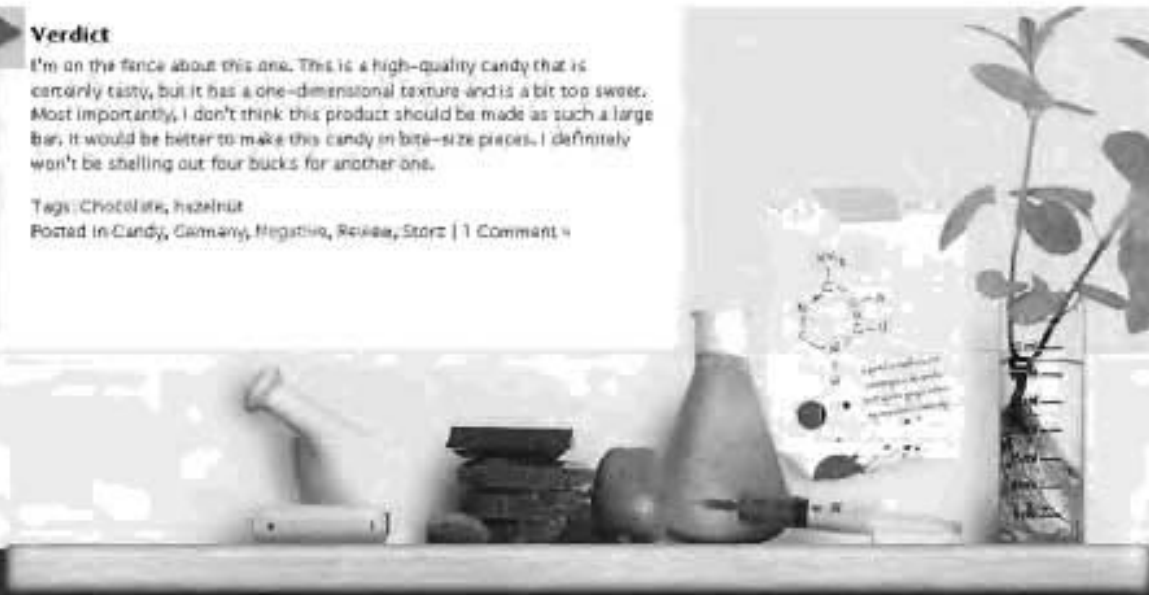


Verdict

I'm on the fence about this one. This is a high-quality candy that is certainly tasty, but it has a one-dimensional texture and is a bit too sweet. Most importantly, I don't think this product should be made as such a large bar. It would be better to make this candy in bite-size pieces. I definitely won't be shelling out four bucks for another one.

Tags: Chocolate, hazelnut

Posted In: Candy, Germany, Negative, Review, Storz | 1 Comment »



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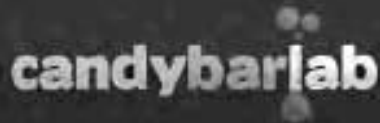
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Chocolove

Review: Chocolove Cherries & Almonds in Dark Chocolate

Wednesday, 1 October 2009 11:00 AM

I received this bar as an Easter gift a while ago, but with so many candy bars lying around in my place waiting to be reviewed, it's taken me a while to get to this one. I see these Chocolove bars all the time at Target, but since I actually don't like the packaging design, I'm never tempted to buy them. If I hadn't received this as a gift, I probably wouldn't have picked it up for myself. Of course, I'm happy to try out any new candy bars and this is no exception.



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Structure

It's 18 segments of molded dark chocolate with pieces of toasted almonds and dried cherries mixed in.



Texture

The first thing you'll notice is the strong snap to the chocolate when you bite in. It's definitely one of the best tempered chocolates I've had. The almonds are chopped up pretty small and are toasted well, so they have a nice crunch. The dried cherries are a little chewy and stick to my teeth after the chocolate had melted away.

Taste

You can taste right away that the Belgian dark chocolate is high quality. It's only 55% cocoa, so it's fairly sweet for dark chocolate, which is good because it counteracts the slight sourness of the dried cherries. The toasted almonds have a nice subtle flavor that complements the other components well.

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Hershey's (10)
Nestlé (5)
Mars (5)
Cadbury (5)
Ferrero (3)
Nestlé (3)
Hershey (2)
Lola Chocolate Chocolates (2)
NECCO (1)
Santitas (1)
Mittelsch (1)
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Choclo (1)
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Verdict

I didn't love the dried cherries and would have enjoyed the bar more without them. Even so, this is a quality candy bar that I thoroughly enjoyed. I'm anxious to taste some of Chocolove's other varieties. In fact, I have a Crystallized Ginger in Dark Chocolate bar sitting around that I'll have to try out soon.

Tags: almonds, cherries, dark chocolate

Posted in Candy, Chocolata, Chocolove, Positive, Review, United States | 1 Comment



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Choxie

Review: Choxie Dark Chocolate Key Lime Truffle Bar

Friday, October 16th, 2008

In the candy aisle of my local Target, on a shelf full of \$3 Choxie candy bars, I spotted this one marked down to \$2.50. That's not exactly a good sign, but I thought maybe people were scared away by the thought of lime and chocolate. I thought to myself however, that this bar conceptually worked. I've had frozen key lime pie covered in dark chocolate down in Key West and it was delicious. I've also made lime flavored white chocolate candies with graham pieces and they were delicious. So despite the suspicious sale price, I had high hopes for this candy bar.



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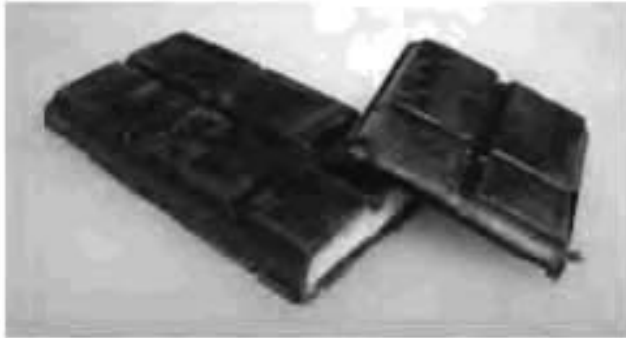
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Structure

The label has the following detailed description: "Dark chocolate with a truffled filling of white chocolate balanced with tart key lime and crunchy graham biscootti cookies." The bar is constructed by lining an 8-segment mold with dark chocolate, filling the cavity with white chocolate lime ganache and sealing the bottom with another layer of dark chocolate.



Texture

The dark chocolate coating is a bit waxy, but still smooth with a firm snap. The truffle filling feels pretty much like regular white chocolate. The difference between the hardness of the dark chocolate and the inside is slight. It's almost like biting into a solid, thick chocolate bar. The graham biscootti cookie bits are small and sparsely sprinkled throughout. This was disappointing because I was hoping they'd provide some crunch and contrast to the texture of the chocolates. Overall, the texture of this product is very one-dimensional.

Taste

The lime flavor is very subtle. I had an expectation of a sweet and sour citrus burst countered with the bitterness of dark chocolate. Instead, both the lime and the chocolate were underwhelming. You do get a little bit of the sour lime flavor on the finish, but it's not nearly as pronounced as I would have liked. The flavor of tiny graham bits is imperceptible. Without the aid of the product label, I wouldn't have been able to tell that they were

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- Hershey (10)
- Reck (0)
- Wm (1)
- Cadbury (0)
- Fry's (0)
- Nestle (0)
- Reese (0)
- Lyle-Chicago Chocolate (0)
- Waco (0)
- Ston (1)
- Archer (1)
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graham biscuits versus any other type of cookie bit.



Verdict

I give Choix credit for trying to create a unique candy bar, but I think they fall short on the execution. It's almost like they were scared to make it taste TOO much like lime. This is unfortunate because if you're the kind of person who would pluck this product off the store shelf, that's exactly what you would be looking for. I wasn't completely turned off by the Choix brand though and I'm sure I'll be trying out some of their other products in the future.

Tags: [dark chocolate](#), [lime](#)

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Chuao

Review: Chuao Spicy Maya

Friday, April 10, 2008

I've been eyeing Chuao (pronounced chew-WOW) candy bars at my local grocery store for a few months now. Of their three products, the packaging for this Spicy Maya bar was the one that immediately jumped out at me. The bold, white lettering on a red, metallic wrapper is very appealing. What's not so appealing is the \$6.29 price tag. But, I felt compelled to try one out for myself because I already know I'm a fan of spicy chocolate products.



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Structure

A solid, molded rectangle of dark chocolate with 24 sections. The cayenne pepper, pasilla chile, and cinnamon are distributed throughout the chocolate.



Texture

This is a well tempered bar that produces a nice snap when you bite it. The only textural difference between this and pure chocolate is the bit of crunchiness from the ground spices, which I liked.

Taste

At first, I only tasted dark chocolate, which was by itself, quite good. A couple seconds after swallowing my first bite though, I felt some heat in the back of my throat. After a few more bites, the spicy, peppery taste became more noticeable. Thankfully, it never became overwhelming. All the flavors work well together and I found myself craving more each time I tried to put the bar down.

Food Packaging

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Hershey's (10)
Nestlé (9)
Wm (5)
Cadbury (5)
Fry's (3)
Kinder (3)
Wilton (2)
Lake Champlain Chocolate (2)
HECOB (1)
Ston (1)
Milkforce (1)
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Verdict

This is a quality product with a unique flavor combination and excellent packaging. I shared it with six friends and it was unanimously liked. Having said that, I will admit that most people probably won't want to spend more than \$6.00 for a product like this. It's more of a one-time indulgence than the kind of treat the average person will buy often.

Tags: cayenne pepper, cinnamon, dark chocolate, pasilla chile

Posted in Candy, Chewy, Positive, Review, United States | [1 Comment](#) >



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Ferrero

Review: Ferrero Kinder Bueno

Monday, March 24th, 2008

On a recent trip to London, one of my friends was nice enough to pick up some bars that I generally can't find here in the US. The first of these bars that I'm digging into is the Kinder Bueno; but first, a few interesting facts about this product...

- "Kinder" is the German word for "children". "Bueno" means "good" in Spanish.
- Kinder products are produced by Ferrero, the makers of Nutella.
- My mom thinks these bars are "wonderful".



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Structure

The package contains two small bars, each with four wafer pockets filled with hazelnut cream. The whole bars are enrobed in a thin layer of milk chocolate and drizzled with dark chocolate.



Texture

When you pick this product up, you'll instantly notice how light and delicate it is. In fact, both bars came to me slightly broken from their overseas trip in a suitcase. The wafers are crispy and the cream filling is really light and smooth. I've tried similar products with cream centers that are dry and chalky. This is nothing like that. It's closer to whipped cream. Kinder Bueno also get points from me for a nicely tempered chocolate coating.

Taste

I hadn't actually paid attention to the packaging that states "Milk and Hazelnut" as the flavors and shows a tall glass of milk next to the bars. I usually think of milk as a base, not a flavor. But as I was tasting this bar, I really picked up on the milk flavor. The hazelnut was tertiary, behind both

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Hershey's (90)
Nestlé (8)
Wm. (6)
Cadbury (6)
Ferrero (3)
Willy (3)
Ghirardelli
L'Oréal-Champagne
Chocolaterie (2)
RECO (1)
Storck (1)
Ahlborn's (1)
Chocolon (1)
Choclo (1)
Choco (1)
Dove (1)
Ferrero (1)
Amorlatto (1)
Cappell (1)
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(1)
Kaufland (1)
Fry's (1)

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Australia (5)
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Japan (1)

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really picked up on the milk flavor. The hazelnut was tertiary, paired with the chocolate and milk flavors. Overall, the flavors are very subtle. The wafers are mostly flavor-neutral, but the thin chocolate layer is surprisingly good.



Verdict

This is getting a big thumbs up from me. I could eat six of these in one sitting. The only knock (and its hypothetical one) is that it might be better with pieces of chopped hazelnuts in it.

Tags: cream, dark chocolate, hazelnut, milk chocolate, wafer
Posted in Candy, Hersey, Hershey, P303119, Review | 1 Comment →



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Dagoba

Review: Dagoba Dark Chocolate, Lime & Macadamia Nuts

Monday, 6:41:44, 2009

This is my second shot at a lime flavored, dark chocolate candy bar. The first one by Chokla didn't quite live up to my hopes, but hopefully this one by Dagoba will find the right balance of taste and texture.



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Structure

A 10-segment, molded dark chocolate bar with lime flavoring and small bits of macadamia nuts mixed in.



Texture

The macadamia nuts were completely unnoticeable. In fact, I ate a few sections of the bar and started writing this post before I took another glance at the picture and noticed they were in there. That's how unnoticeable they were. You're pretty much getting plain chocolate with this product. Fortunately, the chocolate was rich and very smooth.

Taste

The macadamia nuts were once again unnoticeable. The lime flavor was VERY subtle at first, but became increasingly noticeable on the finish. The chocolate was delicious (better than Choc'le), so I wasn't too upset by the light application of lime flavor.

Verdict

going to make some to bring into the U.S.
- Food Sampling

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- Hershey's (10)
- Neptik (9)
- M&M (5)
- Cadbury (5)
- Fruis (3)
- Nestle (3)
- Ritter (2)
- Legg/Christopher
- Chocolove (2)
- PRCOC (1)
- Stout (1)
- 40Impacts (1)
- Chocolite (1)
- Choc'le (1)
- Choco (1)
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- Luxurious Chocolate (1)
- Woolley (1)
- Pris (1)

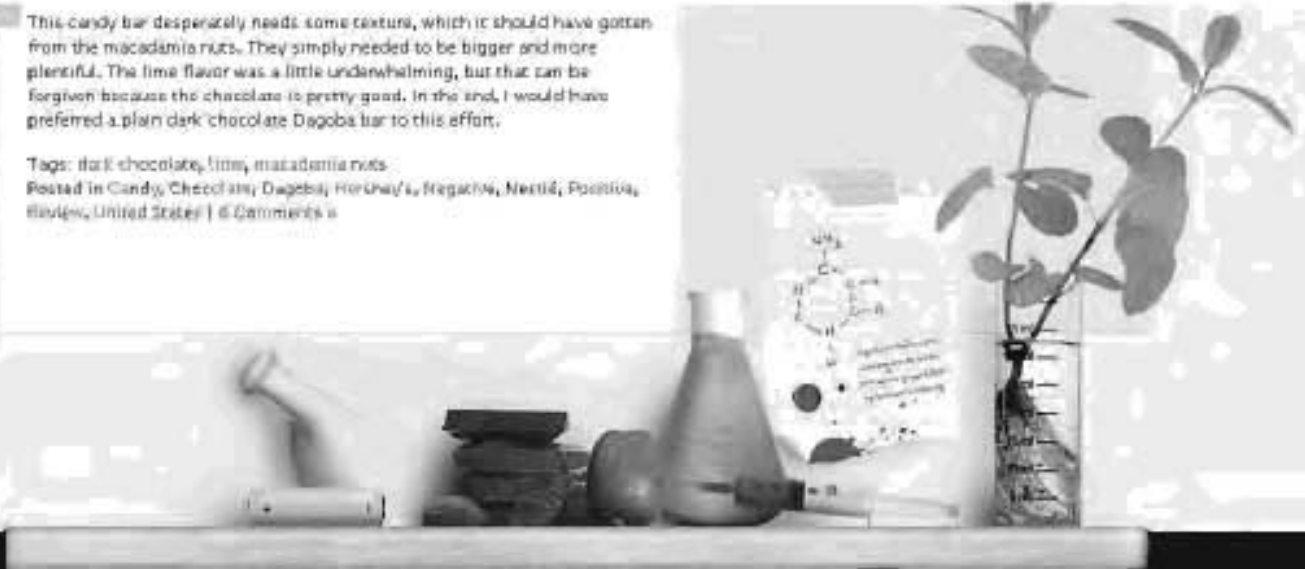
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This candy bar desperately needs some texture, which it should have gotten from the macadamia nuts. They simply needed to be bigger and more plentiful. The lime flavor was a little underwhelming, but that can be forgiven because the chocolate is pretty good. In the end, I would have preferred a plain dark chocolate Dagoba bar to this effort.

Tags: dark chocolate, lime, macadamia nuts
Posted in Candy, Chocolates, Dagoba, Herkaway's, Hregachó, Nestlé, Positiva, Rauléu, United States | 6 Comments »



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Kingsbury Chocolates

Review: Kingsbury Chocolates Nib

Saturday, April 18th, 2009

A couple months ago, I stopped into a place in downtown Washington, DC called Artfully Chocolate because I was told they make a seriously delicious cup of hot chocolate. After looking through their dozen or so varieties of hot chocolate, I decided on the "Audrey Hepburn", since the description was pretty much an espresso cup full of melted chocolate. It was incredible. If you're ever near Logan Circle in DC, I highly recommend stopping in and getting yourself a cup.

Before I left though, I couldn't help noticing the rack of candy bars they had on the counter under the label Kingsbury Chocolates. It turns out the same people who run the cafe also make their own chocolates at their Alexandria, Virginia location. They produce a bunch of candy bar varieties, including the dark chocolate and cocoa nibs one I picked up on my way out and the "ChocObama" Bar.



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Structure

A 20-segment, molded dark chocolate bar with roasted cocoa nibs mixed in.



Texture

The chocolate is perfectly tempered with a firm snap and smooth feel. The cocoa nibs add just a hint of crunch to each bite.

Taste

The dark chocolate is deep without any unpleasant bitterness or acidity - just the way I like it. The taste of the nibs isn't too noticeable because the chocolate already has a subtle richness. But the cocoa nibs add to the

Browse by Manufacturer

Hershey's (10)
Nestle (7)
Mars (5)
Cadbury (5)
Frito (3)
Hillier (3)
Haro (2)
Lete Chocolat
Chocolater (2)
NECCO (1)
Stor (1)
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<http://www.candybarlab.com/category/manufacturers/hershey-chocolate/> 11/24/2009 10:57:56 AM



chocolate already has a rather intense flavor, but i suppose they add to the overall taste of the whole bar.

Verdict

This is a pretty simple bar that's perfectly executed. I'll definitely stop into their cafe next time I'm in the area and pick up another wrapper, possibly the "ChocoBana" Bar.

Tags: [cocoa pills](#), [dark chocolate](#)

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Nestlé

Review: Dagoba Dark Chocolate, Lime & Macadamia Nuts

Monday, April 13th, 2009

This is my second shot at a lime flavored, dark chocolate candy bar. The first one by Chopis didn't quite live up to my hopes, but hopefully this one by Dagoba will find the right balance of taste and texture.



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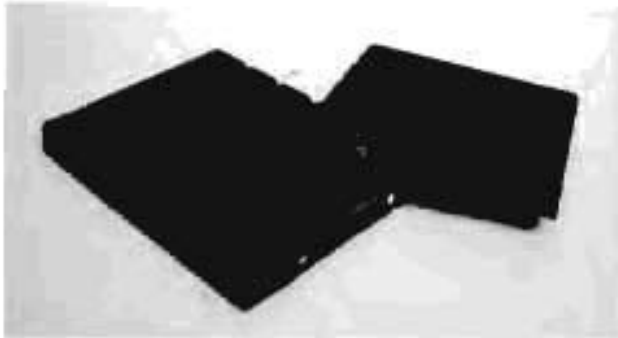
Recipe: Peanut Butter Caramel Peanut Bar

I've been telling people for a while that I make candy bars. However, I'm not sure everyone believed me. While I've eaten my own creations and frequently shared with my girlfriend and family, I hadn't shared with many others (namely, my co-workers). So, I decided I was going to make some to bring into the [] for Reading.

http://www.candybarlab.com/category/manufacturers/nestle/ 11/24/2009 11:01:19 AM

Structure

A 10-segment, molded dark chocolate bar with lime flavoring and small bits of macadamia nuts mixed in.



Texture

The macadamia nuts were completely unnoticeable. In fact, I ate a few sections of the bar and started writing this post before I took another glance at the picture and noticed they were in there. That's how unnoticeable they were. You're pretty much getting plain chocolate with this product. Fortunately, the chocolate was rich and very smooth.

Taste

The macadamia nuts were once again unnoticeable. The lime flavor was VERY subtle at first, but became increasingly noticeable on the finish. The chocolate was delicious (better than Chocic), so I wasn't too upset by the light application of lime flavor.

Verdict

This candy bar desperately needs some texture, which it should have gotten from the macadamia nuts. They simply needed to be bigger and more plentiful. The lime flavor was a little underwhelming, but that can be forgiven because the chocolate is pretty good. In the end, I would have preferred a plain dark chocolate Dagoba bar to this effort.

Tags: dark chocolate, lime, macadamia nuts

Posted In Candy Chocolate, Dagoba, Hershey's, Negative, Nestlé, Positive,

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Review, United States | 8 Comments »

Review: Nestlé Chokito

Tuesday, December 15th, 2009

The Chokito immediately reminded me of the Fresa Peanut Kubbe, except instead of peanuts, this version has rice crisps. Since the Kubbe is one of my favorite candy bars ever, I had high hopes for the Chokito.



Structure

An inner core of caramel fudge surrounded by rice crisps and enrobed in chocolate.



http://www.candyrateit.com/calendars/manufacture/nestle/ 11/24/2009 11:01:19 AM

Texture

The caramel fudge center is firm, but soft enough to easily bite through and it doesn't catch to your teeth. I would compare it most closely to the inolds of a 3 Musketeers, except not quite as soft. The relatively large rice crisps provide a nice texture complement and the chocolate binds everything together well. The whole product is perfectly balanced texturally.

Taste

The flavor of the Chocito was a huge letdown. Specifically, the caramel fudge center tasted really artificial. If you've ever had the low calorie, Skinny Cow brand caramel (a cream cones, it tasted like the fake caramel in those. Unfortunately, neither the flavorless rice crisps or the sub-par tasting Nestlé chocolate could help make up for the odd flavor of the caramel fudge.

Verdict

The Chocito should be a great candy bar. Texturally, it's fantastic and all of the ingredients really should taste good together. For some reason though, they don't.

Tags: caramel fudge, Chocolate, Rice crisps

Posted in Australia, Candy, Chocolate, Negative, Nestlé, Review | 3 Comments »

Review: Nestlé Kit Kat Muscat of Alexandria

Source: December 17th, 2008

I learned via the internet (specifically fox.com) that in Japan there are many odd varieties of flavored Kit Kats. So I was super excited to finally get my hands on one (Thanks Thany!) to try out for myself.

The first thing I noticed on the packaging was "Muscat of Alexandria" in large English print right below the Kit Kat logo. That seemed pretty odd, but I figured it probably had something to do with the pictures of green grapes. Sure enough, Muscat of Alexandria is an ancient vine of grape used in wine and raisin production. There are the things you find out while reading a candy bar blog I guess.

<http://www.candybabe.com/category/manufacturers/hershey/> 11/24/2009 11:01:19 AM



Structure

The package contains two individually wrapped bars. Each bar is two segments of grape flavored, molded white chocolate filled with wafers.



I really like that they added green coloring to the white chocolate.

Texture

The texture is exactly like a regular sized Kit Kat bar. The light crispy wafer and white chocolate coating work well together.

Taste

The grape flavor is subtle, but definitely noticeable - like weak grape bubble gum. The white chocolate helps to balance the slight citric acid flavor that immediately hits your tongue. Overall, it reminded me a little bit of the Choix Lime Bar.

http://www.candybarlab.com/category/manufacturing/167/ 11/24/2009 11:01:19 AM



NO LINKS TO OTHER BLOGS...

Verdict

I enjoyed the Muscat of Alexandria Kit Kat a lot. With one caveat though. I don't think this is a candy bar I could eat all the time. It's slightly odd and I enjoyed it because it's unique. Green grape and white chocolate isn't going to replace peanut butter and milk chocolate as a classic flavor combination, but it's something you should try if you ever get a chance.

Tags: grape, wafer, white chocolate

Posted in Candy, Chocolate, Japan, Novelty, Positive, Review | No Comments

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Event

Nestlé

Review: Nestlé Mint Aero

Monday, March 3rd, 2008

Aero bars have actually been around since the 30's. Though as an American, they're new to me. The name comes from the air bubbles that are pumped into the chocolate right before it solidifies, leaving a honeycomb-like structure.

I'm a huge fan of the packaging. Maybe I'm a little biased because the green and the bubbles remind me of the Candy Bar Lab logo, but the graphics made me want to eat this bar. Also, chocolate paired with mint is a classic flavor combination. Needless to say, I was excited to tear open the green foil and bite in.



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Recipe: Peanut Butter Caramel Peanut Bar

I've been telling people for a while that I make candy bars. However, I'm not sure everyone believed me. While I've eaten my own creations and frequently shared with my girlfriend and family, I hadn't shared with many others (namely, my co-workers). So, I decided I was going to make some to bring into the [...] [help feeding](#)

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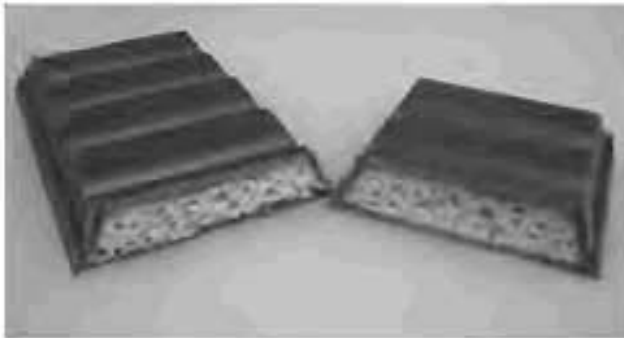
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Structure:

The center is mint-flavored white chocolate tinted green and filled with bubbles of air. This is covered with mint-flavored dark chocolate – molded into a seven-segment bar.



Texture:

The air pockets make this bar very light and easy to bite through. It crumbles a bit, which helps the chocolate melt on your tongue. Without the air pockets, this would just be a flavored chocolate bar. The bubbly center elevates it to something special.

Taste:

No surprises here – it tastes like an Andes mint. I really like that the mint flavor is found in both the inside and the outside. You can't miss it. As a side note, Mint Aero smells wonderful as soon as you open the packaging, easily the best smelling confection I've reviewed thus far. Then again... anyone surprised that mint smells good?



Verdict:

I definitely recommend Mint Aero. It is tasty and refreshing. Most importantly, the texture is unique. The only problem is they're a little hard to come by. But if you ever see one in the store, don't miss the opportunity give it a try.

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- Choco (1)
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Tags: [dani](#), [chocolate](#), [milk](#), [white chocolate](#)
Posted in [Candy](#), [Sweet](#), [Positive](#), [Review](#), [United Kingdom](#) | [6 Comments](#) »

Review: Nestlé Crunch Crisp

Tuesday, February 18th, 2009

Just about everyone I work with has a blog. Most focus on web development and design. When I recently began telling them that I'm writing a blog devoted solely to candy bars, most were intrigued. One of my co-workers was even awesome enough to buy me a candy bar, which I of course promised to properly review on this blog. So here it is, the Nestlé Crunch Crisp.



Structure

The center consists of alternating wafer and chocolate cream layers, which are topped with a layer of milk chocolate and crisps. The entire bar is enrobed with a thin shell of milk chocolate.



https://www.candybarlab.com/categories/manufacturers/nestle/page/2/ 11/24/2009 11:02:20 AM



Texture

The wafers are very crisp and the chocolate cream is soft – exactly how it should be. I expected a powdery texture like those cheap sugar wafers I was once addicted to, so I was pleasantly surprised. The top crispiers don't stand out. They have to be there for branding reasons, but I wouldn't have missed them. Most importantly, Nestlé made this bar the perfect thickness. I panned Kit Kat Caramel for being too thick. Crunch Crisp didn't make that mistake.

Taste

Nestlé chocolate has a unique flavor. When I was a kid, I loved it. Now, I find it to be a little too sweet and it has a distinct burnt caramel aftertaste. I probably should have eaten this in two sittings because the off flavors became unpleasant by the end.



Verdict

I really liked the texture of the wafers and chocolate cream, more than I disliked the chocolate flavor. If given the choice between this bar and a regular Nestlé Crunch, I would choose this. Therefore, I would definitely recommend this to anyone who likes Nestlé candy bars.

Tags: Chocolate, chocolate cream, crispiers, wafer
Posted In: Candy, Nestlé, Positive, Review, United States (2 Comments)

Review: Nestlé Kit Kat Caramel

Monday, February 11th, 1998

By themselves, plain old Kit Kats are great. Good caramel is also great. So, wouldn't it be great if the two were combined? Well not so fast. Candy bars are a delicate balance of flavors and textures. Adding something, even if its tasty on it's own, might not make the product any better than what you had to begin with. If it were that easy, candy manufacturers would just throw all of the goodies they could round up into a single bar.

So, back to the product at hand – a Caramello stuck to the top of an oversized Kit Kat stick. Let's see if this is an improvement over the regular Kit Kats many of us have come to love.



Structure

This is a molded bar with two cavities. The bottom one is filled with a layered wafer and the top one is filled with caramel.



Texture

Eating into KitKat Caramel is interesting. Your top teeth will first make their way through the caramel cavity before getting held up by the thick, middle layer of chocolate. Once they've broken this barrier, they will proceed easily through the crispy, wafer layer. What you end up with is a "ka-clunk" sound in your head with each bite. I wasn't a big fan of this. It feels like you're biting through two separate bars.

Taste

You'll taste a lot of milk chocolate. The quality of which isn't bad, but not

http://www.candybarlab.com/category/manufacturer/fresh/1/page/3/ 11/24/2009 11:02:30 AM

I don't taste a lot of milk chocolate. The quality of which isn't top, but it's great either. The wafer is pretty tasteless, but that's fine. It's only job was to provide texture. The big disappointment is that you can't really taste the caramel, which is mild and gets overpowered by the chocolate. Wasn't the addition of caramel the whole point of making this product? It would have been better if the caramel was saltier.



Verdict

I definitely don't recommend this bar. The thickness of the middle chocolate layer is the fatal flaw. It ruins the texture and masks the caramel. I'll be reaching for classic Kit Kat over their caramel cousins every time.

Tags: caramel, milk chocolate, wafer

Posted in Candy, Kitchens, News, Reviews, United States | 3 Comments

1 2



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- Lake Champlain Chocolates

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- Goodie
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by Wrappers

To: Hershey Chocolate & Confectionery Corp ETC. (lduquette@hersheys.com)
Subject: U.S. TRADEMARK APPLICATION NO. 77809223 - N/A
Sent: 11/24/2009 11:05:43 AM
Sent As: ECOM116@USPTO.GOV
Attachments:

IMPORTANT NOTICE REGARDING YOUR TRADEMARK APPLICATION

Your trademark application (Serial No. 77809223) has been reviewed. The examining attorney assigned by the United States Patent and Trademark Office (“USPTO”) has written a letter (an “Office action”) on 11/24/2009 to which you must respond (unless the Office letter specifically states that no response is required). Please follow these steps:

1. Read the Office letter by clicking on this [link](http://tmportal.uspto.gov/external/portal/tow?DDA=Y&serial_number=77809223&doc_type=OOA&) http://tmportal.uspto.gov/external/portal/tow?DDA=Y&serial_number=77809223&doc_type=OOA& OR go to <http://tmportal.uspto.gov/external/portal/tow> and enter your serial number to access the Office letter. If you have difficulty accessing the Office letter, contact TDR@uspto.gov.

PLEASE NOTE: The Office letter may not be immediately available but will be viewable within 24 hours of this e-mail notification.

2. Contact the examining attorney who reviewed your application if you have any questions about the content of the Office letter (contact information appears at the end thereof).

3. Respond within 6 months, calculated from **11/24/2009** (or sooner if specified in the Office letter), using the Trademark Electronic Application System (TEAS) **Response to Office Action form**. If you have difficulty using TEAS, contact TEAS@uspto.gov.

ALERT:

Failure to file any required response by the applicable deadline will result in the ABANDONMENT (loss) of your application.

Do NOT hit “Reply” to this e-mail notification, or otherwise attempt to e-mail your response, as the USPTO does NOT accept e-mailed responses.

EXHIBIT 3

PTO Form 1957 (Rev 9/2005)
 OMB No. 0651-0050 (Exp. 04/30/2011)

Response to Office Action

The table below presents the data as entered.

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SERIAL NUMBER	77809223
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MARK SECTION (no change)	
ARGUMENT(S)	
<u>IN THE UNITED STATES PATENT AND TRADEMARK OFFICE</u>	
In re application of	:
HERSHEY CHOCOLATE & CONFECTIONERY CORPORATION	: John Dwyer Trademark Attorney Law Office 116
Ser. No. 77/809,223	:
Filing Date: August 20, 2009	:
International Class: 30	:
Mark: Miscellaneous Design (Recessed Rectangular Panels):	
<u>RESPONSE TO OFFICIAL ACTION</u>	
This is in response to the official action dated November 24, 2009.	
<u>NO CONFLICTING MARKS</u>	
The applicant takes note of the fact that the examining attorney's search of the Office's database of registered and pending marks found no conflicting marks that would bar registration.	
<u>DESCRIPTION OF MARK</u>	
Please amend the description of the mark to the following:	
The mark is a configuration of a candy bar that consists of twelve (12) equally-sized recessed rectangular panels arranged in a four panel by three panel format with each panel having its own raised border within a large rectangle.	
<u>REMARKS</u>	
The examining attorney has refused registration on the ground that this three-dimensional product design configuration is functional for the identified goods under Trademark Act Section 2(e)(5), 15 U.S.C. § 1052(e) (5), and on the ground that the proposed	

mark consists of a non-distinctive product design, and thus does not function as a mark under Trademark Act Sections 1, 2 and 45, 15 U.S.C. §§ 1051, 1052 and 1127.

Applicant disagrees with the examining attorney's conclusion and requests reconsideration. The examining attorney has not, but should, take into consideration the mark as a whole - the decorative design aspects of the mark clearly leads one to the conclusion that the mark is distinctive and nonfunctional. It has been held to be a violation of the anti-dissection rule to focus upon one feature of a mark, ignoring all other elements of the mark. *Massey Junior College, Inc. v. Fashion Institute of Technology*, 492 F.2d 1399, 181 USPQ 272 (CCPA 1981).

FUNCTIONALITY

The applicant's trademark is not functional. It is not essential to the use or purpose of the product. Its only function is to act as a source identifier. The evidence shows that applicant's specific product design provides no real utilitarian advantages to the user, but is one of many equally feasible, efficient and competitive designs. As a result, it is registrable.

Does the applied-for mark consist of a functional configuration for candy and chocolate? This determination is a question of fact, which depends upon the totality of the evidence presented in each particular case. *Traffix Devices, Inc. v. Marketing Displays, Inc.*, 532 U.S. 23, 58 USPQ2d 1001, 1005 (2001). See also *In re Morton-Norwich Products, Inc.*, 671 F.2d 1332, 213 USPQ 9 (CCPA 1982); *In re American National Can Co.*, 41 USPQ2d 1841 (TTAB 1997); *In re Honeywell Inc.*, 8 USPQ2d 1600 (TTAB 1988); and *In re Weber-Stephen Products Co.*, 3 USPQ2d 1659 (TTAB 1987).

The factors set out in the Morton-Norwich analysis of the issue of functionality, which we will address individually, are still controlling, namely, 1) the existence of a utility patent that discloses the utilitarian advantages of the design sought to be registered; 2) any advertising by the applicant that touts the utilitarian advantages of the design; 3) facts pertaining to the availability of alternative designs; and 4) facts pertaining to whether the design results from a comparatively simple or inexpensive method of manufacture.

1) THE EXISTENCE OF A UTILITY OR DESIGN PATENT

Applicant does not own a utility or design patent or patent application, including expired patent and abandoned patent applications for the applied-for-mark. Under this Morton-Norwich factor, the applied-for-mark is not functional.

2) ADVERTISING BY APPLICANT THAT TOUTS ANY UTILITARIAN ADVANTAGES OF THE DESIGN

Applicant does not and has not distributed any advertising materials that promote the applied-for-mark as having any utilitarian advantages over any other configuration design. Applicant's mark is used solely as a source indicator and does not have any utilitarian purpose that shows its product has a particular shape because it works better in that shape. For that matter, Applicant produces and sells candy and chocolates in many different and well known shapes such as its famous HERSHEY'S KISSES candies and its REESE'S candies. There is nothing in the record to support a refusal of applicant's design under this Morton-Norwich factor.

3) AVAILABILITY OF ALTERNATIVE DESIGNS

The third factor of the Morton-Norwich test considers the availability to competitors of feasible alternative designs - i.e., whether the product design configuration is superior to other designs. When confronted with a novel configuration trademark, the decision-maker is compelled to focus upon whether exclusive use of this claimed feature "would put competitors at a significant non-reputation based disadvantage. *Qualitex Co. v. Jacobson Prods. Co.* 514 U.S. 159, 165, 34 uspq2d 1161, 1164 (1995). There is nothing in the record to support a refusal of applicant's design under this Morton-Norwich factor.

In fact, the research conducted by the examining attorney and the evidence that he uncovered clearly

points to the conclusion that applicant's configuration is unique and stands apart from the numerous examples of shapes and sizes that are available to its competitors. None of the competitor examples identified by the examining attorney embodies the same features or combination of features as applicant's configuration. The "Ritter Sport Milk Chocolate with Whole Hazelnuts" comes in a square shaped, molded milk chocolate bar with 16 small square segments - each embossed with the Ritter Sport logo. "Starz Nougat Praline" is a solid molded bar with six segments. Dagoba Organic Chocolate is a 10-segment molded chocolate bar. Kingsbury Chocolates Nib is a 28 segment molded bar. None of these configurations are similar to the applicant's distinctive configuration, which consists of a specific design of twelve raised segments oriented in a 3x4 rectangular grid in a particular, with each segment's dimensions of similar proportions to the proportions of the overall rectangular grid. To the contrary, these examples and numerous other chocolate bars are offered with (1) different overall shapes; (2) a different number of segments; (3) a different layout of segments (*i.e.* 4x4, 2x3, etc.); (4) segments and/or bar shapes of different proportions; and/or (5) no segments at all. Moreover, the lack of any similar competing designs in the record suggests that the applied-for design is not functional. Candy and chocolates come in numerous shapes (squares, circles, cones, rectangles, triangles). The possibilities are endless. These shapes come with any number of fanciful markings and indentations. As a matter of fact, candies and chocolates can be eaten in any size bite. It all depends on the person lucky enough to be eating them.

After analyzing the Morton-Norwich factors, it is clear that applicant's configuration product design mark is not functional.

ACQUIRED DISTINCTIVENESS - SECTION 2(f)

Applicant has requested amendment of this application to Section 2(f) on the Principal Register. Applicant's mark has acquired distinctiveness as a source indicator for the applicant's goods in commerce. Applicant's three-dimensional mark comprises a distinctive product design.

A term (or design) may, through usage by one producer with reference to his product, acquire a special significance so that to the consuming public the term has come to mean that that particular manufacturer produces the product. 1 Nims, Unfair Competition and Trademarks at §37 (1947). The primary significance of the distinctive product design in the minds of the consuming public is the fact that the applicant is the source of the product.

The ultimate test in determining whether a designation has acquired distinctiveness is applicant's success, rather than its efforts, in educating the public to associate the proposed mark with a single source. Public association of a trademark with a certain source and quality of goods is most often achieved through the dual channels of actual sales and advertising. The applicant has spent a considerable amount on nationwide advertising, which has resulted in a considerable volume of sales to its consumers. This extensive advertising has resulted in creating secondary meaning in, not only its buyers' minds, but in the mind of the general public. Because the applicant has featured its distinctive mark as an important trademark in its advertising, it is a logical inference that buyers and viewers of the advertising have come to associate the trademark with applicant. In re Data Packaging Corp., 453 F.2d 1300, 172 USPQ 396 (CCPA 1972).

In order to meet its prima facie burden on the non-distinctiveness refusal, the U.S. Patent and Trademark Office must, at a minimum, set forth a "reasonable predicate" for its position of non-distinctiveness. *In re Pacer Technology*, 338 F.3d 1348, 67 USPQ2D 1629, 1632 (Fed. Cir. 2003). The Trademark Examining Attorney has not met this burden. There is no evidence that any third parties are using similarly-shaped configurations. There are significant differences between each of the examples made of record by the examining attorney with applicant's distinctive product design.

In support of the applicant's claim of acquired distinctiveness, you will find the attached Declaration by Lois B. Duquette, who offers the following evidence:

- 1) the applied-for design has been in use by Hershey since 1968;
- 2) sales of products identified by this distinct trademark have exceeded four billion dollars in the past twelve years; and
- 3) applicant's licensee has spent in excess of 186 million dollars in advertising materials in the past twenty-four years, which may be found in national publications and over the television airwaves, which promote the applicant's distinctive product configuration.

To establish secondary meaning, an applicant must show that, in the minds of the public, the primary significance of a product feature or term is to identify the source of the product rather than the product itself." Inwood Laboratories, Inc. v. Ives Laboratories, Inc., 456 U.S. 844, 851 N. 11, 214 USPQ 1, 4 n. 11 (1982). The issue is whether acquired distinctiveness of the mark in relation to the goods or services has in fact been established in the minds of the purchasing public. In re Reden Laboratories, Inc., 170 USPQ 526(TTAB 1971); In re Fleet-Wing Corp., 122 USPQ 335 (TTAB 1959). The public at large, not only applicant's customers, recognize that applicant is the sole source for obtaining products with this distinctive trademark. To this end, attention is directed to the article located at <http://bakingbites.com/2009/01/chocolate-bar-brownie-pan>, which discusses brownie pans sold by Williams Sonoma, which touts the public recognition of the shape of the pans as one that looks like applicant's configuration trademark. The text reads, "Whether you're a fan of Hershey's chocolate bars or not, it's design is undeniably a classic confectionery icon." This same recognition is found on the website located at <http://www.chocolateysprinkles.com/2009/06/01/williams-sonoma/> with the following comment about the "chocolate bar brownie pan" that "It's like a Hershey's bar with individual brownies." Printouts of the relevant text from these sites are attached herewith. It is noted that applicant's famous HERSHEY'S trademark does not appear on the pans; rather, applicant's distinctive product design configuration alone leads consumers to recognize applicant's famous chocolate bar design.

The applicant has established by this substantial evidence that the subject trademark has acquired distinctiveness as an indicator of source. Because the applicant has provided sufficient evidence to support its claim of acquired distinctiveness to successfully amend this application to Section 2(f), the configuration and functionality refusals should be withdrawn.

CONCLUSION

Applicant respectfully requests acceptance of the amendment of this application to Section 2(f) of the Principal Register, withdrawal of the functionality refusal, and approval for publication as soon as possible.

EVIDENCE SECTION

EVIDENCE FILE NAME(S)

ORIGINAL PDF FILE	evi_168133237-143518912_._Affadavit_LBD_Misc._Design_Recessed_Rectangular_Panels.pdf
CONVERTED PDF FILE(S) (18 pages)	\\TICRS\EXPORT10\IMAGEOUT10\778\092\77809223\xml1\ROA0002.JPG
	\\TICRS\EXPORT10\IMAGEOUT10\778\092\77809223\xml1\ROA0003.JPG

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	\\TICRS\EXPORT10\IMAGEOUT10\778\092\77809223\xml1\ROA0019.JPG
DESCRIPTION OF EVIDENCE FILE	Affidavit of Lois B. Duquette with exhibits story boards showing promotion of design and third party chocolate bar configurations
ADDITIONAL STATEMENTS SECTION	
SECTION 2(f) BASED ON EVIDENCE	The mark has become distinctive of the goods/services, as demonstrated by the attached evidence.
2(f) EVIDENCE FILE NAME(S)	
ORIGINAL PDF FILE	e2f-168133237-143518912_._Affadavit_LBD_Misc._Design_Recessed_Rectangular_Panels.pdf
CONVERTED PDF FILE(S) (18 pages)	\\TICRS\EXPORT10\IMAGEOUT10\778\092\77809223\xml1\ROA0020.JPG
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	\\TICRS\EXPORT10\IMAGEOUT10\778\092\77809223\xml1\ROA0037.JPG
SECTION 2(f)	The mark has become distinctive of the goods/services through the applicant's substantially exclusive and continuous use in commerce for at least the five years immediately before the date of this statement.
SIGNATURE SECTION	
DECLARATION SIGNATURE	/Lois B. Duquette/
SIGNATORY'S NAME	Lois B. Duquette
SIGNATORY'S POSITION	Assistant Secretary, Attorney of record, PA State bar member
DATE SIGNED	05/03/2010
RESPONSE SIGNATURE	/Lois B. Duquette/
SIGNATORY'S NAME	Lois B. Duquette
SIGNATORY'S POSITION	Assistant Secretary, Attorney of Record, PA state bar member
DATE SIGNED	05/03/2010
AUTHORIZED SIGNATORY	YES
FILING INFORMATION SECTION	
SUBMIT DATE	Mon May 03 14:54:56 EDT 2010

TEAS STAMP	USPTO/ROA-168.133.2.37-20 100503145456993827-778092 23-460bd969e2e28023498afb 65d08546e934-N/A-N/A-2010 0503143518912460
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PTO Form 1957 (Rev 9/2005)
OMB No. 0651-0050 (Exp. 04/30/2011)

**Response to Office Action
To the Commissioner for Trademarks:**

Application serial no. **77809223** has been amended as follows:

ARGUMENT(S)

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

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of :
HERSHEY CHOCOLATE & CONFECTIONERY : John Dwyer
CORPORATION : Trademark Attorney
: Law Office 116
Ser. No. 77/809,223
Filing Date: August 20, 2009 :
International Class: 30 :
Mark: Miscellaneous Design (Recessed Rectangular Panels):

RESPONSE TO OFFICIAL ACTION

This is in response to the official action dated November 24, 2009.

NO CONFLICTING MARKS

The applicant takes note of the fact that the examining attorney's search of the Office's database of registered and pending marks found no conflicting marks that would bar registration.

DESCRIPTION OF MARK

Please amend the description of the mark to the following:

The mark is a configuration of a candy bar that consists of twelve (12) equally-sized recessed rectangular panels arranged in a four panel by three panel format with each panel having its own raised

border within a large rectangle.

REMARKS

The examining attorney has refused registration on the ground that this three-dimensional product design configuration is functional for the identified goods under Trademark Act Section 2(e)(5), 15 U.S.C. § 1052(e) (5), and on the ground that the proposed mark consists of a non-distinctive product design, and thus does not function as a mark under Trademark Act Sections 1, 2 and 45, 15 U.S.C. §§ 1051, 1052 and 1127.

Applicant disagrees with the examining attorney's conclusion and requests reconsideration. The examining attorney has not, but should, take into consideration the mark as a whole - the decorative design aspects of the mark clearly leads one to the conclusion that the mark is distinctive and nonfunctional. It has been held to be a violation of the anti-dissection rule to focus upon one feature of a mark, ignoring all other elements of the mark. *Massey Junior College, Inc. v. Fashion Institute of Technology*, 492 F.2d 1399, 181 USPQ 272 (CCPA 1981).

FUNCTIONALITY

The applicant's trademark is not functional. It is not essential to the use or purpose of the product. Its only function is to act as a source identifier. The evidence shows that applicant's specific product design provides no real utilitarian advantages to the user, but is one of many equally feasible, efficient and competitive designs. As a result, it is registrable.

Does the applied-for mark consist of a functional configuration for candy and chocolate? This determination is a question of fact, which depends upon the totality of the evidence presented in each particular case. *Traffix Devices, Inc. v. Marketing Displays, Inc.*, 532 U.S. 23, 58 USPQ2d 1001, 1005 (2001). See also *In re Morton-Norwich Products, Inc.*, 671 F.2d 1332, 213 USPQ 9 (CCPA 1982); *In re American National Can Co.*, 41 USPQ2d 1841 (TTAB 1997); *In re Honeywell Inc.*, 8 USPQ2d 1600 (TTAB 1988); and *In re Weber-Stephen Products Co.*, 3 USPQ2d 1659 (TTAB 1987).

The factors set out in the Morton-Norwich analysis of the issue of functionality, which we will address individually, are still controlling, namely, 1) the existence of a utility patent that discloses the utilitarian advantages of the design sought to be registered; 2) any advertising by the applicant that touts the utilitarian advantages of the design; 3) facts pertaining to the availability of alternative designs; and 4) facts pertaining to whether the design results from a comparatively simple or inexpensive method of manufacture.

1) THE EXISTENCE OF A UTILITY OR DESIGN PATENT

Applicant does not own a utility or design patent or patent application, including expired patent and abandoned patent applications for the applied-for-mark. Under this Morton-Norwich factor, the applied-for-mark is not functional.

2) ADVERTISING BY APPLICANT THAT TOUTS ANY UTILITARIAN ADVANTAGES OF THE DESIGN

Applicant does not and has not distributed any advertising materials that promote the applied-for-mark as having any utilitarian advantages over any other configuration design. Applicant's mark is used solely as a source indicator and does not have any utilitarian purpose that shows its product has a particular shape because it works better in that shape. For that matter, Applicant produces and sells candy and chocolates in many different and well known shapes such as its famous HERSHEY'S KISSES candies and its REESE'S candies. There is nothing in the record to support a refusal of applicant's design under this Morton-Norwich factor.

3) AVAILABILITY OF ALTERNATIVE DESIGNS

The third factor of the Morton-Norwich test considers the availability to competitors of feasible alternative designs - i.e., whether the product design configuration is superior to other designs. When confronted with a novel configuration trademark, the decision-maker is compelled to focus upon whether exclusive

use of this claimed feature "would put competitors at a significant non-reputation based disadvantage. Qualitex Co. v. Jacobson Prods. Co., 514 U.S. 159, 165, 34 USPQ2d 1161, 1164 (1995). There is nothing in the record to support a refusal of applicant's design under this Morton-Norwich factor.

In fact, the research conducted by the examining attorney and the evidence that he uncovered clearly points to the conclusion that applicant's configuration is unique and stands apart from the numerous examples of shapes and sizes that are available to its competitors. None of the competitor examples identified by the examining attorney embodies the same features or combination of features as applicant's configuration. The "Ritter Sport Milk Chocolate with Whole Hazelnuts" comes in a square shaped, molded milk chocolate bar with 16 small square segments - each embossed with the Ritter Sport logo. "Starz Nougat Praline" is a solid molded bar with six segments. Dagoba Organic Chocolate is a 10-segment molded chocolate bar. Kingsbury Chocolates Nib is a 28 segment molded bar. None of these configurations are similar to the applicant's distinctive configuration, which consists of a specific design of twelve raised segments oriented in a 3x4 rectangular grid in a particular, with each segment's dimensions of similar proportions to the proportions of the overall rectangular grid. To the contrary, these examples and numerous other chocolate bars are offered with (1) different overall shapes; (2) a different number of segments; (3) a different layout of segments (*i.e.* 4x4, 2x3, etc.); (4) segments and/or bar shapes of different proportions; and/or (5) no segments at all. Moreover, the lack of any similar competing designs in the record suggests that the applied-for design is not functional.

Candy and chocolates come in numerous shapes (squares, circles, cones, rectangles, triangles). The possibilities are endless. These shapes come with any number of fanciful markings and indentations. As a matter of fact, candies and chocolates can be eaten in any size bite. It all depends on the person lucky enough to be eating them.

After analyzing the Morton-Norwich factors, it is clear that applicant's configuration product design mark is not functional.

ACQUIRED DISTINCTIVENESS - SECTION 2(f)

Applicant has requested amendment of this application to Section 2(f) on the Principal Register.

Applicant's mark has acquired distinctiveness as a source indicator for the applicant's goods in commerce. Applicant's three-dimensional mark comprises a distinctive product design.

A term (or design) may, through usage by one producer with reference to his product, acquire a special significance so that to the consuming public the term has come to mean that that particular manufacturer produces the product. 1 Nims, Unfair Competition and Trademarks at §37 (1947). The primary significance of the distinctive product design in the minds of the consuming public is the fact that the applicant is the source of the product.

The ultimate test in determining whether a designation has acquired distinctiveness is applicant's success, rather than its efforts, in educating the public to associate the proposed mark with a single source. Public association of a trademark with a certain source and quality of goods is most often achieved through the dual channels of actual sales and advertising. The applicant has spent a considerable amount on nationwide advertising, which has resulted in a considerable volume of sales to its consumers. This extensive advertising has resulted in creating secondary meaning in, not only its buyers' minds, but in the mind of the general public. Because the applicant has featured its distinctive mark as an important trademark in its advertising, it is a logical inference that buyers and viewers of the advertising have come to associate the trademark with applicant. In re Data Packaging Corp., 453 F.2d 1300, 172 USPQ 396 (CCPA 1972).

In order to meet its prima facie burden on the non-distinctiveness refusal, the U.S. Patent and Trademark Office must, at a minimum, set forth a "reasonable predicate" for its position of non-distinctiveness. In re Pacer Technology, 338 F.3d 1348, 67 USPQ2D 1629, 1632 (Fed. Cir. 2003). The Trademark Examining Attorney has not met this burden. There is no evidence that any third parties are using similarly-shaped

configurations. There are significant differences between each of the examples made of record by the examining attorney with applicant's distinctive product design.

In support of the applicant's claim of acquired distinctiveness, you will find the attached Declaration by Lois B. Duquette, who offers the following evidence:

- 1) the applied-for design has been in use by Hershey since 1968;
- 2) sales of products identified by this distinct trademark have exceeded four billion dollars in the past twelve years; and
- 3) applicant's licensee has spent in excess of 186 million dollars in advertising materials in the past twenty-four years, which may be found in national publications and over the television airwaves, which promote the applicant's distinctive product configuration.

To establish secondary meaning, an applicant must show that, in the minds of the public, the primary significance of a product feature or term is to identify the source of the product rather than the product itself." Inwood Laboratories, Inc. v. Ives Laboratories, Inc., 456 U.S. 844, 851 N. 11, 214 USPQ 1, 4 n. 11 (1982). The issue is whether acquired distinctiveness of the mark in relation to the goods or services has in fact been established in the minds of the purchasing public. In re Reden Laboratories, Inc., 170 USPQ 526(TTAB 1971); In re Fleet-Wing Corp., 122 USPQ 335 (TTAB 1959). The public at large, not only applicant's customers, recognize that applicant is the sole source for obtaining products with this distinctive trademark. To this end, attention is directed to the article located at <http://bakingbites.com/2009/01/chocolate-bar-brownie-pan>, which discusses brownie pans sold by Williams Sonoma, which touts the public recognition of the shape of the pans as one that looks like applicant's configuration trademark. The text reads, "Whether you're a fan of Hershey's chocolate bars or not, it's design is undeniably a classic confectionery icon." This same recognition is found on the website located at <http://www.chocolateysprinkles.com/2009/06/01/williams-sonoma/> with the following comment about the "chocolate bar brownie pan" that "It's like a Hershey's bar with individual brownies." Printouts of the relevant text from these sites are attached herewith. It is noted that applicant's famous HERSHEY'S trademark does not appear on the pans; rather, applicant's distinctive product design configuration alone leads consumers to recognize applicant's famous chocolate bar design. The applicant has established by this substantial evidence that the subject trademark has acquired distinctiveness as an indicator of source. Because the applicant has provided sufficient evidence to support its claim of acquired distinctiveness to successfully amend this application to Section 2(f), the configuration and functionality refusals should be withdrawn.

CONCLUSION

Applicant respectfully requests acceptance of the amendment of this application to Section 2(f) of the Principal Register, withdrawal of the functionality refusal, and approval for publication as soon as possible.

EVIDENCE

Evidence in the nature of Affidavit of Lois B. Duquette with exhibits story boards showing promotion of design and third party chocolate bar configurations has been attached.

Original PDF file:

evi_168133237-143518912_-_Affadavit_LBD_Misc._Design_Recessed_Rectangular_Panels.pdf

Converted PDF file(s) (18 pages)

Evidence-1
Evidence-2
Evidence-3
Evidence-4
Evidence-5
Evidence-6
Evidence-7
Evidence-8
Evidence-9
Evidence-10
Evidence-11
Evidence-12
Evidence-13
Evidence-14
Evidence-15
Evidence-16
Evidence-17
Evidence-18

ADDITIONAL STATEMENTS

Section 2(f), based on Evidence

The mark has become distinctive of the goods/services, as demonstrated by the attached evidence.

Original PDF file:

e2f-168133237-143518912_-_Affadavit_LBD_Misc._Design_Recessed_Rectangular_Panels.pdf

Converted PDF file(s) (18 pages)

2(f) evidence-1
2(f) evidence-2
2(f) evidence-3
2(f) evidence-4
2(f) evidence-5
2(f) evidence-6
2(f) evidence-7
2(f) evidence-8
2(f) evidence-9
2(f) evidence-10
2(f) evidence-11
2(f) evidence-12
2(f) evidence-13
2(f) evidence-14
2(f) evidence-15
2(f) evidence-16
2(f) evidence-17
2(f) evidence-18

Section 2(f), based on Use

The mark has become distinctive of the goods/services through the applicant's substantially exclusive and

continuous use in commerce for at least the five years immediately before the date of this statement.

SIGNATURE(S)

Declaration Signature

If the applicant is seeking registration under Section 1(b) and/or Section 44 of the Trademark Act, the applicant has had a bona fide intention to use or use through the applicant's related company or licensee the mark in commerce on or in connection with the identified goods and/or services as of the filing date of the application. 37 C.F.R. Secs. 2.34(a)(2)(i); 2.34 (a)(3)(i); and 2.34(a)(4)(ii); and/or the applicant has had a bona fide intention to exercise legitimate control over the use of the mark in commerce by its members. 37 C.F. R. Sec. 2.44. If the applicant is seeking registration under Section 1(a) of the Trademark Act, the mark was in use in commerce on or in connection with the goods and/or services listed in the application as of the application filing date or as of the date of any submitted allegation of use. 37 C.F.R. Secs. 2.34(a)(1)(i); and/or the applicant has exercised legitimate control over the use of the mark in commerce by its members. 37 C.F.R. Sec. 244. The undersigned, being hereby warned that willful false statements and the like so made are punishable by fine or imprisonment, or both, under 18 U.S.C. Section 1001, and that such willful false statements may jeopardize the validity of the application or any resulting registration, declares that he/she is properly authorized to execute this application on behalf of the applicant; he/she believes the applicant to be the owner of the trademark/service mark sought to be registered, or, if the application is being filed under 15 U.S.C. Section 1051(b), he/she believes applicant to be entitled to use such mark in commerce; to the best of his/her knowledge and belief no other person, firm, corporation, or association has the right to use the mark in commerce, either in the identical form thereof or in such near resemblance thereto as to be likely, when used on or in connection with the goods/services of such other person, to cause confusion, or to cause mistake, or to deceive; that if the original application was submitted unsigned, that all statements in the original application and this submission made of the declaration signer's knowledge are true; and all statements in the original application and this submission made on information and belief are believed to be true.

Signature: /Lois B. Duquette/ Date: 05/03/2010

Signatory's Name: Lois B. Duquette

Signatory's Position: Assistant Secretary, Attorney of record, PA State bar member

Response Signature

Signature: /Lois B. Duquette/ Date: 05/03/2010

Signatory's Name: Lois B. Duquette

Signatory's Position: Assistant Secretary, Attorney of Record, PA state bar member

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

Serial Number: 77809223

Internet Transmission Date: Mon May 03 14:54:56 EDT 2010

TEAS Stamp: USPTO/ROA-168.133.2.37-20100503145456993

827-77809223-460bd969e2e28023498afb65d08

546e934-N/A-N/A-20100503143518912460

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of :
HERSHEY CHOCOLATE & CONFECTIONERY :
CORPORATION :
Ser. No. 77/809,223 : John Dwyer
Filing Date: August 20, 2009 : Trademark Attorney
International Class: 30 : Law Office 116
Mark: Miscellaneous Design (Recessed Rectangular Panels)

DECLARATION OF ACQUIRED DISTINCTIVENESS

Lois B. Duquette declares:

- (a) that she is Assistant Secretary of applicant corporation and is authorized to execute this Declaration on behalf of said corporation, and
- (b) that applicant's predecessor in interest commenced use of its product design trademark in connection with its candy and chocolate at least as early as December 31, 1968, and that such use has been continuous since that time, and
- (c) that applicant is not aware that its product design trademark has been used by any other entity in connection with candy or chocolates, and

- (d) that sales under license of products identified by this trademark are substantial and sales have reached over four billion dollars in the last twelve years, and
- (e) that applicant's licensee's advertising costs in connection with this product are substantial and the costs have exceeded 186 million dollars over the last twenty four years, and
- (f) that the applicant has acquired a great deal of good will in this product design trademark through the use of its trademark in association with its products, and
- (g) that promotional pieces depicting the product design trademark have appeared as inserts in numerous national publications, and
- (h) that examples of the story board for commercials showing applicant's distinctive product design have appeared on national television are attached as Exhibits 1, 2 and 3, and
- (i) that pictures of milk chocolate bars molded into a variety of configurations are attached as Exhibit 4;
- (j) that applicant is aware of and has taken steps to stop others that have, without permission, offered non-candy products, such as baking pans, that are in the distinctive shape of the HERSHEY'S chocolate bar, and
- (k) that all statements made on his/her own knowledge are true and that all statements made on information and belief are believed to be true and, further, these statements are made with 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 any registration resulting therefrom.

The Hershey Chocolate and Confectionery Corporation

Date: 5/3/10

By: Lois B. Duquette

LOIS B. DUQUETTE
Assistant Secretary

Ogilvy & Mather

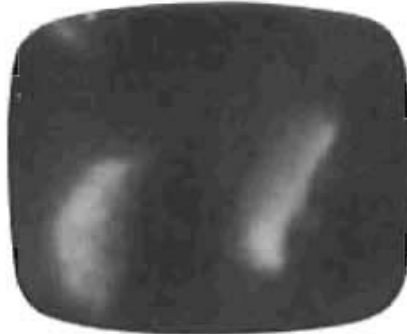
In re: Hershey Chocolate & Confectionary Corp., No. 77/809223 - Applicant's Exhibit 3 - Page 17 of 31

2 East 48th Street, New York 10017

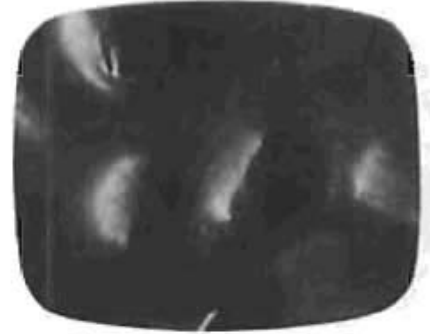
Client: HERSHEY CORPORATION
Product: MR. GOODBAR
Title: "PEANUTS & CHOCOLATE"
Comm'l No.: XHKG1013 (:30C)



TEEN-AGE VOICE: This is a big fat crunchy Mr. Goodbar peanut.



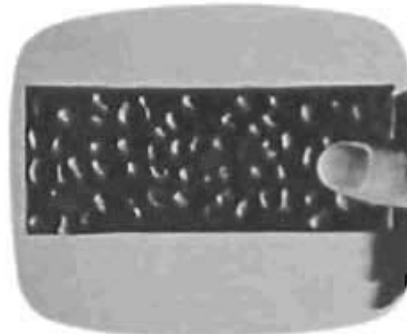
When you take dozens of them and surround them with chocolate.



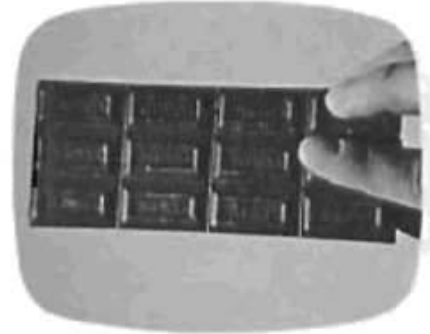
you've got to make sure...



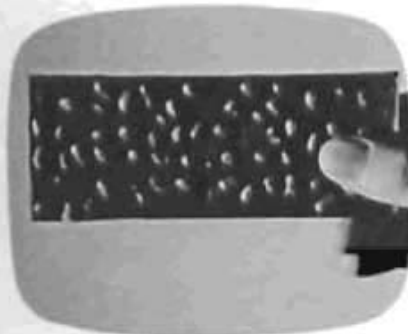
the chocolate taste doesn't get lost in the peanut taste.



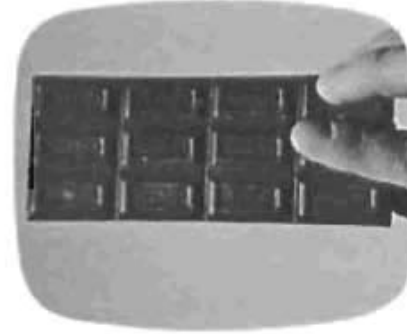
They make sure -- with Mr. Goodbar.



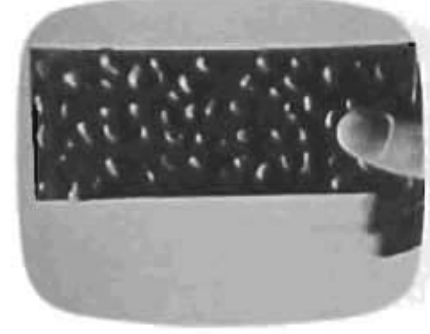
They use a special chocolate -- Hershey's chocolate...



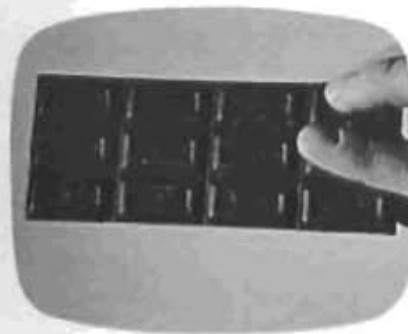
to go with all those peanuts.



And you know how chocolatey that is.



Big fat crunchy peanuts.



Chocolatey Hershey's chocolate.



So with Mr. Goodbar...



the chocolate taste doesn't get lost in the peanut taste. Mmmmm.

Ogilvy & Mather

2 East 48th Street, New York 10017

Client: HERSHEY CORPORATION

Product: MILK CHOCOLATE

Title: "ANIMATED FACES"

Commercial No.: OM27-0113-60C



MUSIC: INTRO
SINGER: There's nothing like the face...



of a kid eating a Hershey bar.



There's nothing like it you'll ever see.



A face as happy as it can be.



There's nothing like the face of a kid...



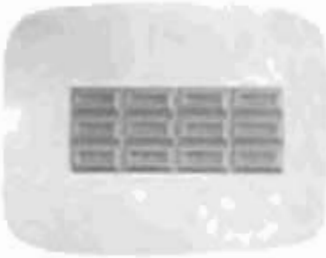
When he's munchin' on the greatest taste around.



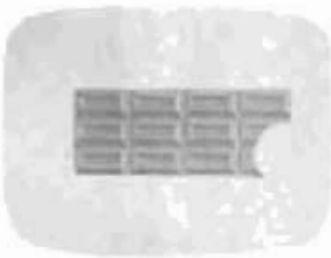
Hershey—the great American chocolate bar.
ANNCR (VO): The Hershey bar.



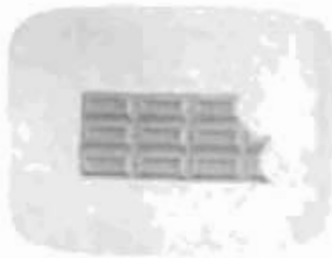
It's got something no other chocolate bar has.



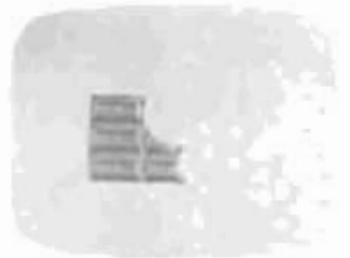
Hershey's chocolate.



Pure milk chocolate.



That's why no other chocolate bar tastes...



quite like a Hershey bar. Hershey--



The Great American Chocolate Bar.



SINGER: There's nothing like the face of a kid...



When he's munchin' on the greatest taste around.



Hershey—the Great American Chocolate Bar.

Ogilvy & Mather

2 East 48th Street, New York, 10017

Client: HERSHEY CORPORATION
Product: MR. GOODBAR
Title: "MAGICIAN"
Comm'l No.: XHKG5033 (:30C)



(SILENT)



SFX. (MUSIC IN - UNDER & THROUGHOUT)
SINGER: (VO) Ch. W. Goodbar
Your chocolate taste . . .



doesn't get lost in the peanut taste.



Because you're packed with peanuts.



And Hershey's chocolate.



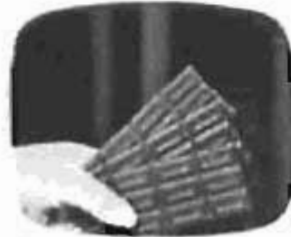
Lots of peanuts.



And Hershey's chocolate.



Munchy peanuts.



And Hershey's chocolate.



Crunchy peanuts.



And Hershey's chocolate.



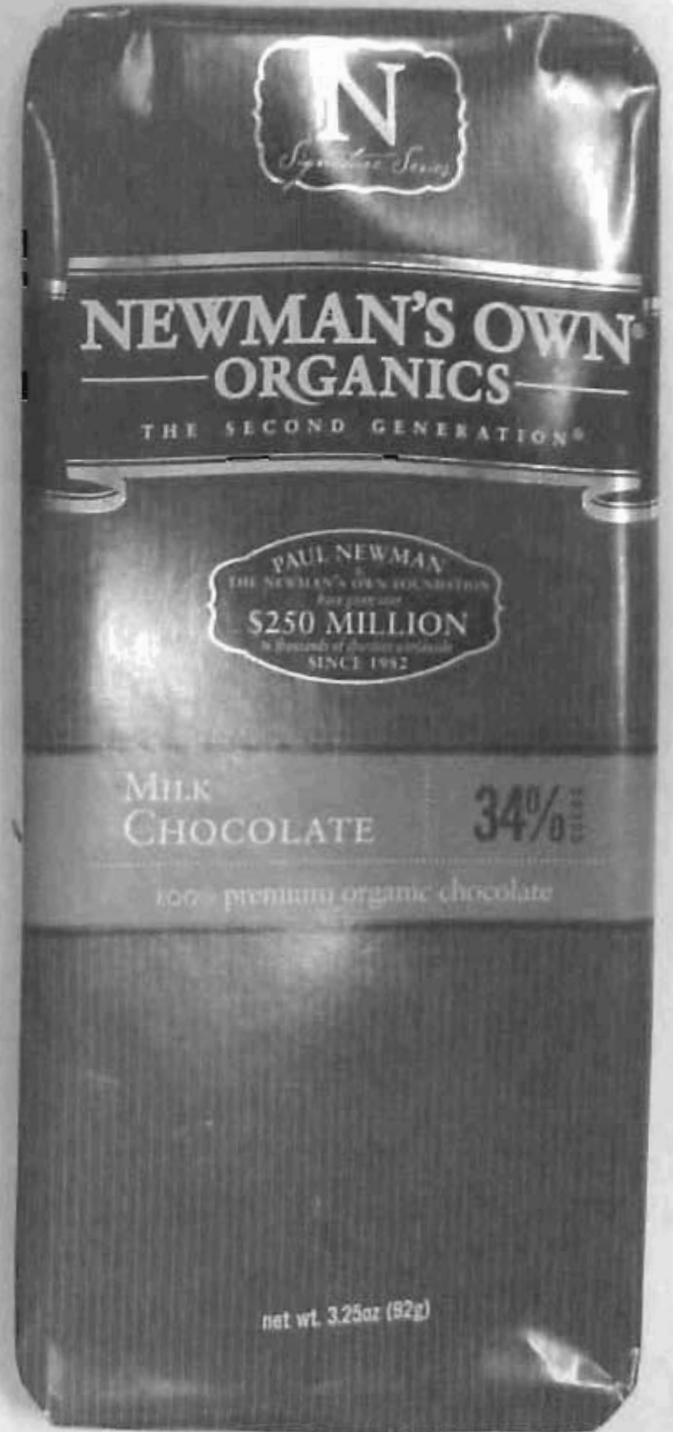
Mr. Goodbar.

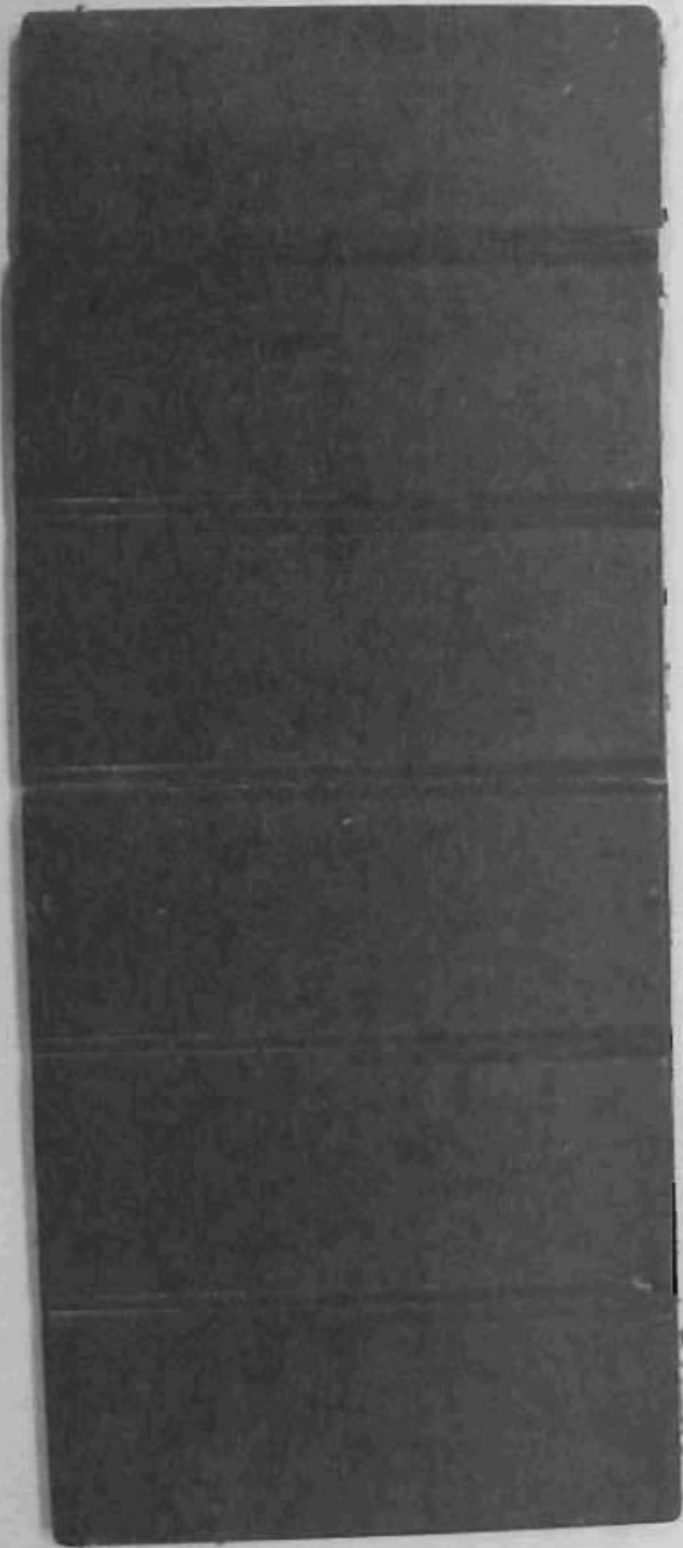


your chocolate taste doesn't get lost . . .

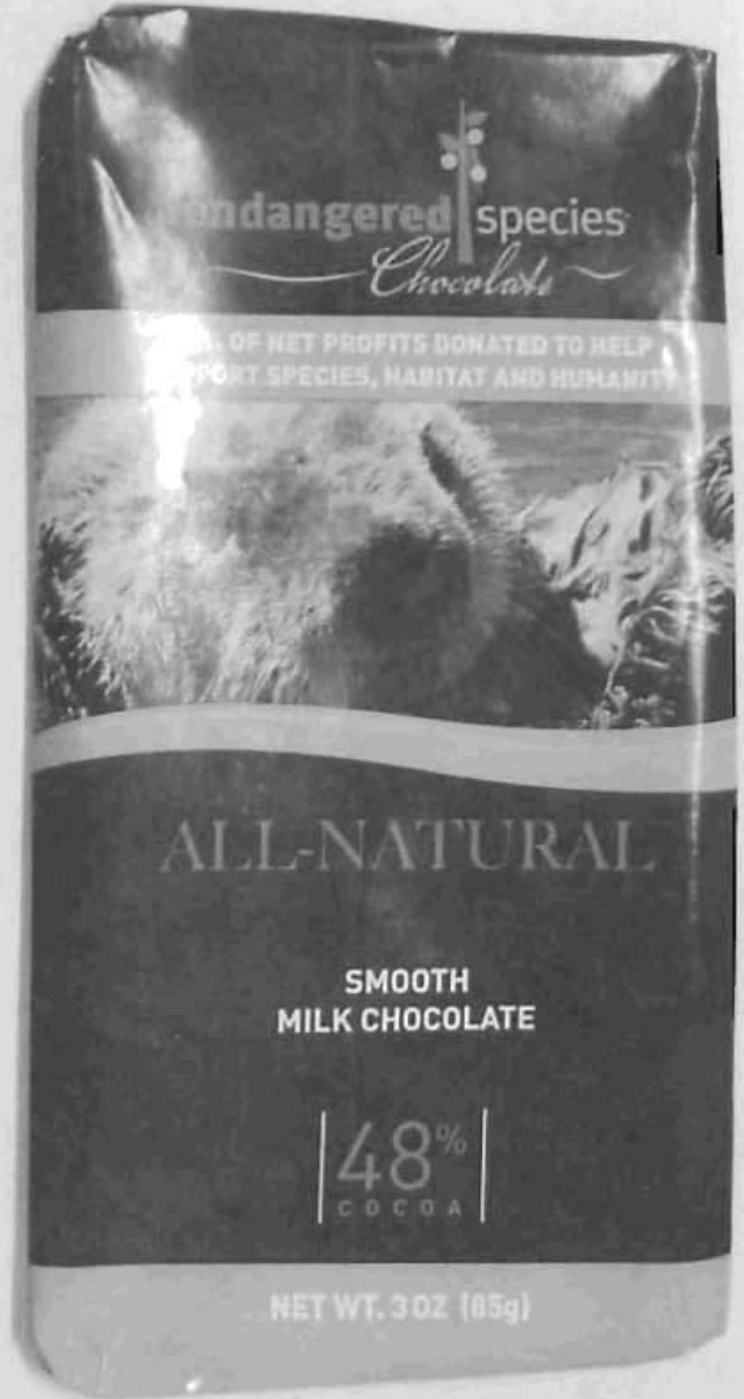


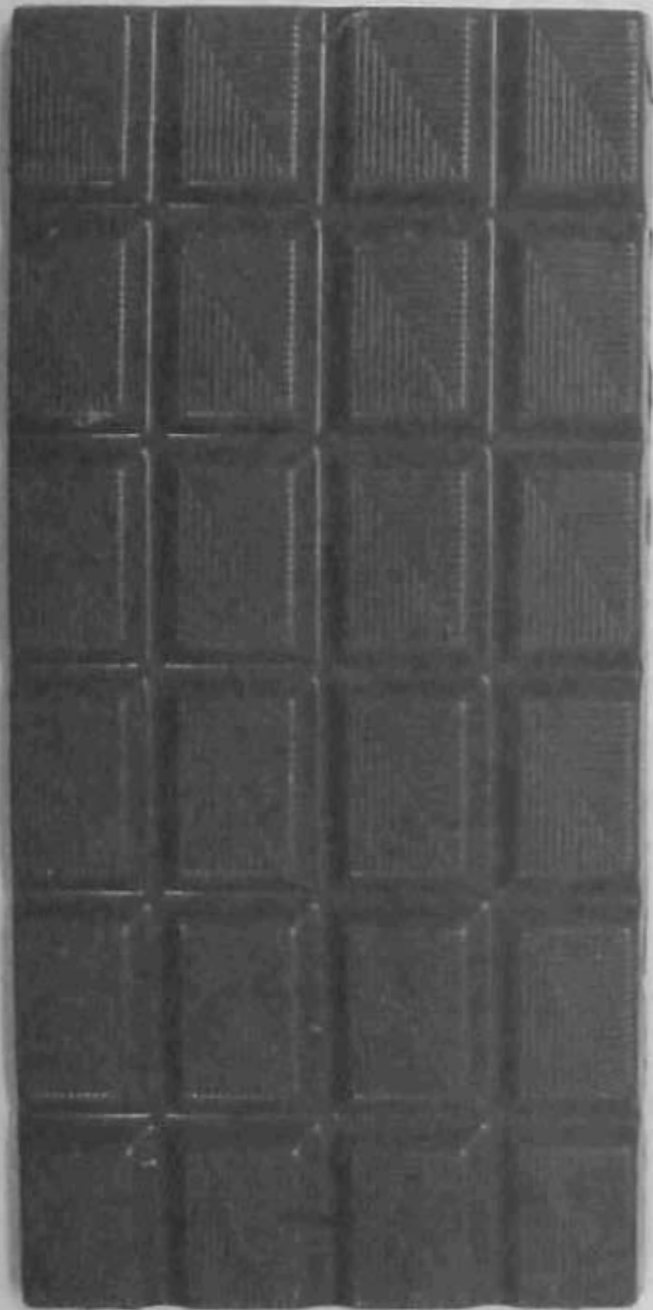
in the peanut taste.





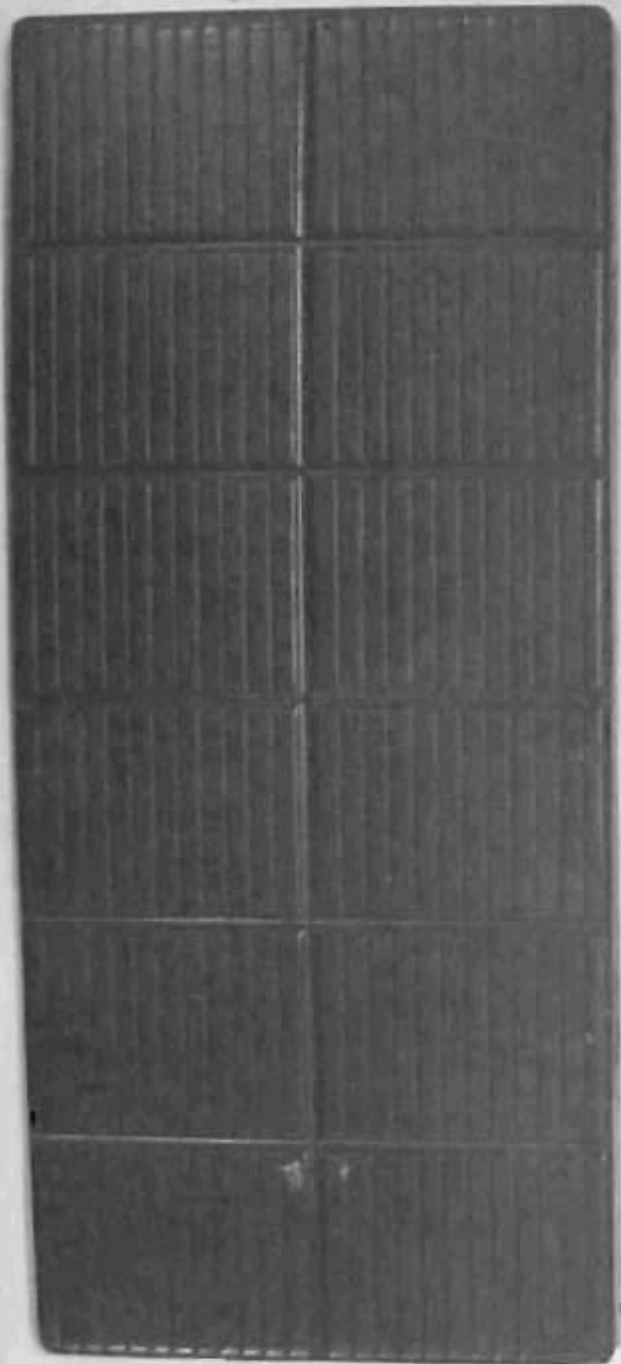




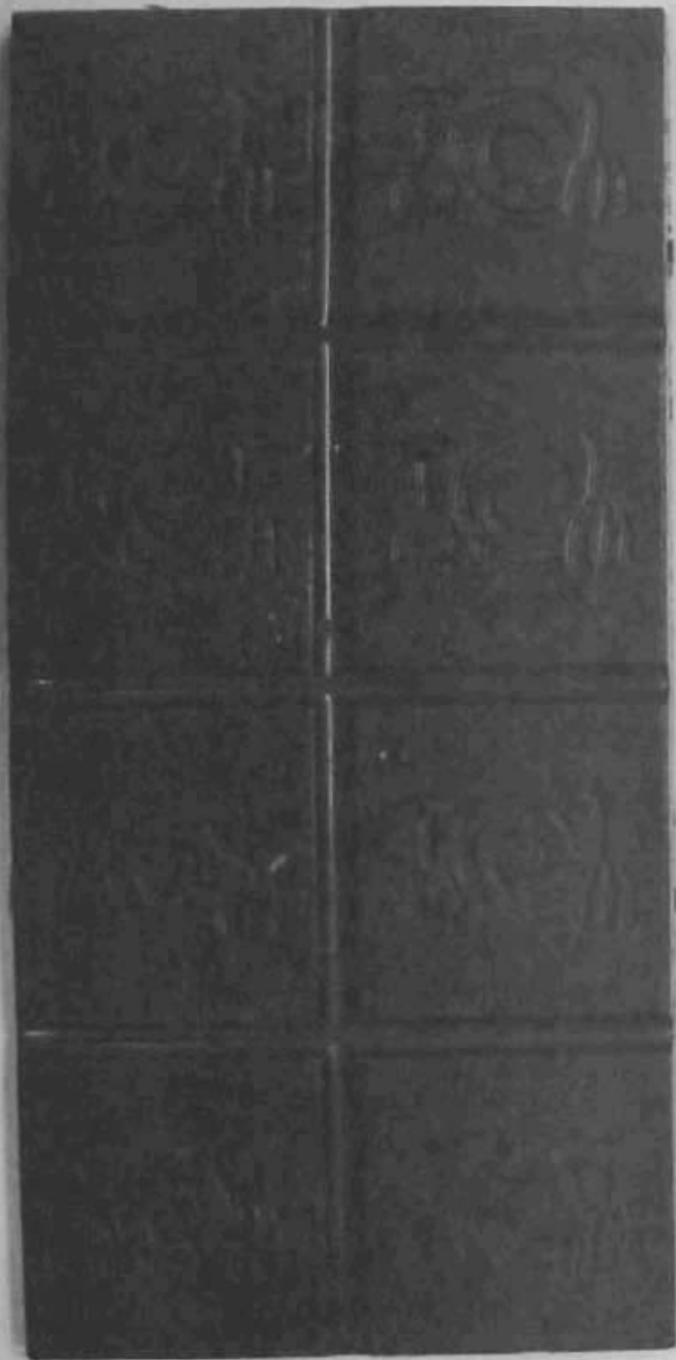












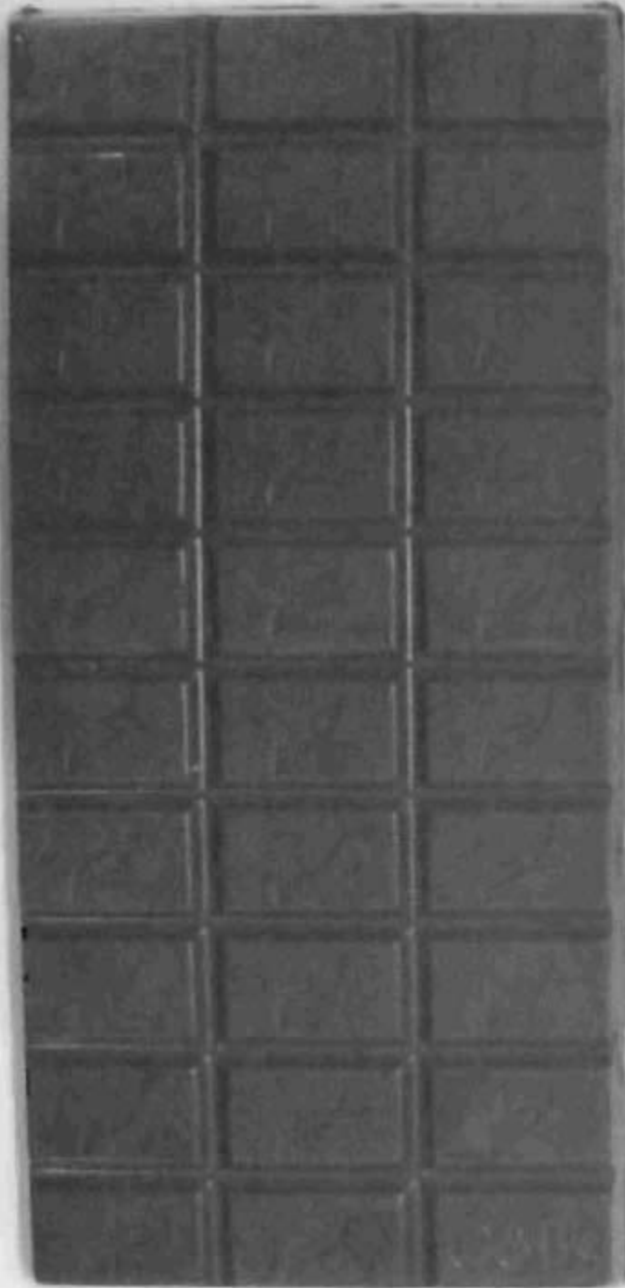




EXHIBIT 4

To: Hershey Chocolate & Confectionery Corpor ETC. (lduquette@hersheys.com)
Subject: U.S. TRADEMARK APPLICATION NO. 77809223 - N/A
Sent: 5/28/2010 10:47:53 AM
Sent As: ECOM116@USPTO.GOV
Attachments:

UNITED STATES PATENT AND TRADEMARK OFFICE

SERIAL NO: 77809223

MARK:

77809223

CORRESPONDENT ADDRESS:

LOIS B. DUQUETTE
THE HERSHEY COMPANY
100 CRYSTAL A DR
HERSHEY, PA 17033-9524

RESPOND TO THIS ACTION:

<http://www.uspto.gov/teas/eTEASpageD.htm>

GENERAL TRADEMARK INFORMATION:

<http://www.uspto.gov/main/trademarks.htm>

APPLICANT: Hershey Chocolate &
Confectionery Corpor ETC.

**CORRESPONDENT'S REFERENCE/DOCKET
NO:**

N/A

CORRESPONDENT E-MAIL ADDRESS:

lduquette@hersheys.com

OFFICE ACTION

TO AVOID ABANDONMENT, THE OFFICE MUST RECEIVE A PROPER RESPONSE TO THIS OFFICE ACTION WITHIN 6 MONTHS OF THE ISSUE/MAILING DATE.

ISSUE/MAILING DATE: 5/28/2010

This letter responds to the applicant's correspondence dated May 3, 2010.

The applicant (1) argued against the refusal to register the mark under Section 2(e)(5) as a functional design; (2) argued against the refusal to register the mark under Trademark Act Sections 1, 2 and 45 as a non-distinctive configuration of goods; (3) proposed amending the application to seek registration under

Section 2(f), acquired distinctiveness; (4) amended the description of the mark; and, (5) submitted information regarding the goods. Nos. 4 and 5 are accepted and made part of the record. No. 3 has raised a new issue.

The refusal to register the mark under Section 2(e)(5) as a functional design, and the refusal to register the mark under Trademark Act Sections 1, 2 and 45 as a non-distinctive configuration of goods, are maintained and continued.

NEW ISSUE – INSUFFICIENT EVIDENCE TO ESTABLISH ACQUIRED DISTINCTIVENESS

With regard to the refusal to register the mark under Trademark Act Sections 1, 2 and 45 as a non-distinctive configuration of goods, the applicant has proposed amending the application to seek registration on the Principal Register under Section 2(f), acquired distinctiveness. The applicant has based this claim upon (1) length of use; (2) ownership of a prior registration; (3) sales and advertising; and, (4) public recognition.

In this case, the applicant has failed to meet the burden of proving that the mark has acquired distinctiveness.

The burden of proving that a mark has acquired distinctiveness is on the applicant. *Yamaha Int'l Corp. v. Yoshino Gakki Co.*, 840 F.2d 1572, 6 USPQ2d 1001, 1004 (Fed. Cir. 1988); *In re Meyer & Wenthe, Inc.*, 267 F.2d 945, 122 USPQ 372 (C.C.P.A. 1959); TMEP §1212.01. An applicant must establish that the purchasing public has come to view the proposed mark as an indicator of origin.

Because the applicant's proposed mark is a variation of a very common feature of candy bars, namely, shaping the candy bars so that they may be broken into equal sized pieces, the allegation of five years' use and the claim of ownership of a prior registration are insufficient to show acquired distinctiveness. *In re Kalmbach Publ'g Co.*, 14 USPQ2d 1490 (TTAB 1989); *In re Loew's Theatres, Inc.*, 769 F.2d 764, 226 USPQ 865, 869 (Fed. Cir. 1985); TMEP §§1212.04(a) & 1212.05(a). Additional evidence is needed.

Applicant's allegations of sales and advertising expenditures do not per se establish that a term has acquired significance as a mark. Applicant also provided some actual advertising material so that the examining attorney can determine how the term is used, the commercial impression created by such use, and the significance the term would have to prospective purchasers. TMEP §1212.06(b); *see In re Boston Beer Co.*, 198 F.3d 1370, 53 USPQ2d 1056 (Fed. Cir. 1999); *In re Packaging Specialists, Inc.*, 221 USPQ 917, 920 (TTAB 1984). In this case, there is little or nothing about the advertising that causes the configuration of the candy bars to create any commercial impression.

The ultimate test in determining acquisition of distinctiveness under Trademark Act Section 2(f) is not applicant's efforts, but applicant's success in educating the public to associate the claimed mark with a single source. TMEP §1212.06(b); *see In re Packaging Specialists*, 221 USPQ at 920; *In re Redken Labs., Inc.*, 170 USPQ 526 (TTAB 1971).

Applicant's response also discusses public recognition wherein it provides, in part, "attention is directed to the article located at <http://bakingbites.com/2009/01/chocolate-bar-brownie-pan>, which discusses brownie pans sold by Williams Sonoma, which touts the public recognition of the shape of the pans as one that looks like applicant's configuration trademark. The text reads, "Whether you're a fan of Hershey's

chocolate bars or not, it's design is undeniably a classic confectionery icon." This same recognition is found on the website located at <http://www.chocolateysprinkles.com/2009/06/01/williams-sonoma/> with the following comment about the "chocolate bar brownie pan" that "It's like a Hershey's bar with individual brownies." Printouts of the relevant text from these sites are attached herewith." However, these articles were not attached to the response and, thus, this proposed evidence is not of record.

As noted above, an applicant bears the burden of proving that a mark has acquired distinctiveness. *See Yamaha Int'l Corp. v. Hoshino Gakki Co.*, 840 F.2d 1572, 1578-79, 6 USPQ2d 1001, 1006 (Fed. Cir. 1988); *In re Meyer & Wenthe, Inc.*, 267 F.2d 945, 949, 122 USPQ 372, 374-75 (C.C.P.A. 1959); TMEP §1212.01.

Applicant can present any additional competent evidence to establish that a mark has acquired distinctiveness. The amount and type of evidence required to establish acquired distinctiveness depends on the facts of each case and particularly on the nature of the mark sought to be registered. *See In re Owens-Corning Fiberglas Corp.*, 774 F.2d 1116, 1125, 227 USPQ 417, 422 (Fed. Cir. 1985); TMEP §1212.01.

TEAS PLUS APPLICANTS MUST SUBMIT DOCUMENTS ELECTRONICALLY OR SUBMIT FEE: Applicants who filed their application online using the reduced-fee TEAS Plus application must continue to submit certain documents online using TEAS, including responses to Office actions. *See* 37 C.F.R. §2.23(a)(1). For a complete list of these documents, see TMEP §819.02(b). In addition, such applicants must accept correspondence from the Office via e-mail throughout the examination process and must maintain a valid e-mail address. 37 C.F.R. §2.23(a)(2); TMEP §§819, 819.02(a). TEAS Plus applicants who do not meet these requirements must submit an additional fee of \$50 per international class of goods and/or services. 37 C.F.R. §2.6(a)(1)(iv); TMEP §819.04. In appropriate situations and where all issues can be resolved by amendment, responding by telephone to authorize an examiner's amendment will not incur this additional fee.

/John Dwyer/
Examining Attorney
Law Office 116
Telephone 571-272-9155
Facsimile 571-273-9116

RESPOND TO THIS ACTION: Applicant should file a response to this Office action online using the form at <http://www.uspto.gov/teas/eTEASpageD.htm>, waiting 48-72 hours if applicant received notification of the Office action via e-mail. For *technical* assistance with the form, please e-mail TEAS@uspto.gov. For questions about the Office action itself, please contact the assigned examining attorney. **Do not respond to this Office action by e-mail; the USPTO does not accept e-mailed responses.**

If responding by paper mail, please include the following information: the application serial number, the

mark, the filing date and the name, title/position, telephone number and e-mail address of the person signing the response. Please use the following address: Commissioner for Trademarks, P.O. Box 1451, Alexandria, VA 22313-1451.

STATUS CHECK: Check the status of the application at least once every six months from the initial filing date using the USPTO Trademark Applications and Registrations Retrieval (TARR) online system at <http://tarr.uspto.gov>. When conducting an online status check, print and maintain a copy of the complete TARR screen. If the status of your application has not changed for more than six months, please contact the assigned examining attorney.

To: Hershey Chocolate & Confectionery Corpor ETC. (lduquette@hersheys.com)
Subject: U.S. TRADEMARK APPLICATION NO. 77809223 - N/A
Sent: 5/28/2010 10:47:56 AM
Sent As: ECOM116@USPTO.GOV
Attachments:

IMPORTANT NOTICE REGARDING YOUR TRADEMARK APPLICATION

Your trademark application (Serial No. 77809223) has been reviewed. The examining attorney assigned by the United States Patent and Trademark Office (“USPTO”) has written a letter (an “Office action”) on 5/28/2010 to which you must respond (unless the Office letter specifically states that no response is required). Please follow these steps:

1. Read the Office letter by clicking on this [link](http://tmportal.uspto.gov/external/portal/tow?DDA=Y&serial_number=77809223&doc_type=OOA&)
http://tmportal.uspto.gov/external/portal/tow?DDA=Y&serial_number=77809223&doc_type=OOA&
OR go to <http://tmportal.uspto.gov/external/portal/tow> and enter your serial number to access the Office letter. If you have difficulty accessing the Office letter, contact TDR@uspto.gov.

PLEASE NOTE: The Office letter may not be immediately available but will be viewable within 24 hours of this e-mail notification.

2. Contact the examining attorney who reviewed your application if you have any questions about the content of the Office letter (contact information appears at the end thereof).

3. Respond within 6 months, calculated from 5/28/2010 (or sooner if specified in the Office letter), using the Trademark Electronic Application System (TEAS) **Response to Office Action form**. If you have difficulty using TEAS, contact TEAS@uspto.gov.

ALERT:

Failure to file any required response by the applicable deadline will result in the ABANDONMENT (loss) of your application.

Do NOT hit “Reply” to this e-mail notification, or otherwise attempt to e-mail your response, as the USPTO does NOT accept e-mailed responses.

EXHIBIT 5

PTO Form 1957 (Rev 9/2005)
 OMB No. 0651-0050 (Exp. 04/30/2011)

Response to Office Action

The table below presents the data as entered.

Input Field	Entered
SERIAL NUMBER	77809223
LAW OFFICE ASSIGNED	LAW OFFICE 116
MARK SECTION (no change)	
ARGUMENT(S)	
<u>IN THE UNITED STATES PATENT AND TRADEMARK OFFICE</u>	
Applicant: Hershey Chocolate & Confectionary Corporation)	Law Office: 116
Serial No.: 77/809223)	Examining Attorney: John Dwyer
Filed: August 20, 2009)	
Mark: Miscellaneous Design (Recessed Rectangular Panels))	
<u>RESPONSE TO OFFICE ACTION</u>	
<p>Kaye Scholer LLP respectfully submits this response to the Examining Attorney’s May 28, 2010 Office Action (the “Office Action”) on behalf of applicant Hershey Chocolate & Confectionary Corporation (“Applicant”).</p> <p>Applicant’s mark consists of the configuration of a rectangular candy bar with twelve (12) equally-sized recessed rectangular panels (each of which is of the same proportion, in terms of height and width, as the rectangular bar itself) arranged in a four panel by three panel format with each panel having its own raised border.</p> <p>The Office Action maintained, without any additional discussion or explanation, the November 24, 2009 office action’s refusal on the grounds that the mark purportedly is functional for the identified goods and consists of a non-distinctive product design. In addition, the Office Action refused registration on the ground that the Applicant allegedly has not provided sufficient evidence of acquired distinctiveness under Trademark Act Section 2(f).</p> <p>For the reasons set forth below, Applicant submits that the Examining Attorney has not carried his</p>	

burden to show that the proposed mark is functional and the record evidence confirms that the mark is not functional, and has achieved acquired distinctiveness. Therefore, Applicant submits that this Application is fit for publication.

I. The Applied-For Design is Not Functional

On November 24, 2009, the Examining Attorney issued an office action which concluded that the proposed mark was functional on the ground that “the shaping of the candy bar into equal sized pieces functions to enable consumers to break the candy into bite-sized pieces.” The Examiner requested evidence refuting the design’s functionality, which would show that the “configuration at issue provides no real utilitarian advantages to the user, but is one of many equally feasible, efficient and competitive designs.” November 24, 2009 Office Action.

On May 3, 2010, Applicant responded and requested reconsideration, asserting that the “mark as a whole” was non-functional and attaching evidence of the “availability of . . . feasible alternative designs.” Moreover, Applicant maintained that no advertising for its products that embody the applied-for design described or promoted any utilitarian purpose. The evidence presented in its May 3, 2010 response, Applicant submits, constituted “sufficient evidence to rebut the examining attorney’s prima facie case of functionality.” Trademark Manual of Examining Proc. (7th ed. Oct. 2010) (“TMEP”), § 1202.02(a)(iv). However, in the May 28, 2010 Office Action, the Examiner did not address the substance of Applicant’s response. Moreover, additional evidence submitted herewith confirms beyond a doubt that the proposed mark is non-functional.

A. Overview of Functionality Analysis

The functionality doctrine prevents trademark law, which seeks to promote competition, from inhibiting legitimate competition by allowing a producer to control a useful product feature. A feature is functional if it is “essential to the use or purpose of the [product] or when it affects the cost or quality of the [product].” *Traffix Devices, Inc. v. Marketing Displays, Inc.*, 58 U.S.P.Q.2d 1001, 532 U.S. 23, 33 (2001); *see also* TMEP § 1202.02(a)(iii). When a mark is refused registration on functionality grounds, the Examining Attorney must establish a prima facie case that the mark sought to be registered is functional, at which point the Applicant can overcome the refusal by presenting evidence that rebuts the Examining Attorney’s prima facie case. TMEP § 1202.02(a)(iv).

A mark is not functional where the particular unique combination of elements embodied in the proposed mark does not disadvantage competitors. *See, e.g., In re Honeywell Inc.*, 8 U.S.P.Q.2d 1600, 1988 WL 252417 (T.T.A.B. 1988) (finding the fact that competitors did not adopt applicant’s thermostat configuration after 17 years of use was evidence of nonfunctionality; finding no “evidence of use by competitors . . . for so many years, despite applicant’s apparent lack of any patent and trademark protection for it, we conclude that the number of alternative designs available to competitors, although limited, is sufficient for this product”); *Cartier, Inc. v. Four Star Jewelry Creations, Inc.*, 348 F. Supp. 2d 217, 225 (S.D.N.Y. 2004) (defendants’ expert’s admission that a “bar on manufacturing a watch with a combination of features composing Cartier’s trade dress as a whole would not seriously limit his options as a watch designer further substantiates the view that the designs are nonfunctional”); Restatement Third, Unfair Competition §17, comment b (1995) (“The fact that the overall design or

combination contains individual features that are themselves functional does not preclude protection for the composite. . . . Protection of the overall design, however, will not preclude others from adopting the functional constituents.”)

Moreover, even if one or more individual elements of an applied-for design serves a particular function, the overall aggregation, relationship and arrangement of the features that comprise the design can be non-functional. “When the thing claimed as trade dress or a trademark consists of a combination of individual design features, then it is the functionality of the overall combination that controls. Thus, an overall design combination of individually functional items is protectable because while the pieces are individually functional, this particular combination of those pieces is not functional.” *McCarthy On Trademarks and Unfair Competition*, § 7:76 (2010); *KeyStone Retaining Wall Sys., Inc. v. Westrock, Inc.*, 997 F.2d 1444, 1449 (Fed. Cir. 1993) (Regarding functionality, jury received appropriate instruction to “consider the [trade dress] design as a whole and [] not focus on isolated elements of the design”; holding that the Ninth Circuit in *Fuddrucker, Inc. v. Doc's B.R. Others, Inc.*, 826 F.2d 837, 842 (9th Cir. 1987), was correct in stating that the proper inquiry is “whether the whole collection of elements taken together are functional”); *In re Chesebrough-Pond's, Inc.*, 224 U.S.P.Q. 967 (T.T.A.B. 1984) (where all individual aspects are functional, the “overall composite design” can be nonfunctional).

B. There is No Evidence That Protection for the Applied-For Design Will Disadvantage Competitors.

The particular shapes and combination of the elements comprising Applicant's applied-for mark are not necessary to the function which the Board alleges bars registration, *i.e.*, “enabl[ing] consumers to break the candy into bite-sized pieces,” and trademark protection for that particular design will not prevent competitors from selling chocolate bars, or from selling chocolate bars that can be broken into bite-sized pieces. Applicant's applied-for mark, which consists of the configuration of a rectangular candy bar with twelve (12) equally-sized recessed rectangular panels arranged in a four panel by three panel format with each panel having its own raised border, is merely one of a virtually infinite number of ways to design a candy bar. As shown in the accompanying Declaration of Volker Kramer, dated November 23, 2010, and as the third party designs proffered by the Examining Attorney show, there are many other ways to configure a candy bar, including many other ways to configure a candy bar that is divided into segments. As demonstrated by the evidence of third party designs for chocolate bars in the record, it is clear that a prohibition on the copying of the particular combination of elements that comprise Applicant's applied-for mark would not limit others' abilities to manufacture chocolate bars.

C. Application of the Morton-Norwich Factors Confirms that Applicant's Mark is Not Functional

When considering functionality, the Board applies the aforementioned basic principles of the functionality doctrine and also looks to the factors set forth in *In re Morton-Norwich Prods., Inc.*, 671 F.2d 1332, 1340-41, 213 U.S.P.Q. 9, 15-16 (CCPA 1982): (1) the existence of a utility patent disclosing the utilitarian advantages of the design; (2) advertising materials in which the originator of the design touts the design's utilitarian advantages; (3) the availability to competitors of functionally equivalent designs; and (4) facts indicating that the design results in a comparatively simple or cheap method of

manufacturing the product. Here, each factor weighs in favor of a finding of non-functionality.

1. Applicant Has No Live, Expired or Abandoned Patents for the Design

The applied-for mark is not being claimed and has not been claimed in a design or utility patent of Applicant. (Declaration of Lois B. Duquette, dated November 23, 2010 (“Duquette Decl.”) at ¶ 5.)

2. There Is No Evidence That Applicant Has Promoted the Design as Having Utilitarian Advantages.

Applicant submits a variety of advertising materials from the past several decades concerning its Hershey’s chocolate bar, the design for which is the subject of the applied-for mark. (Duquette Decl. Ex. A.) None of the advertisements promotes the design of the bar as having utilitarian advantages over any other configuration, and there is no evidence in the record of any such advertising.

3. Alternative Designs Available Are Functionally Equivalent

A review of the third party designs in the record demonstrates that candy and chocolate bar manufacturers employ a limitless variety of bar designs. Indeed, the Examiner has cited ample evidence of alternative designs utilized by Hershey’s competitors, all of which are equally feasible, cost comparable alternatives to the design manufactured by Applicant. For example, Nestle, another significant candy seller, sells Nestle Crunch Crisp, which, as depicted in the photograph attached by the Examiner in his Office Action, does not consist of any segments and has only a coating of milk chocolate and “crispies.” Further, the Ritter Sport’s “Ritter Sport Milk Chocolate with Whole Hazelnuts,” another third party product, also embodies an entirely different configuration than the applied-for design. Ritter Sport’s chocolate bar is comprised of 16 – not 12 – segments, in the shape of small squares - not rectangles, while the Kingsbury Chocolates Nib, manufactured by Artfully Chocolate | Kingsbury Confections (“ACKC”), consists of 28 square segments, none of which feature recessed panels or borders around the segments. (Attachments to November 24, 2009 Office Action).

Apart from the evidence submitted by the Examiner, Applicant submits with this response a declaration from Volker Kramer, who has many years of experience in the business of designing and producing chocolate moulds for candy manufacturers in the United States and elsewhere, and who attests that there are numerous alternative chocolate and candy bar designs available.[1] (Declaration of Volker Kramer, dated November 23, 2010 (“Kramer Decl.”), at ¶¶ 3, 7, 11.) Mr. Kramer identifies, as exemplars only, at least eleven additional designs employed by other chocolate and candy bar manufacturers – including many designs with segments – that are not the same as Applicant’s distinctive configuration. The chocolate bars attached as Exhibit B to the Kramer Declaration and as attachments to the Examiner’s November 24, 2009 Office Action confirm that there are numerous other chocolate bars that are offered with:

- bar shapes of different proportions (*i.e.*, non-rectangular candy shape)

See, e.g., Ritter Sport Milk Chocolate with Whole Hazelnuts, Storz Nougat Praline, Ferrero Kinder Bueno, Nestle Chokito, Divine Milk Chocolate 1.5 oz., Dove Silky Smooth Milk Chocolate.

- a different number of segments

See, e.g., Nidar Yade, Ritter Sport Milk Chocolate with Whole Hazelnuts, Storz Nougat Praline, Dagoba Organic Chocolate Lime, Kingsbury Chocolates Nib, Lake Champlain Peppermint Crunch, Ritter Sport Cornflakes, Lake Champlain Milk Chocolate, Sea Salt & Almond Bar, NECCO Sky Bar, Storz Nougat Praline, Chocolove Cherries & Almonds in Dark Chocolate, Choxie Dark Chocolate Key Lime Truffle Bar, Chuao Spicy Maya, Ferrero Kinder Bueno, Nestle Mint Aero, Newman's Own Organics Milk Chocolate, Theo Organic Milk Chocolate, Theo Bread & Chocolate Dark Chocolate, Endangered Species Milk Chocolate, Divine Milk Chocolate 3.5 oz., Divine Milk Chocolate 1.5 oz., Doctor's CarbRite Diet SugarFree Milk Chocolate Bar, Wegman's Milk Chocolate with Almonds, Wegman's Milk Chocolate, Green & Black's Organic Milk Chocolate, Dove Silky Smooth Milk Chocolate.

- a different layout of segments

See, e.g., Nidar Yade, Ritter Sport Milk Chocolate with Whole Hazelnuts, Storz Nougat Praline, Dagoba Organic Chocolate Lime, Kingsbury Chocolates Nib, NECCO Sky Bar, Storz Nougat Praline, Chocolove Cherries & Almonds in Dark Chocolate, Chuao Spicy Maya, Ferrero Kinder Bueno, Nestle Mint Aero, Newman's Own Organics Milk Chocolate, Theo Organic Milk Chocolate, Theo Bread & Chocolate Dark Chocolate, Endangered Species Milk Chocolate, Divine Milk Chocolate 3.5 oz., Divine Milk Chocolate 1.5 oz., Doctor's CarbRite Diet SugarFree Milk Chocolate Bar, Wegman's Milk Chocolate with Almonds, Wegman's Milk Chocolate, Green & Black's Organic Milk Chocolate, Dove Silky Smooth Milk Chocolate.

- segments of different proportions

See, e.g., Nidar Yade, Ritter Sport Milk Chocolate with Whole Hazelnuts, Storz Nougat Praline, Dagoba Organic Chocolate Lime, Kingsbury Chocolates Nib, Lake Champlain Peppermint Crunch, Ritter Sport Cornflakes, Lake Champlain Milk Chocolate, Sea Salt & Almond Bar, NECCO Sky Bar, Storz Nougat Praline, Chocolove Cherries & Almonds in Dark Chocolate, Choxie Dark Chocolate Key Lime Truffle Bar, Chuao Spicy Maya, Ferrero Kinder Bueno, Nestle Mint Aero, Newman's Own Organics Milk Chocolate, Theo Organic Milk Chocolate, Theo Bread & Chocolate Dark Chocolate, Endangered Species Milk Chocolate, Divine Milk Chocolate 3.5 oz, Divine Milk Chocolate 1.5 oz., Doctor's CarbRite Diet SugarFree Milk Chocolate Bar, Wegman's Milk Chocolate with Almonds, Wegman's Milk Chocolate, Green & Black's Organic Milk Chocolate, Dove Silky Smooth Milk Chocolate.

- segments with different three-dimensional proportions (*i.e.*, pillow shaped, edges of segments lack, or have different heights of, borders, etc.) and/or designs embossed on each segment

See, e.g., Nidar Yade, Ritter Sport Milk Chocolate with Whole Hazelnuts, Storz Nougat Praline, Dagoba Organic Chocolate Lime, Kingsbury Chocolates Nib, Lake Champlain Peppermint Crunch, Ritter Sport Cornflakes, Lake Champlain Milk Chocolate, Sea Salt & Almond Bar, NECCO Sky Bar, Storz Nougat Praline, Chocolove Cherries & Almonds in Dark Chocolate, Choxie Dark Chocolate Key Lime Truffle Bar, Chuao Spicy Maya, Ferrero Kinder Bueno, Nestle Mint Aero, Newman's Own Organics Milk Chocolate, Theo Organic Milk Chocolate, Theo Bread & Chocolate Dark Chocolate, Endangered Species Milk Chocolate, Divine Milk Chocolate 3.5 oz., Divine Milk Chocolate 1.5 oz., Doctor's CarbRite Diet SugarFree Milk Chocolate Bar, Wegman's Milk Chocolate with Almonds, Wegman's Milk Chocolate, Green & Black's Organic Milk Chocolate, Dove Silky Smooth Milk Chocolate.

- no segments at all

See, e.g., Nestle Chokito, Nestle Crunch Crisp, Kit Kat Caramel, Nestle Milk Chocolate.

Mr. Kramer's evidence corroborates the evidence identified by the Examiner which shows that numerous functionally equivalent alternative designs are available. The examples listed above demonstrate that chocolate bars need not have: (1) segments, (2) 12 segments, (3) equally-sized segments, (4) segments arranged in a four panel by three panel format, (5) segments that are of the same dimensional proportions as the overall bar, (6) rectangularly shaped segments, or (7) recessed segments with raised borders. The fact that other major candy bars have entirely different designs than the design used by Applicant is strong evidence that Applicant's design does not give Applicant any advantage over its competitors. Indeed, other brands of chocolate manufactured and sold by Applicant under different trade names (*e.g.*, Dagoba Organic Chocolate) utilize very different designs than the design of the applied-for mark. (*See* attachments to November 24, 2009 Office Action and Duquette Decl. ¶ 19.) Moreover, the Examiner has not identified, and Applicant cannot identify, a competing product similar in design to Applicant's applied-for shape, which is further evidence that the proposed mark is not functional.

4. Applicant's Design Is Not a Result of "Simple or Cheap Method of Manufacturing" and Provides No Utilitarian Advantage.

The applied-for design of the Applicant's candy bar is not "one of few *superior* designs available." (November 24, 2009 Office Action) (emphasis added). The use of each element of Applicant's chocolate bar design, and the overall combination of elements, are non-essential to the manufacture of the bar and does not result in cheaper manufacturing. As Mr. Kramer explains, the tooling and moulds for the framed segments of the Hershey design are more expensive to create than are the tooling and moulds for other chocolate bar designs. In fact, the particular configuration of the Hershey design is no less costly to manufacture than other alternative segmented bar designs. (Kramer Decl. ¶¶ 8 - 10.) *See In re UDOR U.S.A., Inc.*, Serial No. 78867933, 2009 T.T.A.B. LEXIS 61, at *17-18 (T.T.A.B. Mar. 4, 2009) (noting that if the applicant had adopted a different configuration, one which "may well have resulted in increased costs and major inefficiencies in the manufacturing and shipping processes" then applicant's design would present a "stronger case for being a non-functional source-identifier -- a shape that is 'uneconomical or otherwise disadvantageous'") (internal citation omitted); *Cartier, Inc. v. Four Star Jewelry Creations, Inc.*, 348 F. Supp. 2d 217, 225 (S.D.N.Y. 2004) (if evidence indicates that "many of the trade dress features [actually] increase the time, difficulty and cost involved in their

manufacture,” the designs are less likely to be found to serve a “functional, essential, or cost-saving role in the manufacture of” the design at issue.)

In sum, based on the analysis above, it is clear that the distinctive design of Applicant’s chocolate bar is (1) unique to Applicant, and (2) not required by the functional aspects of the product.

II. Applicant Submits Substantial and Compelling Evidence of Acquired Distinctiveness

Applicant also respectfully submits that its three-dimensional product configuration mark has acquired distinctiveness required under *Wal-Mart Stores, Inc. v. Samara Bros. Inc.*, 529 U.S. 205 (2000). Acquired distinctiveness, or secondary meaning, exists if a substantial number of purchasers or prospective purchasers associate the design with a single source. Six factors are relevant to determining whether a product’s design has acquired secondary meaning: 1) the length and exclusivity of the mark’s use; 2) advertising expenditures; 3) sales success; 4) unsolicited media coverage of the product; 5) consumer studies linking the mark to a source; and 6) attempts to plagiarize the mark. *Nautilus Group, Inc. v. Icon Health & Fitness, Inc.*, 372 F.3d 1330, 1340 n.7 (Fed. Cir. 2004); *Coach Servs. v. Triumph Learning LLC*, Serial Nos. 78535642/78536143, 2010 T.T.A.B. LEXIS 383, at *62 (T.T.A.B. Sept. 17, 2010). Each of these factors strongly favors a finding of secondary meaning here.

A. The Length and Exclusivity of the Mark’s Use

First, the applied-for chocolate bar design has been in use for more than 42 years, as Applicant began manufacturing, distributing, and selling the Hershey’s Milk Chocolate bar in this product configuration in 1968. (Duquette Decl. ¶ 4.) *See In re Uncle Sam Chemical Co., Inc.*, 229 U.S.P.Q. 233 (T.T.A.B. 1986) (finding that a “declaration attesting to over eighteen years of substantially exclusive and continuous use of the term together with evidence of considerable sales of products sold under the mark is sufficient to support a claim of acquired distinctiveness”). For over forty years, Applicant has sold its milk chocolate bar in the applied-for product configuration, namely twelve equally-sized recessed rectangular panels arranged in a four panel by three panel format with each panel having its own raised border within a large rectangle. (Duquette Decl. ¶ 4.) The long period of continuous and exclusive use by Applicant of its applied-for design indicates that its product design has acquired secondary meaning.

B. Advertising Expenditures

Applicant also heavily advertises and promotes its product design. Applicant’s licensee has spent more than \$186 million nationwide in advertising its products embodying the applied-for design in the past 24 years. (Duquette Decl. ¶ 7.) Many of Applicant’s advertisements prominently depict the shape of its chocolate bar which imbue the configuration with source-identifying significance and, indeed, the bar’s individual segments are featured on many Hershey bar packages and other advertising. (*Id.*, ¶ 9 & Ex. A.) Applicant’s advertisements appear in national publications, on national television, on the internet and in several other media outlets. (*Id.*, ¶ 8.) Advertisements prominently featuring the alleged product configuration are often cited as evidence of secondary meaning. *See Callaway Golf Co. v. Golf Clean,*

Inc., 915 F. Supp. 1206, 1213 (M.D. Fla. 1995) (holding that over \$5,000,000 spent in advertising that prominently featured club head was significant factor in finding of secondary meaning for a gold club design); *General Foods Corp. v. MGD Partners*, 1984 T.T.A.B. LEXIS 38, Serial No. 153,102, at *25-26 (T.T.A.B. Sept. 28, 1984) (finding that applicant has demonstrated secondary meaning based on various facts including “large volume of advertising and sales activity” since product inception).

C. Sales Success

Since 1998, aggregate or total sales to consumers have exceeded \$4 billion. Applicant’s Hershey’s candy bars are sold throughout all fifty states. (Duquette Decl. ¶ 6.) Thus, the applied-for mark is well recognized as belonging to Applicant and has become associated directly with Applicant’s quality products due to Applicant’s consistent, extensive and exclusive use. With such widespread and consistent use of the design, and the fact that Applicant continues to sell its chocolate bar embodying the applied-for design in mass quantities today, acquired distinctiveness can be easily found.

D. Unsolicited media coverage of the Hershey Chocolate Bar Design

The shape and design of the Hershey’s chocolate bar has also been the subject of favorable unsolicited media recognition. For example, at the food blog <http://bakingbites.com/2009/01/chocolate-bar-brownie-pan>, a website devoted to baking and cooking, the author features a brownie pan sold by Williams Sonoma which results in brownies that: “use[] the iconic look of the chocolate candy bar” and associates the “iconic look” with that of Hershey’s chocolate bars, stating that “[w]hether you’re a fan of Hershey’s chocolate bars or not, it’s design is undeniably a classic confectionery icon: a flat, rectangular bar divided up into bite-sized pieces. . .” The brownie pan (an attempt to plagiarize the Applicant’s mark, as discussed below), which does not use Applicant’s famous HERSHEY’S trademark, was also featured on another blog, found at <http://www.chocolateysprinkles.com/2009/06/01/williams-sonoma/>, in which the author announces his excitement for the Williams Sonoma brownie pan and observes that “It’s like a Hershey’s bar with individual brownies.” (Duquette Decl. Exs. D & E, at ¶¶ 15-16.) Significantly, consumers who encountered the Williams Sonoma pan in the distinctive shape and design for which Applicant now seeks to obtain a trademark registration recognized immediately that it produces brownies that looked like Hershey’s chocolate bar product embodying that design. This is compelling evidence of an association in the minds of the purchasing public of the applied-for design with the source of the product.

The configuration of the Hershey’s chocolate bar is also called to mind by others in connection with goods in a variety of other contexts which is still further evidence of a consumer recognition of the applied-for design and an association of the design with its source. For example, one writer likened the size of a “silver metal slug” that is produced by a typesetting machine to “the size and shape of a Hershey’s chocolate bar,” while another reporter noted that posters for the Dave Matthews Band, that are “designed to look like a Hershey chocolate bar,” were for sale. (Duquette Decl. ¶ 17 & Ex. F.)

E. Attempts to Plagiarize

Attempts by others to plagiarize the mark also confirm it has achieved secondary meaning. Applicant has, on several occasions, learned of attempts by others to use the distinctive shape of its HERSHEY'S chocolate bar without permission. For example, the brownie baking pan, discussed above, which was described as a "chocolate bar brownie pan," recently was distributed and sold without Hershey's permission by retailer Williams Sonoma. After Hershey sued for trademark infringement on May 11, 2010, the parties ultimately settled their dispute by agreement and Hershey agreed to license its distinctive Hershey design -- *see* Exhibit B to Duquette Decl. at ¶ 12 -- which is additional evidence that the applied-for mark has obtained the acquired distinctiveness in the minds of the public. *In re Carl Walther GmbH*, Serial No. 77096523 (T.T.A.B. Oct. 26, 2010) ("The fact that the PPK handgun design is sought after and licensed to a maker of replica products has been recognized as one type of evidence that helps establish that a configuration or trade dress mark has become distinctive."). Similarly, Applicant's design was copied by another candy company, R.M. Palmer Candy Co. ("R.M. Palmer") which, after Hershey objected, agreed to cease use of the objected-to design. (*Id.*, ¶ 13 & Ex. C.)

F. Federal Trademark Registration of the Well-Known Design of the Famous HERSHEY'S Chocolate Bar (with the word "HERSHEY'S")

Hershey owns an existing registration, Registration No. 3668662, for a design and word mark in class 30, that consists of the subject design mark, plus letters spelling 'Hershey's' in each recessed panel." *See* Duquette Decl. ¶ 18 & Ex. G. The only difference between the applied-for mark and this existing registration is the inclusion of the word "HERSHEY'S" on each chocolate bar segment; that is, the prior registration covers *both* the word "HERSHEY'S" and the design of the bar. The Trademark Office did not require Hershey to disclaim the design elements of the mark in Registration No. 3668662.

Therefore, by not requiring a disclaimer, the Trademark Office conceded that the design elements had achieved secondary meaning.

G. Survey Evidence of Secondary Meaning

While all of the foregoing evidence, standing alone, is sufficient to establish secondary meaning in the applied-for design, Applicant also submits a consumer survey conducted by Robert L. Klein that confirms the distinctiveness of its product design. The survey corroborates Applicant's strong showing of secondary meaning.

Applicant's survey was conducted Robert L. Klein, a recognized market research expert who has previously credited by the Board (*see, e.g., National Pork Board v. Supreme Lobster and Seafood Co.*, 96 U.S.P.Q.2d 1479 (T.T.A.B. June 11, 2010), and followed accepted protocols for the measurement of secondary meaning. In the survey's text cell, 83.8% of likely purchasers of chocolate bars identified a chocolate bar embodying the applied-for design (and *not* including the HERSHEY'S word mark) as emanating from a single source, namely Hershey. (Report of Robert L. Klein dated November 22, 2010, at pp. 3, 9) Even after the results of a control cell were subtracted, over 42% of likely purchasers identified Hershey as the sole source of a chocolate bar embodying the applied-for design. These results are compelling evidence of secondary meaning. *See* 37 C.F.R. § 2.41(a); *Tone Bros. v. Sysco Corp.*, 28 F.3d 1192, 1203-04 (Fed. Cir. 1994) (holding that 37% of survey respondents identifying trade dress with a single manufacturer was sufficient evidence of secondary meaning); *McNeil-PPC v. Granutec*,

Inc., 919 F. Supp. 198, 37 U.S.P.Q.2d 1713 (E.D.N.C. 1995) (where 41% associated red and yellow capsules with a single brand and 38% identified that brand as TYLENOL, court found sufficient proof of secondary meaning in the red and yellow capsule colors); *Monsieur Henri Wines, Ltd. Et Al. v. Duran*, 204 U.S.P.Q. 601, 606, 1979 WL 24898 (T.T.A.B. 1979) (survey evidence showing 37% association of brand with background design corroborated finding that opposer’s mark had “come to serve in and of itself as a strong indication of origin”).

In sum, Applicant respectfully requests that the refusal based on non-distinctiveness be set aside and that the Examining Attorney approve the application for publication.

CONCLUSION

For the foregoing reasons, Applicant respectfully submits that the Examining Attorney has not met its burden to show that the proposed mark is functional, and that the Applicant has shown that the proposed mark has acquired distinctiveness. Accordingly, Applicant respectfully submits that this application is in condition for publication. Favorable action is therefore requested.

The PTO is authorized to collect any fees necessitated by this Response from the deposit account of Applicant’s attorneys, Kaye Scholer LLP, Deposit Account No. 11-0228.

[1] Courts routinely consider credible testimony submitted in support of non-functionality. *See Cartier, Inc. v. Four Star Jewelry Creations, Inc.*, 348 F. Supp. 2d 217, 224 (S.D.N.Y. 2004) (finding testimony from Cartier’s director of watch marketing regarding the “aesthetic value conveyed by the design of the watch” credible, which emphasized that “functional superiority [was] not among Cartier’s objectives”); *General Motors Corp. v. Lanard Toys, Inc.*, 468 F.3d 405, 417 (6th Cir. 2006) (finding statements by the General Motors Senior Vice President of Engineering and Product Development that the “Government’s technical specification did not address the exterior appearance or the styling of the [Hummer/Humvee] vehicle.”

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DESCRIPTION OF EVIDENCE FILE	Declaration of Lois B. Duquette, Esq. and Exhibits A to G; Declaration of Volker Kramer and Exhibits A to B; Report of Robert L. Klein: Secondary Meaning Survey Methodology and Results
SIGNATURE SECTION	
RESPONSE SIGNATURE	/Paul Llewellyn/
SIGNATORY'S NAME	Paul Llewellyn
SIGNATORY'S POSITION	Attorney of record
DATE SIGNED	11/25/2010
AUTHORIZED SIGNATORY	YES
FILING INFORMATION SECTION	
SUBMIT DATE	Thu Nov 25 10:58:25 EST 2010
TEAS STAMP	USPTO/ROA-98.204.187.29-2 0101125105825117833-77809 223-47076b7e8e5436de1b720 6554217a65966b-N/A-N/A-20 101125103538399257

Response to Office Action
To the Commissioner for Trademarks:

Application serial no. **77809223** has been amended as follows:

ARGUMENT(S)

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

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Hershey Chocolate &) Law Office: 116
Confectionary Corporation)
)
Serial No.: 77/809223) Examining Attorney: John Dwyer
)
Filed: August 20, 2009)
)
Mark: Miscellaneous Design)
(Recessed Rectangular)
Panels))

RESPONSE TO OFFICE ACTION

Kaye Scholer LLP respectfully submits this response to the Examining Attorney’s May 28, 2010 Office Action (the “Office Action”) on behalf of applicant Hershey Chocolate & Confectionary Corporation (“Applicant”).

Applicant’s mark consists of the configuration of a rectangular candy bar with twelve (12) equally-sized recessed rectangular panels (each of which is of the same proportion, in terms of height and width, as the rectangular bar itself) arranged in a four panel by three panel format with each panel having its own raised border.

The Office Action maintained, without any additional discussion or explanation, the November 24, 2009 office action’s refusal on the grounds that the mark purportedly is functional for the identified goods and consists of a non-distinctive product design. In addition, the Office Action refused registration on the ground that the Applicant allegedly has not provided sufficient evidence of acquired distinctiveness under Trademark Act Section 2(f).

For the reasons set forth below, Applicant submits that the Examining Attorney has not carried his burden to show that the proposed mark is functional and the record evidence confirms that the mark is not functional, and has achieved acquired distinctiveness. Therefore, Applicant submits that this Application is fit for publication.

I. The Applied-For Design is Not Functional

On November 24, 2009, the Examining Attorney issued an office action which concluded that the proposed mark was functional on the ground that “the shaping of the candy bar into equal sized pieces functions to enable consumers to break the candy into bite-sized pieces.” The Examiner requested evidence refuting the design’s functionality, which would show that the “configuration at issue provides no real utilitarian advantages to the user, but is one of many equally feasible, efficient and competitive designs.” November 24, 2009 Office Action.

On May 3, 2010, Applicant responded and requested reconsideration, asserting that the “mark as a whole” was non-functional and attaching evidence of the “availability of . . . feasible alternative designs.” Moreover, Applicant maintained that no advertising for its products that embody the applied-for design described or promoted any utilitarian purpose. The evidence presented in its May 3, 2010 response, Applicant submits, constituted “sufficient evidence to rebut the examining attorney’s prima facie case of functionality.” Trademark Manual of Examining Proc. (7th ed. Oct. 2010) (“TMEP”), § 1202.02(a)(iv). However, in the May 28, 2010 Office Action, the Examiner did not address the substance of Applicant’s response. Moreover, additional evidence submitted herewith confirms beyond a doubt that the proposed mark is non-functional.

A. Overview of Functionality Analysis

The functionality doctrine prevents trademark law, which seeks to promote competition, from inhibiting legitimate competition by allowing a producer to control a useful product feature. A feature is functional if it is “essential to the use or purpose of the [product] or when it affects the cost or quality of the [product].” *TrafFix Devices, Inc. v. Marketing Displays, Inc.*, 58 U.S.P.Q.2d 1001, 532 U.S. 23, 33 (2001); *see also* TMEP § 1202.02(a)(iii). When a mark is refused registration on functionality grounds, the Examining Attorney must establish a prima facie case that the mark sought to be registered is functional, at which point the Applicant can overcome the refusal by presenting evidence that rebuts the Examining Attorney’s prima facie case. TMEP § 1202.02(a)(iv).

A mark is not functional where the particular unique combination of elements embodied in the proposed mark does not disadvantage competitors. *See, e.g., In re Honeywell Inc.*, 8 U.S.P.Q.2d 1600, 1988 WL 252417 (T.T.A.B. 1988) (finding the fact that competitors did not adopt applicant’s thermostat configuration after 17 years of use was evidence of nonfunctionality; finding no “evidence of use by competitors . . . for so many years, despite applicant's apparent lack of any patent and trademark protection for it, we conclude that the number of alternative designs available to competitors, although limited, is sufficient for this product”); *Cartier, Inc. v. Four Star Jewelry Creations, Inc.*, 348 F. Supp. 2d 217, 225 (S.D.N.Y. 2004) (defendants’ expert’s admission that a “bar on manufacturing a watch with a combination of features composing Cartier’s trade dress as a whole would not seriously limit his options as a watch designer further substantiates the view that the designs are nonfunctional”); Restatement Third, Unfair Competition §17, comment b (1995) (“The fact that the overall design or combination contains individual features that are themselves functional does not preclude protection for the composite. . . . Protection of the overall design, however, will not preclude others from adopting the functional constituents.”)

Moreover, even if one or more individual elements of an applied-for design serves a particular function, the overall aggregation, relationship and arrangement of the features that comprise the design can be non-functional. “When the thing claimed as trade dress or a trademark consists of a combination of individual design features, then it is the functionality of the overall combination that controls. Thus, an overall design combination of individually functional items is protectable because while the pieces are individually functional, this particular combination of those pieces is not functional.” *McCarthy On Trademarks and Unfair Competition*, § 7:76 (2010); *KeyStone Retaining Wall Sys., Inc. v. Westrock, Inc.*, 997 F.2d 1444, 1449 (Fed. Cir. 1993) (Regarding functionality, jury received appropriate instruction to “consider the [trade dress] design as a whole and [] not focus on isolated elements of the design”; holding that the Ninth Circuit in *Fuddrucker, Inc. v. Doc's B.R. Others, Inc.*, 826 F.2d 837, 842 (9th Cir. 1987),

was correct in stating that the proper inquiry is “whether the whole collection of elements taken together are functional”); *In re Chesebrough-Pond’s, Inc.*, 224 U.S.P.Q. 967 (T.T.A.B. 1984) (where all individual aspects are functional, the “overall composite design” can be nonfunctional).

B. There is No Evidence That Protection for the Applied-For Design Will Disadvantage Competitors.

The particular shapes and combination of the elements comprising Applicant’s applied-for mark are not necessary to the function which the Board alleges bars registration, *i.e.*, “enabl[ing] consumers to break the candy into bite-sized pieces,” and trademark protection for that particular design will not prevent competitors from selling chocolate bars, or from selling chocolate bars that can be broken into bite-sized pieces. Applicant’s applied-for mark, which consists of the configuration of a rectangular candy bar with twelve (12) equally-sized recessed rectangular panels arranged in a four panel by three panel format with each panel having its own raised border, is merely one of a virtually infinite number of ways to design a candy bar. As shown in the accompanying Declaration of Volker Kramer, dated November 23, 2010, and as the third party designs proffered by the Examining Attorney show, there are many other ways to configure a candy bar, including many other ways to configure a candy bar that is divided into segments. As demonstrated by the evidence of third party designs for chocolate bars in the record, it is clear that a prohibition on the copying of the particular combination of elements that comprise Applicant’s applied-for mark would not limit others’ abilities to manufacture chocolate bars.

C. Application of the Morton-Norwich Factors Confirms that Applicant’s Mark is Not Functional

When considering functionality, the Board applies the aforementioned basic principles of the functionality doctrine and also looks to the factors set forth in *In re Morton-Norwich Prods., Inc.*, 671 F.2d 1332, 1340-41, 213 U.S.P.Q. 9, 15-16 (CCPA 1982): (1) the existence of a utility patent disclosing the utilitarian advantages of the design; (2) advertising materials in which the originator of the design touts the design's utilitarian advantages; (3) the availability to competitors of functionally equivalent designs; and (4) facts indicating that the design results in a comparatively simple or cheap method of manufacturing the product. Here, each factor weighs in favor of a finding of non-functionality.

1. Applicant Has No Live, Expired or Abandoned Patents for the Design

The applied-for mark is not being claimed and has not been claimed in a design or utility patent of Applicant. (Declaration of Lois B. Duquette, dated November 23, 2010 (“Duquette Decl.”) at ¶ 5.)

2. There Is No Evidence That Applicant Has Promoted the Design as Having Utilitarian Advantages.

Applicant submits a variety of advertising materials from the past several decades concerning its Hershey’s chocolate bar, the design for which is the subject of the applied-for mark. (Duquette Decl. Ex. A.) None of the advertisements promotes the design of the bar as having utilitarian advantages over any

other configuration, and there is no evidence in the record of any such advertising.

3. Alternative Designs Available Are Functionally Equivalent

A review of the third party designs in the record demonstrates that candy and chocolate bar manufacturers employ a limitless variety of bar designs. Indeed, the Examiner has cited ample evidence of alternative designs utilized by Hershey's competitors, all of which are equally feasible, cost comparable alternatives to the design manufactured by Applicant. For example, Nestle, another significant candy seller, sells Nestle Crunch Crisp, which, as depicted in the photograph attached by the Examiner in his Office Action, does not consist of any segments and has only a coating of milk chocolate and "crispies." Further, the Ritter Sport's "Ritter Sport Milk Chocolate with Whole Hazelnuts," another third party product, also embodies an entirely different configuration than the applied-for design. Ritter Sport's chocolate bar is comprised of 16 – not 12 – segments, in the shape of small squares - not rectangles, while the Kingsbury Chocolates Nib, manufactured by Artfully Chocolate | Kingsbury Confections ("ACKC"), consists of 28 square segments, none of which feature recessed panels or borders around the segments. (Attachments to November 24, 2009 Office Action).

Apart from the evidence submitted by the Examiner, Applicant submits with this response a declaration from Volker Kramer, who has many years of experience in the business of designing and producing chocolate moulds for candy manufacturers in the United States and elsewhere, and who attests that there are numerous alternative chocolate and candy bar designs available.[1] (Declaration of Volker Kramer, dated November 23, 2010 ("Kramer Decl."), at ¶¶ 3, 7, 11.) Mr. Kramer identifies, as exemplars only, at least eleven additional designs employed by other chocolate and candy bar manufacturers – including many designs with segments – that are not the same as Applicant's distinctive configuration. The chocolate bars attached as Exhibit B to the Kramer Declaration and as attachments to the Examiner's November 24, 2009 Office Action confirm that there are numerous other chocolate bars that are offered with:

- bar shapes of different proportions (*i.e.*, non-rectangular candy shape)

See, e.g., Ritter Sport Milk Chocolate with Whole Hazelnuts, Storz Nougat Praline, Ferrero Kinder Bueno, Nestle Chokito, Divine Milk Chocolate 1.5 oz., Dove Silky Smooth Milk Chocolate.

- a different number of segments

See, e.g., Nidar Yade, Ritter Sport Milk Chocolate with Whole Hazelnuts, Storz Nougat Praline, Dagoba Organic Chocolate Lime, Kingsbury Chocolates Nib, Lake Champlain Peppermint Crunch, Ritter Sport Cornflakes, Lake Champlain Milk Chocolate, Sea Salt & Almond Bar, NECCO Sky Bar, Storz Nougat Praline, Chocolove Cherries & Almonds in Dark Chocolate, Choxie Dark Chocolate Key Lime Truffle Bar, Chuao Spicy Maya, Ferrero Kinder Bueno, Nestle Mint Aero, Newman's Own Organics Milk Chocolate, Theo Organic Milk Chocolate, Theo Bread & Chocolate Dark Chocolate, Endangered Species Milk Chocolate, Divine Milk Chocolate 3.5 oz., Divine Milk Chocolate 1.5 oz., Doctor's CarbRite Diet SugarFree Milk Chocolate Bar, Wegman's Milk Chocolate with Almonds, Wegman's Milk Chocolate, Green & Black's Organic Milk Chocolate, Dove Silky

Smooth Milk Chocolate.

- a different layout of segments

See, e.g., Nidar Yade, Ritter Sport Milk Chocolate with Whole Hazelnuts, Storz Nougat Praline, Dagoba Organic Chocolate Lime, Kingsbury Chocolates Nib, NECCO Sky Bar, Storz Nougat Praline, Chocolove Cherries & Almonds in Dark Chocolate, Chuao Spicy Maya, Ferrero Kinder Bueno, Nestle Mint Aero, Newman's Own Organics Milk Chocolate, Theo Organic Milk Chocolate, Theo Bread & Chocolate Dark Chocolate, Endangered Species Milk Chocolate, Divine Milk Chocolate 3.5 oz., Divine Milk Chocolate 1.5 oz., Doctor's CarbRite Diet SugarFree Milk Chocolate Bar, Wegman's Milk Chocolate with Almonds, Wegman's Milk Chocolate, Green & Black's Organic Milk Chocolate, Dove Silky Smooth Milk Chocolate.

- segments of different proportions

See, e.g., Nidar Yade, Ritter Sport Milk Chocolate with Whole Hazelnuts, Storz Nougat Praline, Dagoba Organic Chocolate Lime, Kingsbury Chocolates Nib, Lake Champlain Peppermint Crunch, Ritter Sport Cornflakes, Lake Champlain Milk Chocolate, Sea Salt & Almond Bar, NECCO Sky Bar, Storz Nougat Praline, Chocolove Cherries & Almonds in Dark Chocolate, Choxie Dark Chocolate Key Lime Truffle Bar, Chuao Spicy Maya, Ferrero Kinder Bueno, Nestle Mint Aero, Newman's Own Organics Milk Chocolate, Theo Organic Milk Chocolate, Theo Bread & Chocolate Dark Chocolate, Endangered Species Milk Chocolate, Divine Milk Chocolate 3.5 oz, Divine Milk Chocolate 1.5 oz., Doctor's CarbRite Diet SugarFree Milk Chocolate Bar, Wegman's Milk Chocolate with Almonds, Wegman's Milk Chocolate, Green & Black's Organic Milk Chocolate, Dove Silky Smooth Milk Chocolate.

- segments with different three-dimensional proportions (*i.e.*, pillow shaped, edges of segments lack, or have different heights of, borders, etc.) and/or designs embossed on each segment

See, e.g., Nidar Yade, Ritter Sport Milk Chocolate with Whole Hazelnuts, Storz Nougat Praline, Dagoba Organic Chocolate Lime, Kingsbury Chocolates Nib, Lake Champlain Peppermint Crunch, Ritter Sport Cornflakes, Lake Champlain Milk Chocolate, Sea Salt & Almond Bar, NECCO Sky Bar, Storz Nougat Praline, Chocolove Cherries & Almonds in Dark Chocolate, Choxie Dark Chocolate Key Lime Truffle Bar, Chuao Spicy Maya, Ferrero Kinder Bueno, Nestle Mint Aero, Newman's Own Organics Milk Chocolate, Theo Organic Milk Chocolate, Theo Bread & Chocolate Dark Chocolate, Endangered Species Milk Chocolate, Divine Milk Chocolate 3.5 oz., Divine Milk Chocolate 1.5 oz., Doctor's CarbRite Diet SugarFree Milk Chocolate Bar, Wegman's Milk Chocolate with Almonds, Wegman's Milk Chocolate, Green & Black's Organic Milk Chocolate, Dove Silky Smooth Milk Chocolate.

- no segments at all

See, e.g., Nestle Chokito, Nestle Crunch Crisp, Kit Kat Caramel, Nestle Milk Chocolate.

Mr. Kramer's evidence corroborates the evidence identified by the Examiner which shows that numerous functionally equivalent alternative designs are available. The examples listed above demonstrate that chocolate bars need not have: (1) segments, (2) 12 segments, (3) equally-sized segments, (4) segments arranged in a four panel by three panel format, (5) segments that are of the same dimensional proportions as the overall bar, (6) rectangularly shaped segments, or (7) recessed segments with raised borders. The fact that other major candy bars have entirely different designs than the design used by Applicant is strong evidence that Applicant's design does not give Applicant any advantage over its competitors. Indeed, other brands of chocolate manufactured and sold by Applicant under different trade names (*e.g.*, Dagoba Organic Chocolate) utilize very different designs than the design of the applied-for mark. (*See* attachments to November 24, 2009 Office Action and Duquette Decl. ¶ 19.) Moreover, the Examiner has not identified, and Applicant cannot identify, a competing product similar in design to Applicant's applied-for shape, which is further evidence that the proposed mark is not functional.

4. Applicant's Design Is Not a Result of "Simple or Cheap Method of Manufacturing" and Provides No Utilitarian Advantage.

The applied-for design of the Applicant's candy bar is not "one of few *superior* designs available." (November 24, 2009 Office Action) (emphasis added). The use of each element of Applicant's chocolate bar design, and the overall combination of elements, are non-essential to the manufacture of the bar and does not result in cheaper manufacturing. As Mr. Kramer explains, the tooling and moulds for the framed segments of the Hershey design are more expensive to create than are the tooling and moulds for other chocolate bar designs. In fact, the particular configuration of the Hershey design is no less costly to manufacture than other alternative segmented bar designs. (Kramer Decl. ¶¶ 8 - 10.) *See In re UDOR U.S.A., Inc.*, Serial No. 78867933, 2009 T.T.A.B. LEXIS 61, at *17-18 (T.T.A.B. Mar. 4, 2009) (noting that if the applicant had adopted a different configuration, one which "may well have resulted in increased costs and major inefficiencies in the manufacturing and shipping processes" then applicant's design would present a "stronger case for being a non-functional source-identifier -- a shape that is 'uneconomical or otherwise disadvantageous'") (internal citation omitted); *Cartier, Inc. v. Four Star Jewelry Creations, Inc.*, 348 F. Supp. 2d 217, 225 (S.D.N.Y. 2004) (if evidence indicates that "many of the trade dress features [actually] increase the time, difficulty and cost involved in their manufacture," the designs are less likely to be found to serve a "functional, essential, or cost-saving role in the manufacture of" the design at issue.)

In sum, based on the analysis above, it is clear that the distinctive design of Applicant's chocolate bar is (1) unique to Applicant, and (2) not required by the functional aspects of the product.

II. Applicant Submits Substantial and Compelling Evidence of Acquired Distinctiveness

Applicant also respectfully submits that its three-dimensional product configuration mark has acquired distinctiveness required under *Wal-Mart Stores, Inc. v. Samara Bros. Inc.*, 529 U.S. 205 (2000). Acquired distinctiveness, or secondary meaning, exists if a substantial number of purchasers or prospective purchasers associate the design with a single source. Six factors are relevant to determining whether a product's design has acquired secondary meaning: 1) the length and exclusivity of the mark's use; 2) advertising expenditures; 3) sales success; 4) unsolicited media coverage of the product; 5) consumer

studies linking the mark to a source; and 6) attempts to plagiarize the mark. *Nautilus Group, Inc. v. Icon Health & Fitness, Inc.*, 372 F.3d 1330, 1340 n.7 (Fed. Cir. 2004); *Coach Servs. v. Triumph Learning LLC*, Serial Nos. 78535642/78536143, 2010 T.T.A.B. LEXIS 383, at *62 (T.T.A.B. Sept. 17, 2010). Each of these factors strongly favors a finding of secondary meaning here.

A. The Length and Exclusivity of the Mark's Use

First, the applied-for chocolate bar design has been in use for more than 42 years, as Applicant began manufacturing, distributing, and selling the Hershey's Milk Chocolate bar in this product configuration in 1968. (Duquette Decl. ¶ 4.) See *In re Uncle Sam Chemical Co., Inc.*, 229 U.S.P.Q. 233 (T.T.A.B. 1986) (finding that a "declaration attesting to over eighteen years of substantially exclusive and continuous use of the term together with evidence of considerable sales of products sold under the mark is sufficient to support a claim of acquired distinctiveness"). For over forty years, Applicant has sold its milk chocolate bar in the applied-for product configuration, namely twelve equally-sized recessed rectangular panels arranged in a four panel by three panel format with each panel having its own raised border within a large rectangle. (Duquette Decl. ¶ 4.) The long period of continuous and exclusive use by Applicant of its applied-for design indicates that its product design has acquired secondary meaning.

B. Advertising Expenditures

Applicant also heavily advertises and promotes its product design. Applicant's licensee has spent more than \$186 million nationwide in advertising its products embodying the applied-for design in the past 24 years. (Duquette Decl. ¶ 7.) Many of Applicant's advertisements prominently depict the shape of its chocolate bar which imbue the configuration with source-identifying significance and, indeed, the bar's individual segments are featured on many Hershey bar packages and other advertising. (*Id.*, ¶ 9 & Ex. A.) Applicant's advertisements appear in national publications, on national television, on the internet and in several other media outlets. (*Id.*, ¶ 8.) Advertisements prominently featuring the alleged product configuration are often cited as evidence of secondary meaning. See *Callaway Golf Co. v. Golf Clean, Inc.*, 915 F. Supp. 1206, 1213 (M.D. Fla. 1995) (holding that over \$5,000,000 spent in advertising that prominently featured club head was significant factor in finding of secondary meaning for a gold club design); *General Foods Corp. v. MGD Partners*, 1984 T.T.A.B. LEXIS 38, Serial No. 153,102, at *25-26 (T.T.A.B. Sept. 28, 1984) (finding that applicant has demonstrated secondary meaning based on various facts including "large volume of advertising and sales activity" since product inception).

C. Sales Success

Since 1998, aggregate or total sales to consumers have exceeded \$4 billion. Applicant's Hershey's candy bars are sold throughout all fifty states. (Duquette Decl. ¶ 6.) Thus, the applied-for mark is well recognized as belonging to Applicant and has become associated directly with Applicant's quality products due to Applicant's consistent, extensive and exclusive use. With such widespread and consistent use of the design, and the fact that Applicant continues to sell its chocolate bar embodying the applied-for design in mass quantities today, acquired distinctiveness can be easily found.

D. Unsolicited media coverage of the Hershey Chocolate Bar Design

The shape and design of the Hershey's chocolate bar has also been the subject of favorable unsolicited media recognition. For example, at the food blog <http://bakingbites.com/2009/01/chocolate-bar-brownie-pan>, a website devoted to baking and cooking, the author features a brownie pan sold by Williams Sonoma which results in brownies that: "use[] the iconic look of the chocolate candy bar" and associates the "iconic look" with that of Hershey's chocolate bars, stating that "[w]hether you're a fan of Hershey's chocolate bars or not, it's design is undeniably a classic confectionery icon: a flat, rectangular bar divided up into bite-sized pieces. . ." The brownie pan (an attempt to plagiarize the Applicant's mark, as discussed below), which does not use Applicant's famous HERSHEY'S trademark, was also featured on another blog, found at <http://www.chocolateysprinkles.com/2009/06/01/williams-sonoma/>, in which the author announces his excitement for the Williams Sonoma brownie pan and observes that "It's like a Hershey's bar with individual brownies." (Duquette Decl. Exs. D & E, at ¶¶ 15-16.) Significantly, consumers who encountered the Williams Sonoma pan in the distinctive shape and design for which Applicant now seeks to obtain a trademark registration recognized immediately that it produces brownies that looked like Hershey's chocolate bar product embodying that design. This is compelling evidence of an association in the minds of the purchasing public of the applied-for design with the source of the product.

The configuration of the Hershey's chocolate bar is also called to mind by others in connection with goods in a variety of other contexts which is still further evidence of a consumer recognition of the applied-for design and an association of the design with its source. For example, one writer likened the size of a "silver metal slug" that is produced by a typesetting machine to "the size and shape of a Hershey's chocolate bar," while another reporter noted that posters for the Dave Matthews Band, that are "designed to look like a Hershey chocolate bar," were for sale. (Duquette Decl. ¶ 17 & Ex. F.)

E. Attempts to Plagiarize

Attempts by others to plagiarize the mark also confirm it has achieved secondary meaning. Applicant has, on several occasions, learned of attempts by others to use the distinctive shape of its HERSHEY'S chocolate bar without permission. For example, the brownie baking pan, discussed above, which was described as a "chocolate bar brownie pan," recently was distributed and sold without Hershey's permission by retailer Williams Sonoma. After Hershey sued for trademark infringement on May 11, 2010, the parties ultimately settled their dispute by agreement and Hershey agreed to license its distinctive Hershey design -- see Exhibit B to Duquette Decl. at ¶ 12 -- which is additional evidence that the applied-for mark has obtained the acquired distinctiveness in the minds of the public. *In re Carl Walther GmbH*, Serial No. 77096523 (T.T.A.B. Oct. 26, 2010) ("The fact that the PPK handgun design is sought after and licensed to a maker of replica products has been recognized as one type of evidence that helps establish that a configuration or trade dress mark has become distinctive."). Similarly, Applicant's design was copied by another candy company, R.M. Palmer Candy Co. ("R.M. Palmer") which, after Hershey objected, agreed to cease use of the objected-to design. (*Id.*, ¶ 13 & Ex. C.)

F. Federal Trademark Registration of the Well-Known Design of the Famous

HERSHEY'S Chocolate Bar (with the word "HERSHEY'S")

Hershey owns an existing registration, Registration No. 3668662, for a design and word mark in class 30, that consists of the subject design mark, plus letters spelling 'Hershey's' in each recessed panel." See Duquette Decl. ¶ 18 & Ex. G. The only difference between the applied-for mark and this existing registration is the inclusion of the word "HERSHEY'S" on each chocolate bar segment; that is, the prior registration covers *both* the word "HERSHEY'S" and the design of the bar. The Trademark Office did not require Hershey to disclaim the design elements of the mark in Registration No. 3668662. Therefore, by not requiring a disclaimer, the Trademark Office conceded that the design elements had achieved secondary meaning.

G. Survey Evidence of Secondary Meaning

While all of the foregoing evidence, standing alone, is sufficient to establish secondary meaning in the applied-for design, Applicant also submits a consumer survey conducted by Robert L. Klein that confirms the distinctiveness of its product design. The survey corroborates Applicant's strong showing of secondary meaning.

Applicant's survey was conducted by Robert L. Klein, a recognized market research expert who has previously been credited by the Board (*see, e.g., National Pork Board v. Supreme Lobster and Seafood Co.*, 96 U.S.P.Q.2d 1479 (T.T.A.B. June 11, 2010)), and followed accepted protocols for the measurement of secondary meaning. In the survey's text cell, 83.8% of likely purchasers of chocolate bars identified a chocolate bar embodying the applied-for design (and *not* including the HERSHEY'S word mark) as emanating from a single source, namely Hershey. (Report of Robert L. Klein dated November 22, 2010, at pp. 3, 9) Even after the results of a control cell were subtracted, over 42% of likely purchasers identified Hershey as the sole source of a chocolate bar embodying the applied-for design. These results are compelling evidence of secondary meaning. *See* 37 C.F.R. § 2.41(a); *Tone Bros. v. Sysco Corp.*, 28 F.3d 1192, 1203-04 (Fed. Cir. 1994) (holding that 37% of survey respondents identifying trade dress with a single manufacturer was sufficient evidence of secondary meaning); *McNeil-PPC v. Granutec, Inc.*, 919 F. Supp. 198, 37 U.S.P.Q.2d 1713 (E.D.N.C. 1995) (where 41% associated red and yellow capsules with a single brand and 38% identified that brand as TYLENOL, court found sufficient proof of secondary meaning in the red and yellow capsule colors); *Monsieur Henri Wines, Ltd. Et Al. v. Duran*, 204 U.S.P.Q. 601, 606, 1979 WL 24898 (T.T.A.B. 1979) (survey evidence showing 37% association of brand with background design corroborated finding that opposer's mark had "come to serve in and of itself as a strong indication of origin").

In sum, Applicant respectfully requests that the refusal based on non-distinctiveness be set aside and that the Examining Attorney approve the application for publication.

CONCLUSION

For the foregoing reasons, Applicant respectfully submits that the Examining Attorney has not met its burden to show that the proposed mark is functional, and that the Applicant has shown that the proposed mark has acquired distinctiveness. Accordingly, Applicant respectfully submits that this application is in condition for publication. Favorable action is therefore requested.

The PTO is authorized to collect any fees necessitated by this Response from the deposit account of Applicant's attorneys, Kaye Scholer LLP, Deposit Account No. 11-0228.

[1] Courts routinely consider credible testimony submitted in support of non-functionality. *See Cartier, Inc. v. Four Star Jewelry Creations, Inc.*, 348 F. Supp. 2d 217, 224 (S.D.N.Y. 2004) (finding testimony from Cartier's director of watch marketing regarding the "aesthetic value conveyed by the design of the watch" credible, which emphasized that "functional superiority [was] not among Cartier's objectives"); *General Motors Corp. v. Lanard Toys, Inc.*, 468 F.3d 405, 417 (6th Cir. 2006) (finding statements by the General Motors Senior Vice President of Engineering and Product Development that the "Government's technical specification did not address the exterior appearance or the styling of the [Hummer/Humvee] vehicle."

EVIDENCE

Evidence in the nature of Declaration of Lois B. Duquette, Esq. and Exhibits A to G; Declaration of Volker Kramer and Exhibits A to B; Report of Robert L. Klein: Secondary Meaning Survey Methodology and Results has been attached.

Original PDF file:

evi_9820418729-103538399_-_Executed_Duquette_declaration_with_no_exhibits.pdf

Converted PDF file(s) (6 pages)

Evidence-1

Evidence-2

Evidence-3

Evidence-4

Evidence-5

Evidence-6

Original PDF file:

evi_9820418729-103538399_-_Duquette_Exhibit_A_screen_caps.pdf

Converted PDF file(s) (20 pages)

Evidence-1

Evidence-2

Evidence-3

Evidence-4

Evidence-5

Evidence-6

Evidence-7

Evidence-8

Evidence-9

Evidence-10

Evidence-11

Evidence-12

Evidence-13

Evidence-14

Evidence-15

Evidence-16

Evidence-17

Evidence-18

Evidence-19

Evidence-20

Original PDF file:

evi_9820418729-103538399_._Duquette_Exhibit_B.pdf

Converted PDF file(s) (16 pages)

Evidence-1

Evidence-2

Evidence-3

Evidence-4

Evidence-5

Evidence-6

Evidence-7

Evidence-8

Evidence-9

Evidence-10

Evidence-11

Evidence-12

Evidence-13

Evidence-14

Evidence-15

Evidence-16

Original PDF file:

evi_9820418729-103538399_._Duquette_Exhibit_C.pdf

Converted PDF file(s) (2 pages)

Evidence-1

Evidence-2

Original PDF file:

evi_9820418729-103538399_._Duquette_Exhibit_D.pdf

Converted PDF file(s) (5 pages)

Evidence-1

Evidence-2

Evidence-3

Evidence-4

Evidence-5

Original PDF file:

evi_9820418729-103538399_._Duquette_Exhibit_E.pdf

Converted PDF file(s) (4 pages)

Evidence-1

Evidence-2

Evidence-3

Evidence-4

Original PDF file:

evi_9820418729-103538399_._Duquette_Exhibit_F.pdf

Converted PDF file(s) (6 pages)

Evidence-1

Evidence-2

Evidence-3

Evidence-4

Evidence-5

Evidence-6

Original PDF file:

evi_9820418729-103538399_._Duquette_Exhibit_G.pdf

Converted PDF file(s) (2 pages)

Evidence-1

Evidence-2

Original PDF file:

evi_9820418729-103538399_._Executed_Kramer_Declaration_with_exhibits.pdf

Converted PDF file(s) (13 pages)

Evidence-1

Evidence-2

Evidence-3

Evidence-4

Evidence-5

Evidence-6

Evidence-7

Evidence-8

Evidence-9

Evidence-10

Evidence-11

Evidence-12

Evidence-13

Original PDF file:

evi_9820418729-103538399_._Robert_Klein_Report.pdf

Converted PDF file(s) (150 pages)

Evidence-1

Evidence-2

Evidence-3

Evidence-4

Evidence-5

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Evidence-149
Evidence-150

SIGNATURE(S)

Response Signature

Signature: /Paul Llewellyn/ Date: 11/25/2010

Signatory's Name: Paul Llewellyn

Signatory's Position: Attorney of record

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

Serial Number: 77809223

Internet Transmission Date: Thu Nov 25 10:58:25 EST 2010

TEAS Stamp: USPTO/ROA-98.204.187.29-2010112510582511

7833-77809223-47076b7e8e5436de1b72065542

17a65966b-N/A-N/A-20101125103538399257

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant:	Hershey Chocolate & Confectionary Corporation)	Law Office: 116
)	
Serial No.:	77/809223)	Examining Attorney: John Dwyer
)	
Filed:	August 20, 2009)	
)	
Mark:	Miscellaneous Design (Recessed Rectangular Panels))	
)	

DECLARATION OF LOIS B. DUQUETTE, ESQ.

Lois Duquette, Esq., being duly sworn, deposes and states:

1. I declare the following information from my personal knowledge and if called upon to do so, could competently testify to the facts submitted in this declaration.

Background

1. I am Assistant Secretary of applicant Hershey Chocolate & Confectionery Corporation (“HCCC”), and Assistant General Counsel – Global Intellectual Property for The Hershey Company (“Hershey Company”), HCCC’s parent company and HCCC’s licensee with respect to the product configuration trademark at issue herein. HCCC is the owner of the product configuration trademark at issue herein (Serial No. 77/809223), as well as Registration No. 3,668,662 for a similar product configuration trademark with the additional mark HERSHEY’S, also referenced below. HCCC grants The Hershey Company a license to use such trademarks. (I refer to The Hershey Company and HCCC collectively herein as “Hershey.”) As set forth below, my responsibilities include enforcement, clearance, registration, maintenance and licensing of Hershey’s trademarks.

2. I submit this declaration in support of Hershey’s trademark application, Serial No. 77/809223, for a mark which consists of the configuration of a rectangular candy bar with twelve

(12) equally-sized recessed rectangular panels (each of which is of the same proportion, in terms of height and width, as the rectangular bar itself) arranged in a four panel by three panel format with each panel having its own raised border. I am familiar with the facts set forth in this declaration based upon my personal knowledge, my experience in clearing, registering and enforcing the Hershey's trademarks, my knowledge of business records relating to trademark registration and enforcement of trademarks maintained by Hershey in the ordinary course of business, and my general knowledge of the chocolate and confectionery industry and the well-known design of the famous HERSHEY'S chocolate bar gained through many years of employment at Hershey.

3. I have been employed by The Hershey Company as an attorney since 1997 and have held the position of Assistant General Counsel – Global Intellectual Property since December 2009. In my positions with Hershey since 1999, I have been responsible for clearing and enforcing trademarks of Hershey in the United States; since 2005, I also have been responsible for U.S. trademark registrations.

Facts in Support of Trademark Registration

The Well-Known HERSHEY'S Bar Design

4. The applied-for chocolate bar design has been in use for more than 42 years. Hershey began manufacturing, distributing, and selling chocolate bars embodying this design in 1968. Hershey's use of its applied-for design has been continuous and exclusive since 1968. The design has been and is used for Hershey's well-known HERSHEY'S chocolate bar, as well as other well-known chocolate bar products such as MR. GOODBAR, SPECIAL DARK and COOKIES - N- CREME candy bars.

5. The applied-for mark is not being claimed and has not been claimed in a design or utility patent belonging to Hershey.

Advertising Expenditures and Sales Success

6. Hershey's products embodying the applied-for design are sold throughout all fifty states. Since 1998 alone, aggregate or total sales to consumers in the United States of chocolate products embodying the applied-for design have exceeded \$4 billion.

7. Hershey heavily advertises and promotes its products embodying the applied-for design. As of 1986, Hershey Company has spent more than \$186 million nationwide in advertising such products.

8. Hershey's advertisements for products embodying the applied-for design appear in national publications, on national television, on the internet and in several other media outlets.

9. Many of Hershey's advertisements prominently depict the configuration of its chocolate bar. In addition, the design's individual segments are featured on many Hershey packages and in other advertising. Representative samples of such advertising and packages are attached hereto as Exhibit A.

10. To my knowledge, no advertising concerning Hershey's bars that embody the applied-for design, whether past or present, have promoted the design of the bar as having utilitarian advantages over any other configuration.

11. With such widespread and consistent use of the design, and given that Hershey continues to sell its chocolate bar embodying the applied-for design in mass quantities today, Hershey submits that acquired distinctiveness can be readily found. Based on its tremendous sales success and its significant advertising expenditures, Hershey submits that it has acquired a significant amount of goodwill in the applied-for mark — a fact further confirmed by the

secondary meaning survey conducted by Robert L. Klein, submitted herewith, as well as the additional evidence set forth below.

Attempts To Plagiarize Hershey's Design Mark, and Unsolicited Media Recognition of the Design

12. Hershey has, on several occasions, learned of attempts by others to use the applied-for design without permission, and taken steps to enforce its rights in the design. For example, a brownie baking pan described as a "chocolate bar brownie pan" recently was distributed and sold without Hershey's permission by retailer Williams Sonoma. On May 11, 2010, Hershey brought suit against Williams Sonoma for trademark infringement in the United States District Court for the Middle District of Pennsylvania, Civil Action No. 1:10-CV-1011. The parties ultimately resolved the dispute pursuant to the terms of the attached Settlement Agreement (see Exhibit B), pursuant to which Williams Sonoma agreed to pay a license fee in exchange for a limited license of Hershey's design.

13. Similarly, Hershey's design was copied by another candy company, R.M. Palmer Candy Co. ("R.M. Palmer"), which had produced a chocolate bar with the same configuration as the applied-for design, with the addition of a star in each segment. (*See* Exhibit C a photo of the R.M. Palmer product.) Hershey objected, and, in a conversation with on or around April 27, 2010, R.M. Palmer agreed to cease use of the objected-to design.

14. The shape and design of Hershey's chocolate bar has also been the subject of favorable unsolicited media recognition. On at least two separate occasions, the design of the bar has been highlighted and recognized by the consuming public.

15. For example, at the food blog <http://bakingbites.com/2009/01/chocolate-bar-brownie-pan>, a website devoted to baking and cooking, the author describes the brownie pan sold by Williams Sonoma (which does *not* include the HERSHEY'S trademark) as "use[ing] the

iconic look of the chocolate candy bar.” The writer associates the appearance of the pan’s brownies with the “iconic look” of Hershey’s chocolate bars, stating that “[w]hether you’re a fan of Hershey’s chocolate bars or not, it’s design is undeniably a classic confectionery icon: a flat, rectangular bar divided up into bite-sized pieces. . .” A printout from this website is attached as Exhibit D.

16. The Williams Sonoma brownie pan was featured on another blog, found at <http://www.chocolateysprinkles.com/2009/06/01/williams-sonoma/>, in which the author announces his excitement for the Williams Sonoma brownie pan and observes that “It’s like a Hershey’s bar with individual brownies.” A printout from this website is attached as Exhibit E.

17. The configuration of Hershey’s chocolate bar is also called to mind by others in connection with goods in a variety of other contexts. For example, one writer likened the size of a “silver metal slug” that is produced by a typesetting machine to “the size and shape of a Hershey’s chocolate bar,” while another reporter noted that posters for the Dave Matthews Band, that are “designed to look like a Hershey chocolate bar,” were for sale. Copies of these articles, and a picture of the Dave Matthews Band poster referenced in the second article, are attached as Exhibit F.

Federal Trademark Registration of the Well-Known Design of the Famous HERSHEY’S Chocolate Bar (with the word “HERSHEY’S”)

18. Hershey owns an existing registration, Registration No. 3668662, for a design and word mark in class 30, that consists of the subject design mark, plus letters spelling ‘Hershey’s’ in each recessed panel.” *See* Exhibit G. The only difference between the applied-for mark and this existing registration is the inclusion of the word “HERSHEY’S” on each chocolate bar segment; that is, the prior registration covers *both* the word “HERSHEY’S” and the design of the

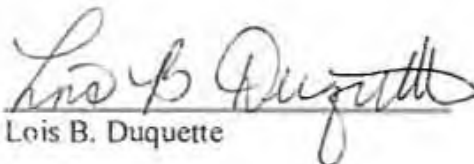
bar. The Trademark Office did not require Hershey to disclaim the design elements of the mark in Registration No. 3668662.

Hershey's Chocolate Bar Design is Not Functional and Other Chocolate Bars Exist in a Variety of Configurations

19. As set forth in the accompanying declaration of Volker Kramer, Hershey's applied-for design is not functional. As Mr. Kramer explains, there are many equally feasible designs used by other chocolate bars which do not feature most or all of the characteristics at issue in Hershey's application, which is significant evidence of the applied-for mark's non-functionality. For example, there are several other chocolate candy bars that are unsegmented, or that have segments that are different in shape, size, configuration and/or proportion than those of the Hershey design, and/or that have segments that do not include recessed panels or raised edges. Bars that exist in a variety of configurations are plentiful, as evidenced by the record. See Kramer Decl., Ex. B. Indeed, other chocolate bars manufactured and sold by Hershey, such as Hershey's Dagoba Organic Chocolate bar (an image of which is attached to the November 24, 2009 Office Action), use very different designs than the applied-for mark.

I declare under penalty of perjury that the foregoing is true and correct.

Dated: November 23, 2010

By: 
Lois B. Duquette

Assistant General Counsel – Global
Intellectual Property for The Hershey
Company & Assistant Secretary of Hershey
Chocolate & Confectionery Corporation

EXHIBIT A

Ogilvy & Mather

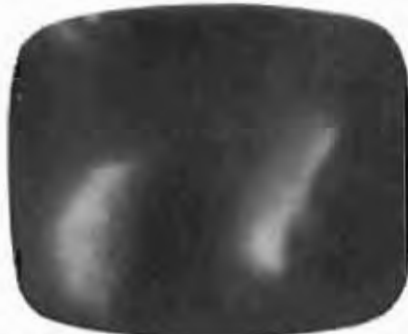
2 East 48th Street, New York 10017

In re Hershey Chocolate & Confectionary Corp., No. 77/809223 - Applicant's Exhibit 5 - Page 43 of 260

Client: HERSHEY CORPORATION
Product: MR. GOODBAR
Title: "PEANUTS & CHOCOLATE"
Comm'l No.: XHKG1013 (:30C)



TEEN-AGE VOICE: This is a big fat crunchy Mr. Goodbar peanut.



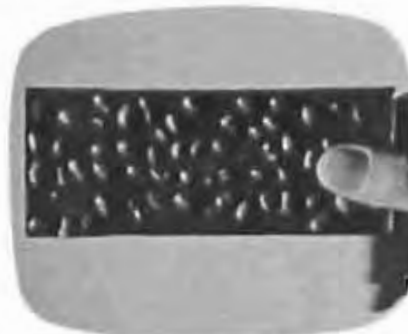
When you take dozens of them and surround them with chocolate,



you've got to make sure...



the chocolate taste doesn't get lost in the peanut taste.



They make sure -- with Mr. Goodbar.



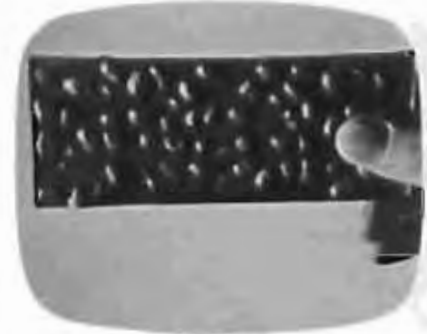
They use a special chocolate -- Hershey's chocolate...



to go with all those peanuts.



And you know how chocolatey that is.



Big fat crunchy peanuts.



Chocolatey Hershey's chocolate.



So with Mr. Goodbar...



the chocolate taste doesn't get lost in the peanut taste. Mmmmm.

Ogilvy & Mather

2 East 48th Street, New York 10017

Client: HERSHEY CORPORATION

Product: MILK CHOCOLATE

Title: "ANIMATED FACES"

Commercial No.: OM27-0113-60C



MUSIC: INTRO
SINGER: There's nothing like the face...



of a kid eating a Hershey bar.



There's nothing like it you'll ever see.



A face as happy as it can be.



There's nothing like the face of a kid...



When he's munchin' on the greatest taste around...



Hershey—the great American chocolate bar.
ANNCR (VO) The Hershey bar.



It's got something no other chocolate bar has.



Hershey's chocolate.



Pure milk chocolate.



That's why no other chocolate bar tastes...



quite like a Hershey bar. Hershey—



The Great American Chocolate Bar.



SINGER: There's nothing like the face of a kid...



When he's munchin' on the greatest taste around.



Hershey—the Great American Chocolate Bar.

Ogilvy & Mather

2 East 48th Street, New York, 10017

Client: HERSHEY CORPORATION
Product: MR. GOODBAR
Title: "MAGICIAN"
Comm'l No.: XHKG5033 (:30C)



(SILENT)



SFX: (MUSIC IN - UNDER & THROUGHOUT)
SINGER (VO): Dr. Mr. Goodbar
Your chocolate taste



doesn't get lost in the peanut taste.



Because you're packed with peanuts.



And Hershey's chocolate



Lots of peanuts.



And Hershey's chocolate



Munchy peanuts.



And Hershey's chocolate



Crunchy peanuts.



And Hershey's chocolate



Mr Goodbar.



your chocolate taste doesn't get lost



in the peanut taste.

WITH HERSHEY'S IN THE MIDDLE YOU ALWAYS COME OUT ON TOP



THE OFFICIAL CHOCOLATE OF S'MORES.

Our HERSHEY'S 6-pack program has proven sales growth for four consecutive years. Get behind it for a sales season that's hard to top.

OPTIMAL RETAIL EXECUTION: 5/16/10 – 10/16/10

WITH HERSHEY'S IN THE MIDDLE YOU ALWAYS COME OUT ON TOP

Our HERSHEY'S 6-pack program has proven sales growth for four consecutive years. Get behind it for a sales season that's hard to top.

OPTIMAL RETAIL EXECUTION:

5/16/10 – 10/16/10

www.hersheys.com



©2010 The Hershey Company

Pure Summer!

Delicious and fun-to-make S'mores with HERSHEY'S chocolate are a perfect treat to cap off any summer get-together!



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For more recipes, activities, and fun, visit www.hersheys.com/smares

Make Every Occasion a S'mores Occasion



FREE* Customized Photo Calendar or Mug Offer!

You could win all new HERSHEY'S Drops. Enter now!

Heart-warming Winter Treats



HERSHEY'S Corporate Information - FAQs - Contact Us - Search - Sign Up - PRIVACY POLICY - AD ALERT!

PRODUCTS SHOP RECIPES PROMOTIONS VISIT HERSHEY

Products

- products by category
- chocolate candy
 - sugar confectionery
 - gum & mint
 - snacks
 - pantry items
 - HERSHEY'S SOLUTION CENTER
 - keether products
 - products a-z
 - product locator

- general nutrition information
- chocolate
 - antioxidants
 - low fat products
 - nutrition facts panels
 - nuts
 - fat
 - allergens
 - licorice
 - insulin resistance
 - diet & dental health
 - physical activity & young people
 - children's eating patterns
 - pets & candy
 - health & nutrition info for professionals



HERSHEY'S Kitchens
HERSHEY'S Chocolate Confectionery
How do we measure?

HERSHEY'S
SPECIAL DARK

HERSHEY'S
SPECIAL DARK

The Dark Chocolate for Milk Chocolate Lovers™

Learn about Dark Chocolate & Antioxidants >>

NEXT >>

HERSHEY'S SPECIAL DARK Candy Bar

- Candy Bar
- Nuggets with Almonds
- KISSES
- Miniatures
- Syrup
- Cocoa
- Chocolate Chips
- Baking Bar



SPECIAL DARK Bar - A special blend of rich, delicious, velvety dark chocolate that offers a mildly sweet taste that milk chocolate lovers are sure to cherish.

click to expand
Nutrition Information

Links

>> **HERSHEY'S EXTRA DARK product page**
"Smooth, rich dark chocolate from a select blend of cacao beans for just the right balance of taste, aroma and sweetness."

>> **www.PureHersheys.com**
For more information on HERSHEY'S chocolate, please visit www.PureHersheys.com.

Dark Chocolate Facts
How is dark chocolate different from milk chocolate?



PRODUCTS

SHOP

RECIPES

PROMOTIONS

VISIT HERSHEY

Products

products by category

- Chocolate candy
- sugar confectionery
- gum & mint
- snacks
- pantry items
- HERSHEY'S SOLUTION CENTER
- nutrition products
- products A-Z
- product locator

general nutrition information

- chocolate
- antioxidants
- low fat products
- nutrition facts panels
- nuts
- fat
- allergens
- licorice
- insulin resistance
- diet & dental health
- physical activity & young people
- children's eating patterns
- peas & candy
- health & nutrition info for professionals



products by category

Click on the links below to get more information about HERSHEY'S products

Chocolate Candy

HERSHEY'S KISSES chocolates, REESE'S peanut butter cups, ...

Snacks

HERSHEY'S COOKIES, HERSHEY'S Sweet & Salty granola bars, ...

Sugar Confectionery

TWIZZLERS candy, JOLLY RANCHER hard candy, ...

HERSHEY'S SOLUTION CENTER

HERSHEY'S SUGAR FREE candy, HERSHEY'S 100 Calorie, ...

Pantry Items

HERSHEY'S syrup, HERSHEY'S cocoa, ...

Gum & Mint

ICE BREAKERS gum & mints, BREATHSAVERS mints, ...

Kosher Products

Find products that conform to Jewish dietary laws...

Products A-Z

A-G, H-N, O-S, T-Z

Can't find a product?

[Product Locator](#) ➔

Click these links to learn more about HERSHEY'S Fund Raising, HERSHEY'S Food Service, HERSHEY'S Concession, or HERSHEY'S Vending.

general nutrition information

Information on nutrition issues that relate to our products and eating patterns.

Chocolate

Ingredients in and types of chocolate

Low Fat Products

Low fat and fat-free snacking

Nutrition Facts Panels

Understanding the FDA product labels

Nuts

Nuts and health, peanuts, almonds

Fat

Learn more about fat and its health implications

Black Licorice

Licorice and glycyrrhizic acid

Insulin Resistance

Dietary management, insulin and diabetes

Diet and Dental Health

Healthy teeth and gums

Physical Activity and Young People

Increasing physical fitness and well-being

Children's Eating Patterns

Fostering healthy eating behaviors



**IT TAKES A SPECIAL
CHOCOLATE TO MAKE
EVERYONE HAPPY**



MILDLY SWEET
DARK CHOCOLATE.
AVAILABLE
EVERYWHERE.

© 2014 The Hershey Company

PURE HERSHEY'S™



HERSHEY'S Milk Chocolate Bar

Pure and simple. Nothing can take the place of this classic.

Take a closer look

Nutrition Information

Kosher Status: OU-D
Serving Size: 1 bar (43.00 g)
Total Calories
Calories from Fat

Amount Per Serving

Total Fat	13 g
Saturated Fat	8 g
Cholesterol	10 mg
Sodium	35 mg
Total Carbohydrate	26 g
Dietary Fiber	1 g
Sugars	24 g
Protein	3 g

Vitamin C
Calcium
Iron

*Percent Daily values are based on a diet of 2,000 calories per day. Your requirements may vary depending on your calorie needs.

Total Fat	Less than	200g
Sat Fat	Less than	65g
Cholesterol	Less than	20g
Sodium	Less than	300mg
Total Carbohydrate	Less than	2,400mg
Dietary Fiber		30g
		375g
		30g

Hershey's goal is to keep each product's nutrition information up-to-date. However, please consult the label on the product's packaging before use. Please note that something is different on a product's label than appears on our website. Please call us for more information at (800) 498-1714.

HERSHEY'S | HERSHEY'S SPECIAL DARK Mildly Sweet Chocolate Bar - Windows Internet Explorer

http://www.hersheys.com/pure-products/hersheys-special-dark-mildly-sweet

File Edit View Favorites Tools Help

HERSHEY'S | HERSHEY'S SPECIAL DARK Mildly Sweet ...

HERSHEY'S PRODUCTS PROMOTIONS ADS & VIDEOS OUR STORY RECIPES SHOP VISIT US

HERSHEY'S SPECIAL DARK Mildly Sweet Chocolate Bar

Mildly sweet, perfectly
balanced, and overly
delicious.

Take a closer look

Nutrition Information

Kosher Status: OU-D
Serving Size: 1 bar (41.00 g)
Total Calories
Calories from Fat

Amount Per Serving

Total Fat	12 g
Saturated Fat	8 g
Cholesterol	5 mg
Sodium	15 mg
Total Carbohydrate	25 g
Dietary Fiber	3 g
Sugars	21 g
Protein	2 g
Vitamin C	
Calcium	
Iron	

*Percent Daily Values are based on a diet of other people's secrets.

Total Fat	Less than	2000	60g
-----------	-----------	------	-----

HERSHEY'S | HERSHEY'S COOKIES 'N' CRÈME Bar - Windows Internet Explorer

http://www.hersheys.com/usa/products/hersheys-cookies-n-creme-bar/ct


File Edit View Favorites Tools Help

HERSHEY'S | HERSHEY'S COOKIES 'N' CRÈME Bar

HERSHEY'S COOKIES 'N' CRÈME Bar

A unique twist on a classic with cookies in every bite.

Take a closer look >



Nutrition Information

Kosher Status: OU-D
Serving Size: 1 bar (43.00 g)
Total Calories
Calories from Fat

Amount Per Serving

Total Fat	11 g
Saturated Fat	7 g
Trans Fat	5 g
Cholesterol	5 mg
Sodium	110 mg
Total Carbohydrate	27 g
Sugars	19 g
Protein	3 g
Vitamin C	
Calcium	
Iron	

*Percent Daily Values are based on a diet of other people's secrets. Your diet may be higher or lower depending on your calorie needs.

Total Fat	Less than	65g	Calories	2000
Sat Fat	Less than	10g		
Cholesterol	Less than	300mg		
Sodium	Less than	2,400mg		
Total Carbohydrate		300g		37g
Dietary Fiber		30g		30g

Hershey's goal is to keep each product's nutrition information up-to-date accurate but please consult the label on the product's packaging before.

HERSHEY'S | MR. GOODBAR Candy Bar - Windows Internet Explorer

http://www.hersheys.com/usa/products/mr-goodbar-candy-bar/standard/


File Edit View Favorites Tools Help

HERSHEY'S | MR. GOODBAR Candy Bar

MR. GOODBAR Candy Bar

The perfect crunchy blend of freshly roasted peanuts and chocolate candy.

Take a closer look



Nutrition Information

Kosher Status: OU-D
Serving Size: 1 bar (49.00 g)
Total Calories
Calories from Fat

Amount Per Serving

Total Fat 17 g
Saturated Fat 7 g
Cholesterol 5 mg
Sodium 65 mg
Total Carbohydrate 26 g
Dietary Fiber 2 g
Sugars 23 g
Protein 5 g
Vitamin C
Calcium
Iron

*Percent Daily Values are based on a diet of 2,000 calories. Your diet may vary depending on your specific needs.

Total Fat	less than	65g	
Sat Fat	less than	20g	
Cholesterol	less than	300mg	
Sodium	less than	2,400mg	
Total Carbohydrate		300g	91g
Dietary Fiber		25g	3g

Hershey's goal is to keep each product's nutrition information up-to-date, accurate but please consult the label on the product's packaging before use.

HERSHEY'S Fundraising : Chocolate Candy Bar Fundraising Products - Windows Internet Explorer

http://www.hersheys.com/fundraising/products/

File Edit View Favorites Tools Help


Favorites Suggested Sites Free Hotmail Web Slice Gallery

HERSHEY'S Fundraising : Chocolate Candy Bar Fundra... Page Safety Tools

Products Incentives Promotions **HERSHEY'S Fund Raising** Seller Tips Co

Products


Sweeten your sales by having everyone's favorite candies on hand.
HERSHEY'S brings you a variety of America's best-loved brands in bulk assortment carriers. The new \$2 Fundraising Assortment* is a 30-count carrier. The MAX + CHOCOLATETOWN Assortments comes in a 52-count carrier.



CHOCOLATETOWN PLUS Assortment


Don't be caught empty-handed
when a customer wants their HERSHEY'S

EARN MORE
SELL LESS



\$2 Assortment*

Big bars, big brands, big profits!
Earn big profits with HERSHEY'S new big bar \$2



MAX Assortment

Increase your profit by selecting the
assortment that showcases six different

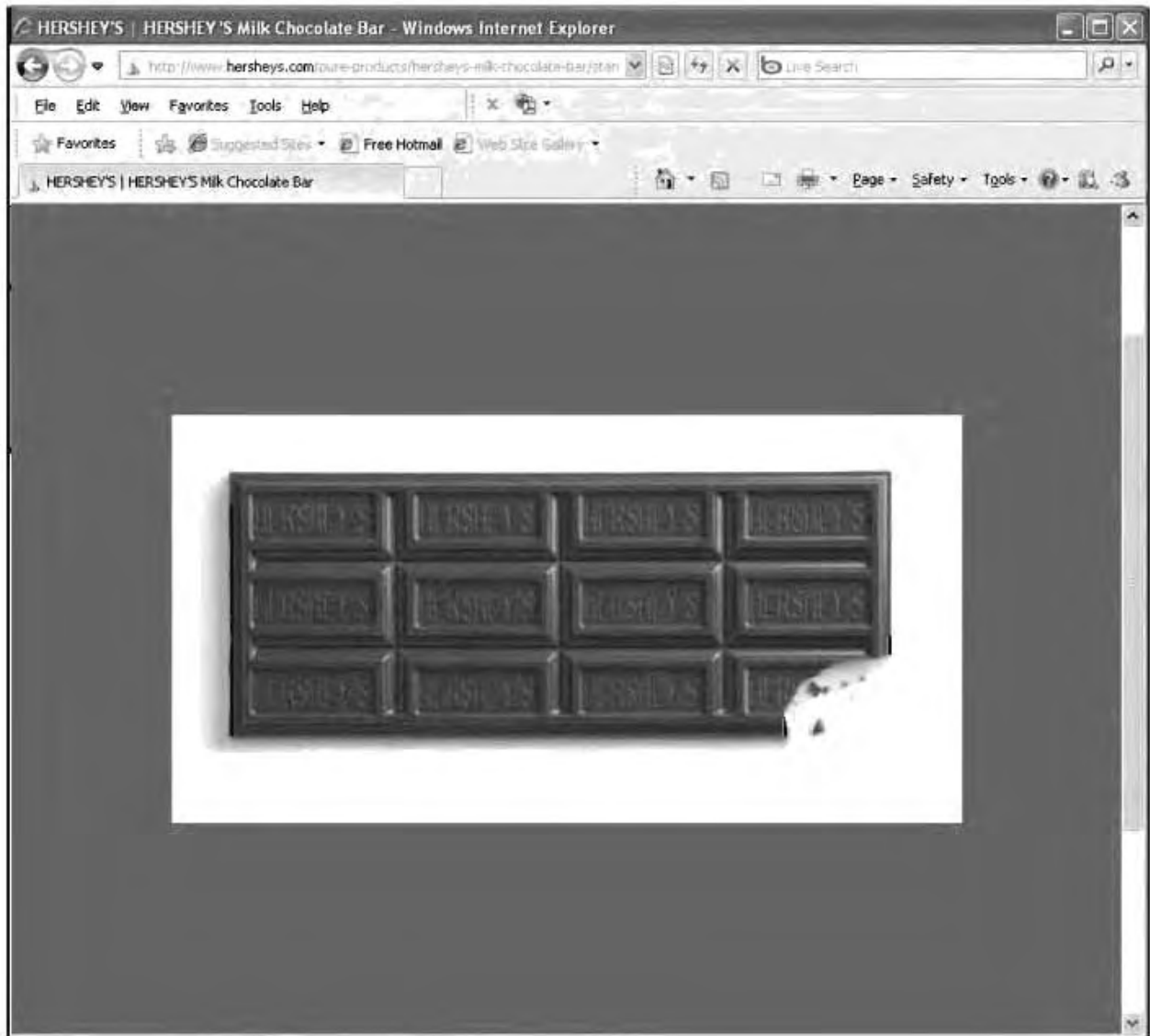


EXHIBIT B

CONFIDENTIAL SETTLEMENT AGREEMENT

This Settlement Agreement (“Agreement”), dated as of July 12, 2010, is entered into by and between The Hershey Company, a Delaware corporation with a place of business at 100 Crystal A Drive, Hershey, Pennsylvania 17033 and Hershey Chocolate & Confectionery Corporation, a Delaware corporation with a place of business at 4860 Robb Street, Wheat Ridge, Colorado 80033 (collectively referred to as “Hershey”), on the one part, and Williams Sonoma, Inc., a California corporation with a place of business at 3250 Van Ness Avenue, San Francisco, California 94109 (“WSI”), regarding WSI’s marketing and sale of its chocolate bar brownie pan, the configuration of which Hershey has asserted infringes and dilutes the trade dress of Hershey’s claimed Chocolate Bar Design Mark described herein.

WHEREAS, Hershey claims to have used for many years a product configuration of a chocolate bar that consists of, *inter alia*, a rectangle containing twelve equally-sized recessed rectangular panels arranged in a 4x3 format (the “claimed Chocolate Bar Design Mark”), variations of which are described by United States Trademark Registration No. 3,668,662 and United States Trademark Application Serial No. 77,809,223, and examples of which are attached as Exhibit A hereto; and

WHEREAS, WSI has distributed and sold in the United States a baking pan that WSI describes as a “chocolate bar brownie pan” (the “WSI Product”), which is depicted in Exhibit B hereto); and

WHEREAS, on May 11, 2010, in the United States District Court for the Middle District of Pennsylvania, Hershey commenced Civil Action No. 1:10-CV-1011 (the “Litigation”) against WSI, alleging, *inter alia*, that WSI’s distribution and sale of the WSI Product infringes and dilutes Hershey’s claimed Chocolate Bar Design Mark, and alleging claims for, *inter alia*,

trademark infringement, false designation of origin, trademark dilution and unfair competition relating to the use of the product configuration of the WSI Product; and

WHEREAS, WSI denies the foregoing assertions made against it by Hershey and denies that its alleged conduct violates Hershey's claimed rights or infringes or dilutes any trademark or trade dress; and

WHEREAS, the parties hereto wish to resolve their dispute and to terminate the Litigation pursuant to the terms of this Agreement, as set forth herein;

In consideration of the mutual representations, warranties and promises recited herein, the parties hereto agree as follows:

1. WSI represents and warrants that after the date of this Agreement, it will distribute or sell no more than 7,500 units of the WSI Product, which units it shall distribute or sell pursuant to this Agreement and the attached license agreement.

2. Hershey hereby grants WSI a nonexclusive, nontransferable license in the form attached as Exhibit C to use the claimed Chocolate Bar Design Mark as assertedly embodied in the WSI Product in connection with the distribution and sale in the United States of no more than 7,500 units of the WSI Product from the date of this Agreement through and including January 15, 2011. In consideration for the foregoing license and the other covenants set forth herein, WSI will pay Hershey, simultaneously with the execution of this Agreement, a licensing fee of \$2,000 (two thousand dollars).

3. WSI agrees that any WSI products sold under this license shall have been manufactured in accordance with the same quality standards as the units of WSI Product previously distributed by WSI, and that such products shall be advertised and promoted in a similar manner and in similar channels as WSI has previously used for WSI Product. If Hershey

has reasonable grounds for believing that this provision has been breached, upon written request by Hershey, WSI shall provide Hershey with a sample of the WSI Product and with representative samples of catalogs and packaging materials for the WSI Product.

4. Simultaneously with the execution of this Agreement, the parties shall execute the License Agreement attached as Exhibit C hereto (the "License Agreement").

5. WSI agrees that all use of the claimed Chocolate Bar Design Mark by WSI shall inure to the benefit of and be on behalf of Hershey, with the understanding that Hershey makes no claim to and will receive no benefit from other trademarks that are used in conjunction with the WSI Product. WSI agrees that nothing in this Agreement or the License Agreement shall give WSI any right, title or interest in the Chocolate Bar Design Mark other than the right to use that mark in accordance with this Agreement and the License Agreement. In connection with the WSI product and the License Agreement, WSI agrees that it will not attack the title of Hershey to the claimed Chocolate Bar Design Mark or attack the validity of the license granted herein and in the License Agreement.

6. Except as provided herein, WSI shall cease all use of, and all advertising, promotion, distribution and sale of any WSI Product.

7. Notwithstanding anything to the contrary in this Agreement or otherwise, Hershey reserves all rights to challenge any alleged use by WSI (other than in connection with the distribution and sale of the WSI Product as permitted by this Agreement) of the claimed Chocolate Bar Design Mark or any advertising, distribution or sale by WSI of any products bearing or embodying the claimed Chocolate Bar Design Mark or any design confusingly similar thereto.

8. WSI reserves the right to make and sell any product except as explicitly agreed in this Agreement and does not concede that any of Hershey's claimed registered or common law marks would apply to such products. Notwithstanding the foregoing, WSI hereby agrees not to challenge or contest in any manner whatsoever, the validity of and Hershey's ownership of:

a. United States Trademark Registration No. 3,668,662 or the mark embodied by that registration; or

b. in the event that United States Trademark Application Serial No. 77,809,223 matures into a registration, the registration resulting therefrom, or the mark embodied in that registration.

WSI further agrees not to challenge or oppose in any manner the maturation to registration of United States Trademark Application Serial No. 77,809,223.

9. In consideration of the representations, warranties and covenants by WSI contained herein, within five business days after execution of this Agreement and receipt of the payment by WSI provided for in Paragraph 2, Hershey will file a voluntary dismissal with prejudice, with each party to bear its own costs and attorneys' fees, of the action titled *The Hershey Company and Hershey Chocolate & Confectionery Corporation v. Williams Sonoma, Inc.*, No. 1:10-CIV-1011, that is pending in the United States District Court for the Middle District of Pennsylvania.

10. Except for any breach or violation, or claim of breach or violation, of this Agreement or the License Agreement, the parties each release and forever discharge each other, and each of their respective officers, directors, agents, servants, employees, attorneys, affiliates, subsidiaries, suppliers, customers, successors and assigns, from any and all claims, actions and causes of action concerning or in any way relating to the marketing of the WSI Product depicted in Exhibit B hereto. This specifically excludes from the release any claims related to other

products sold by WSI. The parties represent, warrant and agree that they have been fully advised by their respective attorneys regarding the contents of Section 1542 of the Civil Code of California. Section 1542 reads as follows:

A GENERAL RELEASE DOES NOT EXTEND TO CLAIMS WHICH THE CREDITOR DOES NOT KNOW OR SUSPECT TO EXIST IN HIS FAVOR AT THE TIME OF EXECUTING THE RELEASE, WHICH IF KNOWN BY HIM MUST HAVE MATERIALLY AFFECTED HIS SETTLEMENT WITH THE DEBTOR.

The parties expressly waive and relinquish all rights and benefits under the above section, and any similar law or common law principle of similar effect in any jurisdiction with respect to the released claims.

11. The existence and terms of this Agreement are confidential and shall be maintained in strict confidence by the parties, except to the extent that disclosure is required by an order of a court of competent jurisdiction or otherwise required by law. Notwithstanding the foregoing, (a) disclosure to the parties' legal/tax/financial advisors is permitted; and (b) disclosure is permitted to the extent necessary to respond to legitimate discovery requests, provided that such disclosure is designated as confidential pursuant to the terms of an appropriate protective order. Hershey may also disclose, during the pendency of the license, the fact that WSI's sale of the WSI Product is under license by Hershey, solely to third parties that Hershey has asserted are infringing the Chocolate Bar Design Mark, but shall not disclose this Agreement or the License Agreement except in discovery as set forth above. WSI agrees that Hershey may submit an executed version of the License Agreement to the United States Patent & Trademark Office to the extent Hershey deems it reasonably necessary to do so in connection with its efforts to register its rights in the Chocolate Bar Design Mark, including without limitation in connection with the pending United States Trademark Application Serial No. 77,809,223. The parties agree that they will not comment to the press if there are inquiries about the litigation or

Hershey's claims and that they will not disclose to anyone, directly or indirectly, that the License Agreement is publicly filed – if it is – with the United States Patent & Trademark Office.

12. This Agreement contains the entire agreement between the parties pertaining to the subject matter of this Agreement, and supersedes all prior or contemporaneous agreements, understandings and negotiations, whether written or oral, between the parties on or with respect to the issues addressed herein. This Agreement may not be waived, altered, modified, changed, amended, rescinded or terminated except by an instrument in writing signed by an authorized representative of each of the parties hereto. In reaching this Agreement, none of the parties to the Agreement have relied on any representation by any of the other parties to the Agreement or any attorney, agent or representative for any of the other parties to the Agreement, except as set forth herein.

13. The failure of a party to insist upon strict adherence to any term or obligation of this Agreement shall not be considered a waiver or deprive that party of the right thereafter to insist upon strict adherence to that term or obligation, or any other term or obligation, of this Agreement.

14. The parties agree that any ambiguity in this Agreement is not to be construed against any party to this Agreement on the grounds that such party drafted the Agreement, but shall be construed as if all parties jointly prepared this Agreement and any uncertainty or ambiguity shall not on that ground be interpreted against any one party.

15. In the event of a conflict between the terms of this Agreement and the terms of the License Agreement, this Agreement shall govern.

16. This Agreement shall be governed and construed under the laws of New York, without regard to its choice of law rules or conflict of law provisions, and any lawsuit brought to

enforce this Agreement or the License Agreement shall be brought in the United States District Court for the Southern District of New York. The parties hereby submit to personal jurisdiction in the United States District Court for the Southern District of New York with respect to any such lawsuit brought to enforce this Agreement or the License Agreement.

17. This Agreement shall inure to the benefit of, and be binding upon, the parties hereto and their successors, affiliates and assigns.

18. The parties hereto are executing this Agreement of their own free will and on the advice and recommendation of their own independently selected counsel. Hershey expressly acknowledges that WSI has not made any promises, agreements, or representations to it, whether written or oral, except as expressly set forth in this Agreement, including, but not limited to, any promises, agreements or representations inconsistent with the terms of this Agreement. WSI expressly acknowledges that Hershey has not made any promises, agreements or representations to it, whether written or oral, except as expressly set forth in this Agreement, including, but not limited to, any promises, agreements or representations inconsistent with the terms of this Agreement.

19. If any of the provisions, terms, clauses, or waivers or releases of claims or rights contained in this Agreement are declared illegal, unenforceable or ineffective in a legal or other forum or proceeding, such provisions, terms, clauses or waivers and releases of claims or rights shall be deemed severable, such that all other provisions, terms, clauses or waivers and releases of claims and rights contained in this Agreement shall remain valid and binding upon all parties to the Agreement.

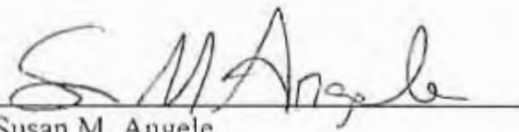
20. Each of the persons signing this Agreement represents and warrants that they have authority to bind their respective party or parties to this Agreement.

21. This Agreement may be executed in counterpart by original or facsimile signatures with the same force and effect as though the same document has been executed by all parties.

IN WITNESS WHEREOF, the parties hereto have caused this Agreement to be duly executed as of the date written above.

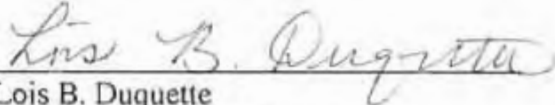
THE HERSHEY COMPANY

WILLIAMS SONOMA, INC.

By 
Susan M. Angele
Vice President, Deputy General Counsel
and Chief Governance Officer

By _____
[name]
[title]

HERSHEY CHOCOLATE &
CONFECTIONERY CORPORATION

By 
Lois B. Duquette
Assistant Corporate Secretary

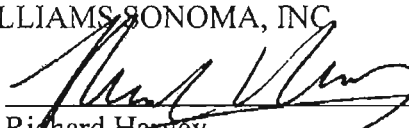
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THE HERSHEY COMPANY

By _____
Susan M. Angele
Vice President, Deputy General Counsel
and Chief Governance Officer

WILLIAMS SONOMA, INC

By 
Richard Harvey
President, Williams-Sonoma Brand

HERSHEY CHOCOLATE &
CONFECTIONERY CORPORATION

By _____
Lois B. Duquette
Assistant Corporate Secretary

EXHIBIT A

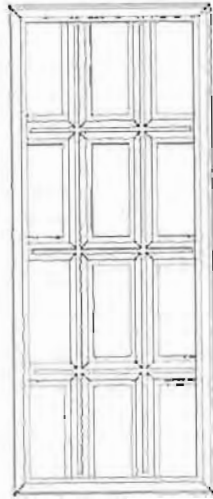


EXHIBIT B

WSI Product



EXHIBIT C

Trademark License Agreement

THIS AGREEMENT, effective as of the 12th day of July, 2010, by and between: Hershey Chocolate & Confectionery Corporation, a Delaware corporation with a place of business at 4860 Robb Street, Wheat Ridge, Colorado 80033 (hereinafter called "Licensor"), and Williams Sonoma, Inc., a California corporation with a place of business at 3250 Van Ness Avenue, San Francisco, California 94109 (hereinafter called "Licensee").

WHEREAS, Licensor represents it is the owner of the trademarks (hereinafter called "Marks") and registrations and applications therefore set forth in Exhibit 1 hereto;

WHEREAS, Licensee is desirous of using the Marks in connection with its business;

NOW, THEREFORE, in consideration of the foregoing and of the mutual promises hereinafter set forth, and for valuable consideration, the receipt and sufficiency of which Licensor hereby acknowledges, the parties agree as follows:

I. GRANT OF LICENSE

Licensor grants to Licensee a nonexclusive, nontransferable license to use the Marks in connection with Licensee's "chocolate bar brownie pan" product (the "WSI Product"), and Licensee accepts the license subject to the following terms and conditions.

II. OWNERSHIP OF MARKS

Licensee agrees that it will do nothing inconsistent with Licensor's ownership of the Marks and that all use of the Marks by Licensee shall inure to the benefit of and be on behalf of Licensor. Licensee agrees that nothing in this License shall give Licensee any right, title or interest in the Marks other than the right to use the Marks in accordance with this License and Licensee agrees that it will not attack the title of Licensor to the Marks or attack the validity of this License.

III. QUALITY STANDARDS

Licensee agrees that the nature and quality of all goods sold by Licensee under the Marks and all related advertising, promotional and other related uses of the Marks by Licensee shall conform to standards set by Licensor, and shall be maintained at at least as high a standard as previously maintained by Licensee in connection with the WSI Product.

IV. QUALITY MAINTENANCE

Licensee agrees to cooperate with Licensor in facilitating Licensor's control of such nature and quality, to permit reasonable inspection of Licensee products sold under the Marks,

and to supply Licensor with specimens of uses of the Marks and a sample WSI Product upon reasonable request. Licensee shall comply with all applicable laws and regulations pertaining to the sale, distribution and advertising of goods and services covered by this License.

V. INFRINGEMENT PROCEEDINGS

Licensor shall have the sole right and discretion to bring infringement or unfair competition proceedings involving the Marks.

VI. TERM

This Agreement shall continue in force and effect until January 15, 2011, unless renewed by mutual agreement of the parties by signed writing.

VII. TERMINATION FOR CAUSE

Licensor shall have the right to terminate this Agreement upon thirty (30) days' written notice to Licensee in the event of any affirmative act of insolvency by Licensee, or upon the appointment of any receiver or trustee to take possession of the properties of Licensee or upon the winding-up, sale, consolidation, merger or any sequestration by governmental authority of Licensee, or upon breach of any of the provisions hereof by Licensee.

VIII. EFFECT OF TERMINATION

Upon termination of this Agreement Licensee agrees to immediately discontinue all use of the Marks on the WSI Product, and that all rights in the Marks and the goodwill connected therewith shall remain the property of Licensor.

IN WITNESS WHEREOF, the parties hereto have caused this Agreement to be executed as of the day and year first above written.

HERSHEY CHOCOLATE &
CONFECTIONERY CORPORATION

WILLIAMS SONOMA, INC.

By Lois B. Duquette
Lois B. Duquette
Assistant Corporate Secretary

By _____
Name:
Title:

and to supply Licensor with specimens of uses of the Marks and a sample WSI Product upon reasonable request. Licensee shall comply with all applicable laws and regulations pertaining to the sale, distribution and advertising of goods and services covered by this License.

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HERSHEY CHOCOLATE &
CONFECTIONERY CORPORATION

WILLIAMS SONOMA, INC.

By _____
Lois B. Duquette
Assistant Corporate Secretary

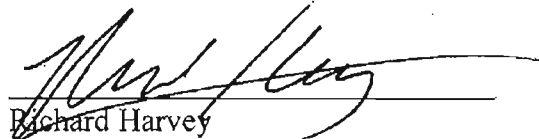
By 
Richard Harvey
President, Williams-Sonoma Brand

EXHIBIT 1 to License Agreement

U.S. Trademark Registration No. 3,668,662

United States Trademark Application Serial No. 77,809,223

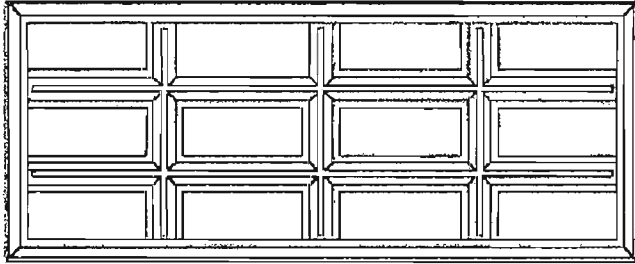
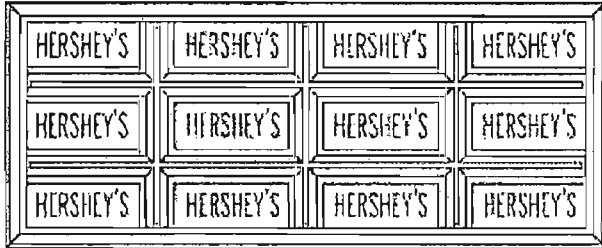


EXHIBIT C

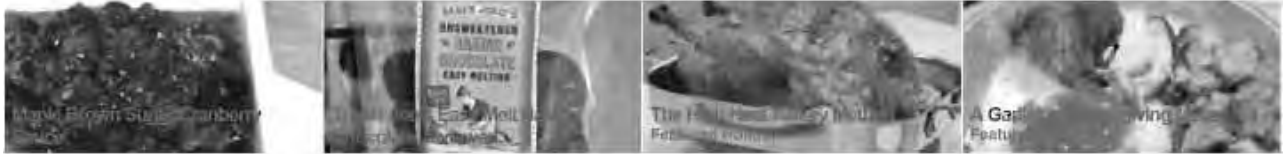


EXHIBIT D

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search...



Chocolate Bar Brownie Pan

JANUARY 30, 2009 | GEAR AND GADGETS, SWEET STUFF | 8 COMMENTS

re:weel



Whether you're a fan of Hershey's chocolate bars or not, it's design is undeniably a classic confectionery icon: a flat, rectangular bar divided up into bite-sized pieces that are easy to snap off. I don't know that Hershey's was the first chocolate maker to use this design, but it is the one that is certainly the most well known for it. Williams Sonoma is currently carrying a Chocolate Bar Brownie Pan that uses the iconic look of the chocolate candy bar to make brownies look even more chocolaty than they are to begin with.

The pan, which is made by NordicWare, is heavy duty cast aluminum and measures 13.5" x 8.5" x 1.5". It will work for a recipe scaled to a standard 9x13-inch pan. This pan will work best for denser recipes, like brownies (as the name of the pan suggests), fudge or flourless chocolate cake. Other cakes, while they will still bake up just fine, will not be left with as distinct an impression of the candy bar design and details will be more difficult to make out, even though the nonstick finish of the pan should help the cake release easily.

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6 Comments



cybele

January 30, 2009 at 7:37 am

I got the pan for my birthday. It doesn't release quite easily (but I've only used it once so far), I don't think they should have put the little "chocolate" lettering on it - otherwise it'd be perfect.

We did a recipe for a 9x13 pan and felt it was a little too much (so we put the extra in a little pan). That was probably a good idea.



dawn

January 30, 2009 at 12:42 pm

I need to look for that...would love to try a layer of chocolate then the brownie layer.



Nicole

January 30, 2009 at 1:16 pm

Thanks for the review, Cybele!



Heaters

May 5, 2009 at 1:58 pm

Awesome review, will have to try this sometimes



replica watches

March 10, 2010 at 7:34 pm

Looks good



Sara

May 18, 2010 at 11:27 am

Hershey's is currently suing William Sonoma for trademark infringement because of this pan and has attached a copy of this entry to support their argument!
<http://www.law.com/jsp/article.jsp?id=1202458384694&rss=newswire>

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Author: **Nicole**

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- The Girl Who Ate Everything
- The Scent of Green Bananas
- Vanilla Garlic

Lifesaving Thanksgiving Cranberry-Walnut Pie

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EXHIBIT E

Caro's Ramblings

never be afraid of anything with chocolate sprinkles

01
Jun

Williams-Sonoma

o

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- Texts From Last Night
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- The Onion
- Tomatoes Are Evil
- Trailer Park Boys
- Work Doesn't Suck

Categories

animals

Leave
a
Reply

I had the pleasure of trying Williams-Sonoma's new Sandwich Cookie Cake Pan. I'm totally in LOVE with all of the items there. Let's start with the Sandwich Cookie Cake Pan. What's not to like? You end up with 2 cakes with frosting in the middle...a cake sandwich. YUM.



Then there's The Great Cupcake Pan. I know a few people that own this, but have never had the pleasure of feasting on the end result. Maybe I'll just have to bake myself a giant cupcake cake?



I can't just get cake pans; gotta do the brownies too!! The Chocolate Bar Brownie Pan:



It's like a Hershey's bar with individual brownies. I'm totally digging this! And the Gift Cakelet Pan...



Mini cakes. They look like little presents waiting for me to devour them. How can I resist? Especially when Williams-Sonoma makes my life 100x easier by selling the cake and brownie mixes right there!! I've never had a Sprinkles cupcake but I hear they're quite fabulous. Williams-Sonoma carries a variety of flavors of mixes, including Red Velvet (my favorite), dark chocolate (yes please!), vanilla, lemon, and banana.

Can someone please put me out of my misery and present me with a cupcake? I'm dying after looking at all this!

Posted by Caro in [discoveries](#), [food](#), [rants and raves](#), [shopping](#) | [Trackback](#)

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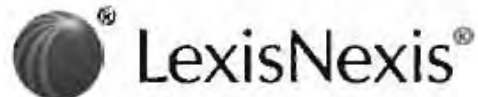
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June 17, 2010 Thursday 1:03 PM EST

LENGTH: 893 words**HEADLINE:** Swan Songs: Rudy Lehman's Incredible Linotype Letterpress**BYLINE:** Matthew Newton**BODY:**

Jun. 17, 2010 (True/Slant delivered by Newstex) --

Rudy Lehman by Nate Boguszewski. (click to enlarge)

Swan Songs is a three-part narrative series examining the lives and work of Americas vanishing tradesmen.

The front door to Lehman Typesetting"located in Wilksburg, a small town outside of Pittsburgh"is either finicky or locked, its hard to tell. I assume the former to be true and set to fidgeting with the worn brass handle. A stranger in the same situation might deduce, based on outward appearance alone (sun-bleached sign; deteriorating paint), that the shop has been out of business for years, perhaps even decades. But as I peer through the dust-smearred window, I see the flicker of a ceiling-mounted fluorescent tube light.

Rudy Lehman by Nate Boguszewski. (click to enlarge)

Impatient, I double my efforts to finesse the uncooperative door handle, this time adding more torque to my twist-ing/pushing motion"which fails except for the fact that I make enough noise to capture the attention of someone inside. Thats when I see a short, white-haired man emerge from behind the shops counter.

oeHey there, says Rudy Lehman, the 72-year-old man who has just opened the front door and is looking at me with what can only be described as sincere skepticism (a reaction I seem to elicit from strangers more often than Id like), oehow can I help you?

I inform him that Im the journalist he spoke to on the phone last week, the one who wants to interview him about his experience working as a typesetter for the past 50 years"a proposal that, over the phone, was met with the response, oeYoure welcome to talk with me, I just dont know how interesting itll be.

Lehmans modesty is not surprising. Hes a polite, soft-spoken man who enjoys routine and seems awkwardly out of place in the 21st century. But the one critical detail hes overlooking, the one that makes his story compelling, is the remarkable fact that hes still operating a typesetting shop"over two decades since computers rendered mechanical-based typesetting almost entirely obsolete.

Rudy Lehman by Nate Boguszewski. (click to enlarge)

Once inside Lehman's shop, my eyes are drawn to a mammoth-sized black machine that's partially obscured by a door leading to the main work room. This mysterious-looking contraption, Lehman informs me, is called a Linotype, and its name does precisely what it infers: it spits out a line of type in the form of a metal slug that is then used to print sentences, paragraphs, or entire books on letterpress. When Lehman purchased the Linotype back in 1957, it cost \$15,000—a figure that no doubt rivaled the GDP of a small Eastern Bloc country of the time.

To describe the machine as grand would be unfair. More aptly, the Linotype is intimidating in appearance and mystifyingly complex in design.

Can you show me how it works? I ask.

Sure, Lehman says, as he motions for me to come in closer for a demonstration.

He sits down behind a peculiar-looking keyboard and rakes his wide fingers across the neatly lined rows of square metal keys, which are arranged in order of the frequency they occur in the English language (i.e. vowels first, followed by consonants, etc.). As Lehman randomly types, his hands hover over the keys between each strike. The machine is noisy and its small motor chugs to turn the belts and wheels that make its multiple mechanisms work.

Rudy Lehman by Nate Boguszewski. (click to enlarge)

Can you hear that? Lehman asks, talking loudly to be heard over the noise of the machine. That's the sound of the mats. They drop in from the magazine above and line up here on the assembler to create your text. He's pointing at a ruler-like ledge several inches above the keyboard. The mats he refers to (brass matrices that are stamped with a specific letter, font style, and size and notched with key-like teeth that guide them through the machine) make a sound that reminds me of the rhythmic clacking of Connect 4, Milton Bradley's vertical checkers game.

After the mats are lined up to create the desired text, they are thrust into a mold by way of a lever cranked by Lehman. Molten lead from a heated crucible in the machine's belly is squeezed into the mold. The mats are then retrieved from the assembler by a thin black metal arm that lowers itself from the left side of the machine. As the arm returns to its former position, the mats are fed back into the magazine atop the Linotype. Lastly, Lehman engages a portion of the machine called the knife block, which cuts and trims the injected lead. That's when the finished product—a silver metal slug approximately the size and shape of a Hershey's chocolate bar—drops into a galley tray several inches from Lehman's knee.

Here it is, he says, showing me the slug as he proudly holds it between his thumb and index finger.

And though I just witnessed the process first hand, it may as well be magic. As I look over at Lehman, who's still holding the slug in his right hand and explaining minute details of the Linotype, his voice vanishes into the background for a moment and I notice he's smiling, happy.

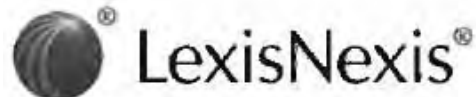
Authors note: A truncated (and heavily edited) version of this article was originally published in Swindle magazine back in 2007. The text that appears here is the original, unedited manuscript and is exclusive to Annals of Americus. All photographs by Nate Boguszewski.

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Patriot News (Harrisburg, Pennsylvania)

August 3, 2009 Monday
FINAL EDITION

SECTION: YOUR LIFE; Pg. B01

LENGTH: 158 words

HEADLINE: YOUR TIP SHEET

BODY:

Did you attend the Dave Matthews Band concert in Hershey the other week but weren't able to get a souvenir?

You're in luck, provided you have some cash to spend.

For each concert, DMB sells a special, limited edition series of silk-screened posters, designed by Methane Studios.

For the Hershey concert this year, Methane created a poster that mimics the packaging on Reese's peanut butter cups.

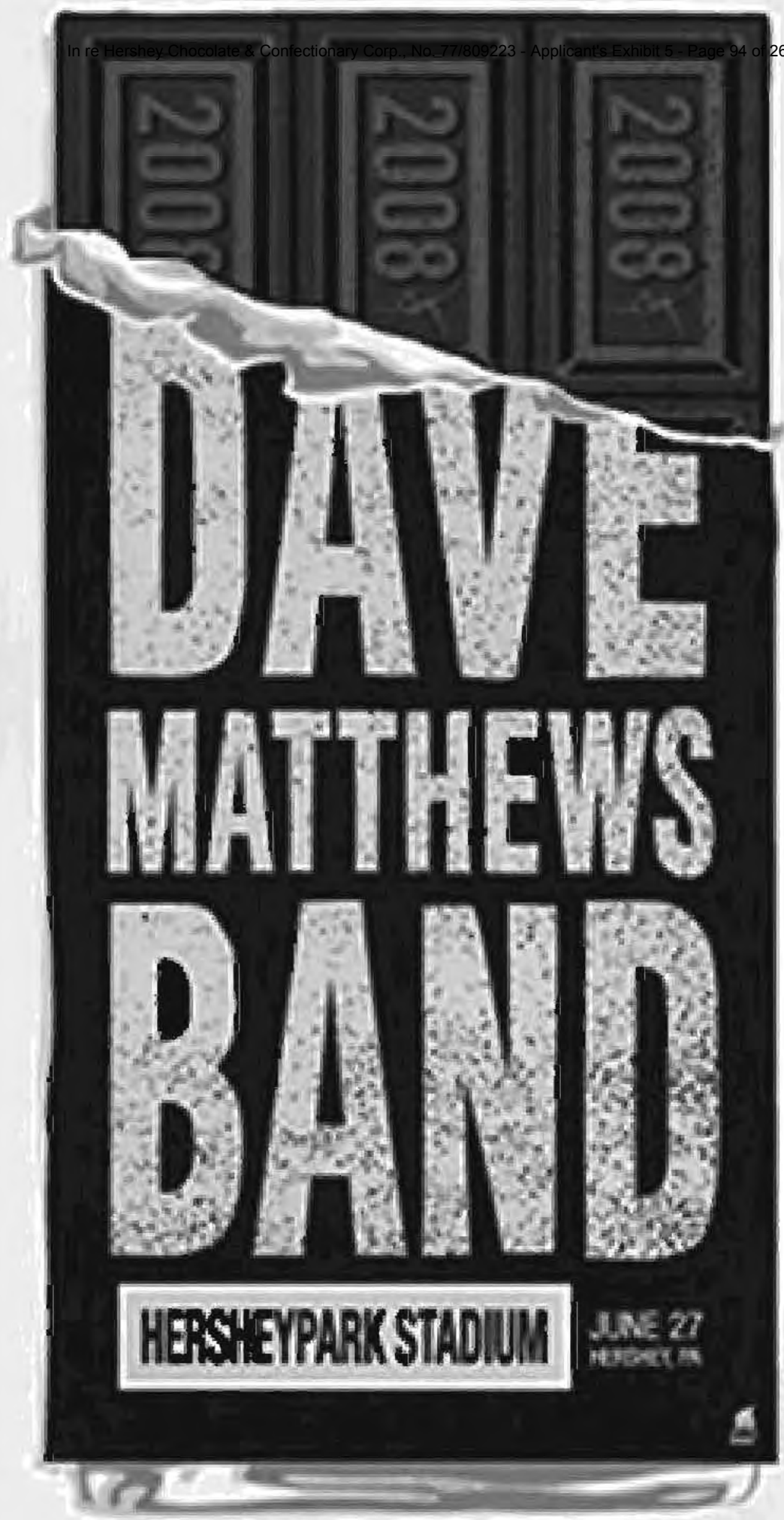
Apparently Hershey had a bit of a problem with the band using their candy logo. According to the DMB message board at antsmarching.org, they initially pulled the posters around 3 p.m., only to give the band permission two hours later.

The posters sold for about \$35 at the concert, but you'll have to pay quite a bit more if you want one now. Prices on eBay range from \$45 to \$99.

If that one doesn't suit you, there's always the 2008 poster, which was designed to **look** like a **Hershey** chocolate **bar**. It's currently on sale on eBay for \$100.

-- From staff reports

LOAD-DATE: August 5, 2009



HERSHEY PARK STADIUM

JUNE 27
HERSHEY, PA

EXHIBIT G

Int. Cl.: 30

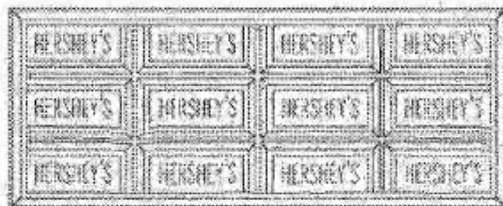
Prior U.S. Cl.: 46

United States Patent and Trademark Office

Reg. No. 3,668,662

Registered Aug. 18, 2009

**TRADEMARK
PRINCIPAL REGISTER**



HERSHEY CHOCOLATE & CONFECTIONERY
CORPORATION (DELAWARE CORPORATION)

4860 ROBB STREET, SUITE 204
WHEAT RIDGE, CO 80033

FOR: CANDY, IN CLASS 30 (U.S. CL. 46).

FIRST USE 12-31-1968; IN COMMERCE 12-31-1968.

OWNER OF U.S. REG. NOS. 54,041, 863,592, AND
1,367,943.

THE MARK CONSISTS OF TWELVE (12) EQUALLY-SIZED RECESSED RECTANGULAR PANELS ARRANGED IN A FOUR PANEL BY THREE PANEL FORMAT WITH EACH PANEL HAVING ITS OWN RAISED BORDER WITHIN A LARGE RECTANGLE WITH LETTERS SPELLING "HERSHEY'S" IN EACH RECESSED PANEL.

SEC. 2(F).

SER. NO. 77-581,348, FILED 9-29-2008.

ROBERT C. CLARK JR., EXAMINING ATTORNEY

Applicant: Hershey Chocolate &) Law Office: 116
Confectionary Corporation)
)
Serial No.: 77/809223) Examining Attorney: John Dwyer
)
Filed: August 20, 2009)
)
Mark: Miscellaneous Design)
(Recessed Rectangular)
Panels))

DECLARATION OF VOLKER KRAMER

Volker Kramer, being duly sworn, deposes and states:

1. I declare the following information from my personal knowledge and if called upon to do so, could competently testify to the facts submitted in this declaration.

Background

2. I am the owner, President and Chief Executive Officer of Agathon GmbH & Co. KG ("Agathon"), based in Bottrop, Germany. I have held this position for almost ten years.

3. Agathon is a leading producer of chocolate moulds for large-scale industrial production worldwide and specializes in designing and producing chocolate moulds, a field in which I have worked for many years. As part of my job, I consult with chocolate manufacturers, including United States manufacturers, concerning the design and development of chocolate moulds for use in the production of chocolate products.

4. I am familiar with the well-known design of the HERSHEY'S chocolate bar, for which design (without the word "HERSHEY'S") I understand trademark protection is being sought in the United States Patent & Trademark Office in Application No. 77/809223. That design is depicted in Exhibit A hereto.



5. The design consists of a rectangular candy bar with twelve equally-sized recessed rectangular panels, each of which is of roughly the same proportions as the rectangular bar itself, and which are arranged in a four panel by three panel format with each panel having its own raised border.

6. As I explain more fully below, this particular candy bar design is not functional, because it is not cheaper to produce and does not result in a better-designed candy bar as compared to numerous other alternative designs.

7. First, the particular shapes and combination of the design elements comprising the Hershey design do not provide any utilitarian advantage over alternative designs. For example, if a bar is so divided, the individual segments do not need to be in the shape, size, number, proportions or configuration embodied in Hershey's design. A segmented bar can have more than 12 segments or less than 12, it could have square or triangular segments instead of rectangular, it could have segments that are not proportional to the bar's overall shape, it could have segments arranged in a different way than four by three, and so on. Nor is there any need for the segments to have recessed panels or raised edges; many segmented bars do not have these features. Attached as Exhibit B are examples of various chocolate candy bars that are unsegmented, or that have segments that are different in shape, size, configuration and/or proportion than those of the Hershey design, and/or that have segments that do not include recessed panels or raised edges.

8. Indeed, in some respects, the Hershey design is less functional than other designs. For example, the tooling and moulds for the framed segments of the Hershey design are more expensive to create than are the tooling and moulds for other chocolate bar designs.



9. Nor does the Hershey design result in lower manufacturing costs as compared to alternative bar designs.


10. The particular configuration of the Hershey design also is no less costly to manufacture than other alternative segmented bar designs. A bar with fewer or more than twelve segments, with square or triangular segments, with segments of different proportions, or with segments that do not have recessed panels or raised edges, would be no more costly to manufacture than a bar with the Hershey design. Put simply, there are many, many other ways that one could design a chocolate bar other than the Hershey design, without giving up any cost or efficiency advantage. In fact, we manufacture moulds for a number of other companies that are do not involve any greater manufacturing costs than bars using the iconic Hershey design.

11. I am familiar with innumerable other chocolate bars, besides the HERSHEY'S chocolate bar, that are marketed and sold by other companies and that do not mimic the Hershey design, and which are equally feasible design alternatives. In light of these many available alternative designs, and based on my experience in the chocolate mould business, it is my opinion that a prohibition on the copying of the design in Hershey's applied-for mark would not limit others' abilities to manufacture functional, desirable chocolate bars in a cost-effective manner.

I declare under the laws of *Germany* that the foregoing is true and correct.



Dated: November 23, 2010
Bottrop, Germany



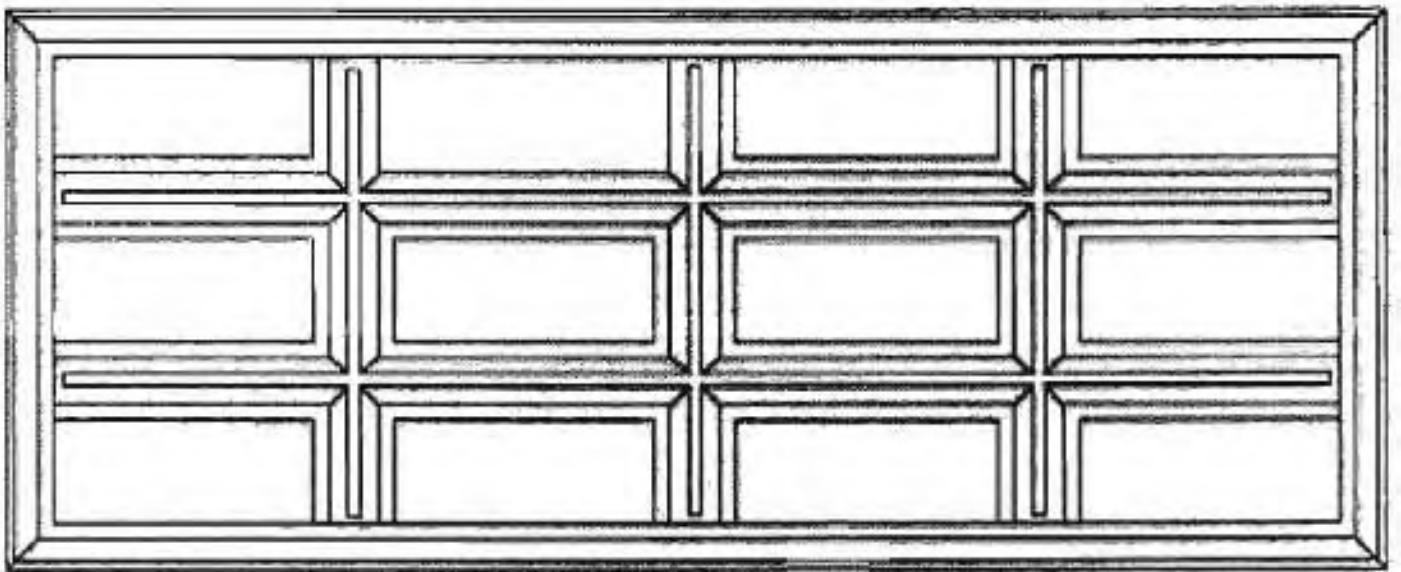
Volker Krauter

Date



EXHIBIT A

A handwritten signature or scribble, possibly in black ink, located in the bottom right corner of the page. The signature is stylized and difficult to decipher, appearing to consist of several overlapping, fluid strokes.

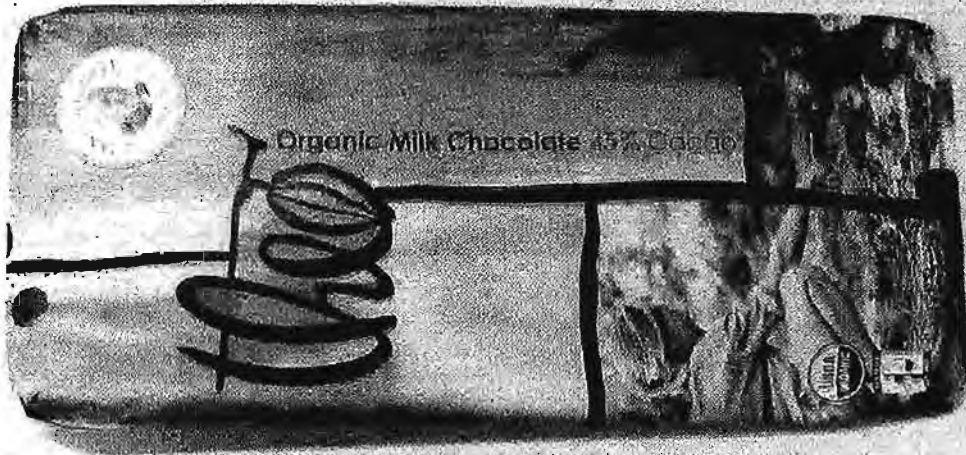


A handwritten signature or scribble consisting of several overlapping, diagonal lines, located in the lower right quadrant of the page.

Exhibit 6



EXHIBIT B



[Handwritten signature]



A handwritten signature or mark in the bottom right corner of the page, consisting of several overlapping, dark lines.



A handwritten signature or scribble in the bottom right corner of the page, consisting of several overlapping, dark lines.



A handwritten signature or scribble in the bottom right corner of the page.



[Handwritten scribble]





Report of Robert L. Klein

in the matter of

Hershey Trademark Application #77809223

**Secondary Meaning
Survey Methodology and Results**

November 22, 2010

Applied Marketing Science, Inc.
303 Wyman Street, Suite 205
Waltham, MA 02451

Credentials of Robert L. Klein and qualifications as an expert

I am president and co-founder of Applied Marketing Science, Inc. (AMS) a market research and consulting firm with offices in Waltham, Massachusetts.

I received a Bachelor of Science degree in Mechanical Engineering in 1966 from the Massachusetts Institute of Technology, Cambridge, Massachusetts, and a Master of Science degree in 1968 from the MIT Sloan School of Management. I served as a commissioned officer in the US Public Health Service from 1968 to 1970 and was stationed at the National Institutes of Health in Bethesda, Maryland.

I returned to the Boston area in 1970 to join three former professors in starting Management Decision Systems, Inc. (MDS). I was Senior Vice President responsible for the development of market research models and measurement tools to forecast new product success, to measure the impact of advertising and other promotions, and to help product managers increase the profitability of their brands. In 1985, MDS had 250 employees and offices in the U.S., Europe, and Asia.

In 1985, Information Resources, Inc. (IRI), then the 4th largest market research company in the world, acquired MDS. IRI specialized in the collection and analysis of data generated by supermarket scanners. I became Executive Vice President of IRI with responsibility for custom consulting and market research projects outside the world of consumer package goods.

In 1989, I left IRI to start Applied Marketing Science, Inc. with an MIT professor and a former client as partners. For the past 21 years we have conducted market research on a wide range of both consumer and business products and services. I am the president of AMS and we currently have over 15 employees working out of our office in suburban Boston.

I am a member of the American Society for Quality, the Product Development and Management Association, the Institute for Operations Research and Management Science, and I am a Certified Product Development Professional. For four years I was also a member of the Proof of Confusion Subcommittee of the International Trademark Association.

Background and Objective

The Hershey Chocolate & Confectionary Corporation (hereafter "Hershey") has filed an application to register the product configuration of its chocolate bar as a trademark (Application #77809223). Specifically, Hershey has applied to register the "configuration of a candy bar that consists of twelve (12) equally-sized recessed rectangular panels arranged in a four panel by three panel format with each panel having its own raised border within a large rectangle." I have been asked by counsel for Hershey to design, field and analyze a market research survey that would measure the extent to which consumers associate the "four panel by three panel" appearance of the candy bar with a single source – that is, has the product configuration acquired "secondary meaning."

My work is on-going and I may extend or revise my opinion should additional information become available.

Summary of Opinion

Based on the results of the survey I conducted, it is my opinion that the four by three panel product configuration is widely recognized by relevant consumers, has acquired secondary meaning and functions as a trademark for Hershey. Specifically, 83.8% of relevant consumers associate the four by three brick product configuration with a single source and identify Hershey as that source. After adjusting for guessing and other forms of noise using an appropriate Control Group, the net association of the four by three panel configuration with Hershey is 42.2%. It is my understanding that this "net association" is comparable to levels that courts have held to be probative of secondary meaning.

Survey Methodology

The survey was designed in accordance with the relevant factors outlined in the Manual for Complex Litigation (4th edition) published in 2004 by the Federal Judicial Center. These include:

- whether the population was properly chosen and defined;
- whether the sample chosen was representative of that population;
- whether the data gathered were accurately reported;
- whether the data were analyzed in accordance with accepted statistical principles;

- whether the questions asked were clear and not leading;
- whether the survey was conducted by qualified persons following proper interview procedures; and
- whether the process was conducted so as to ensure objectivity (e.g. that respondents were unaware of the sponsor of the survey and how the results would be used).

The Universe and Sample Selection

The appropriate population for measuring secondary meaning consists of the purchasers of the product category in question. In this case that would be purchasers of chocolate candy bars.

In order to reach a representative sample of this population, an Internet survey was developed that identified consumers in the United States who are aged 18 or older and have both purchased a chocolate bar in the past six months and also plan on purchasing a chocolate bar in the next six months.

Internet surveys are an increasingly common form of market research. Over 77.3% of the U.S. population has access to the Internet.¹ The largest corporations use Internet surveys to support multi-million dollar marketing decisions.² Courts accept the results of Internet surveys in a wide range of cases.^{3,4}

An Internet survey is conducted by contracting with one of the numerous companies that have pre-recruited potential respondents who have indicated their willingness to participate in market research surveys. In this case, I selected e-Rewards, a well-established international market research service firm that maintains a panel of over 3.6 million consumers in the United States. AMS has worked with e-Rewards on a number of other projects and has found them to be a consistently reliable and high quality supplier of qualified survey respondents. As part of e-Reward's panel recruitment process, each potential panel member completes a demographic questionnaire. Using this information, e-Rewards was able to send survey invitations to a population of e-Rewards panel members that mirrored U.S. census demographics in various areas (age, gender, location, etc) (see Appendix C). This invitation included a link to the actual survey which was hosted on a website maintained by Applied Marketing Science, Inc. This link contained an embedded identification number that assured that each respondent

¹ <http://www.internetworldstats.com/stats14.htm> as of June 30, 2010 (viewed 10/6/2010)

² According to an annual study conducted by Inside Research®, 46% of the dollars spent for survey research in the U.S. was conducted online in 2010.

³ Robert H. Thornburg, *Trademark Surveys: Development of Computer-Based Survey Methods*, 4 J. Marshall Rev. Intell. Prop. L. 91 (2005)

⁴ Gabriel M. Gelb and Betsy D. Gelb, "Internet Surveys for Trademark Litigation: Ready or Not, Here They Come," *The Trademark Reporter*, Vol. 97, No. 5, Sept-Oct, 2007, p. 1073

could only complete the survey once. Respondents who qualified and completed the survey were awarded \$1.50 in e-Rewards currency.

In the survey I designed, respondents were shown a picture of a chocolate bar with the four by three panel product configuration in Hershey's trademark application. The picture contained no other indication of its brand or origin.⁵ Next, respondents were asked if they associate the appearance or design of the product with one or more particular companies. If the respondent said "Yes" to this question, they were asked which company or companies do they associate with the design and appearance of the product. Finally they were probed as to why they made the association or associations that they did.

In order to establish whether significant secondary meaning exists (meaning that consumers associate the four by three panel configuration with a single source, Hershey), it was necessary to use a Control Group of respondents to account for guessing and other forms of noise. This is analogous to the use of a placebo in the test of, say, a new drug. The effect of the drug is measured by the difference in response between those receiving the test drug (the "Test" Group) and those receiving the placebo (the "Control" Group.) Similarly, a control was used in this case to account for guessing and other forms of noise, and the "net" result is the difference between the response in the Test Group and the response in the Control Group.

"In designing a control group study, the expert should select a stimulus for the control group that shares as many characteristics with the experimental stimulus as possible, with the key exception of the characteristic whose influence is being assessed."⁶ In this case, an appropriate control product was a segmented chocolate bar that did not have the four by three panel design. Instead, of the four by three panel design shown to the Test Group, the Control Group was shown a three by one panel segmented chocolate bar.⁷ The secondary meaning attributed to the four by three panel design can be measured by the difference in the response between the Test Group that was exposed to the four by three panel design and the Control Group that was exposed to the three by one panel design. Pictures of the stimuli shown to the Test Group and the Control Group are displayed in Exhibit 1.

⁵ The Hershey® Chocolate Bar found in the market has the word "Hershey's" inscribed in each panel of the bar. The image used as the stimulus in the Test Group was a photograph of a chocolate bar that I understand was specially produced by Hershey without the Hershey name.

⁶ Diamond, Shari Seidman, "Reference Guide on Survey Research," *Reference Manual on Scientific Evidence, Second Edition*, Federal Judicial Center 2000, p.258

⁷ This control stimulus was created using computer software to digitally alter the image shown to the Test Group.



Test Group Stimulus



Control Group Stimulus

Exhibit 1 – Chocolate bars used in Test and Control Group

Another important factor is that the experiment should be "double-blind." In the test of a new drug or new treatment, this means that neither the patient nor the doctor (or the person administering the treatment) should be aware of which product is the test and which product is the control. With an Internet survey there is no interviewer and the survey will be double-blind when nothing alerts the respondent to the particular feature or issue being tested. In this case, the questions were identical for the Test and Control Groups and only the stimulus was different. Because respondents had no way of telling which stimulus was the test and which was the control, the experiment was double-blind.

The survey began with a series of screening questions to determine if a respondent were a member of the target population and qualified to participate in the survey. Screenshots taken from the survey are included in Appendix D as well as a text version of the questionnaire.

Prior to first screening question, respondents were asked to enter the code shown on the screen exactly as it is shown in a CAPTCHA image box. This is a standard question used in all AMS internet surveys to ensure that only actual people, as opposed to computer programs, take the survey. Respondents were not allowed to begin the survey until they entered the correct code. Next (QS0) respondents were asked what type of electronic device they were using to complete the survey. If they selected anything other than "Desktop Computer" or "Laptop Computer" then they were not allowed to continue. This ensured that respondents completed the survey on a device that had a screen large enough for them to easily view the images and make a proper assessment.

The next screening questions asked the sex of the respondent (QS1) and their age (QS2). Anyone that selected "Under 18" was not permitted to continue. The sex and age information was also used to validate that the person taking the survey was the same person who had originally enrolled with e-Rewards. Respondents whose answers were different from the information on file with e-Rewards were not allowed to continue.

The next screening question asked:

- QS3. Do you or any member of your family work for
- A company that makes or sells candy (Terminate)
 - A company that makes or sells automobiles
 - A company that makes or sells personal computers
 - A market research company (Terminate)
 - A law firm (Terminate)
 - None of the Above

The order of the response options was randomized (“None of the Above” was always last) to avoid any order bias. The purpose of this question was to eliminate respondents who might have a specialized knowledge of chocolate bars, market research surveys, or trademark law. If a respondent indicated that they or a family member worked in one of these three industries then they were eliminated from the survey.

The next screening question asked:

- QS4. Which of the following products have you purchased in the past 6 months? (*Select all that apply*)
- Chocolate candy bars
 - Chewing gum
 - Peanuts
 - Popcorn
 - Carbonated Soft Drinks
 - Donuts
 - Snack Cakes
 - None of the above (terminate)

This question was then followed up with a very similar question regarding their likely purchasing behavior in the future:

- QS5. Which of the following products are you likely to purchase in the next 6 months?
- Chocolate candy bars
 - Chewing gum
 - Peanuts
 - Popcorn
 - Carbonated Soft Drinks
 - Donuts
 - Snack Cakes
 - None of the above (terminate)

Again, the order of the list of items in each question was randomized to avoid any order bias. Only respondents who answered that they have purchased a chocolate candy bar in the past six months and that they are likely to purchase a chocolate candy bar in the next six months were allowed to continue.

The main survey began by showing a picture of either the four by three paneled chocolate bar or the three by one paneled chocolate bar (see Exhibit 1). The picture (Test or Control) was shown to each respondent for 10 seconds before they could continue on to the rest of the survey. The picture of the bar was visible to respondents throughout the rest of the survey.

After viewing the image for 10 seconds, respondents were asked:

Q1. Do you associate the design and appearance of this chocolate candy bar with one particular company, more than one company, no particular company or do you not know or have no opinion?⁸ (*Select One*)

- One particular company
- More than one company
- No particular company (End of interview)
- Don't know/no opinion (End of Interview)

If they indicated they associated the design and appearance of the chocolate bar with either one particular company or more than one company, they continue with the survey. Otherwise, the survey was complete.

If they answered "One particular company", they were asked the opened ended question:

Q2. With what particular company do you associate the design and appearance of this chocolate candy bar?

Respondents were given space to type in their answers and then in order to clarify their previous response they were asked (Q3), "Why do you say that?"

If a respondent indicated "More than one company" in Q1, they were asked the open ended question of:

Q4. With what companies do you associate the design and appearance of this chocolate candy bar?

This question was also followed up with a question that asks (Q5) "Why do you say that?"

⁸ To avoid an order bias, this question was asked in two different ways and rotated evenly among participants. In place of to the version seen above, respondents could have seen a version that read, "Do you associate the design and appearance of this chocolate candy bar with no particular company, one particular company, more than one company or do you not know or have no opinion?"

Once respondents had given their answers in either Q3 or Q5, the survey was complete.

Survey Data and Analysis

A total of 695 potential respondents visited the survey website on November 9 and 10, 2010 in response to the invitations sent by eRewards and 406 qualified for the survey. The detailed screening statistics are shown in Appendix E. Of the 406 interviews completed, two interviews were removed from the final data set based on the amount of time these respondents spent on specific substantive questions.⁹ The final data set consisted of 204 in the Test Group and 202 respondents in the Control Group.

Table 1 below shows the results of the tabulation of responses to questions Q1 and Q2.

	Test Group	Control Group
Total number of respondents	204	202
Associate design and appearance with one particular company	178	94
Identify "Hershey" as that company	171	84
% naming Hershey	83.8%	41.6%
Difference between test and control	42.2%	

Summary

It is my opinion that the four by three panel design has achieved secondary meaning and functions as a trademark for Hershey. An overwhelming majority of respondents identified the four by three panel design as coming from Hershey. After adjusting for guessing and other forms of noise, the level of association with a single source is consistent with levels that have been held to be probative of secondary meaning.



Robert L. Klein

⁹ In addition to the total elapsed time for the questionnaire, the amount of time spent on each individual question is also captured. There are many valid reasons why a survey may take an unusually long time to complete (interruptions due to phone call, family responsibilities, etc.) but a respondent who takes an inordinate amount of time on one of the substantive questions may have used their computer to search for a "right" answer. These respondents were excluded from the final analysis database.

Appendices

- A. Curriculum Vitae of Robert L. Klein
- B. Documents reviewed
- C. Survey invitation email sent to potential respondents
- D. Screenshots and text of questionnaire
- E. Response statistics
- F. Data glossary
- G. Data listing

Appendix A - Curriculum Vitae of Robert L. Klein

Business Address: Applied Marketing Science, Inc.
303 Wyman Street, Suite 205
Waltham, MA 02451
(781) 250-6301
fax: (781) 684-0075

E-mail: bklein@ams-inc.com

Home Address: 203 Windsor Road
Newton, MA 02468
(617) 965-0605

Education: MASSACHUSETTS INSTITUTE OF TECHNOLOGY, SLOAN SCHOOL
OF MANAGEMENT, Master of Science in Management, June 1968.
Teaching Assistantship 2nd year.

MASSACHUSETTS INSTITUTE OF TECHNOLOGY, Bachelor of
Science in Mechanical Engineering, June 1966, Dean's List 4 terms.

Career Positions:
1989-present

APPLIED MARKETING SCIENCE, INC., Waltham, MA
Co-founder and President. AMS is a marketing research and consulting
organization with offices in Waltham, MA. AMS helps clients in a broad
range of product and service industries identify and use the Voice of the
Customer to develop new products and services and understand
customer behavior. Developed the VOCALYST® system of market
research and analysis to efficiently collect and structure customer wants
and needs. Serves as an expert witness in cases related to trademark
infringement, confusion, patent damages, class certification, trade
secrets, sales forecasting and others issues.

1985-1988

INFORMATION RESOURCES, INC., Waltham, MA
Executive Vice President. Founded and led the Custom Projects Group, a
custom marketing science analysis and consulting organization
emphasizing non-consumer packaged goods applications of management
science models and measurement systems. Participated in the early
development and popularization of Quality Function Deployment (QFD) in
the United States and promoted its use through articles and speeches.

1970-1985

MANAGEMENT DECISION SYSTEMS, INC., Waltham, MA
Senior Vice President. Participated in the founding of this prestigious
software and marketing science consulting firm. Held a variety of
positions during its growth to a \$25M company including Chief Financial
Officer, Head of Models Development Division, member of Executive and
Compensation Committees, Head of various client service and consulting
groups prior to its merger with Information Resources. Responsible for
the development and commercialization of numerous marketing science
models including ASSESSOR, BRANDAID II, CATALYST, Coupon
Laboratory, and DEFENDER.

1968-1970 U.S. PUBLIC HEALTH SERVICE, National Institutes of Health, Division of Computer Research and Technology, Bethesda, MD, Commissioned Officer (rank equivalent to Army Capt.) Original member of a management science consulting group founded to apply these principles to the operations of the National Institutes of Health. Responsible for various projects in both the medical research area and the business and grants management area.

Publications:
(Past 10 years)

"How Much Is An Infringing Feature *Really* Worth," *Intellectual Today*, October 2002

"Good Data Drives Out Bad Cases," *Intellectual Property Today*, May 2006

"Dilution Through the Looking Glass: A Marketing Look at the Trademark Dilution Revision Act of 2005," (with Joel H. Steckel, and Shelley Schussheim) *The Trademark Reporter*, Vol. 96, No. 3, May-June 2006

"Expert Witnesses: When Are They Necessary and Does Daubert/Kumho Make a Difference?," (with Leslie J. Lott and Jose Rojas) *IP Litigator*, March/April 2007

Expert Witness
(past 4 years)

9 Squared, Inc. v. Moviso, LLC and Infospace, Inc.
Civil Action No. 05-N-267 (PAC), District of CO
Trademark Survey (2006 Report and deposition)

Bay State Savings Bank v. Baystate Financial Services
Case No. CIV.A.03-40273-NMG, C.D. of MA
Trademark Confusion and Secondary Meaning (2006 Report and deposition)

Albert v. Zabin, et al.
Case No. 03-2830, Massachusetts Superior Court
Sales Forecasting, (2006 Report)

Commerce Insurance Co. v. Commerce Bancorp, et al.
Case No. 06-10326-PBS, E.D. of MA
Trademark Confusion and Secondary Meaning (2006 Report and 2007 deposition)

Merisant Company v. McNeil Nutritionals, LLC and McNeil-PPC, Inc.
Civil Action No. 04-CV-5504, ED of Pennsylvania
False Advertising (2006 Report, deposition and testimony)

Chanel Chambers, et al. v. Daimler Chrysler Corporation
File No: 01 CVS 1555, Pitt County, North Carolina Superior Court
Class Certification (2006 Report)

Similarly:

Teresa Palace, et al v. Daimler Chrysler Corporation

Case No. 01 CH 13168, Cook County, Illinois County Department,
Chancery Division (2006 Report and 2007 deposition)

PPC Techs, Inc. v. Boxwave Corporation, et al.
Case NO. SACV05-622 CJC (Anx), C.D. of California, Santa Ana Branch
Trademark Confusion (2006 Report and deposition)

Urban Outfitters, Inc., et al. v. BCBG Max Azria Group, et al.
Civil Action No. 06-04003, E.D. of Pennsylvania
Trademark Confusion (2006 Report, deposition and testimony)

The Procter & Gamble Company v. Oli, LLC
TTAB Opposition No. 91168649, Cancellation No. 92046511
Trademark Confusion (2007 Report)

Solvay Pharma, Inc. and Altana Pharma AG v. Apotex Inc. and The
Minister of Health, Federal Court, Toronto, Canada, File No. T-427-06
Product Forecasting (2007 Report and testimony)

The Sugar Association v. McNeil Nutritionals, LLC and McNeil-PPC, Inc.
Case No. CV 04-10077 DSF (RZX), C.D. of California
False Advertising (2007 Report and deposition)

Educational Insights, Inc. v. SAS Group, Inc. et al.
Civil Action No.: 06 CV 13760 (RCC), S.D. of New York
Trademark Confusion (2007 Report)

SAS Group, Inc. et al. v. Faber-Castell USA, Inc.
Civil Action No.: 07-CV-00876-KMO, N.D. of Ohio
Trademark Confusion (2007 Report)

Solidworks Corporation v. Autodesk, Inc.
TTAB Opposition No. 91175197 (consolidated)
Secondary Meaning (2007 Report)

Eliminator Custom Boats et al. v. American Marine Holdings et al.
Case Number ED CV 06-15 VAP(Ex), C.D. of California
Trademark Confusion (2007 Report and deposition)

Board of Regents, University of Texas v. KST Electric, Ltd.
Civil Action No. A06CA950 LY, W.D. of Texas, Austin Division
Secondary Meaning (2007 Report and deposition)

National Pork Board et al v. Supreme Lobster and Seafood Company
TTAB Opposition No.91166701
Trademark dilution (2007 Report, deposition and testimony)

Capitol Federal Savings Bank v. Eastern Bank Corporation
Case No: 1:07-cv-11342-RCL, Massachusetts District Court
Trademark Confusion (2007 Report)

Hana Financial, Inc. v. Hana Bank and Hana Financial Group
Case No. CV-07-1534, C.D. of California, Los Angeles Division
Trademark Confusion (2007 Report and deposition)

ComponentOne, LLC v. ComponentArt, Inc. et al.
Civil Action Number: 05-1122, W. D. of Pennsylvania
Trademark Confusion (2007 Report and deposition)

PUMA AG v. Payless ShoeSource, Inc.
Civil Action No. 06-11493-RGS, Massachusetts District Court
Trademark Confusion (2008 Report)

Unleashed Magazine, Inc. v. Orange County, Florida
Case No. 6:06-CV-1690-ORL-28JGG, M.D. of Florida, Orlando Division
Trademark Confusion (2008 Report and deposition)

Kennedy et al. v. Natural Balance Pet Foods, Inc. et al.
Case No. 07 CV 1082 H(RBB), S. D. of California
Class Certification (2008 Report)

Rexall Sundown, Inc. v. Perrigo Company
Case No. 07 CV 3397, E.D. of New York
False Advertising (2008 Report, deposition and 2010 testimony)

In Re Pet Food Products Liability Litigation
Civil Action No. 07-2867, MLD Docket No. 1850, New Jersey
Class Action (2008 Declaration)

UnitedHealth Group, et al. v. American Multispecialty Group
American Arbitration Association, Case No. 57 193 Y 00004 08
Consumer Behavior Survey (2009 Report, deposition and testimony)

CytoSport, Inc. v. Vital Pharmaceuticals
Case No. 2:08-CV-02632-FCD-GGH, E.D. of California
Trademark confusion (2009 Report and deposition)

Makers Mark Distillery, Inc. v. Diageo North America, Inc. et al.
Civil Act. No. 3:03 CV-93-H, W.D. of Kentucky at Louisville
Trademark confusion (2009 Report, deposition and testimony)

Sara Lee v. Sycamore Family Bakery, Inc. and Leland Sycamore
Case No. 2:09-CV-523, Utah
Trademark confusion (2009 Report and deposition)

Holley Performance Products, Inc. v. Quick Fuel Technology, Inc. et al.
Docket No. 1:07-CV-185-M, W.D. of Kentucky
Trademark Confusion (2009 Report)

Sam's Riverside, Inc. v. Intercon Solutions, Inc. et al.
Civil Action No 09-20, S.D. of Iowa, Central Division
Trademark Confusion (2009 Report)

Philip Morris Products S.A. et al. v. Marlboro Canada Ltd et al.
Court No. 1784-06, Federal Court of Canada
Trademark Confusion (2009 Report and 2010 testimony)

Hansen Beverage Company v. Vital Pharmaceutical, Inc.
Civil No. 08cv1545 IEG (POR), S.D. of California
False Advertising (2010 Report and deposition)

Zurco, Inc. and Zurn Industries v. Sloan Valve Company
Civil Action No. 1:08-CV-185, W.D. of Pennsylvania
Trademark Confusion (2010 Report and deposition)

Perfetti Van Melle v. Cadbury Adams USA
Civil Action No. 2:10-CV-35-DLB, E.D. of Kentucky
Trademark Confusion (2010 Report and testimony)

Empire Today v. National Floors Direct et al.
Case No. 1:08-CV-11999-JLT, Massachusetts, Boston Division
False Advertising (2010 Report and testimony)

The Steak umm Company v. Steak 'Em Up, Inc
Civil Action 5:09-cv-02857-LS, E.D. of Pennsylvania
Trademark Confusion (2010 Report)

Schlesinger et al. v. Ticketmaster
Case No: BC 304565, Superior Court of CA, County of LA
False Advertising (2010 Report and deposition)

Professional:

Member INFORMS, PDMA, INTA, CASRO, AAPOR
Certified New Product Development Professional

Appendix B – Documents Reviewed and Considered

Trademark application #77809223, filing date of August, 20, 2009

Robert H. Thornburg, *Trademark Surveys: Development of Computer-Based Survey Methods*, 4 J. Marshall Rev. Intell. Prop. L. 91 (2005)

Gabriel M. Gelb and Betsy D. Gelb, “Internet Surveys for Trademark Litigation: Ready or Not, Here They Come,” *The Trademark Reporter*, Vol. 97, No. 5, Sept-Oct, 2007, p. 1073

McCarthy, Thomas J., *McCarthy on Trademarks and Unfair Competition*, 4th Edition

Diamond, Shari Seidman, “Reference Guide on Survey Research,” *Reference Manual on Scientific Evidence*, Second Edition, Federal Judicial Center 2000

Appendix C—Survey Invitation

Subject line

Get Rewarded for Your Time - Study about Construction

Email body

Dear <%First%>,

Based on your e-Rewards(R) profile, you are invited to earn e-Rewards Currency for participating in a research survey. If you qualify and complete the survey:

Full reward amount: \$1.50 in e-Rewards Currency

Full survey length: approximately 5 minutes

To complete the survey and earn e-Rewards Currency, simply click the link below, or copy the URL into your browser:

<http://<%website%>/pro.do?FT=<%uniqueid%>>

We encourage you to respond quickly -- this e-Rewards invitation will be available only until a predetermined number of responses have been received. Please Note: you will only receive e-Rewards credit for taking the survey once.

Continue to check your inbox and your Member home page for future opportunities to earn e-Rewards Currency.

We value your time,

The e-Rewards Team

Appendix D – Text of Questionnaire and Screenshots

Questionnaire Text

[PROGRAMMER NOTES IN BOLD CAPS AND BRACKETS]

Notes to respondent in italics

Thank you for your willingness to participate in our study. The responses you give to our questions are very important to us. If you don't know an answer to a question or if you don't have an opinion, please indicate this in your response.

Your answers will be kept in confidence. The results of this study will not be used to try to sell you anything.

When you are ready to get started, please click the "NEXT" button.

["ARROW" BUTTON TAKES RESPONDENT TO QUESTION D1]

[TEXT FOR TERMINATES "Thank you for your interest in our study. We are no longer looking for people who match your characteristics. We appreciate your time."]

[NEXT PAGE]

D1) Please enter the code exactly as in the image above, and then click "NEXT" to continue.

**** code is case sensitive ****

[NEXT PAGE]

D2) What type of electronic device are you using to complete this survey? *(Select one only)* **[RANDOMIZE LIST; OTHER MOBILE OR ELECTRONIC DEVICE SHOULD REMAIN LAST]**

- Desktop computer **[CONTINUE]**
- Laptop computer **[CONTINUE]**
- iPhone **[TERMINATE]**
- Blackberry **[TERMINATE]**
- Other mobile or electronic device **[TERMINATE]**

[NEXT PAGE]

QS1: Into which of the following categories does your age fall? *(Select one only)*

- Under 18 **[TERMINATE]**
- 18-34 **[CONTINUE]**
- 35-49 **[CONTINUE]**
- 50-64 **[CONTINUE]**
- 65+ **[CONTINUE]**

[NEXT PAGE]

QS2: Are you...? *(Select one only)*

- Male
- Female

[NEXT PAGE]

QS3: Do you or any member of your family work for... *(Select all that apply)* **[RANDOMIZE LIST; NONE OF THE ABOVE LAST]**

- A company that makes or sells candy **[TERMINATE]**
- A company that makes or sells automobiles
- A company that makes or sells personal computers
- A market research company **[TERMINATE]**
- A law firm **[TERMINATE]**
- None of the above **[DESELECT ALL OTHERS]**

[NEXT PAGE]

QS4: Which of the following products have you purchased in the past 6 months? *(Select all that apply)*
[MUST SELECT CHOCOLATE CANDY BARS IN BOTH QS4 AND QS5 TO CONTINUE]
[RANDOMIZE LIST; NONE OF THE ABOVE LAST]

- Chocolate candy bars
- Chewing gum
- Peanuts
- Popcorn
- Carbonated soft drinks
- Donuts
- Snack cakes
- None of the above **[DESELECT ALL OTHERS]**

[NEXT PAGE]

QS5: Which of the following products are you likely to purchase in the next 6 months? *(Select all that apply)*
[MUST SELECT CHOCOLATE CANDY BARS IN BOTH QS4 AND QS5 TO CONTINUE]
[KEEP SAME ORDER AS IN QS4; NONE OF THE ABOVE LAST]

- Chocolate candy bars
- Chewing gum
- Peanuts
- Popcorn
- Carbonated soft drinks
- Donuts
- Snack cakes
- None of the above **[DESELECT ALL OTHERS]**

[NEXT PAGE]

Please look at this picture of a chocolate candy bar. When you are finished, click the "Next" button at the bottom of the page to continue. **[SHOW STIMULI TEST AND CONTROL]**

Test Stimulus



Control Stimulus



[10 SECONDS BEFORE NEXT BUTTON APPEARS]

[NEXT PAGE]

[DISPLAY STIMULU1 ABOVE QUESTIONS Q1 - Q5]

Q1. Do you associate the design and appearance of this chocolate candy bar with [one particular company, more than one company, no particular company] [no particular company, more than one company or one particular company] or do you not know or have no opinion? **[ROTATE THE TWO VERSIONS; KEEP ANSWERS ORDERED SAME AS THE QUESTION]** *(Select only one)*

- One particular company **[CONTINUE]**
- More than one company **[CONTINUE]**
- No particular company **[SKIP TO Q4]**
- Don't Know/No Opinion **[SKIP TO Q4]**

[NEXT PAGE]

Q2. With what particular company do you associate the design and appearance of this chocolate candy bar?

[OPEN END; ALLOW 1000 CHARACTERS]: _____
Please answer as completely as possible. You are not limited by the size of the answer box.

[NEXT PAGE]

Q3. Why do you say that?

[OPEN END; ALLOW 1000 CHARACTERS]: _____
Please answer as completely as possible. You are not limited by the size of the answer box.

[SKIP TO THANK YOU TEXT]

[NEXT PAGE]

Q4. With what companies do you associate the design and appearance of this chocolate candy bar?

[OPEN END; ALLOW 1000 CHARACTERS]: _____
Please answer as completely as possible. You are not limited by the size of the answer box.

[NEXT PAGE]

Q5. Why do you say that?


[OPEN END; ALLOW 1000 CHARACTERS]: _____
Please answer as completely as possible. You are not limited by the size of the answer box.

[NEXT PAGE]

[THANK YOU TEXT] Thank you for taking the time to complete this survey today.

Screenshots

Intro 1)

Food Shoppers Survey 

Thank you for your willingness to participate in our study. The responses you give to our questions are very important to us. If you don't know an answer to a question or if you don't have an opinion, please indicate this in your response.

Your answers will be kept in confidence. The results of this study will not be used to try to sell you anything.

When you are ready to get started, please click the "NEXT" button.

NEXT

Copyright © 2010, Applied Marketing Science, Inc.

0% 100%
% complete

CAPTCHA)

Food Shoppers Survey 



Please enter the code exactly as in the image above, and then click "NEXT" to continue.

** code is case sensitive **

NEXT

Copyright © 2010, Applied Marketing Science, Inc.

0% 100%
% complete

QS0)

Food Shoppers Survey

Applied
Marketing
Science, Inc.

What type of electronic device are you using to complete this survey?

(Select one only)

- BlackBerry
- iPhone
- Desktop computer
- Laptop computer
- Other mobile or electronic device

NEXT

Copyright © 2010, Applied Marketing Science, Inc.

0%  100%
75% complete

QS1)

Food Shoppers Survey

Applied
Marketing
Science, Inc.

Into which of the following categories does your age fall?

(Select one only)

- Under 18
- 18 - 34
- 35 - 49
- 50 - 64
- 65+

NEXT

Copyright © 2010, Applied Marketing Science, Inc.

0%  100%
75% complete

QS2)

Food Shoppers Survey



Are you...?

(Select one only)

- Male
- Female

NEXT

Copyright © 2010, Applied Marketing Science, Inc.



QS3)

Consumer Purchasing Survey



Do you or any member of your family work for...

(Select all that apply)

- A company that makes or sells candy
- A company that makes or sells automobiles
- A company that makes or sells personal computers
- A law firm
- A market research company
- None of the above

NEXT

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QS4)

Consumer Purchasing Survey Applied Marketing Science, Inc.

Which of the following products have you purchased in the past 6 months?

(Select all that apply)

- Chocolate candy bars
- Peanuts
- Donuts
- Popcorn
- Chewing gum
- Carbonated Soft Drinks
- Snack Cakes
- None of the Above

NEXT

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QS5)

Consumer Purchasing Survey Applied Marketing Science, Inc.

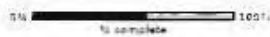
Which of the following products are you likely to purchase in the next 6 months?

(Select all that apply)

- Chocolate candy bars
- Peanuts
- Donuts
- Popcorn
- Chewing gum
- Carbonated Soft Drinks
- Snack Cakes
- None of the Above

NEXT

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Intro 2 - Test)

Consumer Purchasing Survey

Applied
Marketing
Science, Inc.

Please look at this picture of a chocolate candy bar. When you are finished click the "Next" button at the bottom of the page to continue.



NEXT

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0% 100%

Intro 2 - Control)

Consumer Purchasing Survey

Applied
Marketing
Science, Inc.

Please look at this picture of a chocolate candy bar. When you are finished click the "Next" button at the bottom of the page to continue.



NEXT

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0% 100%

Q1 – Test)

Consumer Purchasing Survey

Applied
Marketing
Science, Inc.



Do you associate the design and appearance of this chocolate candy bar with one particular company, more than one company, no particular company or do you not know or have no opinion?

(Select one only)

- One particular company
- More than one company
- No particular company
- Don't know/No Opinion

NEXT

Q1 – Control)

Consumer Purchasing Survey

Applied
Marketing
Science, Inc.



Do you associate the design and appearance of this chocolate candy bar with one particular company, more than one company, no particular company or do you not know or have no opinion?

(Select one only)

- One particular company
- More than one company
- No particular company
- Don't know/No Opinion

NEXT

Q2 – Test)

Consumer Purchasing Survey

Applied
Marketing
Science, Inc.



With what company do you associate the design and appearance of this chocolate candy bar?

(Please answer as completely as possible. You are not limited by the size of the answer box.)

NEXT

Q2 – Control)

Consumer Purchasing Survey

Applied
Marketing
Science, Inc.



With what company do you associate the design and appearance of this chocolate candy bar?

(Please answer as completely as possible. You are not limited by the size of the answer box.)

NEXT

Q3 – Test)

Consumer Purchasing Survey



Why do you say that?

(Please answer as completely as possible. You are not limited by the size of the answer box.)

NEXT

Q3 - Control)

Consumer Purchasing Survey



Why do you say that?

(Please answer as completely as possible. You are not limited by the size of the answer box.)

NEXT

Q4 - Test)

Consumer Purchasing Survey

Applied
Marketing
Science, Inc.



With what companies do you associate the design and appearance of this chocolate candy bar?

(Please answer as completely as possible. You are not limited by the size of the answer box.)

NEXT

Q4 - Control)

Consumer Purchasing Survey

Applied
Marketing
Science, Inc.



With what companies do you associate the design and appearance of this chocolate candy bar?

(Please answer as completely as possible. You are not limited by the size of the answer box.)

NEXT

Q5 - Test)

Consumer Purchasing Survey

Applied
Marketing
Science, Inc.



Why do you say that?

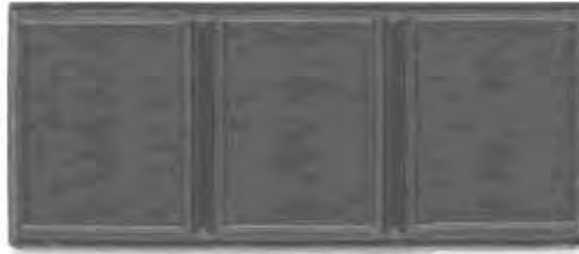
(Please answer as completely as possible. You are not limited by the size of the answer box.)

NEXT

Q5 – Control)

Consumer Purchasing Survey

Applied
Marketing
Science, Inc.



Why do you say that?

(Please answer as completely as possible. You are not limited by the size of the answer box.)

NEXT

Appendix E - Response Statistics

(A) Invitations sent	16,784
(B) Completed surveys	408
(C) Disqualified	284
<i>Terminates</i>	241
<i>Failed Gender and/or Age Validation</i>	43
(D) Incomplete/Breakoffs	3
(E) Total responding	695
Qualification Rate = (E-C)/(E)	59.1%
Completion Rate = (B)/(B+D)	99.2%
Response Rate = (E)/(A)	4.1%

Appendix F – Data Glossary

Variable	Description	Code
ID	Survey ID	
AMS ID	AMS ID	
QS0	Electronic Device Used to Take Survey	1= Desktop computer, 2= Laptop computer, 3= iPhone, 4= Blackberry, 5=Other mobile or electronic device
QS1	Age	1= Under 18, 2=18-34, 3= 35-49, 4= 50-64, 5= 65+
QS2	Gender	1=Male, 2=Female
QS3_1	Do you or a family member work for any of the following:	1=A company that sells candy
QS3_2	Do you or a family member work for any of the following:	1=A company that makes or sells automobiles
QS3_3	Do you or a family member work for any of the following:	1=A company that makes or sells personal computers
QS3_4	Do you or a family member work for any of the following:	1=A market research company
QS3_5	Do you or a family member work for any of the following:	1=A law firm
QS3_6	Do you or a family member work for any of the following:	1=None of the above
QS4_1	Which of the following have you purchased in the last six months:	1=Chocolate candy bars
QS4_2	Which of the following have you purchased in the last six months:	1=Chewing gum
QS4_3	Which of the following have you purchased in the last six months:	1=Peanuts
QS4_4	Which of the following have you purchased in the last six months:	1=Popcorn
QS4_5	Which of the following have you purchased in the last six months:	1=Carbonated soft drinks
QS4_6	Which of the following have you purchased in the last six months:	1=Donuts
QS4_7	Which of the following have you purchased in the last six months:	1=Snack cakes
QS4_8	Which of the following have you purchased in the last six months:	1=None of the above
QS5_1	Which of the following are you likely to purchase in the next six months:	1=Chocolate candy bars
QS5_2	Which of the following are you likely to purchase in the next six months:	1=Chewing gum
QS5_3	Which of the following are you likely to purchase in the next six months:	1=Peanuts
QS5_4	Which of the following are you likely to purchase in the next six months:	1=Popcorn
QS5_5	Which of the following are you likely to purchase in the next six months:	1=Carbonated soft drinks
QS5_6	Which of the following are you likely to purchase in the next six months:	1=Donuts

QS5_7	Which of the following are you likely to purchase in the next six months:	1=Snack cakes
QS5_8	Which of the following are you likely to purchase in the next six months:	1=None of the above
Q1	Do you associate the design and appearance of this chocolate candy bar with one particular company, more than one company, no particular company?	1=One particular company, 2=More than one company 3=No one particular company 4=Don't Know/No opinion
Hershey's Only	People who only indicated that they associated the stimulus with Hershey's	1=Hershey's Only 2=Not Hershey's/More than just Hershey's
Q2	With what particular company do you associate the design and appearance of this chocolate candy bar?	
Q3	Why do you say that?	
Q4	With what companies do you associate the design and appearance of this chocolate candy bar?	
Q5	Why do you say that?	
Img2Ver	Test or Control Image Shown	T= Test C=Control
VAge	Age Verification	
vGender	Gender Verification	
Status	Survey Status	
StartDate	Date Survey Was Taken	
StartTime	Start Time	
End Time	End Time	
Elapsed Time	Time it took to complete the survey	
NextURL	URL shown after survey was finished	

Consumer Purchasing Survey Report: Survey Data created on 11/9/2010 at 10:52:35 PM

ID	ANSID	Qs0	Qs1	Qs2	Qs3_1	Qs3_2	Qs3_3	Qs3_4	Qs3_5	Qs3_6	Qs4_1	Qs4_2	Qs4_3	Qs4_4	Qs4_5	Qs4_6	Qs4_7	Qs4_8	Qs5_1	
21	ERQDSH4M0000	1	5	2																
22	ERQDSH4M0001	1	3	2						1	1	1	1	1	1	1	1			
23	ERQDSH4M0006	2	4	2						1	1		1	1	1	1	1			
24	ERQDSH4M0019	2	4	1						1				1	1	1	1			1
25	ERQDSH4M0024	1	4	1						1		1	1	1				1		
26	ERQDSH4M0027	2	3	1																
27	ERQDSH4M0032	1	2	2						1	1	1	1	1	1	1	1			1
28	ERQDSH4M0034	1	3	2																
29	ERQDSH4M0040	1	3	2						1	1	1	1	1	1	1				1
30	ERQDSH4M0043	2	2	2						1	1	1			1	1				1
31	ERQDSH4M0051	2	2	2						1	1	1			1					1
32	ERQDSH4M0059	2	5	2																
33	ERQDSH4M0065	2	2	2						1	1	1		1	1					1
34	ERQDSH4M0074	1	3	1						1	1		1	1	1	1				1
35	ERQDSH4M0076	2	4	2						1	1	1	1		1					1
36	ERQDSH4M0083	1	5	1																
37	ERQDSH4M0084	2	2	2						1	1	1		1		1	1			1
38	ERQDSH4M0098	1	5	1																
39	ERQDSH4M0100	2	3	1																
42	ERQDSH4M0126	1	3	2						1	1	1	1	1	1	1				1
43	ERQDSH4M0143	2	2	2						1	1			1	1	1	1			1
44	ERQDSH4M0154	1	4	2						1	1	1		1	1					1
45	ERQDSH4M0160	1	3	2						1	1	1			1		1			1

Con

ID	Qx5_2	Qx5_3	Qx5_4	Qx5_5	Qx5_6	Qx5_7	Qx5_8	Q1	Hershey Only	Q2	Q3
21											
22	1		1	1	1	1					
23			1	1	1	1					
24			1	1	1						
25	1	1	1								
26											
27	1	1	1	1	1	1		1	1		
28											
29	1	1	1	1	1	1		1	1	HERSHEY'S	THIS IS WHAT THEIR BARS LOOK LIKE
30	1			1				1	1		
31	1			1	1			1	1	HERSHEY'S	I've eaten many... it's a Hershey's bar without the name "Hershey's" in each.
32											
33	1		1	1				1	1		
34		1	1	1	1	1		1	1	KINDER	Used in packaging.
35	1			1				1	1	KINDERS	is used for the Hershey's chocolate bar you use to make candy.
36											
37	1		1	1	1	1		1	1	HERSEY	Little blocks of chocolate
38											
39											
42	1			1				1	1		
43			1					1	1	Hershey's	is used for a Hershey's chocolate bar. I've eaten enough to recognize the distinct shape even with the name photostopped off.
44	1		1	1				1	1	HERSEY	Because I recognize the design.
45	1			1				1	1	HERSHEY	Look

Con

ID	Q4	Q5	ImgVer	VID	vAge	vGender	Status	StartDate	StartTime
21				OPSW77702 Y31	69	F	TERM-UserInfo	11/9/2010	7:58:39 AM
22				OPSW77702 P58	36	F	TERM-QoS	11/9/2010	7:57:57 AM
23				OPSW77702 S89	54	F	TERM-QoS	11/9/2010	7:57:52 AM
24				OPSW77302 Q0	50	M	TERM-QoS	11/9/2010	7:56:01 AM
25				OPSW77302 Q16	59	M	TERM-QoS	11/9/2010	7:47:05 AM
26				OPSW77302 Z71	50	F	TERM-UserInfo	11/9/2010	7:46:34 AM
27	HERSHEY'S Wonka, Nerdle, Dora	Functionality based company's chocolate bar.	C	OPSW77302 V8	32	F	COMPLETE	11/9/2010	7:39:54 AM
28				OPSW77302 S07	34	M	TERM-UserInfo	11/9/2010	7:37:31 AM
29			T	OPSW77302 ZM1	48	F	COMPLETE	11/9/2010	7:36:21 AM
30			C	OPSW77302 K2	31	F	COMPLETE	11/9/2010	7:34:20 AM
31			T	OPSW77302 X74	34	F	COMPLETE	11/9/2010	7:32:49 AM
32				OPSW77302 SK3	70	F	TERM-UserInfo	11/9/2010	7:31:27 AM
33			C	OPSW77302 D7	29	F	COMPLETE	11/9/2010	7:29:48 AM
34			T	OPSW77302 Q7	38	M	COMPLETE	11/9/2010	7:29:50 AM
35			C	OPSW77302 Z9	55	F	COMPLETE	11/9/2010	7:26:58 AM
36				OPSW77302 F0	72	M	TERM-UserInfo	11/9/2010	7:26:40 AM
37			T	OPSW77302 X60	32	F	COMPLETE	11/9/2010	7:25:29 AM
38				OPSW77302 Y54	68	M	TERM-UserInfo	11/9/2010	7:24:41 AM
39				OPSW77302 W3	72	M	TERM-UserInfo	11/9/2010	7:21:11 AM
42			C	OPSW77302 H8	27	F	COMPLETE	11/9/2010	11:27:41 AM
43			C	OPSW95P7H H10	31	F	COMPLETE	11/9/2010	11:27:49 AM
44			T	OPSW95P7H 353	55	F	COMPLETE	11/9/2010	11:27:17 AM
45			T	OPSW95P7H 520	34	F	COMPLETE	11/9/2010	11:26:55 AM

Con

ID	EndTime	Elapsed Time	NextURL
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22	7:00:01 PM	0:00:00	process_exit.asp?cat=1&id=ERCQSM4WINDTFS
23	7:00:02 PM	0:00:00	process_exit.asp?cat=1&id=ERCQSM4WINDU00
24	7:00:03 PM	0:00:00	process_exit.asp?cat=1&id=ERCQSM4WINDHE9
25	7:00:04 PM	0:00:00	process_exit.asp?cat=1&id=ERCQSM4WINDB4
26	7:00:05 PM	0:00:00	process_exit.asp?cat=1&id=ERCQSM4WINDS01
27	7:00:06 PM	0:00:00	process_exit.asp?cat=1&id=ERCQSM4WIND63
28	7:00:07 PM	0:00:00	process_exit.asp?cat=1&id=ERCQSM4WINDH09
29	7:00:08 PM	0:00:00	process_exit.asp?cat=1&id=ERCQSM4WINDUW1
30	7:00:09 PM	0:00:00	process_exit.asp?cat=1&id=ERCQSM4WINDT49
31	7:00:10 PM	0:00:00	process_exit.asp?cat=1&id=ERCQSM4WINDP77
32	7:00:11 PM	0:00:00	process_exit.asp?cat=1&id=ERCQSM4WINDQ58
33	7:00:12 PM	0:00:00	process_exit.asp?cat=1&id=ERCQSM4WINDN55
34	7:00:13 PM	0:00:00	process_exit.asp?cat=1&id=ERCQSM4WINDJLA
35	7:00:14 PM	0:00:00	process_exit.asp?cat=1&id=ERCQSM4WINDT99
36	7:00:15 PM	0:00:00	process_exit.asp?cat=1&id=ERCQSM4WINDQ03
37	7:00:16 PM	0:00:00	process_exit.asp?cat=1&id=ERCQSM4WINDT83
38	7:00:17 PM	0:00:00	process_exit.asp?cat=1&id=ERCQSM4WINDJ59
39	7:00:18 PM	0:00:00	process_exit.asp?cat=1&id=ERCQSM4WINDH93
42	11:22:53 AM	0:00:00	process_exit.asp?cat=1&id=ERCQSM4WINDP00
43	11:22:54 AM	0:00:00	process_exit.asp?cat=1&id=ERCQSM4WINDV81
44	11:22:55 AM	0:00:00	process_exit.asp?cat=1&id=ERCQSM4WINDVU1
45	11:22:56 AM	0:00:00	process_exit.asp?cat=1&id=ERCQSM4WINDQ303

ID	AMSTO	Qs0	Qs1	Qs2	Qs3_1	Qs3_2	Qs3_3	Qs3_4	Qs3_5	Qs3_6	Qs4_1	Qs4_2	Qs4_3	Qs4_4	Qs4_5	Qs4_6	Qs4_7	Qs4_8	Qs5_1
45	ЕКРСМАНУОР25	1																	
47	ЕКРСМАНУМЕТ3	1	4	2						1	1		1	1	1		1		1
48	ЕКРСМАНУОР71	1	5	2						1	1		1		1				1
49	ЕКРСМАНУОР14	2	4	2						1	1		1	1	1	1	1	1	1
50	ЕКРСМАНУМОР2	2	2	2						1	1	1	1		1				
51	ЕКРСМАНУМОР62	1	3	2						1		1			1		1		1
52	ЕКРСМАНУМОР8	1	2	2					1										
53	ЕКРСМАНУМОР86	2	4	2															
54	ЕКРСМАНУМЕТ8	1	2	2						4	1	1	1	1	1	1	1	1	1
55	ЕКРСМАНУМ131	1	4	1															
56	ЕКРСМАНУМОР2	1	5	2															
57	ЕКРСМАНУМ144	3																	
58	ЕКРСМАНУМОР7	1	3	2				1											
59	ЕКРСМАНУМОР7	1	4	2						4	1	1			1		1		1
60	ЕКРСМАНУМОР	2	2	1						1	1	1	1	1	1	1	1	1	1
61	ЕКРСМАНУМ100	1	2	2						1	1		1	1	1	1	1	1	1
62	ЕКРСМАНУМ18	5																	
63	ЕКРСМАНУМ181	2	3	1						1	1	1		1	1	1	1		1
64	ЕКРСМАНУМР27	2	3	2						1	1	1		1	1	1	1		1
65	ЕКРСМАНУМОР2	2	4	2															
66	ЕКРСМАНУМ178	1	5	1						1									
67	ЕКРСМАНУМ103	1	2	1						1	1	1	1	1	1	1	1		1
68	ЕКРСМАНУМР84	2	2	2						1	1	1	1	1	1	1	1	1	1
69	ЕКРСМАНУМОР14	1	3	1						1	1			1		1			1
70	ЕКРСМАНУМОР5	1	2	1						1	1	1	1	1	1	1	1	1	1

ID	QeS_2	QeS_3	QeS_4	QeS_5	QeS_6	QeS_7	QeS_8	Q1	Hershey's Only	Q2	Q3
46											
47		1	1	1	1	1		3		2	
48		1		1				1		2	
49		1	1	1	1	1		1	1	Hershey's	because hershey uses the factory segmented like that
50	1	1		1							
51	1	1	1	1	1	1					
52											
53											
54	1	1	1	1	1	1		1	2	Nestle	Q/C of the over it looks
55											
56											
57											
58											
59	1			1		1		4		3	
60	1	1	1	1	1	1		1	1	Hershey's	Their chocolate bars have this shape
61	1	1	1	1	1	1		2		2	
62											
63	1		1	1	1			3		2	
64	2		1	1	2			1	1	Hershey's dark chocolate	The rectangular pattern
65											
66											
67	1	1		1	1			1	2	Nestle	long like it
68	1	1	1	1	1	1		2		2	
69			1					1	1	Hershey's	their design
70	1	1	1	1	1	1		1	1	Hershey's	they only make chocolate products in one way to share with others

ID	Q1	Q5	ImgVar	VTD	vAge	vGender	Status	StartDate	StartTime
46				OPW932MCH 2IA0	64	F	TERM-Qs0	11/9/2010	11:20:00 AM
47			C	OPW932M NQS	50	F	COMPLETE	11/9/2010	11:26:00 AM
48			C	OPW932M QS	67	F	COMPLETE	11/9/2010	11:26:53 AM
49			T	OPW932M RCS	59	F	COMPLETE	11/9/2010	11:27:25 AM
50				OPW932M W71	30	F	TERM-Qs3	11/9/2010	11:27:10 AM
51				OPW932M BM1	16	F	TERM-Qs5	11/9/2010	11:28:25 AM
52				OPW932M CQ8	22	F	TERM-Qs1	11/9/2010	11:28:55 AM
53				OPW932M TM2	22	F	TERM-OverInfo	11/9/2010	11:30:05 AM
54			T	OPW932M 25F	11	F	COMPLETE	11/9/2010	11:31:09 AM
55				OPW932M RL3	65	M	TERM-OverInfo	11/9/2010	11:31:31 AM
56				OPW932M RX4	65	M	TERM-OverInfo	11/9/2010	11:32:36 AM
57				OPW932M 42	63	M	TERM-Qs0	11/9/2010	11:33:17 AM
58				OPW932M JJ4	26	F	TERM-Qs3	11/9/2010	11:33:17 AM
59			C	OPW932M H26	57	F	COMPLETE	11/9/2010	11:36:45 AM
60			T	OPW932M KPD	13	M	COMPLETE	11/9/2010	11:37:58 AM
61	HERSHEY, WOMCA	THE SQUARES	C	OPW932M HF7	29	F	COMPLETE	11/9/2010	11:38:01 AM
62				OPW932M VB2	41	F	TERM-Qs0	11/9/2010	11:38:02 AM
63			C	OPW932M 55	39	M	COMPLETE	11/9/2010	11:38:21 AM
64			T	OPW932M TW6	43	F	COMPLETE	11/9/2010	11:38:35 AM
65				OPW932M FA	65	F	TERM-OverInfo	11/9/2010	11:38:37 AM
66				OPW932M D5	54	M	TERM-Qs3	11/9/2010	11:38:38 AM
67			C	OPW932M H23	24	M	COMPLETE	11/9/2010	11:38:38 AM
68			C	OPW932M WB	23	F	COMPLETE	11/9/2010	11:38:43 AM
69			T	OPW932M KV1	40	F	COMPLETE	11/9/2010	11:38:53 AM
70			T	OPW932M G8	12	F	COMPLETE	11/9/2010	11:39:26 AM

ID	EndTime	Elapsed Time	NextURL
45	11:28:02 AM	00:01:11	process_exit.asp?CAC=1316=ERCQSM4WNG520
47	11:29:52 AM	00:01:06	process_exit.asp?CAC=1316=ERCQSM4WNG573
48	11:30:49 AM	00:01:26	process_exit.asp?CAC=1316=ERCQSM4WNG571
49	11:31:14 AM	00:01:17	process_exit.asp?CAC=1316=ERCQSM4WNG434
50	11:32:09 AM	00:01:56	process_exit.asp?CAC=1316=ERCQSM4WNG502
51	11:32:30 AM	00:01:44	process_exit.asp?CAC=1316=ERCQSM4WNG558
52	11:33:17 AM	00:01:22	process_exit.asp?CAC=1316=ERCQSM4WNG456
53	11:34:46 AM	00:01:11	process_exit.asp?CAC=1316=ERCQSM4WNGQ86
54	11:34:41 AM	00:01:22	process_exit.asp?CAC=1316=ERCQSM4WNG590
55	11:35:14 AM	00:01:15	process_exit.asp?CAC=1316=ERCQSM4WNG731
56	11:36:14 AM	00:01:19	process_exit.asp?CAC=1316=ERCQSM4WNG822
57	11:36:49 AM	00:01:23	process_exit.asp?CAC=1316=ERCQSM4WNG894
58	11:37:34 AM	00:01:17	process_exit.asp?CAC=1316=ERCQSM4WNG937
59	11:38:43 AM	00:01:00	process_exit.asp?CAC=1316=ERCQSM4WNG907
60	11:39:27 AM	00:01:33	process_exit.asp?CAC=1316=ERCQSM4WNG999
61	11:41:55 AM	00:01:34	process_exit.asp?CAC=1316=ERCQSM4WNG460
62	11:43:31 AM	00:01:36	process_exit.asp?CAC=1316=ERCQSM4WNG048
63	11:45:17 AM	00:01:34	process_exit.asp?CAC=1316=ERCQSM4WNG143
64	11:47:41 AM	00:01:45	process_exit.asp?CAC=1316=ERCQSM4WNG277
65	11:50:09 AM	00:01:57	process_exit.asp?CAC=1316=ERCQSM4WNG035
66	12:00:13 PM	00:10:03	process_exit.asp?CAC=1316=ERCQSM4WNG178
67	12:07:07 PM	00:06:54	process_exit.asp?CAC=1316=ERCQSM4WNG107
68	12:08:04 PM	00:05:57	process_exit.asp?CAC=1316=ERCQSM4WNG689
69	12:09:11 PM	00:07:21	process_exit.asp?CAC=1316=ERCQSM4WNG049
70	12:09:06 PM	00:07:20	process_exit.asp?CAC=1316=ERCQSM4WNG035

ID	ANSID	Qx0	Qx1	Qx2	Qx3_1	Qx3_2	Qx3_3	Qx3_4	Qx3_5	Qx3_6	Qx4_1	Qx4_2	Qx4_3	Qx4_4	Qx4_5	Qx4_6	Qx4_7	Qx4_8	Qx5_1
71	EKQDSM4M245	1	1	1						1	1		1	1	1	1			1
72	EKQDSM4M281	1	2	1						1	1	1	1		1	1	1		1
73	EKQDSM4M304	1	4	2						1	1	1	1	1	1	1	1		1
74	EKQDSM4M346	2	2	1						1	1			1	1	1			1
75	EKQDSM4M371	1	5	1						1			1	1	1				
76	EKQDSM4M394	1																	
77	EKQDSM4M429	1	4	2															
78	EKQDSM4M452	1	2	2						1		1			1				1
79	EKQDSM4M484	1	3	1						1									1
80	EKQDSM4M518	1	2	2						1									1
81	EKQDSM4M541	1	3	2						1	1	1	1	1	1	1	1		1
82	EKQDSM4M564	2	4	2						1	1	1	1	1	1	1	1		1
83	EKQDSM4M583	1	2	2	1														
84	EKQDSM4M610	1	4	1						1	1	1	1	1	1	1	1		
85	EKQDSM4M630	1	4	2						1	1		1	1	1				1
86	EKQDSM4M656	2	5	2						1	1		1	1	1				1
87	EKQDSM4M680	2	5	1						1	1	1	1		1				1
88	EKQDSM4M708	2	2	2						1	1							1	1
89	EKQDSM4M731	1	3	2						1	1	1	1		1				1
90	EKQDSM4M750	1	4	2						1	1		1	1	1	1	1	1	1
91	EKQDSM4M771	1	4	2						1		1	1		1				
92	EKQDSM4M795	1	4	2						1	1	1	1	1	1	1	1		1
93	EKQDSM4M811	1	5	1						1			1	1					
94	EKQDSM4M834	2	3	1						1	1		1	1	1	1	1		1
95	EKQDSM4M850	2	2	2						1	1	1		1	1	1			1

ID	Q45_2	Q45_3	Q45_4	Q45_5	Q45_6	Q45_7	Q45_8	Q1	Hershey Only	Q2	Q3
71		1	1	1					2	2	
72	1	1		1	1	1			1	1	Hersheys it is what they look like
73	1	1	1	1	1	1			1	2	
74	1	1	1	1	1	1			1	2	
75		1		1							
76											
77											
78	1			1							
79								1			
80								1			
81	1	1	1	1	1	1			1	2	
82	2		1	1					1	1	Hershey's it looks by the shape that it is a Hershey bar however it could be Cadbury, too.
83											
84	1		1	1							
85	1	1	1	1	1				1	1	Hershey It looks like a Hershey chocolate bar
86		1	1	1					1	1	Hershey's Hershey's makes sectioned bars
87	1	1							2	2	
88						1			2	2	
89	1	1	1	1					1	1	the only it looks like a Hershey bar without the writing
90	1	1	1	1	1	1			1	1	Hersheys It's shaped like a Hershey's dandy bar.
91	1	1		1							
92	1	1	1	1					1	1	Hershey looks like the big Hershey bar I have
93		1	1								
94		1	1	1	1	1			1	2	
95	1			1	1				1	1	Hershey it looks exactly like the Hershey bars, design and size

ID	Q4	Q5	ImgVar	vID	vAge	vGender	Status	StartDate	StartTime
71	Orbit Candy Hershey Nestle Unilever Scharfenburger	Most chocolate bars are in this shape:	T	OPWV3071 G0	56	M	COMPLETE	11/9/2010	12:04:35 PM
72			T	OPWV3072 S8	32	M	COMPLETE	11/9/2010	12:04:36 PM
73			C	OPWV3073 7D0	58	F	COMPLETE	11/9/2010	12:05:00 PM
74			C	OPWV3074 G51	24	M	COMPLETE	11/9/2010	12:05:11 PM
75				OPWV3075 A7	63	M	TERM-Q45	11/9/2010	12:05:17 PM
76				OPWV3076 W80	12	F	TERM-Q40	11/9/2010	12:05:27 PM
77				OPWV3077 Z84	24	F	TERM-UserInfo	11/9/2010	12:05:28 PM
78				OPWV3078 W71	22	F	TERM-Q45	11/9/2010	12:05:28 PM
79				OPWV3079 7B	39	M	TERM-Q45	11/9/2010	12:05:31 PM
80				OPWV3080 N88	13	F	TERM-Q45	11/9/2010	12:05:31 PM
81			C	OPWV3081 9X1	46	F	COMPLETE	11/9/2010	12:05:35 PM
82			T	OPWV3082 W61	62	F	COMPLETE	11/9/2010	12:05:35 PM
83				OPWV3083 W35	33	F	TERM-Q43	11/9/2010	12:05:35 PM
84				OPWV3084 N54	60	M	TERM-Q45	11/9/2010	12:05:36 PM
85			T	OPWV3085 R1	64	F	COMPLETE	11/9/2010	12:05:38 PM
86			C	OPWV3086 5Z7	70	F	COMPLETE	11/9/2010	12:05:39 PM
87	Goldony, Nestle	I know the type of bar	C	OPWV3087 W90	70	M	COMPLETE	11/9/2010	12:05:54 PM
88	Hershey's	It's one of the few chocolate bar companies that makes chocolate in this type of square with thin borders.	C	OPWV3088 Q3	28	F	COMPLETE	11/9/2010	12:06:17 PM
89			T	OPWV3089 592	45	F	COMPLETE	11/9/2010	12:06:18 PM
90			T	OPWV3090 73	58	F	COMPLETE	11/9/2010	12:06:51 PM
91				OPWV3091 7D1	52	F	TERM-Q45	11/9/2010	12:06:50 PM
92			T	OPWV3092 34	50	F	COMPLETE	11/9/2010	12:06:56 PM
93				OPWV3093 5B6	71	M	TERM-Q45	11/9/2010	12:06:54 PM
94			C	OPWV3094 93	45	M	COMPLETE	11/9/2010	12:06:44 PM
95			T	OPWV3095 L4	32	F	COMPLETE	11/9/2010	12:06:56 PM

ID	EndTime	Classed Time	NextURL
71	12:08:16 PM	002:50	process_exit.asp?cat=c&id=ERCQSM4WNR298
72	12:08:33 PM	002:50	process_exit.asp?cat=c&id=ERCQSM4WNR295
73	12:08:50 PM	002:50	process_exit.asp?cat=c&id=ERCQSM4WNR294
74	12:09:07 PM	002:50	process_exit.asp?cat=c&id=ERCQSM4WNR293
75	12:09:24 PM	002:50	process_exit.asp?cat=c&id=ERCQSM4WNR292
76	12:09:41 PM	002:50	process_exit.asp?cat=c&id=ERCQSM4WNR291
77	12:09:58 PM	002:50	process_exit.asp?cat=c&id=ERCQSM4WNR290
78	12:10:15 PM	002:50	process_exit.asp?cat=c&id=ERCQSM4WNR289
79	12:10:32 PM	002:50	process_exit.asp?cat=c&id=ERCQSM4WNR288
80	12:10:49 PM	002:50	process_exit.asp?cat=c&id=ERCQSM4WNR287
81	12:11:06 PM	002:50	process_exit.asp?cat=c&id=ERCQSM4WNR286
82	12:11:23 PM	002:50	process_exit.asp?cat=c&id=ERCQSM4WNR285
83	12:11:40 PM	002:50	process_exit.asp?cat=c&id=ERCQSM4WNR284
84	12:11:57 PM	002:50	process_exit.asp?cat=c&id=ERCQSM4WNR283
85	12:12:14 PM	002:50	process_exit.asp?cat=c&id=ERCQSM4WNR282
86	12:12:31 PM	002:50	process_exit.asp?cat=c&id=ERCQSM4WNR281
87	12:12:48 PM	002:50	process_exit.asp?cat=c&id=ERCQSM4WNR280
88	12:13:05 PM	002:50	process_exit.asp?cat=c&id=ERCQSM4WNR279
89	12:13:22 PM	002:50	process_exit.asp?cat=c&id=ERCQSM4WNR278
90	12:13:39 PM	002:50	process_exit.asp?cat=c&id=ERCQSM4WNR277
91	12:13:56 PM	002:50	process_exit.asp?cat=c&id=ERCQSM4WNR276
92	12:14:13 PM	002:50	process_exit.asp?cat=c&id=ERCQSM4WNR275
93	12:14:30 PM	002:50	process_exit.asp?cat=c&id=ERCQSM4WNR274
94	12:14:47 PM	002:50	process_exit.asp?cat=c&id=ERCQSM4WNR273
95	12:15:04 PM	002:50	process_exit.asp?cat=c&id=ERCQSM4WNR272

ID	AMSTD	Qs0	Qs1	Qs2	Qs3_1	Qs3_2	Qs3_3	Qs3_4	Qs3_5	Qs3_6	Qs4_1	Qs4_2	Qs4_3	Qs4_4	Qs4_5	Qs4_6	Qs4_7	Qs4_8	Qs5_1
96	ERCQSM4WNNH769	2	3	1						1	1			1	1		1		1
97	ERCQSM4WNNH772	1	4	1						1	1				1	1	1		1
98	ERCQSM4WNNH786	1	3	2						1	1	1	1	1	1	1	1		1
99	ERCQSM4WNNH789	1	5	1						1	1	1	1	1	1	1	1	1	1
100	ERCQSM4WNNH788	1	4	1						1	1	1	1	1	1				
101	ERCQSM4WNNH790	3																	
102	ERCQSM4WNNH798	1	2	1						1	1	1	1	1	1	1	1	1	1
103	ERCQSM4WNNH852	1	5	1						1	1		1		1	1			1
104	ERCQSM4WNNH872	2	3	2															
105	ERCQSM4WNNH874	1	3	2						1	1	1	1	1	1	1	1	1	1
106	ERCQSM4WNNH871	1	4	1						1	1				1	1	1		1
107	ERCQSM4WNNH879	2	3	2						1	1	1	1	1	1	1	1	1	1
108	ERCQSM4WNNH875	2	5	2						1	1		1	1	1				1
109	ERCQSM4WNNH873	2	3	2						1	1								1
110	ERCQSM4WNNH870	1	4	2						1	1				1				1
111	ERCQSM4WNNH876	1	5	2						1	1				1				1
112	ERCQSM4WNNH878	1	4	1						1		1	1		1				
113	ERCQSM4WNNH874	2	3	1						1	1	1	1	1	1				1
114	ERCQSM4WNNH875	1	3	2						1	1	1		1	1				1
115	ERCQSM4WNNH873	1	4	2						1									
116	ERCQSM4WNNH876	2	2	2						1									
117	ERCQSM4WNNH878	2	2	2						1	1	1	1	1	1	1			1
118	ERCQSM4WNNH876	2	2	2						1	1	1	1	1	1	1	1	1	1
119	ERCQSM4WNNH875	1	3	1						1	1	1	1	1	1	1	1		1
120	ERCQSM4WNNH876	1	5	1						1		1			1		1		

ID	Qs5_2	Qs5_3	Qs5_4	Qs5_5	Qs5_6	Qs5_7	Qs5_8	Q1	Hershey Only	Q2	Q3	
96			1	1	1	1		1	1	hershey	that's what it looks like	
97	1			1	1	1		1	1			
98	1	1	1						1	Hershey's	looks like what I am used to seeing	
99	1	1	1	1	1	1		1	1	HERSHEY	FIRST NAME THAT CAME TO MIND.	
100	1	1	1	1								
101												
102	1	1	1	1	1	1		1	1	Hershey's	Hershey chocolate has the traditional for you.	
103		1		1	1				1	Hersheys	without the emboss. It's been the design for years.	
104												
105	1	1	1	1	1	1		1	1	Hershey	Because of the sections in the candy bar package I break the bar into the small squares	
106				1	1	1		1	1	Hershey		
107	1	1	1	1	1			1	1	Hersheys	because of the candies in some candy bars. It looks great smooth!	
108	1	1	1					1	1			
109									1	2	milkway	delicious
110									1	1	HERSHEY	BECAUSE IT IS
111	1	1		1				1	1	Hershey's	the appearance of the bar, embossed rectangular sections	
112	1	1		1								
113		1		1				1	1			
114	1	1	1	1				1	1	Hershey's	Sectional paper.	
115												
116												
117	1	1	1	1	1			1	1	Hershey's	It looks like a Hershey bar.	
118	1	1	1	1	1	1		1	1	Hershey's	regular Hershey's bars are broken into small squares like these	
119	1	1	1	1	1	1		1	1	Hershey	Because of the rectangle shape	
120				1								

ID	Q1	Q3	ImgVar	VFD	vAge	vGender	Status	StartDate	StartTime
96			C	OPSW95FQ W75	38	M	COMPLETE	11/9/2010	12:18:41 PM
97			C	OPSW95FQ S23	54	M	COMPLETE	11/9/2010	1:08:07 PM
98			T	OPSW95FQ 7L6	35	F	COMPLETE	11/9/2010	1:22:24 PM
99			T	OPSW95FQ 6H4	31	M	COMPLETE	11/9/2010	1:42:15 PM
100				OPSW95FQ H5	58	M	TERM-Q67	11/9/2010	1:44:07 PM
101				OPSW95FQ 33	54	F	TERM-Q60	11/9/2010	1:54:08 PM
102			C	OPSW95FQ W75	31	F	COMPLETE	11/9/2010	1:34:06 PM
103			T	OPSW95FQ C7	70	M	COMPLETE	11/9/2010	1:10:14 PM
104				OPSW95FQ P51	60	F	TERM-Q66/Info	11/9/2010	1:18:17 PM
105			C	OPSW95FQ Q7	43	F	COMPLETE	11/9/2010	1:31:18 PM
106			T	OPSW95FQ Q2	64	M	COMPLETE	11/9/2010	1:35:32 PM
107			T	OPSW95FQ 7H8	44	F	COMPLETE	11/9/2010	1:35:12 PM
108			C	OPSW95FQ 67	24	F	COMPLETE	11/9/2010	1:41:28 PM
109			C	OPSW95FQ Q54	42	F	COMPLETE	11/9/2010	1:48:07 PM
110			T	OPSW95FQ X4	51	F	COMPLETE	11/9/2010	1:51:37 PM
111			C	OPSW95FQ 8X8	45	F	COMPLETE	11/9/2010	1:54:07 PM
112				OPSW95FQ 74	57	M	TERM-Q65	11/9/2010	1:54:42 PM
113			T	OPSW95FQ W47	39	M	COMPLETE	11/9/2010	1:58:53 PM
114			C	OPSW95FQ H95	40	F	COMPLETE	11/9/2010	2:05:15 PM
115				OPSW95FQ L55	63	F	TERM-Q63	11/9/2010	2:08:03 PM
116				OPSW95FQ 4G1	26	F	TERM-Q61	11/9/2010	2:10:04 PM
117			T	OPSW95FQ S5	29	F	COMPLETE	11/9/2010	2:23:05 PM
118			C	OPSW95FQ X9	33	F	COMPLETE	11/9/2010	2:27:04 PM
119			T	OPSW95FQ 6R6	49	F	COMPLETE	11/9/2010	2:31:14 PM
120				OPSW95FQ Gk2	31	M	TERM-Q65	11/9/2010	2:31:17 PM

ID	EndTime	Cleared Time	NextURL
96	1:05:11 PM	0:05:17	process_exit.asp?cat=c&id=ERCQSM4WNR7E9
97	1:05:23 PM	0:05:25	process_exit.asp?cat=c&id=ERCQSM4WNRK7B
98	1:05:24 PM	0:05:28	process_exit.asp?cat=c&id=ERCQSM4WNRQ16
99	1:05:29 PM	0:05:34	process_exit.asp?cat=c&id=ERCQSM4WNR7R8
100	1:05:35 PM	0:05:43	process_exit.asp?cat=c&id=ERCQSM4WNRH048
101	1:05:37 PM	0:05:50	process_exit.asp?cat=c&id=ERCQSM4WNRH04
102	1:05:46 PM	0:05:53	process_exit.asp?cat=c&id=ERCQSM4WNR799
103	1:05:51 PM	0:05:59	process_exit.asp?cat=c&id=ERCQSM4WNRH651
104	1:05:57 PM	0:06:03	process_exit.asp?cat=c&id=ERCQSM4WNRV57
105	1:06:03 PM	0:06:06	process_exit.asp?cat=c&id=ERCQSM4WNR614
106	1:06:04 PM	0:06:12	process_exit.asp?cat=c&id=ERCQSM4WNR703
107	1:06:11 PM	0:06:15	process_exit.asp?cat=c&id=ERCQSM4WNR799
108	1:06:16 PM	0:06:22	process_exit.asp?cat=c&id=ERCQSM4WNRX53
109	1:06:26 PM	0:06:33	process_exit.asp?cat=c&id=ERCQSM4WNR7Y5
110	1:06:27 PM	0:06:37	process_exit.asp?cat=c&id=ERCQSM4WNRV61
111	1:06:30 PM	0:06:37	process_exit.asp?cat=c&id=ERCQSM4WNR75K8
112	1:06:33 PM	0:06:41	process_exit.asp?cat=c&id=ERCQSM4WNR806
113	1:06:38 PM	0:06:46	process_exit.asp?cat=c&id=ERCQSM4WNRH124
114	1:06:45 PM	0:06:49	process_exit.asp?cat=c&id=ERCQSM4WNRDUE6
115	1:06:51 PM	0:06:58	process_exit.asp?cat=c&id=ERCQSM4WNR703
116	1:06:54 PM	0:06:59	process_exit.asp?cat=c&id=ERCQSM4WNRQ16
117	1:06:54 PM	0:06:59	process_exit.asp?cat=c&id=ERCQSM4WNRQ16
118	1:06:58 PM	0:07:06	process_exit.asp?cat=c&id=ERCQSM4WNR3Y5
119	1:06:59 PM	0:07:07	process_exit.asp?cat=c&id=ERCQSM4WNR7F51
120	1:07:04 PM	0:07:10	process_exit.asp?cat=c&id=ERCQSM4WNR756

ID	ANSID	Qx0	Qx1	Qx2	Qx3_1	Qx3_2	Qx3_3	Qx3_4	Qx3_5	Qx3_6	Qx4_1	Qx4_2	Qx4_3	Qx4_4	Qx4_5	Qx4_6	Qx4_7	Qx4_8	Qx5_1
121	ЕКОВНННМННН	1	2	2						1	1	1		1	1				1
122	ЕКОВНННМННН	1	4	2						1		1		1	1	1			
123	ЕКОВНННМННН	4	4	1						1		1	1				1		
124	ЕКОВНННМННН	1	5	2						1	1		1		1	1	1		1
125	ЕКОВНННМННН	2	5	2						1	1				1				1
126	ЕКОВНННМННН	2	2	1						1	1	1			1	1			1
127	ЕКОВНННМННН	1	2	1						1		1		1	1		1		
128	ЕКОВНННМННН	1	4	2															
129	ЕКОВНННМННН	2	2	1						1		1			1				
130	ЕКОВНННМННН	1	3	2															
131	ЕКОВНННМННН	1	2	1						1			1		1	1	1		1
132	ЕКОВНННМННН	1	2	1						1	1	1	1	1	1	1	1	1	1
133	ЕКОВНННМННН	2	5	1						1	1	2	1	1	1	1	1	1	1
134	ЕКОВНННМННН	2	5	1						1	1		1	1	1				1
135	ЕКОВНННМННН	2	2	1															
136	ЕКОВНННМННН	1	2	1						1	1	1	1	1	1	1	1	1	1
137	ЕКОВНННМННН	1	5	1						1	1				1	1	1		1
138	ЕКОВНННМННН	1	3	1						1		1	1		1	1	1		1
139	ЕКОВНННМННН	2	4	1						1	1	1		1	1	1	1		1
140	ЕКОВНННМННН	2	3	2						1	1	2	1	1	1				1
141	ЕКОВНННМННН	2	4	1						1			1	1	1				
142	ЕКОВНННМННН	1	3	1						1		1	1	1					
143	ЕКОВНННМННН	1	2	1						1	1	1	1		1	1			1
144	ЕКОВНННМННН	1	5	1						1			1			1			
145	ЕКОВНННМННН	1	3	1						1	1	1	1	1	1				1

ID	Qx5_2	Qx5_3	Qx5_4	Qx5_5	Qx5_6	Qx5_7	Qx5_8	Q1	Hershey Only	Q2	Q3
121	1			1				3		2	
122	1		1	1	1						
123	1	1				1					
124		1		1	1	1		1	1	Hershey	Because that's what it is!
125			1	1				4		3	
126	1	1	1	1	1			1	1	HERSHEY	BECAUSE THAT'S WHAT IT LOOKS LIKE
127	1		1	1		1					
128											
129	1			1							
130											
131	1			1							
132	1	1		1	1	1		1	1	HERSHEY'S	Horizontal lines dividing bar into segments
133	1	1	1	1	1	1		1	1	Hershey	that's what their candy looks like
134		1		1				1	1	Hershey's	Squares
135											
136	1	1	1	1	1	1		1	1	HERSHEY	the tall tale rectangles.
137	1			1	1	1		2		2	
138	1	1	1	1	1	1					
139	1	1	1	1	1	1		1	1	Hershey	The design of the bar
140	1	1	1	1				1	1	Hershey's	Looks like it.
141		1		1							
142	1	1	1								
143	1	1		1	1			1	1	Hershey	Past experience from eating a Hershey bar
144		1			1						
145		1	1	1				1	1	Hershey's	Because they use chocolate squares.

ID	Q4	Q5	ImgVar	VID	vAge	vGender	Status	StartDate	StartTime
121			C	DP0W95G910 H0	29	F	COMPLETE	11/9/2010	2:52:54 PM
122				DP0W95G910 R58	51	F	TERM-Qs5	11/9/2010	2:58:07 PM
123				DP0W95G910 925	61	M	TERM-Qs5	11/9/2010	3:01:51 PM
124			T	DP0W95G910 70	74	F	COMPLETE	11/9/2010	3:12:04 PM
125			C	DP0W95G910 C83	70	F	COMPLETE	11/9/2010	3:17:01 PM
126			T	DP0W95G910 WB2	28	M	COMPLETE	11/9/2010	3:27:52 PM
127				DP0W95G910 NY1	31	M	TERM-Qs5	11/9/2010	3:28:10 PM
128				DP0W95G910 8H8	77	M	TERM-UserInfo	11/9/2010	3:38:34 PM
129				DP0W95G910 C2	28	M	TERM-Qs5	11/9/2010	3:39:00 PM
130				DP0W95G910 MM5	40	M	TERM-UserInfo	11/9/2010	3:39:00 PM
131				DP0W95G910 YH2	25	M	TERM-Qs5	11/9/2010	3:39:11 PM
132			C	DP0W95G910 54	49	M	COMPLETE	11/9/2010	3:39:28 PM
133			C	DP0W95G910 L40	65	M	COMPLETE	11/9/2010	3:40:13 PM
134			C	DP0W95G910 YH0	41	M	COMPLETE	11/9/2010	3:40:10 PM
135				DP0W95G910 325	50	M	TERM-UserInfo	11/9/2010	3:40:26 PM
136			T	DP0W95G910 B4E	29	M	COMPLETE	11/9/2010	3:40:30 PM
137	Hershey and Nestles	I've purchased them	T	DP0W95G910 76	71	M	COMPLETE	11/9/2010	3:41:27 PM
138				DP0W95G910 59	40	M	TERM-Qs5	11/9/2010	3:41:52 PM
139			T	DP0W95G910 Q7	50	M	COMPLETE	11/9/2010	3:42:03 PM
140			T	DP0W95G910 G93	43	F	COMPLETE	11/9/2010	3:42:09 PM
141				DP0W95G910 6Q6	56	M	TERM-Qs5	11/9/2010	3:42:10 PM
142				DP0W95G910 98	49	M	TERM-Qs5	11/9/2010	3:42:51 PM
143			T	DP0W95G910 GN3	30	M	COMPLETE	11/9/2010	3:43:21 PM
144				DP0W95G910 3F2	66	M	TERM-Qs5	11/9/2010	3:43:33 PM
145			C	DP0W95G910 V46	41	M	COMPLETE	11/9/2010	3:43:57 PM

ID	EndTime	Elapsed Time	NextURL
121	1:24:34 PM	0:01:30	process_exit.asp?taskid=ERCQSM4WNERL3
122	1:25:00 PM	0:00:26	process_exit.asp?taskid=ERCQSM4WV9FTP1
123	1:25:01 PM	0:00:26	process_exit.asp?taskid=ERCQSM4WVZEP8
124	1:25:04 PM	0:00:30	process_exit.asp?taskid=ERCQSM4WV9RE5
125	1:25:06 PM	0:00:25	process_exit.asp?taskid=ERCQSM4WV9T55
126	1:25:13 PM	0:00:30	process_exit.asp?taskid=ERCQSM4WV9PQ5
127	1:25:18 PM	0:00:29	process_exit.asp?taskid=ERCQSM4WV9LV8
128	1:25:25 PM	0:00:30	process_exit.asp?taskid=ERCQSM4WV9QZ1
129	1:25:35 PM	0:00:30	process_exit.asp?taskid=ERCQSM4WV9U87
130	1:25:37 PM	0:00:35	process_exit.asp?taskid=ERCQSM4WV9R45
131	1:25:48 PM	0:00:47	process_exit.asp?taskid=ERCQSM4WV9P24
132	1:26:15 PM	0:00:47	process_exit.asp?taskid=ERCQSM4WV9M41
133	1:27:17 PM	0:00:47	process_exit.asp?taskid=ERCQSM4WV9BM7
134	1:27:37 PM	0:00:30	process_exit.asp?taskid=ERCQSM4WV9N91
135	1:28:07 PM	0:00:30	process_exit.asp?taskid=ERCQSM4WV9G64
136	1:28:36 PM	0:00:30	process_exit.asp?taskid=ERCQSM4WV9517
137	1:28:36 PM	0:00:30	process_exit.asp?taskid=ERCQSM4WV9L595
138	1:29:09 PM	0:00:40	process_exit.asp?taskid=ERCQSM4WV9X73
139	1:31:00 PM	0:00:30	process_exit.asp?taskid=ERCQSM4WV9BM1
140	1:31:14 PM	0:00:30	process_exit.asp?taskid=ERCQSM4WV9SH5
141	1:34:28 PM	0:00:30	process_exit.asp?taskid=ERCQSM4WV9BB2
142	1:35:34 PM	0:00:47	process_exit.asp?taskid=ERCQSM4WV9N18
143	1:42:18 PM	0:00:35	process_exit.asp?taskid=ERCQSM4WV9KE4
144	1:44:17 PM	0:00:30	process_exit.asp?taskid=ERCQSM4WV9KX8
145	1:45:26 PM	0:00:30	process_exit.asp?taskid=ERCQSM4WV9SX63

ID	AMSTD	Qs0	Qs1	Qs2	Qs3_1	Qs3_2	Qs3_3	Qs3_4	Qs3_5	Qs3_6	Qs4_1	Qs4_2	Qs4_3	Qs4_4	Qs4_5	Qs4_6	Qs4_7	Qs4_8	Qs5_1
146	ERCQSM4WVHBF7	1	4	1						1	1	1	1	1	1	1	1		1
147	ERCQSM4WVHPT33	1	5	1						1	1								1
148	ERCQSM4WVY6H1	2	3	2						1		1	1	1	1				1
149	ERCQSM4WVYF5H4	1	3	1						1	1								1
150	ERCQSM4WVYH1B1	1	5	1						1		1	1		1				
151	ERCQSM4WVYJG04	2	2	1						1	1	1	1		1	1			1
152	ERCQSM4WVYKAC8	1	3	1						1	1			1					1
153	ERCQSM4WVYKHS7	1	4	1						1	1			1	1				
154	ERCQSM4WVYLR6	1	5	1						1	1		1	1	1	1			1
155	ERCQSM4WVYSG9	1	5	1						1	1		1						
156	ERCQSM4WVYVRS5	1	5	1						1			1	1	1				
157	ERCQSM4WVYZB9J	2	3	1						1	1	1		1					1
158	ERCQSM4WVYQWQ7	2	3	2						1	1	1	1	1	1	1	1	1	1
159	ERCQSM4WVYKQ3M	2	5	1						1	1	1	1	1	1				
160	ERCQSM4WVYPC8E	2	2	1						1		1		1	1				
161	ERCQSM4WVYD31H4	2	3	1						1	1		1	1	1	1			1
162	ERCQSM4WVYQWZCG	1	2	2						1	1		1						1
163	ERCQSM4WVYSS20	1	3	1						1	1	1	1	1	1				1
164	ERCQSM4WVY71H4	1	3	2						1	1	1	1	1	1	1	1	1	1
165	ERCQSM4WVY2B1J2	2	3	2						1	1	1		1	1				1
166	ERCQSM4WVY0SL6	1	4	2						1	1		1		1				1
167	ERCQSM4WVYQ6E2	1	4	1						1	1				1	1			1
168	ERCQSM4WVY33W	1	3	2						1	1		1	1	1	1	1		
169	ERCQSM4WVYK160	1	4	1						1	1		1	1	1	1	1	1	1

ID	Qs5_2	Qs5_3	Qs5_4	Qs5_5	Qs5_6	Qs5_7	Qs5_8	Q1	Hershey Only	Q2	Q3
146	1	1	1	1	1	1	1	4	2		
147		1					1	3	2		
148	1	1	1	1							
149								1	1	Hershey	just what I recall
150	1	1		1							
151	1	1	1	1	1			2	2		
152					1			1	1	hence	the shape
153			1	1							
154			1	1	1			1	1	Hershey	That is the way they appear
155		1									
156		1	1	1							
157	1		1					1	1	Hershey	I don't remember seeing those rectangles when I've opened their packages what it looks like except it doesn't say Hershey's in each square
158	1	1	1	1	1	1		1	1	Hershey's Milk Chocolate	
159	1	1	1	1							
160	1		1	1							
161		1	1	1				1	1	Hershey's	it just looks like a Hershey bar without lettering
162								4	2		
163	1	1	1	1	1			1	1	HERSHEY	UNIQUE DESIGN
164			1	1	1			2	2		
165	1	1	1	1				1	1	Hershey's	It sells segmented chocolate bars.
166		1						2	2		
167		1		1	1			1	1	Hershey's	familiar pattern
168			1	1	1	1					
169		1	1	1	1	1		1	1	Hershey's	I have eaten their chocolate bars before and they look like this.

ID	Q#	Q5	ImgVer	vID	vAge	vGender	Status	StartDate	SortTime
146			C	DPWBVC07 K4	54	M	COMPLETE	11/9/2010	4:41:11 PM
147			C	DPWBVC01 Q95	37	M	COMPLETE	11/9/2010	4:41:25 PM
148				DPWBVC07 Q3	38	F	TERM-Q#5	11/9/2010	4:41:31 PM
149			T	DPWBVC01 6/U	36	M	COMPLETE	11/9/2010	4:41:37 PM
150				DPWBVC07 3LT	32	M	TERM-Q#5	11/9/2010	4:41:43 PM
151	Hershey's, Nestle	It could be a typical chocolate bar like found in Hershey's and Nestle's chocolate bar offerings	C	DPWBVC04 BX7	34	M	COMPLETE	11/9/2010	4:41:51 PM
152			T	DPWBVC07 FS3	47	M	COMPLETE	11/9/2010	4:41:57 PM
153				DPWBVC07 W0	61	M	TERM-Q#5	11/9/2010	4:42:03 PM
154			T	DPWBVC07 Q#6	32	M	COMPLETE	11/9/2010	4:42:09 PM
155				DPWBVC01 FS	35	M	TERM-Q#5	11/9/2010	4:42:15 PM
156				DPWBVC07 FS2	68	M	TERM-Q#5	11/9/2010	4:42:21 PM
157			T	DPWBVC07 N20	43	M	COMPLETE	11/9/2010	4:42:27 PM
158			T	DPWBVC07 WV1	44	F	COMPLETE	11/9/2010	4:42:33 PM
159				DPWBVC07 FB	37	M	TERM-Q#5	11/9/2010	4:42:39 PM
160				DPWBVC07 WX4	28	M	TERM-Q#5	11/9/2010	4:42:45 PM
161			C	DPWBVC07 N1	44	M	COMPLETE	11/9/2010	4:42:51 PM
162			C	DPWBVC07 V9	25	F	COMPLETE	11/9/2010	4:42:57 PM
163			C	DPWBVC07 89	44	M	COMPLETE	11/9/2010	4:43:03 PM
164	Hershey's & Ghirardelli	It could be a Hershey's Ghirardelli product (though more rectangular), and Ghirardelli comes in ridged squares (though not break apart).	C	DPWBVC07 P39	30	F	COMPLETE	11/9/2010	4:43:09 PM
165			C	DPWBVC07 435	17	F	COMPLETE	11/9/2010	4:43:15 PM
166	Wagon	It could be Wagon chocolate as opposed to eating.	T	DPWBVC07 AL4	61	F	COMPLETE	11/9/2010	4:43:21 PM
167			T	DPWBVC07 ZK7	63	M	COMPLETE	11/9/2010	4:43:27 PM
168				DPWBVC07 826	46	F	TERM-Q#5	11/9/2010	4:43:33 PM
169			T	DPWBVC07 DMS	62	M	COMPLETE	11/9/2010	4:43:39 PM

ID	EndTime	Classed Time	NextURL
146	1:45:31 PM	0:01:30	process_exit.asp?cat=c5id=ERCQSM4W1Y5R7
147	1:45:16 PM	0:01:30	process_exit.asp?cat=c5id=ERCQSM4W1Y755
148	1:45:08 PM	0:01:25	process_exit.asp?cat=c5id=ERCQSM4W1Y0X1
149	1:45:17 PM	0:01:27	process_exit.asp?cat=c5id=ERCQSM4W1Y5V4
150	1:45:19 PM	0:01:24	process_exit.asp?cat=c5id=ERCQSM4W1Y0H1
151	1:45:41 PM	0:01:29	process_exit.asp?cat=c5id=ERCQSM4W1Y1G6+
152	1:45:33 PM	0:01:27	process_exit.asp?cat=c5id=ERCQSM4W1Y4C3
153	1:45:37 PM	0:01:30	process_exit.asp?cat=c5id=ERCQSM4W1Y45T
154	1:45:11 PM	0:01:27	process_exit.asp?cat=c5id=ERCQSM4W1Y4K6
155	1:45:34 PM	0:01:28	process_exit.asp?cat=c5id=ERCQSM4W1Y5D3
156	1:45:21 PM	0:01:24	process_exit.asp?cat=c5id=ERCQSM4W1Y5R5
157	1:45:17 PM	0:01:27	process_exit.asp?cat=c5id=ERCQSM4W1Y2R0
158	1:45:01 PM	0:01:22	process_exit.asp?cat=c5id=ERCQSM4W1Y0W7
159	1:45:32 PM	0:01:27	process_exit.asp?cat=c5id=ERCQSM4W1Y0G1B
160	1:45:29 PM	0:01:27	process_exit.asp?cat=c5id=ERCQSM4W1Y0C4
161	1:45:10 PM	0:01:25	process_exit.asp?cat=c5id=ERCQSM4W1Y0JH4
162	1:45:11 PM	0:01:24	process_exit.asp?cat=c5id=ERCQSM4W1Y0ZC6
163	1:45:01 PM	0:01:22	process_exit.asp?cat=c5id=ERCQSM4W1Y5SX0
164	1:45:14 PM	0:01:26	process_exit.asp?cat=c5id=ERCQSM4W1Y7D4
165	1:45:12 PM	0:01:26	process_exit.asp?cat=c5id=ERCQSM4W1Y2BN7
166	1:45:13 PM	0:01:26	process_exit.asp?cat=c5id=ERCQSM4W1Y5SL8
167	1:45:13 PM	0:01:24	process_exit.asp?cat=c5id=ERCQSM4W1Y0Q8I
168	1:45:16 PM	0:01:27	process_exit.asp?cat=c5id=ERCQSM4W1Y0BY4
169	1:45:11 PM	0:01:27	process_exit.asp?cat=c5id=ERCQSM4W1Y0M60

ID	AMSTD	Qs0	Qs1	Qs2	Qs3_1	Qs3_2	Qs3_3	Qs3_4	Qs3_5	Qs3_6	Qs4_1	Qs4_2	Qs4_3	Qs4_4	Qs4_5	Qs4_6	Qs4_7	Qs4_8	Qs5_1
170	ERCQSM4WPOUG1	2	4	2						1	1	1	1	1	1	1	1		1
171	ERCQSM4WPKZTD	1	5	2						1	1		1	1		1			1
172	ERCQSM4WY6L3	1	4	2						1	1		1	1	1	1			1
173	ERCQSM4WPF462	1	4	2						1	1	1		1	1				1
174	ERCQSM4WNNKQV1	1	5	2															
175	ERCQSM4WNT4Y0	1	5	1						1	1				1				1
176	ERCQSM4WPP2986	1	3	2	1														
177	ERCQSM4WPF25TD	1	3	2						1	1		1	1	1		1		1
178	ERCQSM4WPS471	2	2	1															
179	ERCQSM4WNN5P7	2	2	1					1										
180	ERCQSM4WNNW62	2	2	1						1	1		1		1	1	1	1	1
181	ERCQSM4WOP2V0	1	2	2						1		1						1	
182	ERCQSM4WNNK90	2	5	1						1						1			
183	ERCQSM4WPP2D35	1	2	2						1	1	1	1	1	1	1	1	1	1
184	ERCQSM4WU23G2	2	4	1						1		1	1						
185	ERCQSM4WNS263	1	3	1					1										
186	ERCQSM4WNN5P5	2	5	2															
187	ERCQSM4WNT07M3	1	3	2						1	1	1		1	1	1	1	1	1
188	ERCQSM4WPP40P1	1	3	2						1	1	1	1	1	1	1	1	1	1
189	ERCQSM4WPA4J0	2	3	2					1										
190	ERCQSM4WNUQ64	1	5	1						1								1	
191	ERCQSM4WNO046	2	2	1						1	1	1	1	1	1	1	1	1	1
192	ERCQSM4WHP664	1	4	1						1	1		1	1	1	1			
193	ERCQSM4WDOYHU6	1	2	2						1	1	1	1		1				1
194	ERCQSM4WNOYH20	1	3	2						1	1				1				1

ID	QoS 2	QoS 3	QoS 4	QoS 5	QoS 6	QoS 7	QoS 8	Q1	Hershey Only	Q2	Q3
170	1	1	1	1	1	1		1	1	Hershey	They have their own packaging for Hershey chocolate bar
171		1	1		1			1	1	Hershey	I think that is Hershey Bar
172		1	1	1	1			1	1	Hershey's	It looks familiar
173	1	1	1	1				1	1		
174											
175				1		1		1	1	Hershey	Because I know the other bars of this shape
176											
177		1	1	1				1	1		
178											
179											
180				1	1			1	1		
181	1		1		1	1					
182								1			
183	1	1	1	1	1	1		1	1	Hershey	They have their chocolate bars wrapped into square/rectangles
184		1									
185											
186											
187	1			1	1			1	1		
188	1	1	1	1	1	1		1	1	Hershey's	The square block
189											
190								1			
191	1	1	1	1	1	1		1	1		
192		1		1	1						
193	1	1	1	1	1			1	1	Hershey's	Because Hershey's candy bars have the same design, only it has "Hershey's" written on each of the rectangles.
194	1			1				1	1	Hershey's	shade of chocolate bar

ID	Q4	Q5	ImgVar	vID	vAge	vGender	Status	StartDate	StartTime
170			T	OPWBW02VL7	54	F	COMPLETE	11/9/2010	3:49:36 PM
171			T	OPWBW02XB5	81	F	COMPLETE	11/9/2010	3:49:37 PM
172			T	OPWBW02CVO	80	F	COMPLETE	11/9/2010	3:49:38 PM
173			C	OPWBW02ZU7	63	F	COMPLETE	11/9/2010	3:49:38 PM
174				OPWBW02GD9	73	M	TERM-UserInfo	11/9/2010	3:49:38 PM
175			C	OPWBW02PR	74	M	COMPLETE	11/9/2010	3:49:38 PM
176				OPWBW02ZK6	39	F	TERM-Q43	11/9/2010	3:49:38 PM
177			C	OPWBW02J20	35	F	COMPLETE	11/9/2010	3:49:38 PM
178				OPWBW02J36	30	F	TERM-UserInfo	11/9/2010	3:49:38 PM
179				OPWBW02L9	29	M	TERM-Q43	11/9/2010	3:49:38 PM
180			C	OPWBW02LS	33	M	COMPLETE	11/9/2010	3:49:38 PM
181				OPWBW02TR7	28	F	TERM-Q45	11/9/2010	3:49:38 PM
182				OPWBW029M9	66	M	TERM-Q45	11/9/2010	3:49:38 PM
183			C	OPWBW02XHD	28	F	COMPLETE	11/9/2010	3:49:38 PM
184				OPWBW02Q3	63	M	TERM-Q45	11/9/2010	3:49:38 PM
185				OPWBW02QZ5	35	M	TERM-Q43	11/9/2010	3:49:38 PM
186				OPWBW02420	67	M	TERM-UserInfo	11/9/2010	3:49:38 PM
187			C	OPWBW026XJ	38	F	COMPLETE	11/9/2010	3:49:38 PM
188			C	OPWBW02K7	39	F	COMPLETE	11/9/2010	3:49:38 PM
189				OPWBW02WYU7	46	F	TERM-Q43	11/9/2010	3:49:38 PM
190				OPWBW02G8A	71	M	TERM-Q45	11/9/2010	3:49:38 PM
191			T	OPWBW02F8	31	M	COMPLETE	11/9/2010	3:49:38 PM
192				OPWBW02C41	64	M	TERM-Q45	11/9/2010	3:49:38 PM
193			F	OPWBW02JKa	30	F	COMPLETE	11/9/2010	3:49:38 PM
194			T	OPWBW029TQ	35	F	COMPLETE	11/9/2010	3:49:38 PM

ID	EndTime	Elapsed Time	NextURL
170	1:51:01 PM	0:02:07	process_exit.asp?cat=c&id=ERCQSM4W03UG3
171	1:50:53 PM	0:01:59	process_exit.asp?cat=c&id=ERCQSM4W0X278
172	1:50:54 PM	0:01:55	process_exit.asp?cat=c&id=ERCQSM4W0XCL9
173	1:50:55 PM	0:02:54	process_exit.asp?cat=c&id=ERCQSM4W04P62
174	1:50:57 PM	0:02:54	process_exit.asp?cat=c&id=ERCQSM4W06QV7
175	1:51:04 PM	0:03:13	process_exit.asp?cat=c&id=ERCQSM4W06449
176	1:51:07 PM	0:03:11	process_exit.asp?cat=c&id=ERCQSM4W0P2586
177	1:51:10 PM	0:03:40	process_exit.asp?cat=c&id=ERCQSM4W0P2610
178	1:51:16 PM	0:03:44	process_exit.asp?cat=c&id=ERCQSM4W09X71
179	1:51:21 PM	0:03:44	process_exit.asp?cat=c&id=ERCQSM4W0V597
180	1:51:01 PM	0:03:50	process_exit.asp?cat=c&id=ERCQSM4W0VW63
181	1:51:01 PM	0:03:47	process_exit.asp?cat=c&id=ERCQSM4W0V5B45
182	1:51:21 PM	0:03:51	process_exit.asp?cat=c&id=ERCQSM4W0W9090
183	1:51:18 PM	0:03:51	process_exit.asp?cat=c&id=ERCQSM4W0W3D35
184	1:51:00 PM	0:03:54	process_exit.asp?cat=c&id=ERCQSM4W0WU2262
185	1:51:03 PM	0:03:52	process_exit.asp?cat=c&id=ERCQSM4W0V5XG9
186	1:51:14 PM	0:03:59	process_exit.asp?cat=c&id=ERCQSM4W0W05F5
187	1:51:51 PM	0:04:19	process_exit.asp?cat=c&id=ERCQSM4W0V2V03
188	1:51:14 PM	0:03:51	process_exit.asp?cat=c&id=ERCQSM4W0W4D01
189	1:51:05 PM	0:04:04	process_exit.asp?cat=c&id=ERCQSM4W0W4430
190	1:52:01 PM	0:03:01	process_exit.asp?cat=c&id=ERCQSM4W0W4Q64
191	1:51:01 PM	0:03:50	process_exit.asp?cat=c&id=ERCQSM4W0W0D46
192	1:51:51 PM	0:03:49	process_exit.asp?cat=c&id=ERCQSM4W0W0E64
193	1:51:51 PM	0:03:52	process_exit.asp?cat=c&id=ERCQSM4W0W0H00
194	1:51:51 PM	0:03:49	process_exit.asp?cat=c&id=ERCQSM4W0W0H66

ID	AMSTO	Qs0	Qs1	Qs2	Qs3_1	Qs3_2	Qs3_3	Qs3_4	Qs3_5	Qs3_6	Qs4_1	Qs4_2	Qs4_3	Qs4_4	Qs4_5	Qs4_6	Qs4_7	Qs4_8	Qs5_1
195	ERQDSM4MNO7M	1	5	1						1			1	1					
196	ERQDSM4MNO7P	2	3	2						1					1	1			
197	ERQDSM4MNO7R	1	2	2						1		1			1				
198	ERQDSM4MNO7T	1	5	1						1	1	1	1	1					1
199	ERQDSM4MNO7U	1	5	1		1					1		1		1		1		1
200	ERQDSM4MNO7V	2	3	1						1		1			1				
201	ERQDSM4MNO7W	1	5	1						1				1	1	1			
202	ERQDSM4MNO7X	1	2	2						1	1	1		1	1				1
203	ERQDSM4MNO7Y	2	4	2						1	1	1		1	1				
204	ERQDSM4MNO7Z	1	5	2						1	1		1		1				1
205	ERQDSM4MNO8A	2	3	2						1	1	1		1	1				1
206	ERQDSM4MNO8B	1	3	2						1	1	1		1	1	1			1
207	ERQDSM4MNO8C	2	2	1						1	1	1	1		1	1	1		1
208	ERQDSM4MNO8D	2	4	1															
209	ERQDSM4MNO8E	1	2	2						1	1	1		1					1
210	ERQDSM4MNO8F	2	4	2						1	1				1				1
211	ERQDSM4MNO8G	1	2	2						1	1	1	1	1	1	1			1
212	ERQDSM4MNO8H	1	3	2						1	1	1	1	1	1		1		1
213	ERQDSM4MNO8I	1	2	2						1		1			1	1	1		
214	ERQDSM4MNO8J	1	5	1						1	1		1	1	1	1	1	1	1
215	ERQDSM4MNO8K	1	5	1						1	1				1		1		1
216	ERQDSM4MNO8L	1	2	2						1	1		1	1	1	1	1		1
217	ERQDSM4MNO8M	1	2	2						1				1	1	1			
218	ERQDSM4MNO8N	1	2	2						1	1	1	1		1				1
219	ERQDSM4MNO8O	1	4	1						1	1		1		1	1			

ID	Qa5_2	Qa5_3	Qa5_4	Qa5_5	Qa5_6	Qa5_7	Qa5_8	Q1	Hershey Only	Q2	Q3
195		1	1								
196				1	1						
197	1		1	1							
198	1	1	1					1	2	Nestle	similar to nestle's chocolate bars
199				1		1		1	1	Hershey's	Shape of the squares.
200	1	1	1	1							
201			1	1	1	1					
202	1	1	1	1	1			1	1	Hershey	that's how it looks. Hershey bar looks... always had and probably always will look
203	1			1							
204		1	1	1				1	1	Hershey	That's what it looks like.
205	1	1	1	1	1			1	1	Hersheys	classic Hersheys chocolate bar
206	1		1	1	1			1	1	Hershey's	The number of rectangles and their shape.
207	1	1		1	1	1		1	1	Hershey	Bars break off, recognizable
208											
209	1		1		1			1	2	Nestle	Looks like a Nestle bar.
210				1				3	2		
211	1	1	1		1			3	2		
212	1	1	1	1	1	1		1	1	Hershey	Similar characteristics
213								1			
214		1	1	1	1	1		2	2		
215		1		1		1		1	1	Hershey's	That's what it reminds me of
216	1	1	1	1	1	1		3	2		
217		1	1	1	1						
218	1			1				3	3		
219					1						

ID	Q4	Q5	ImgVar	VID	vAge	vGender	Status	StartDate	StartTime
195				OPWBW00H 5b5	57	M	TERM-Qs5	11/9/2010	1:04:51 PM
196				OPWBW00K V67	40	F	TERM-Qs5	11/9/2010	1:12:16 PM
197				OPWBW00D Q9	25	F	TERM-Qs5	11/9/2010	1:53:48 PM
198			T	OPWBW00E QQ7	67	M	COMPLETE	11/9/2010	1:52:45 PM
199			T	OPWBW00F B2	38	M	COMPLETE	11/9/2010	1:52:54 PM
200				OPWBW00G 7V5	39	M	TERM-Qs5	11/9/2010	1:23:07 PM
201				OPWBW00I RKY	67	M	TERM-Qs5	11/9/2010	1:44:21 PM
202			T	OPWBW00H OKY5	25	F	COMPLETE	11/9/2010	2:54:47 PM
203				OPWBW00K XW2	53	F	TERM-Qs5	11/9/2010	1:53:40 PM
204			T	OPWBW00L H4	44	F	COMPLETE	11/9/2010	1:53:53 PM
205			T	OPWBW00V GB5	36	F	COMPLETE	11/9/2010	1:53:53 PM
206			T	OPWBW00V ON9	39	F	COMPLETE	11/9/2010	1:54:29 PM
207			T	OPWBW00E GK7	16	M	COMPLETE	11/9/2010	1:54:12 PM
208				OPWBW00H H4	80	M	TERM-User Info	11/9/2010	1:54:13 PM
209			C	OPWBW00I K5	24	F	COMPLETE	11/9/2010	1:54:50 PM
210			C	OPWBW00Q TX4	53	F	COMPLETE	11/9/2010	1:55:05 PM
211			C	OPWBW00FL R6	32	F	COMPLETE	11/9/2010	1:55:09 PM
212			C	OPWBW00S JV3	46	F	COMPLETE	11/9/2010	1:55:18 PM
213				OPWBW00E B6	29	F	TERM-Qs5	11/9/2010	1:55:26 PM
214	H0768	looks like it.	C	OPWBW00E 2N4	76	M	COMPLETE	11/9/2010	1:55:38 PM
215			C	OPWBW00P Z0	66	M	COMPLETE	11/9/2010	1:55:49 PM
216			C	OPWBW00X H2	13	F	COMPLETE	11/9/2010	1:55:49 PM
217				OPWBW00Q QH5	25	F	TERM-Qs5	11/9/2010	1:55:52 PM
218			C	OPWBW00E BR1	33	F	COMPLETE	11/9/2010	1:55:53 PM
219				OPWBW00E H5	52	M	TERM-Qs5	11/9/2010	1:56:01 PM

ID	EndTime	Elapsed Time	NextURL
195	1:51:11 PM	0:01:07	process_exit.asp?cac=tblid=ERCQSM4WYQV6
196	1:51:13 PM	0:01:17	process_exit.asp?cac=tblid=ERCQSM4WY6D8
197	1:51:14 PM	0:01:18	process_exit.asp?cac=tblid=ERCQSM4WY16P9
198	1:51:17 PM	0:01:27	process_exit.asp?cac=tblid=ERCQSM4WYK147
199	1:51:20 PM	0:01:31	process_exit.asp?cac=tblid=ERCQSM4WYV5M2
200	1:51:25 PM	0:01:38	process_exit.asp?cac=tblid=ERCQSM4WYV6V5
201	1:51:31 PM	0:01:44	process_exit.asp?cac=tblid=ERCQSM4WYQZ11
202	1:51:36 PM	0:01:50	process_exit.asp?cac=tblid=ERCQSM4WY19T3
203	1:51:39 PM	0:01:53	process_exit.asp?cac=tblid=ERCQSM4WY4894
204	1:51:41 PM	0:02:00	process_exit.asp?cac=tblid=ERCQSM4WY0X154
205	1:51:46 PM	0:02:11	process_exit.asp?cac=tblid=ERCQSM4WY4UHQ
206	1:51:54 PM	0:02:19	process_exit.asp?cac=tblid=ERCQSM4WY4CQ9
207	1:51:58 PM	0:02:23	process_exit.asp?cac=tblid=ERCQSM4WY45Y1
208	1:52:01 PM	0:02:28	process_exit.asp?cac=tblid=ERCQSM4WY45S4
209	1:52:06 PM	0:02:34	process_exit.asp?cac=tblid=ERCQSM4WY26Z1
210	1:52:08 PM	0:02:36	process_exit.asp?cac=tblid=ERCQSM4WY7HQ3
211	1:52:11 PM	0:02:39	process_exit.asp?cac=tblid=ERCQSM4WY0YV9
212	1:52:16 PM	0:02:44	process_exit.asp?cac=tblid=ERCQSM4WY3Q38
213	1:52:21 PM	0:02:51	process_exit.asp?cac=tblid=ERCQSM4WY7M92
214	1:52:26 PM	0:02:56	process_exit.asp?cac=tblid=ERCQSM4WYKRE5
215	1:52:38 PM	0:03:12	process_exit.asp?cac=tblid=ERCQSM4WY6L37
216	1:52:47 PM	0:03:21	process_exit.asp?cac=tblid=ERCQSM4WY7LV5
217	1:52:59 PM	0:03:47	process_exit.asp?cac=tblid=ERCQSM4WY3M8
218	1:53:08 PM	0:03:56	process_exit.asp?cac=tblid=ERCQSM4WY0V2H9
219	1:53:27 PM	0:04:15	process_exit.asp?cac=tblid=ERCQSM4WY0328

ID	AMSTD	Qs0	Qs1	Qs2	Qs3_1	Qs3_2	Qs3_3	Qs3_4	Qs3_5	Qs3_6	Qs4_1	Qs4_2	Qs4_3	Qs4_4	Qs4_5	Qs4_6	Qs4_7	Qs4_8	Qs5_1
220	ERCQSM4WNVM02	1	4	1						1	1		1	1	1				1
221	ERCQSM4WP0V30	2	2	2						1	1			1	1		1		1
222	ERCQSM4WP1303	1	2	2	1														
223	ERCQSM4WPANP1	2	2	2						1	1	1			1	1			1
224	ERCQSM4VP8SD0	1	3	2						1		1	1	1	1				
225	ERCQSM4WNME00	1	5	1						1	1	1	1	1	1	1			1
226	ERCQSM4VNS8T5	2	3	1	1														
227	ERCQSM4WP29E2	1	2	2					1										
228	ERCQSM4W0ZQ24	1	4	2			1		1										
229	ERCQSM4WP3906	2	2	2						1	1	1	1	1	1	1	1		1
230	ERCQSM4VUNWYF3	2	3	1						1		1	1	1	1	1			
231	ERCQSM4WP29E1	1	2	2						1	1	1			1				1
232	ERCQSM4VNP8B1	1	1																
233	ERCQSM4WNS5Q4	2	3	1						1								1	1
234	ERCQSM4WP2V1T0	2	3	2						1	1		1	1	1	1	1		1
235	ERCQSM4WP63X0	1	3	2						1	1	1	1	1	1		1		1
236	ERCQSM4WNT703	3																	
237	ERCQSM4WNKSP2	2	5	1						1	1	1	1	1		1	1		1
238	ERCQSM4WP8HP9	2	4	2						1	1	1	1	1	1	1	1		1
239	ERCQSM4WP2GC9	1	5	2						1	1	1	1	1					1
240	ERCQSM4V0VWB3	2	2	2						1	1	1	1	1	1	1			
241	ERCQSM4WP40B7	1	3	2						1	1	1	1			1			1
242	ERCQSM4WNKGN8	1	5	1						1	1				1	1			1
243	ERCQSM4WP34D1	2	3	2						1	1	1		1	1	1	1		1
244	ERCQSM4WNKL46	1	4	1						1	1	1	1	1	1	1	1		1

ID	Qe5_2	Qe5_3	Qe5_4	Qe5_5	Qe5_6	Qe5_7	Qe5_8	Q1	Hershey Only	Q2	Q3
220		1	1	1				1	1	Hershey	because I know I recognize Hershey does squares similar to this in their candy bars.
221	1		1	1	1	1		1	1	Hershey's	The square design
222											
223	1		1	1	1			1	1	Hershey	It looks like a Hershey's chocolate bar
224	1	1	1	1	1						
225	1	1	1	1	1			1	1	HERSHEY	because it's so the Hershey's way to making candy bars.
226											
227											
228											
229	1	1	1	1	1	1		1	2	Candy	the design of section
230	1		1								
231	1			1				1	1	Hershey's	because they are candy bars that are Hershey's bars.
232											
233					1						
234		1	1	1	1	1		1	1	Hershey	Because of the breakable squares
235	1	1	1	1		1		1	1	Hershey	because that is the shape of the Hershey's bars that I buy.
236											
237	1	1	1		1	1		2	2		
238	1	1	1	1	1	1		1	1	Hershey's	My kids like their milk chocolate bars. I don't know what's more popular, but I think the logo
239		1	1					1	1	Hershey's	
240	1			1	1						
241	1	1			1			1	1	Hershey	because they're the only one that has Hershey written on every square
242					1			1	1		
243	1	1	1	1	1	1		1	1	Hershey	it's been a lot of Hershey bars and other that this is what they look like.
244	1	1	1	1	1	1		1	1	Hershey's	Because of the design of the candy bar

ID	Q#	Q5	ImuVar	VID	vAge	vGender	Status	StartDate	SortTime
220			C	CPWBC001-215	54	M	COMPLETE	11/9/2010	1:50:34 PM
221			T	CPWBC001-213	25	F	COMPLETE	11/9/2010	1:50:26 PM
222				CPWBC001-922	27	F	TERM-Q#3	11/9/2010	1:50:24 PM
223			C	CPWBC001-275	32	F	COMPLETE	11/9/2010	1:50:17 PM
224				CPWBC001-359	42	F	TERM-Q#3	11/9/2010	1:50:16 PM
225			C	CPWBC001-165	74	M	COMPLETE	11/9/2010	1:50:10 PM
226				CPWBC001-VH1	46	M	TERM-Q#5	11/9/2010	1:50:09 PM
227				CPWBC001-112	25	F	TERM-Q#1	11/9/2010	1:50:08 PM
228				CPWBC001-VQ1	52	F	TERM-Q#1	11/9/2010	1:50:03 PM
229			C	CPWBC001-CV2	33	F	COMPLETE	11/9/2010	1:50:01 PM
230				CPWBC001-G92	30	M	TERM-Q#5	11/9/2010	1:50:00 PM
231			C	CPWBC001-G7	24	F	COMPLETE	11/9/2010	1:50:04 PM
232				CPWBC001-YW1	40	M	TERM-Q#1	11/9/2010	1:50:01 PM
233				CPWBC001-ST1	46	M	TERM-Q#5	11/9/2010	1:50:01 PM
234			T	CPWBC001-OC6	36	F	COMPLETE	11/9/2010	1:50:07 PM
235			T	CPWBC001-VV5	40	F	COMPLETE	11/9/2010	1:50:07 PM
236				CPWBC001-FK5	34	M	TERM-Q#0	11/9/2010	1:50:03 PM
237	Hershey and Kit	How the rectangles are left out.	T	CPWBC001-15	55	M	COMPLETE	11/9/2010	1:50:54 PM
238			T	CPWBC001-9V5	53	F	COMPLETE	11/9/2010	1:50:46 PM
239			T	CPWBC001-578	45	F	COMPLETE	11/9/2010	1:50:37 PM
240				CPWBC001-F3	28	F	TERM-Q#5	11/9/2010	1:50:15 PM
241			T	CPWBC001-QC8	43	F	COMPLETE	11/9/2010	1:50:09 PM
242			T	CPWBC001-JV1	72	M	COMPLETE	11/9/2010	1:50:04 PM
243			T	CPWBC001-SB4	39	F	COMPLETE	11/9/2010	1:50:06 PM
244			T	CPWBC001-737	60	M	COMPLETE	11/9/2010	1:50:01 PM

ID	EndTime	Elapsed Time	NextURL
220	3:54:54 PM	0:00:20	process_exit.asp?cat=c&id=ERCQSM4WP1902
221	3:55:14 PM	0:00:20	process_exit.asp?cat=c&id=ERCQSM4WP0Y38
222	3:55:36 PM	0:00:21	process_exit.asp?cat=r&id=ERCQSM4WP1103
223	3:55:57 PM	0:00:20	process_exit.asp?cat=c&id=ERCQSM4WP4WP2
224	3:56:16 PM	0:00:19	process_exit.asp?cat=r&id=ERCQSM4WP18500
225	3:56:37 PM	0:00:21	process_exit.asp?cat=c&id=ERCQSM4W18MS00
226	3:56:58 PM	0:00:20	process_exit.asp?cat=r&id=ERCQSM4W18SBT5
227	3:57:16 PM	0:00:19	process_exit.asp?cat=r&id=ERCQSM4W18Y252
228	3:57:36 PM	0:00:19	process_exit.asp?cat=r&id=ERCQSM4W18Q2Q24
229	3:57:57 PM	0:00:19	process_exit.asp?cat=c&id=ERCQSM4W18P2800
230	3:58:16 PM	0:00:19	process_exit.asp?cat=r&id=ERCQSM4W18WYF2
231	3:58:36 PM	0:00:19	process_exit.asp?cat=c&id=ERCQSM4WP28E1
232	3:58:57 PM	0:00:19	process_exit.asp?cat=r&id=ERCQSM4W18F8L
233	3:59:16 PM	0:00:19	process_exit.asp?cat=r&id=ERCQSM4W18S0Q4
234	3:59:36 PM	0:00:19	process_exit.asp?cat=c&id=ERCQSM4WP1978
235	3:59:57 PM	0:00:20	process_exit.asp?cat=c&id=ERCQSM4WP62X0
236	4:00:16 PM	0:00:19	process_exit.asp?cat=r&id=ERCQSM4W1877C9
237	4:00:36 PM	0:00:19	process_exit.asp?cat=c&id=ERCQSM4W18KSP2
238	4:00:56 PM	0:00:19	process_exit.asp?cat=r&id=ERCQSM4W18HF9
239	4:01:16 PM	0:00:19	process_exit.asp?cat=c&id=ERCQSM4WP0G09
240	4:01:36 PM	0:00:19	process_exit.asp?cat=r&id=ERCQSM4W18QVWB3
241	4:01:56 PM	0:00:19	process_exit.asp?cat=c&id=ERCQSM4W18UG7
242	4:02:16 PM	0:00:19	process_exit.asp?cat=c&id=ERCQSM4W18KGN3
243	4:02:36 PM	0:00:19	process_exit.asp?cat=c&id=ERCQSM4WP9=02
244	4:02:56 PM	0:00:19	process_exit.asp?cat=c&id=ERCQSM4W18ZL46

ID	ANSID	Qx0	Qx1	Qx2	Qx3_1	Qx3_2	Qx3_3	Qx3_4	Qx3_5	Qx3_6	Qx4_1	Qx4_2	Qx4_3	Qx4_4	Qx4_5	Qx4_6	Qx4_7	Qx4_8	Qx5_1
245	ЕКРСМННКТМВ	1	3	7						1	1	2	1	1	1	1	1		1
246	ЕКРСМННКТОВ	1	3	2						1	1		1	1	1	1	1		1
247	ЕКРСМННКОДК	5																	
248	ЕКРСМННКОДЮ	1	3	1						1	1								
249	ЕКРСМННКОДР	2	4	2						1	1	1		1	1	1	1		
250	ЕКРСМННКОДНУ	1	4	1						1	1								
251	ЕКРСМННКОДК	1	4	2						1		2	1	1	1			1	
253	ЕКРСМННМЗЮ	2	4	1						1		2	1		1				
254	ЕКРСМННКОДТО	1	5	2						1					1				1
256	ЕКРСМННКОДКЗ	4	2	2					1										
257	ЕКРСМННКОДРБ	2	5	1						1	2							1	1
258	ЕКРСМННКОДНУТ	5																	
260	ЕКРСМННКОДСН	2	2	2						1	1	1			1			1	1
261	ЕКРСМННКОДЛЮ	1	5	1						1		1	1		1				
262	ЕКРСМННКОДАС	1	4	2						1	1			1	1				1
263	ЕКРСМННКОДКЛ	1	3	1			1							1		1			
264	ЕКРСМННКОДРБ	1	2	1						1	1				1			1	1
265	ЕКРСМННКОДРП	1	4	2						1	1		1		1				
266	ЕКРСМННКОДНУК	5																	
267	ЕКРСМННКОДТО	1	4	1						1	1	2	1	1	1				1
268	ЕКРСМННКОДНЛ	2	2	2					1										
269	ЕКРСМННКОДБА	1	2	2						1	1	1			1				1
270	ЕКРСМННКОДКЗ	5																	
271	ЕКРСМННКОДНУ	2	4	2						1			1			1			
272	ЕКРСМННКОДМ	1	2	1						1		2	1	1	1			1	

ID	QoS_2	QoS_3	QoS_4	QoS_5	QoS_6	QoS_7	QoS_8	Q1	Parental Only	Q2	Q3
245	1	1	1	1	1	1		1	1	Hershey's	Because of the break off pieces.
246		1	1	1	1	1		1	1		
247											
248							1				
249	1		1	1							
250								1			
251	1	1	1	1		1					
252	1	1		1	1						
254			1								
256											
257					1			1	1		
258											
260	1			1	1	1		1	1	HERSEYS	because you can't break apart THE CHOCOLATE
261	1	1		1							
262			1	1				1	1	Hershey's	because of the square
263		1		1							
264				1		1		1	1	Hershey	img
265				1							
266											
267	1	1	1	1				1	1	Hershey	It looks like a Hershey chocolate bar.
268											
269	1			1				1	1		
270											
271		1			1						
272	1	1				1					

ID	Q4	Q5	ImgVar	VTD	vAge	vGender	Status	StartDate	SortTime
245			T	0PWB0000 XW4	41	F	COMPLETE	11/9/2010	4:09:47 PM
246			C	0PWB0000 HW9	34	F	COMPLETE	11/9/2010	3:04:20 PM
247				0PWB0000 JK7	43	F	TERM-Q40	11/9/2010	4:01:05 PM
248				0PWB0000 M36	44	M	TERM-Q45	11/9/2010	4:02:00 PM
249				0PWB0000 J21	53	F	TERM-Q45	11/9/2010	4:01:13 PM
250				0PWB0000 923	59	M	TERM-Q45	11/9/2010	4:01:32 PM
251				0PWB0000 344	54	F	TERM-Q45	11/9/2010	4:01:53 PM
252				0PWB0000 6LS	61	M	TERM-Q45	11/9/2010	4:02:50 PM
254				0PWB0000 3M4	34	F	TERM-Q45	11/9/2010	4:02:04 PM
256				0PWB0000 WG49	31	F	TERM-Q47	11/9/2010	4:01:07 PM
257			C	0PWB0000 K29	72	M	COMPLETE	11/9/2010	4:01:17 PM
258				0PWB0000 BH1	50	F	TERM-Q40	11/9/2010	4:02:43 PM
260			C	0PWB0000 BFS	21	F	COMPLETE	11/9/2010	4:02:53 PM
261				0PWB0000 RJ	68	M	TERM-Q45	11/9/2010	4:01:10 PM
262			C	0PWB0000 SP7	50	F	COMPLETE	11/9/2010	4:02:14 PM
263				0PWB0000 Y43	71	M	TERM-Q45	11/9/2010	4:04:29 PM
264			C	0PWB0000 J3	33	M	COMPLETE	11/3/2010	4:04:48 PM
265				0PWB0000 SL6	64	F	TERM-Q45	11/9/2010	4:05:25 PM
266				0PWB0000 V24	66	F	TERM-Q40	11/9/2010	4:05:31 PM
267			C	0PWB0000 3K7	50	M	COMPLETE	11/9/2010	4:04:13 PM
268				0PWB0000 RC2	29	F	TERM-Q45	11/9/2010	4:03:43 PM
269			C	0PWB0000 BG6	28	F	COMPLETE	11/9/2010	4:03:24 PM
270				0PWB0000 ZS7	40	M	TERM-Q40	11/9/2010	4:05:22 PM
271				0PWB0000 VX5	64	F	TERM-Q45	11/9/2010	4:05:54 PM
272				0PWB0000 ZX3	40	M	TERM-Q45	11/9/2010	4:05:37 PM

ID	EndTime	Elapsed Time	NextURL
245	4:02:10 PM	00:13	process_exit.asp?cat=c5id=ERCQ5M4WP7W3
246	4:02:51 PM	00:26	process_exit.asp?cat=c5id=ERCQ5M4WPTD5
247	4:03:04 PM	00:39	process_exit.asp?cat=c5id=ERCQ5M4WQZQA3
248	4:03:54 PM	00:48	process_exit.asp?cat=c5id=ERCQ5M4WVW4YD
249	4:04:00 PM	00:54	process_exit.asp?cat=c5id=ERCQ5M4WQZ3F4
250	4:04:12 PM	00:56	process_exit.asp?cat=c5id=ERCQ5M4WVQZV6
251	4:04:23 PM	00:58	process_exit.asp?cat=c5id=ERCQ5M4WPT5A5
252	4:04:39 PM	01:04	process_exit.asp?cat=c5id=ERCQ5M4WVW11Y2
254	4:05:13 PM	01:08	process_exit.asp?cat=c5id=ERCQ5M4WPT5B8
256	4:05:18 PM	01:11	process_exit.asp?cat=c5id=ERCQ5M4WVZ3F3
257	4:05:25 PM	01:12	process_exit.asp?cat=c5id=ERCQ5M4WVZ3F9
258	4:05:34 PM	01:13	process_exit.asp?cat=c5id=ERCQ5M4WPT5Y7
260	4:05:51 PM	01:20	process_exit.asp?cat=c5id=ERCQ5M4WVQ1K14
261	4:05:58 PM	01:23	process_exit.asp?cat=c5id=ERCQ5M4WVQ1Y55
262	4:06:08 PM	01:26	process_exit.asp?cat=c5id=ERCQ5M4WPT2C19
263	4:06:28 PM	01:30	process_exit.asp?cat=c5id=ERCQ5M4WVZK21
264	4:06:56 PM	01:33	process_exit.asp?cat=c5id=ERCQ5M4WVWVQ19
265	4:06:59 PM	01:31	process_exit.asp?cat=c5id=ERCQ5M4WV5IF7
266	4:07:04 PM	01:31	process_exit.asp?cat=c5id=ERCQ5M4WVQZHY4
267	4:07:08 PM	01:32	process_exit.asp?cat=c5id=ERCQ5M4WVWVQ06
268	4:07:14 PM	01:33	process_exit.asp?cat=c5id=ERCQ5M4WPT2K4
269	4:07:25 PM	01:38	process_exit.asp?cat=c5id=ERCQ5M4WV51D5
270	4:07:34 PM	01:45	process_exit.asp?cat=c5id=ERCQ5M4WVWVW22
271	4:07:51 PM	01:52	process_exit.asp?cat=c5id=ERCQ5M4WV5VJ5
272	4:08:18 PM	02:00	process_exit.asp?cat=c5id=ERCQ5M4WV5P46

ID	AMSTD	Qs0	Qs1	Qs2	Qs3_1	Qs3_2	Qs3_3	Qs3_4	Qs3_5	Qs3_6	Qs4_1	Qs4_2	Qs4_3	Qs4_4	Qs4_5	Qs4_6	Qs4_7	Qs4_8	Qs5_1
273	ERCQSM4W0YJUD	2	5	2						1	1		1	1	1				
274	ERCQSM4W0HLO1	1	5	1						1	1		1		1				1
275	ERCQSM4W0YFV6	1	3	2						1	1	1	1		1				1
276	ERCQSM4W0NA9A9	2	5	1						1	1	1	1	1		1			
277	ERCQSM4W0N0ZD2	2	5	1						1	2				1		1		1
278	ERCQSM4W0YVUS	1	2	2						1	1			1	1		1		1
279	ERCQSM4W0P1QC9	2	4	2						1	1		1	1			1		1
280	ERCQSM4W0P7NPE	2	4	2						1	1				1	1	1		1
281	ERCQSM4W0ZHU3	2	4	2						1	2	1	1	1	1	1	1		1
282	ERCQSM4W0NYP03	2	3	1						1	1	1	1	1	1	1	1		1
283	ERCQSM4W0P0X30	2	3	2						1	1				1				1
284	ERCQSM4W0N0566	1	4	1						1	3		1		1	1			1
285	ERCQSM4W0P2B4W4	1	4	2						1	2	1		1	1				1
286	ERCQSM4W0P7HNS	1	4	2						1	1			1	1				1
287	ERCQSM4W0P8150	1	5	2						1	1	1			1	1			1
288	ERCQSM4W0P4TMC	2	3	2						1		1		1		1	1		
289	ERCQSM4W0N1LA1	1	5	1						1	1		1			1			1
290	ERCQSM4W0YES1	2	4	2						1	1	1			1	1			
291	ERCQSM4W0X2W5	2	3	2						1	1	1		1	1				
292	ERCQSM4W0NLT20	1	5	1						1	2				1				
293	ERCQSM4W0K1PS1	1	5	1						1									
294	ERCQSM4W0K2L7	2	2	2						1		1	1		1				1
295	ERCQSM4W0X014	2	2	2						1	1	1		1					1
296	ERCQSM4W0P7305	2	2	2						1	1	1	1	1	1	1	1		1
297	ERCQSM4W0P7NNS	2	4	2						1	1				1	1			1

ID	Qs5_2	Qs5_3	Qs5_4	Qs5_5	Qs5_6	Qs5_7	Qs5_8	Q1	Hershey Only	Q2	Q3
273			1	1	1						
274		1		1				1	2		
275	1	1		1				1	1	Hershey	That's they design of their chocolate bars
276		1	1		1						
277							1	1	1	Hersheys	It is chocolate and squares
278				1				1	1	Hershey's	because it is a chocolate bar that you can break pieces off. It comes plain and with almonds
279		1	1				1	1	1	Hershey's	They have a bar where you can break off pieces.
280				1			1	2	2		
281	1	1	1	1	1	1		2	2		
282	1		1	1	1	1		3	2		
283			1	1				1	1	Hershey	It is there chocolate bar
284		1		1	1			1	1	Hershey's	THIS IS WHAT THAT CHOCOLATE BAR LOOKS LIKE
285	1		1	1				3	2		
286			1	1			1	1	1	Hershey	The way it is scored into pieces
287	1	1		1	1			1	1	Hershey	It looks like a Hershey bar
288	1		1		1	1					
289					1			1	1	Hersheys	I been buying them for years and recognize the pattern
290	1			1							
291	1		1	1							
292				1							
293											
294	1			1							
295	1		1					1	1	Hershey's	that's the shade a hershey's bar is.
296	1	1	1	1	1	1		1	1	Hershey	It looks like a Hershey chocolate bar
297				1				1	1	Hersheys	the rectangular pieces

ID	Q4	Q5	InvYear	VTD	vAge	vGender	Status	StartDate	StartTime
273				ORWBSLCP MV2	67	F	TERM-Q65	11/9/2010	4:00:00 PM
274			F	ORWBSLCP T3	39	M	COMPLETE	11/9/2010	4:00:10 PM
275			F	ORWBSLCP ZL2	43	F	COMPLETE	11/9/2010	4:00:14 PM
276				ORWBSLCP KK2	74	M	TERM-Q65	11/9/2010	4:00:17 PM
277			C	ORWBSLCP V24	64	M	COMPLETE	11/9/2010	4:00:18 PM
278			C	ORWBSLCP D55	30	F	COMPLETE	11/9/2010	4:00:19 PM
279			C	ORWBSLCP RQ2	61	F	COMPLETE	11/9/2010	4:00:20 PM
280	skat hershey	looks like a marshmallow	C	ORWBSLCP FQ3	59	F	COMPLETE	11/9/2010	4:00:21 PM
281	Hershey, CHARLOTTE	Looks similar shape of some of their bars	C	ORWBSLCP S92	59	F	COMPLETE	11/9/2010	4:00:22 PM
282			C	ORWBSLCP BK4	43	M	COMPLETE	11/9/2010	4:00:23 PM
283			C	ORWBSLCP WQ9	38	F	COMPLETE	11/9/2010	4:00:24 PM
284			F	ORWBSLCP D5	58	M	COMPLETE	11/9/2010	4:00:25 PM
285			C	ORWBSLCP S03	61	F	COMPLETE	11/9/2010	4:00:26 PM
286			F	ORWBSLCP CY1	61	F	COMPLETE	11/9/2010	4:00:27 PM
287			F	ORWBSLCP TC7	35	F	COMPLETE	11/9/2010	4:00:28 PM
288				ORWBSLCP SK3	44	F	TERM-Q65	11/9/2010	4:00:29 PM
289			F	ORWBSLCP K6	71	M	COMPLETE	11/9/2010	4:00:30 PM
290				ORWBSLCP JC2	57	F	TERM-Q65	11/9/2010	4:00:31 PM
291				ORWBSLCP H51	46	F	TERM-Q65	11/9/2010	4:00:32 PM
292				ORWBSLCP O1	56	M	TERM-Q65	11/9/2010	4:00:33 PM
293				ORWBSLCP G47	66	M	TERM-Q65	11/9/2010	4:00:34 PM
294				ORWBSLCP V46	26	F	TERM-Q65	11/9/2010	4:00:35 PM
295			F	ORWBSLCP S43	26	F	COMPLETE	11/9/2010	4:00:36 PM
296			F	ORWBSLCP D3	27	F	COMPLETE	11/9/2010	4:00:37 PM
297			F	ORWBSLCP ZK7	53	F	COMPLETE	11/9/2010	4:00:38 PM

ID	EndTime	Classed Time	NextURL
273	4:07:24 PM	0:01:54	process_exit.asp?cat=tblid=ERCQSM4W0R1U0
274	4:08:03 PM	0:01:39	process_exit.asp?cat=cbid=ERCQSM4W0R1U0
275	4:08:01 PM	0:01:33	process_exit.asp?cat=cbid=ERCQSM4W0R1PV6
276	4:08:53 PM	0:01:34	process_exit.asp?cat=tblid=ERCQSM4W0R0M9
277	4:09:03 PM	0:01:25	process_exit.asp?cat=cbid=ERCQSM4W0Q2O2
278	4:09:41 PM	0:01:54	process_exit.asp?cat=cbid=ERCQSM4W0YVU5
279	4:09:46 PM	0:01:57	process_exit.asp?cat=cbid=ERCQSM4W0P3QD5
280	4:09:54 PM	0:01:57	process_exit.asp?cat=cbid=ERCQSM4W0P7NP5
281	4:10:21 PM	0:01:47	process_exit.asp?cat=cbid=ERCQSM4W0Z0U2
282	4:10:28 PM	0:01:27	process_exit.asp?cat=cbid=ERCQSM4W0VPC3
283	4:10:34 PM	0:01:53	process_exit.asp?cat=cbid=ERCQSM4W0P0XG8
284	4:10:38 PM	0:01:56	process_exit.asp?cat=cbid=ERCQSM4W0Q666
285	4:10:39 PM	0:01:57	process_exit.asp?cat=cbid=ERCQSM4W0P2BW4
286	4:10:38 PM	0:01:46	process_exit.asp?cat=cbid=ERCQSM4W0P7H05
287	4:10:38 PM	0:01:55	process_exit.asp?cat=cbid=ERCQSM4W0R0H08
288	4:10:37 PM	0:01:37	process_exit.asp?cat=tblid=ERCQSM4U0P4TH2
289	4:10:37 PM	0:01:56	process_exit.asp?cat=cbid=ERCQSM4W0Q1A3
290	4:10:37 PM	0:01:57	process_exit.asp?cat=tblid=ERCQSM4W0Y053
291	4:10:38 PM	0:01:38	process_exit.asp?cat=tblid=ERCQSM4W0X2N5
292	4:10:37 PM	0:01:55	process_exit.asp?cat=tblid=ERCQSM4W0L2D0
293	4:10:37 PM	0:01:39	tblid=ERCQSM4W0N3F5T
294	4:10:37 PM	0:01:38	process_exit.asp?cat=tblid=ERCQSM4W0X2L7
295	4:10:38 PM	0:01:40	process_exit.asp?cat=cbid=ERCQSM4W0Y0L4
296	4:10:37 PM	0:01:37	process_exit.asp?cat=cbid=ERCQSM4W0P3D5
297	4:10:38 PM	0:01:40	process_exit.asp?cat=cbid=ERCQSM4W0P7H09

ID	AMSTD	Qs0	Qs1	Qs2	Qs3_1	Qs3_2	Qs3_3	Qs3_4	Qs3_5	Qs3_6	Qs4_1	Qs4_2	Qs4_3	Qs4_4	Qs4_5	Qs4_6	Qs4_7	Qs4_8	Qs5_1
298	ERCQSM4WVUN9	1	5	1						1	1		1	1	1	1	1		1
299	ERCQSM4WVFPK0	1	2	2						1		1			1				
300	ERCQSM4WVFPK4	1	4	2						1	1		1		1	1	1		1
301	ERCQSM4WVNLN7	1	5	1						1	1		1	1					1
302	ERCQSM4WVFS4L4	1	2	2				1	1										
303	ERCQSM4WVTSMD	2	4	1						1		1	1	1	1				
304	ERCQSM4WV76Q0	2	2	2						1	1	1		1	1		1		1
305	ERCQSM4WVJKA11	1	5	1						1	1	1		1	1	1	1		1
306	ERCQSM4WV64B2	1	4	2						1	1		1		1	1	1		1
307	ERCQSM4WVPL08	1	5	1						1	1	1		1	1				
308	ERCQSM4WVKN9D6	1	4	1						1	1	1	1	1	1	1			1
309	ERCQSM4WVPLH3	2	2	2						1	1	1			1				1
310	ERCQSM4WVKN304	1	5	1						1	1	1	1	1	1	1			
311	ERCQSM4WV2C27	2	4	2						1	1	1	1	1					1
312	ERCQSM4WV27K4	2	2	2					1										
313	ERCQSM4WV0X072	2	2	2					1										
314	ERCQSM4WVNY426	1	3	1						1	2	1		1	1	1	1		1
315	ERCQSM4WVNC572	1	4	2						1	1			1	1				1
316	ERCQSM4WVNT115	1	5	1						1					1				
317	ERCQSM4WVPRU9	1	2	2						1	1	1			1				1
318	ERCQSM4WV2772	1	2	2						1	1	1	1	1	1	1			1
319	ERCQSM4WV0VZ05	2	2	2						1	1	1		1	1	1			1
320	ERCQSM4WV7074	1	5	2						1	1		1	1	1	1			1
321	ERCQSM4WV8X16	1	4	2						1					1	1			

ID	Qx5_2	Qx5_3	Qx5_4	Qx5_5	Qx5_6	Qx5_7	Qx5_8	Q1	Hershey Only	Q2	Q3	
299		1	1	1	1	1		1		1	hersey	It is a hersey bar
299	1			1								
300		1		1	1	1		1		1	hersey	because it looks like a hersey bar
301		1	1	1				1		1		
302												
303		1	1	1								
304	1		1	1				1		1	hersey	The design with the word "HERSHEY" and "HERSHEY'S" around the squares
305	1		1	1				1		1	HERSHEY	because it looks like a hersey bar
306				1		1		1		1	Hersey	Sometimes I am selecting the little rectangular segments (4 corners) around with a Hersey bar even though I'm not sure that these are actually the correct
307	1		1	1								
308	1			1				1		1		
309	1			1				1		1	Hersey's	The rectangles with "perforations"
310					1							
311	1	1	1					1		1		
312												
313												
314	1		1	1	1	1		1		1		
315			1	1				1		1		
316				1								
317	1		1	1				1		1	Hersey	Only bar I've seen this design on
318	1	1	1	1	1			1		1	Herseys	The shaded rectangles
319	1		1	1	1			1		1	hersey	because the squares where hersey is written
320		1	1	1	1			1		1		
321		1		1	1							

ID	ANSID	Qx0	Qx1	Qx2	Qx3_1	Qx3_2	Qx3_3	Qx3_4	Qx3_5	Qx3_6	Qx4_1	Qx4_2	Qx4_3	Qx4_4	Qx4_5	Qx4_6	Qx4_7	Qx4_8	Qx5_1
121	ЕКОВННМННН	1	2	2						1	1	1		1	1				1
122	ЕКОВННМННН	1	4	2						1		1		1	1	1			
123	ЕКОВННМННН	4	4	1						1		1	1				1		
124	ЕКОВННМННН	1	5	2						1	1		1		1	1	1		1
125	ЕКОВННМННН	2	5	2						1	1				1				1
126	ЕКОВННМННН	2	2	1						1	1	1			1	1			1
127	ЕКОВННМННН	1	2	1						1		1		1	1		1		
128	ЕКОВННМННН	1	4	2															
129	ЕКОВННМННН	2	2	1						1		1			1				
130	ЕКОВННМННН	4	3	2															
131	ЕКОВННМННН	1	2	1						1			1		1	1	1		1
132	ЕКОВННМННН	1	2	1						1	1	1	1	1	1	1	1	1	1
133	ЕКОВННМННН	2	5	1						1	1	2	1	1	1	1	1	1	1
134	ЕКОВННМННН	2	5	1						1	1		1	1	1				1
135	ЕКОВННМННН	2	2	1															
136	ЕКОВННМННН	1	2	1						1	1	1	1	1	1	1	1	1	1
137	ЕКОВННМННН	1	5	1						1	1				1	1	1		1
138	ЕКОВННМННН	1	3	1						1		1	1		1	1	1		1
139	ЕКОВННМННН	2	4	1						1	1	1		1	1	1	1		1
140	ЕКОВННМННН	2	3	2						1	1	2	1	1	1				1
141	ЕКОВННМННН	2	4	1						1			1	1	1				
142	ЕКОВННМННН	1	3	1						1		1	1	1					
143	ЕКОВННМННН	1	2	1						1	1	1	1		1	1			1
144	ЕКОВННМННН	1	5	1						1			1			1			
145	ЕКОВННМННН	1	3	1						1	1	1	1	1	1				1

ID	Qx5_2	Qx5_3	Qx5_4	Qx5_5	Qx5_6	Qx5_7	Qx5_8	Q1	Hershey Only	Q2	Q3
121	1			1				3	2		
122	1		1	1	1						
123	1	1				1					
124		1		1	1	1		1	1	Hershey	Because that's what it is!
125			1	1				4	3		
126	1	1	1	1	1			1	1	HERSHEY	BECAUSE THAT'S WHAT IT LOOKS LIKE
127	1		1	1		1					
128											
129	1			1							
130											
131	1			1							
132	1	1		1	1	1		1	1	HERSHEY'S	Horizontal lines dividing bar into segments
133	1	1	1	1	1	1		1	1	Hershey	that's what their candy looks like
134		1		1				1	1	Hershey's	Squares
135											
136	1	1	1	1	1	1		1	1	HERSHEY	the tall tale rectangles.
137	1			1	1	1		2	2		
138	1	1	1	1	1	1					
139	1	1	1	1	1	1		1	1	Hershey	The design of the bar
140	1	1	1	1				1	1	Hershey's	Looks like it.
141		1		1							
142	1	1	1								
143	1	1		1	1			1	1	Hershey	Past experience from eating a Hershey bar
144		1			1						
145		1	1	1				1	1	Hershey's	Because they use chocolate squares.

ID	Q4	Q5	ImgVar	VID	vAge	vGender	Status	StartDate	StartTime
121			C	DP0W95G910 H0	29	F	COMPLETE	11/9/2010	2:52:54 PM
122				DP0W95G910 R58	51	F	TERM-Qs5	11/9/2010	2:58:07 PM
123				DP0W95G910 925	61	M	TERM-Qs5	11/9/2010	3:01:51 PM
124			T	DP0W95G910 70	74	F	COMPLETE	11/9/2010	3:12:04 PM
125			C	DP0W95G910 C83	70	F	COMPLETE	11/9/2010	3:17:01 PM
126			T	DP0W95G910 WB2	28	M	COMPLETE	11/9/2010	3:27:52 PM
127				DP0W95G910 NY1	31	M	TERM-Qs5	11/9/2010	3:28:10 PM
128				DP0W95G910 8H8	77	M	TERM-UserInfo	11/9/2010	3:38:34 PM
129				DP0W95G910 C2	28	M	TERM-Qs5	11/9/2010	3:39:00 PM
130				DP0W95G910 MM5	40	M	TERM-UserInfo	11/9/2010	3:39:00 PM
131				DP0W95G910 YH2	25	M	TERM-Qs5	11/9/2010	3:39:11 PM
132			C	DP0W95G910 54	49	M	COMPLETE	11/9/2010	3:39:28 PM
133			C	DP0W95G910 L40	65	M	COMPLETE	11/9/2010	3:40:13 PM
134			C	DP0W95G910 YH0	41	M	COMPLETE	11/9/2010	3:40:10 PM
135				DP0W95G910 325	50	M	TERM-UserInfo	11/9/2010	3:40:26 PM
136			T	DP0W95G910 B4E	29	M	COMPLETE	11/9/2010	3:40:30 PM
137	Hershey and Nestle's	I've purchased them	T	DP0W95G910 76	71	M	COMPLETE	11/9/2010	3:41:27 PM
138				DP0W95G910 59	40	M	TERM-Qs5	11/9/2010	3:41:52 PM
139			T	DP0W95G910 Q7	50	M	COMPLETE	11/9/2010	3:42:03 PM
140			T	DP0W95G910 G93	43	F	COMPLETE	11/9/2010	3:42:09 PM
141				DP0W95G910 6Q6	56	M	TERM-Qs5	11/9/2010	3:42:10 PM
142				DP0W95G910 98	49	M	TERM-Qs5	11/9/2010	3:42:51 PM
143			T	DP0W95G910 GN3	30	M	COMPLETE	11/9/2010	3:43:21 PM
144				DP0W95G910 3F2	66	M	TERM-Qs5	11/9/2010	3:43:33 PM
145			C	DP0W95G910 V46	41	M	COMPLETE	11/9/2010	3:43:57 PM

ID	EndTime	Elapsed Time	NextURL
121	1:24:34 PM	0:01:30	process_exit.asp?taskid=ERCQSM4WNERL3
122	1:25:04 PM	0:00:30	process_exit.asp?taskid=ERCQSM4WVFTP1
123	1:25:34 PM	0:00:30	process_exit.asp?taskid=ERCQSM4WVZEP8
124	1:26:04 PM	0:00:30	process_exit.asp?taskid=ERCQSM4WVWRE5
125	1:26:34 PM	0:00:30	process_exit.asp?taskid=ERCQSM4WVWYD5
126	1:27:04 PM	0:00:30	process_exit.asp?taskid=ERCQSM4WVWVQ5
127	1:27:34 PM	0:00:30	process_exit.asp?taskid=ERCQSM4WVWLV8
128	1:28:04 PM	0:00:30	process_exit.asp?taskid=ERCQSM4WVWVQZ1
129	1:28:34 PM	0:00:30	process_exit.asp?taskid=ERCQSM4WVWVU37
130	1:29:04 PM	0:00:30	process_exit.asp?taskid=ERCQSM4WVWV45
131	1:29:34 PM	0:00:30	process_exit.asp?taskid=ERCQSM4WVWV924
132	1:30:04 PM	0:00:30	process_exit.asp?taskid=ERCQSM4WVWV441
133	1:30:34 PM	0:00:30	process_exit.asp?taskid=ERCQSM4WVWVBM7
134	1:31:04 PM	0:00:30	process_exit.asp?taskid=ERCQSM4WVWV491
135	1:31:34 PM	0:00:30	process_exit.asp?taskid=ERCQSM4WVWVGA4
136	1:32:04 PM	0:00:30	process_exit.asp?taskid=ERCQSM4WVWV517
137	1:32:34 PM	0:00:30	process_exit.asp?taskid=ERCQSM4WVWV595
138	1:33:04 PM	0:00:30	process_exit.asp?taskid=ERCQSM4WVWVX73
139	1:33:34 PM	0:00:30	process_exit.asp?taskid=ERCQSM4WVWVBM1
140	1:34:04 PM	0:00:30	process_exit.asp?taskid=ERCQSM4WVWV5H5
141	1:34:34 PM	0:00:30	process_exit.asp?taskid=ERCQSM4WVWVBB2
142	1:35:04 PM	0:00:30	process_exit.asp?taskid=ERCQSM4WVWV4M4
143	1:35:34 PM	0:00:30	process_exit.asp?taskid=ERCQSM4WVWVKE4
144	1:36:04 PM	0:00:30	process_exit.asp?taskid=ERCQSM4WVWVCK8
145	1:36:34 PM	0:00:30	process_exit.asp?taskid=ERCQSM4WVWVX63

ID	AMSTD	Qs0	Qs1	Qs2	Qs3_1	Qs3_2	Qs3_3	Qs3_4	Qs3_5	Qs3_6	Qs4_1	Qs4_2	Qs4_3	Qs4_4	Qs4_5	Qs4_6	Qs4_7	Qs4_8	Qs5_1
146	ERCQSM4WVHBF7	1	4	1						1	1	1	1	1	1	1	1		1
147	ERCQSM4WVHPT33	1	5	1						1	1								1
148	ERCQSM4WVY6H1	2	3	2						1		1	1	1	1				1
149	ERCQSM4WVYF5H4	1	3	1						1	1								1
150	ERCQSM4WVYH1H1	1	5	1						1		1	1		1				
151	ERCQSM4WVYJG04	2	2	1						1	1	1	1		1	1			1
152	ERCQSM4WVYKAC8	1	3	1						1	1			1					1
153	ERCQSM4WVYKHS7	1	4	1						1	1			1	1				
154	ERCQSM4WVYLR6	1	5	1						1	1		1	1	1	1			1
155	ERCQSM4WVYSG9	1	5	1						1	1		1						
156	ERCQSM4WVYVRS5	1	5	1						1			1	1	1				
157	ERCQSM4WVYZB9J	2	3	1						1	1	1		1					1
158	ERCQSM4WVYQWQ7	2	3	2						1	1	1	1	1	1	1	1	1	1
159	ERCQSM4WVYKQ3M	2	5	1						1	1	1	1	1	1				
160	ERCQSM4WVYPC8E	2	2	1						1		1		1	1				
161	ERCQSM4WVYD31H4	2	3	1						1	1		1	1	1	1			1
162	ERCQSM4WVYQWZCG	1	2	2						1	1		1						1
163	ERCQSM4WVYSS20	1	3	1						1	1	1	1	1	1				1
164	ERCQSM4WVY71H4	1	3	2						1	1	1	1	1	1	1	1	1	1
165	ERCQSM4WVY2B1J2	2	3	2						1	1	1		1	1				1
166	ERCQSM4WVYQSL6E	1	4	2						1	1		1		1				1
167	ERCQSM4WVYQEE2	1	4	1						1	1				1	1			1
168	ERCQSM4WVYF33W	1	3	2						1	1		1	1	1	1	1		
169	ERCQSM4WVYK1M40	1	4	1						1	1		1	1	1	1	1	1	1

ID	Qs5_2	Qs5_3	Qs5_4	Qs5_5	Qs5_6	Qs5_7	Qs5_8	Q1	Hershey Only	Q2	Q3
146	1	1	1	1	1	1	1	4	2		
147		1					1	3	2		
148	1	1	1	1							
149								1	1	Hershey	just what I recall
150	1	1		1							
151	1	1	1	1	1			2	2		
152					1			1	1	hence	the shape
153			1	1							
154			1	1	1			1	1	Hershey	That is the way they appear
155		1									
156		1	1	1							
157	1		1					1	1	Hershey	I don't remember seeing those rectangles when I've opened their packages but it looks like except it doesn't say Hershey's in each square
158	1	1	1	1	1	1		1	1	Hershey's Milk Chocolate	
159	1	1	1	1							
160	1		1	1							
161		1	1	1				1	1	Hershey's	it just looks like a Hershey bar without lettering
162								4	2		
163	1	1	1	1	1			1	1	HERSHEY	UNIQUE DESIGN
164			1	1	1			2	2		
165	1	1	1	1				1	1	Hershey's	It sells segmented chocolate bars.
166		1						2	2		
167		1		1	1			1	1	Hershey's	familiar pattern
168			1	1	1	1					
169		1	1	1	1	1		1	1	Hershey's	I have eaten their chocolate bars before and they look like this.

ID	Q#	Q5	ImgVer	vID	vAge	vGender	Status	StartDate	SortTime
146			C	DPWBV007 K4	54	M	COMPLETE	11/9/2010	4:41:11 PM
147			C	DPWBV001 Q95	37	M	COMPLETE	11/9/2010	4:41:25 PM
148				DPWBV007 D3	38	F	TERM-Q#5	11/9/2010	4:41:31 PM
149			T	DPWBV001 6V0	36	M	COMPLETE	11/9/2010	4:41:37 PM
150				DPWBV007 3L7	32	M	TERM-Q#5	11/9/2010	4:41:43 PM
151	Hershey's, Nestle	It could be the typical chocolate bar that's found in Hershey's and Nestle's chocolate bar offerings	C	DPWBV04B 8X7	34	M	COMPLETE	11/9/2010	4:41:51 PM
152			T	DPWBV007 F53	47	M	COMPLETE	11/9/2010	4:41:57 PM
153				DPWBV007 W0	61	M	TERM-Q#5	11/9/2010	4:42:03 PM
154			T	DPWBV010 Q94	32	M	COMPLETE	11/9/2010	4:42:09 PM
155				DPWBV001 F6	35	M	TERM-Q#5	11/9/2010	4:42:15 PM
156				DPWBV001 F52	68	M	TERM-Q#5	11/9/2010	4:42:21 PM
157			T	DPWBV001 N20	43	M	COMPLETE	11/9/2010	4:42:27 PM
158			T	DPWBV001 WV1	44	F	COMPLETE	11/9/2010	4:42:33 PM
159				DPWBV001 F8	37	M	TERM-Q#5	11/9/2010	4:42:39 PM
160				DPWBV001 WX4	28	M	TERM-Q#5	11/9/2010	4:42:45 PM
161			C	DPWBV001 N1	44	M	COMPLETE	11/9/2010	4:42:51 PM
162			C	DPWBV001 V9	25	F	COMPLETE	11/9/2010	4:42:57 PM
163			C	DPWBV001 89	44	M	COMPLETE	11/9/2010	4:43:03 PM
164	Hershey's & Ghirardelli	It could be the Ghirardelli chocolate squares (though more rectangular), and Ghirardelli comes in ridged squares (though not break apart).	C	DPWBV001 P39	30	F	COMPLETE	11/9/2010	4:43:09 PM
165			C	DPWBV001 435	17	F	COMPLETE	11/9/2010	4:43:15 PM
166	Wagon	It could be Wagon chocolate as opposed to eating.	T	DPWBV001 AL4	61	F	COMPLETE	11/9/2010	4:43:21 PM
167			T	DPWBV001 ZK7	63	M	COMPLETE	11/9/2010	4:43:27 PM
168				DPWBV001 826	46	F	TERM-Q#5	11/9/2010	4:43:33 PM
169			T	DPWBV001 DMS	62	M	COMPLETE	11/9/2010	4:43:39 PM

ID	EndTime	Classed Time	NextURL
146	1:45:31 PM	0:01:30	process_exit.asp?cat=c5id=ERCQSM4W1Y5R7
147	1:45:16 PM	0:01:30	process_exit.asp?cat=c5id=ERCQSM4W1Y755
148	1:45:08 PM	0:01:25	process_exit.asp?cat=c5id=ERCQSM4W1Y0X1
149	1:45:07 PM	0:01:27	process_exit.asp?cat=c5id=ERCQSM4W1Y5V4
150	1:45:05 PM	0:01:24	process_exit.asp?cat=c5id=ERCQSM4W1Y0H1
151	1:45:01 PM	0:01:24	process_exit.asp?cat=c5id=ERCQSM4W1Y1G6+
152	1:44:55 PM	0:01:27	process_exit.asp?cat=c5id=ERCQSM4W1Y4C3
153	1:44:53 PM	0:01:30	process_exit.asp?cat=c5id=ERCQSM4W1Y45T
154	1:44:41 PM	0:01:27	process_exit.asp?cat=c5id=ERCQSM4W1Y4K6
155	1:44:34 PM	0:01:28	process_exit.asp?cat=c5id=ERCQSM4W1Y5D3
156	1:44:21 PM	0:01:24	process_exit.asp?cat=c5id=ERCQSM4W1Y5R5
157	1:44:17 PM	0:01:27	process_exit.asp?cat=c5id=ERCQSM4W1Y2R0
158	1:44:07 PM	0:01:22	process_exit.asp?cat=c5id=ERCQSM4W1Y0Q7
159	1:44:02 PM	0:01:27	process_exit.asp?cat=c5id=ERCQSM4W1Y0G1B
160	1:44:01 PM	0:01:27	process_exit.asp?cat=c5id=ERCQSM4W1Y0C4
161	1:44:00 PM	0:01:27	process_exit.asp?cat=c5id=ERCQSM4W1Y0JH4
162	1:43:51 PM	0:01:30	process_exit.asp?cat=c5id=ERCQSM4W1Y0ZC6
163	1:43:01 PM	0:01:30	process_exit.asp?cat=c5id=ERCQSM4W1Y5SX0
164	1:42:54 PM	0:01:26	process_exit.asp?cat=c5id=ERCQSM4W1Y7D4
165	1:42:52 PM	0:01:30	process_exit.asp?cat=c5id=ERCQSM4W1Y2BN7
166	1:42:52 PM	0:01:26	process_exit.asp?cat=c5id=ERCQSM4W1Y5SL8
167	1:42:51 PM	0:01:27	process_exit.asp?cat=c5id=ERCQSM4W1Y0E1
168	1:42:50 PM	0:01:27	process_exit.asp?cat=c5id=ERCQSM4W1Y0BY4
169	1:42:47 PM	0:01:27	process_exit.asp?cat=c5id=ERCQSM4W1Y0M60

ID	AMSTD	Qs0	Qs1	Qs2	Qs3_1	Qs3_2	Qs3_3	Qs3_4	Qs3_5	Qs3_6	Qs4_1	Qs4_2	Qs4_3	Qs4_4	Qs4_5	Qs4_6	Qs4_7	Qs4_8	Qs5_1
170	ERCQSM4WPOUG1	2	4	2						1	1	1	1	1	1	1	1		1
171	ERCQSM4WPKZTD	1	5	2						1	1		1	1		1			1
172	ERCQSM4WY6L3	1	4	2						1	1		1	1	1	1			1
173	ERCQSM4WPF462	1	4	2						1	1	1		1	1				1
174	ERCQSM4WNNKQV1	1	5	2															
175	ERCQSM4WNT4Y0	1	5	1						1	1				1				1
176	ERCQSM4WPP29B6	1	3	2	1														
177	ERCQSM4WPF25TD	1	3	2						1	1		1	1	1		1		1
178	ERCQSM4WPS471	2	2	1															
179	ERCQSM4WNN5P7	2	2	1					1										
180	ERCQSM4WNNW62	2	2	1						1	1		1		1	1	1	1	1
181	ERCQSM4WOP2V0	1	2	2						1		1						1	
182	ERCQSM4WNNK90	2	5	1						1						1			
183	ERCQSM4WPP2D35	1	2	2						1	1	1	1	1	1	1	1	1	1
184	ERCQSM4WU23G2	2	4	1						1		1	1						
185	ERCQSM4WNS25E3	1	3	1					1										
186	ERCQSM4WNN5P5	2	5	2															
187	ERCQSM4WNT07M3	1	3	2						1	1	1		1	1	1	1	1	1
188	ERCQSM4WPP40P1	1	3	2						1	1	1	1	1	1	1	1	1	1
189	ERCQSM4WPA43J	2	3	2					1										
190	ERCQSM4WNNLQ64	1	5	1						1								1	
191	ERCQSM4WNN0046	2	2	1						1	1	1	1	1	1	1	1	1	1
192	ERCQSM4WHP664	1	4	1						1	1		1	1	1	1			
193	ERCQSM4WNT07H06	1	2	2						1	1	1	1		1				1
194	ERCQSM4WNT07H06	1	3	2						1	1				1				1

ID	QoS 2	QoS 3	QoS 4	QoS 5	QoS 6	QoS 7	QoS 8	Q1	Hershey Only	Q2	Q3
170	1	1	1	1	1	1		1	1	Hershey	They have their own packaging for Hershey chocolate bar
171		1	1		1			1	1	Hershey	I think that is Hershey Bar
172		1	1	1	1			1	1	Hershey's	It looks familiar
173	1	1	1	1				1	1		
174											
175				1		1		1	1	Hershey	Because I think the other bars of that shape
176											
177		1	1	1				1	1		
178											
179											
180				1	1			1	1		
181	1		1		1	1					
182								1			
183	1	1	1	1	1	1		1	1	Hershey	They have their chocolate bars wrapped into square/rectangles
184		1									
185											
186											
187	1			1	1			1	1		
188	1	1	1	1	1	1		1	1	Hershey's	The square block
189											
190								1			
191	1	1	1	1	1	1		1	1		
192		1		1	1						
193	1	1	1	1	1			1	1	Hershey's	Because Hershey's candy bars have the same design, only it has "Hershey's" written on each of the rectangles.
194	1			1				1	1	Hershey's	shade of chocolate bar

ID	Q4	Q5	ImgVar	vID	vAge	vGender	Status	StartDate	StartTime
170			T	OPWBW02VL7	54	F	COMPLETE	11/9/2010	3:49:36 PM
171			T	OPWBW02XB5	81	F	COMPLETE	11/9/2010	3:49:37 PM
172			T	OPWBW02CVO	80	F	COMPLETE	11/9/2010	3:49:38 PM
173			C	OPWBW02ZU7	63	F	COMPLETE	11/9/2010	3:49:38 PM
174				OPWBW02GD9	73	M	TERM-UserInfo	11/9/2010	3:49:38 PM
175			C	OPWBW02PR	74	M	COMPLETE	11/9/2010	3:49:38 PM
176				OPWBW02ZK6	39	F	TERM-Q43	11/9/2010	3:49:38 PM
177			C	OPWBW02J20	35	F	COMPLETE	11/9/2010	3:49:38 PM
178				OPWBW02J36	30	F	TERM-UserInfo	11/9/2010	3:49:38 PM
179				OPWBW02L9	29	M	TERM-Q43	11/9/2010	3:49:38 PM
180			C	OPWBW02LS	33	M	COMPLETE	11/9/2010	3:49:38 PM
181				OPWBW02TR7	28	F	TERM-Q45	11/9/2010	3:49:38 PM
182				OPWBW029M9	66	M	TERM-Q45	11/9/2010	3:49:38 PM
183			C	OPWBW02XHD	28	F	COMPLETE	11/9/2010	3:49:38 PM
184				OPWBW02Q3	63	M	TERM-Q45	11/9/2010	3:49:38 PM
185				OPWBW02Q25	35	M	TERM-Q43	11/9/2010	3:49:38 PM
186				OPWBW02420	67	M	TERM-UserInfo	11/9/2010	3:49:38 PM
187			C	OPWBW026X5	38	F	COMPLETE	11/9/2010	3:49:38 PM
188			C	OPWBW02K7	39	F	COMPLETE	11/9/2010	3:49:38 PM
189				OPWBW02WYU7	46	F	TERM-Q43	11/9/2010	3:49:38 PM
190				OPWBW02G84	71	M	TERM-Q45	11/9/2010	3:49:38 PM
191			T	OPWBW02F8	31	M	COMPLETE	11/9/2010	3:49:38 PM
192				OPWBW02C41	64	M	TERM-Q45	11/9/2010	3:49:38 PM
193			F	OPWBW02JK6	30	F	COMPLETE	11/9/2010	3:49:38 PM
194			T	OPWBW029T0	35	F	COMPLETE	11/9/2010	3:49:38 PM

ID	EndTime	Elapsed Time	NextURL
170	1:51:01 PM	0:02:47	process_exit.asp?cat=c&id=ERCQSM4W03UG3
171	1:50:53 PM	0:01:49	process_exit.asp?cat=c&id=ERCQSM4W0X278
172	1:50:54 PM	0:01:25	process_exit.asp?cat=c&id=ERCQSM4W0XCL9
173	1:50:55 PM	0:02:54	process_exit.asp?cat=c&id=ERCQSM4W04P62
174	1:50:57 PM	0:02:34	process_exit.asp?cat=c&id=ERCQSM4W06QV7
175	1:51:04 PM	0:03:13	process_exit.asp?cat=c&id=ERCQSM4W06449
176	1:51:07 PM	0:01:11	process_exit.asp?cat=c&id=ERCQSM4W0P25B6
177	1:51:10 PM	0:00:46	process_exit.asp?cat=c&id=ERCQSM4W0P2610
178	1:51:16 PM	0:00:44	process_exit.asp?cat=c&id=ERCQSM4W09X71
179	1:51:21 PM	0:01:14	process_exit.asp?cat=c&id=ERCQSM4W0V597
180	1:51:01 PM	0:01:58	process_exit.asp?cat=c&id=ERCQSM4W0VW63
181	1:51:01 PM	0:02:47	process_exit.asp?cat=c&id=ERCQSM4W0V5B45
182	1:51:21 PM	0:01:51	process_exit.asp?cat=c&id=ERCQSM4W0W9Q98
183	1:51:18 PM	0:01:51	process_exit.asp?cat=c&id=ERCQSM4W0W3D35
184	1:51:00 PM	0:01:54	process_exit.asp?cat=c&id=ERCQSM4W0WU2262
185	1:51:03 PM	0:01:21	process_exit.asp?cat=c&id=ERCQSM4W0V5XG9
186	1:51:14 PM	0:00:59	process_exit.asp?cat=c&id=ERCQSM4W0W05F5
187	1:51:51 PM	0:00:58	process_exit.asp?cat=c&id=ERCQSM4W0V2V03
188	1:51:14 PM	0:01:51	process_exit.asp?cat=c&id=ERCQSM4W0W4D01
189	1:51:01 PM	0:00:24	process_exit.asp?cat=c&id=ERCQSM4W0W4438
190	1:52:41 PM	0:01:01	process_exit.asp?cat=c&id=ERCQSM4W0W9Q44
191	1:51:01 PM	0:01:20	process_exit.asp?cat=c&id=ERCQSM4W0W0D46
192	1:51:51 PM	0:01:49	process_exit.asp?cat=c&id=ERCQSM4W0W0E64
193	1:51:51 PM	0:02:27	process_exit.asp?cat=c&id=ERCQSM4W0W0H08
194	1:51:51 PM	0:02:19	process_exit.asp?cat=c&id=ERCQSM4W0W0H66

ID	AMSTO	Qs0	Qs1	Qs2	Qs3_1	Qs3_2	Qs3_3	Qs3_4	Qs3_5	Qs3_6	Qs4_1	Qs4_2	Qs4_3	Qs4_4	Qs4_5	Qs4_6	Qs4_7	Qs4_8	Qs5_1
195	ERQDSM4MNO7M	1	5	1						1			1	1					
196	ERQDSM4MNO7P	2	3	2						1					1	1			
197	ERQDSM4MNO7R	1	2	2						1		1			1				
198	ERQDSM4MNO7T	1	5	1						1	1	1	1	1					1
199	ERQDSM4MNO7U	1	5	1		1					1		1		1		1		1
200	ERQDSM4MNO7V	2	3	1						1		1			1				
201	ERQDSM4MNO7W	1	5	1						1				1	1	1			
202	ERQDSM4MNO7X	1	2	2						1	1	1		1	1				1
203	ERQDSM4MNO7Y	2	4	2						1	1	1		1	1				
204	ERQDSM4MNO7Z	1	5	2						1	1		1		1				1
205	ERQDSM4MNO8A	2	3	2						1	1	1		1	1				1
206	ERQDSM4MNO8B	1	3	2						1	1	1		1	1	1			1
207	ERQDSM4MNO8C	2	2	1						1	1	1	1		1	1	1		1
208	ERQDSM4MNO8D	2	4	1															
209	ERQDSM4MNO8E	1	2	2						1	1	1		1					1
210	ERQDSM4MNO8F	2	4	2						1	1				1				1
211	ERQDSM4MNO8G	1	2	2						1	1	1	1	1	1	1			1
212	ERQDSM4MNO8H	1	3	2						1	1	1	1	1	1		1		1
213	ERQDSM4MNO8I	1	2	2						1		1			1	1	1		
214	ERQDSM4MNO8J	1	5	1						1	1		1	1	1	1	1	1	1
215	ERQDSM4MNO8K	1	5	1						1	1				1		1		1
216	ERQDSM4MNO8L	1	2	2						1	1		1	1	1	1	1		1
217	ERQDSM4MNO8M	1	2	2						1				1	1	1			
218	ERQDSM4MNO8N	1	2	2						1	1	1	1		1				1
219	ERQDSM4MNO8O	1	4	1						1	1		1		1	1			

ID	Qa5_2	Qa5_3	Qa5_4	Qa5_5	Qa5_6	Qa5_7	Qa5_8	Q1	Hershey Only	Q2	Q3
195		1	1								
196				1	1						
197	1		1	1							
198	1	1	1					1	2	nestle	similar to nestle's chocolate bars
199				1		1		1	1	Hershey's	Shape of the squares.
200	1	1	1	1							
201			1	1	1	1					
202	1	1	1	1	1			1	1	Hershey	that's how it looks chocolate hershey bar looks. always had and probably always will look
203	1			1							
204		1	1	1				1	1	Hershey	That's what it looks like.
205	1	1	1	1	1			1	1	Hersheys	classic Hersheys chocolate bar
206	1		1	1	1			1	1	Hershey's	The number of rectangles and their shape.
207	1	1		1	1	1		1	1	Hershey	Bars break off, recognizable
208											
209	1		1		1			1	2	Nestle	Looks like a Nestle bar.
210				1				3	2		
211	1	1	1		1			3	2		
212	1	1	1	1	1	1		1	1	Hershey	Similar characteristics
213								1			
214		1	1	1	1	1		2	2		
215		1		1		1		1	1	Hershey's	That's what it reminds me of
216	1	1	1	1	1	1		3	2		
217		1	1	1	1						
218	1			1				3	3		
219					1						

ID	Q4	Q5	ImgVar	VID	vAge	vGender	Status	StartDate	StartTime
195				OPWBDWCH 5B5	57	M	TERM-Qs5	11/9/2010	1:04:51 PM
196				OPWBDWCH V67	40	F	TERM-Qs5	11/9/2010	1:12:16 PM
197				OPWBDWCH Q9	25	F	TERM-Qs5	11/9/2010	1:53:48 PM
198			T	OPWBDWCH QQ7	67	M	COMPLETE	11/9/2010	1:52:45 PM
199			T	OPWBDWCH B2	38	M	COMPLETE	11/9/2010	1:52:54 PM
200				OPWBDWCH 7V5	39	M	TERM-Qs5	11/9/2010	1:23:07 PM
201				OPWBDWCH RKY	67	M	TERM-Qs5	11/9/2010	1:44:21 PM
202			T	OPWBDWCH OKY5	25	F	COMPLETE	11/9/2010	2:54:47 PM
203				OPWBDWCH XW2	53	F	TERM-Qs5	11/9/2010	1:53:40 PM
204			T	OPWBDWCH H4	44	F	COMPLETE	11/9/2010	1:53:53 PM
205			T	OPWBDWCH GB5	36	F	COMPLETE	11/9/2010	1:53:53 PM
206			T	OPWBDWCH ON9	39	F	COMPLETE	11/9/2010	1:54:29 PM
207			T	OPWBDWCH GK7	16	M	COMPLETE	11/9/2010	2:04:12 PM
208				OPWBDWCH H4	80	M	TERM-User Info	11/9/2010	1:54:13 PM
209			C	OPWBDWCH K5	24	F	COMPLETE	11/9/2010	1:54:50 PM
210			C	OPWBDWCH TX4	53	F	COMPLETE	11/9/2010	1:55:05 PM
211			C	OPWBDWCH R6	32	F	COMPLETE	11/9/2010	1:55:09 PM
212			C	OPWBDWCH JV3	46	F	COMPLETE	11/9/2010	1:55:18 PM
213				OPWBDWCH B6	29	F	TERM-Qs5	11/9/2010	1:55:26 PM
214	HARGES	LOOKS LIKE IT.	C	OPWBDWCH 2N4	76	M	COMPLETE	11/9/2010	1:55:38 PM
215			C	OPWBDWCH Z0	66	M	COMPLETE	11/9/2010	1:55:49 PM
216			C	OPWBDWCH H2	13	F	COMPLETE	11/9/2010	1:55:49 PM
217				OPWBDWCH QH5	25	F	TERM-Qs5	11/9/2010	1:55:52 PM
218			C	OPWBDWCH BR1	33	F	COMPLETE	11/9/2010	1:55:53 PM
219				OPWBDWCH H5	52	M	TERM-Qs5	11/9/2010	1:56:01 PM

ID	EndTime	Elapsed Time	NextURL
195	1:51:11 PM	0:01:07	process_exit.asp?cac=tblid=ERCQSM4W10YV6
196	1:51:13 PM	0:01:17	process_exit.asp?cac=tblid=ERCQSM4W16J08
197	1:51:14 PM	0:01:18	process_exit.asp?cac=tblid=ERCQSM4W16CP9
198	1:51:17 PM	0:01:27	process_exit.asp?cac=tblid=ERCQSM4W16N147
199	1:51:20 PM	0:01:31	process_exit.asp?cac=tblid=ERCQSM4W16V5N12
200	1:51:25 PM	0:01:39	process_exit.asp?cac=tblid=ERCQSM4W16W1V15
201	1:51:31 PM	0:01:45	process_exit.asp?cac=tblid=ERCQSM4W16Z1E
202	1:51:36 PM	0:01:50	process_exit.asp?cac=tblid=ERCQSM4W1717D
203	1:51:39 PM	0:01:53	process_exit.asp?cac=tblid=ERCQSM4W1748H4
204	1:51:41 PM	0:02:00	process_exit.asp?cac=tblid=ERCQSM4W176X154
205	1:51:46 PM	0:02:11	process_exit.asp?cac=tblid=ERCQSM4W17A1U10
206	1:51:54 PM	0:02:19	process_exit.asp?cac=tblid=ERCQSM4W17K1C19
207	1:52:04 PM	0:02:22	process_exit.asp?cac=tblid=ERCQSM4W17M45Y1
208	1:52:07 PM	0:02:25	process_exit.asp?cac=tblid=ERCQSM4W17N1S14
209	1:52:10 PM	0:02:28	process_exit.asp?cac=tblid=ERCQSM4W17P1G1E
210	1:52:15 PM	0:02:31	process_exit.asp?cac=tblid=ERCQSM4W17R1Q1E
211	1:52:18 PM	0:02:34	process_exit.asp?cac=tblid=ERCQSM4W17S1V19
212	1:52:21 PM	0:02:36	process_exit.asp?cac=tblid=ERCQSM4W17T1Q10
213	1:52:24 PM	0:02:39	process_exit.asp?cac=tblid=ERCQSM4W17U1R1E
214	1:52:29 PM	0:02:44	process_exit.asp?cac=tblid=ERCQSM4W17V1R1E5
215	1:52:38 PM	0:02:53	process_exit.asp?cac=tblid=ERCQSM4W17W1L1B7
216	1:52:47 PM	0:03:02	process_exit.asp?cac=tblid=ERCQSM4W17X1V15
217	1:52:56 PM	0:03:11	process_exit.asp?cac=tblid=ERCQSM4W17Y1M10
218	1:53:05 PM	0:03:19	process_exit.asp?cac=tblid=ERCQSM4W17Z1H19
219	1:53:14 PM	0:03:28	process_exit.asp?cac=tblid=ERCQSM4W1811D1E

ID	AMSTD	Qs0	Qs1	Qs2	Qs3_1	Qs3_2	Qs3_3	Qs3_4	Qs3_5	Qs3_6	Qs4_1	Qs4_2	Qs4_3	Qs4_4	Qs4_5	Qs4_6	Qs4_7	Qs4_8	Qs5_1
220	ERCQSM4WNVMQ2	1	4	1						1	1		1	1	1				1
221	ERCQSM4WP0Y30	2	2	2						1	1			1	1		1		1
222	ERCQSM4WP1303	1	2	2	1														
223	ERCQSM4WPANP1	2	2	2						1	1	1			1	1			1
224	ERCQSM4VP8SD0	1	3	2						1		1	1	1	1				
225	ERCQSM4WNME00	1	5	1						1	1	1	1	1	1	1			1
226	ERCQSM4VNS8T5	2	3	1	1														
227	ERCQSM4WP29E2	1	2	2					1										
228	ERCQSM4W0ZQ24	1	4	2			1		1										
229	ERCQSM4WP29O6	2	2	2						1	1	1	1	1	1	1	1		1
230	ERCQSM4VNWYF3	2	3	1						1		1	1	1	1	1			
231	ERCQSM4WP29E1	1	2	2						1	1	1			1				1
232	ERCQSM4VNP8B1	1	1																
233	ERCQSM4WNS5Q4	2	3	1						1								1	1
234	ERCQSM4WP29IT0	2	3	2						1	1		1	1	1	1	1		1
235	ERCQSM4WP63X0	1	3	2						1	1	1	1	1	1		1		1
236	ERCQSM4WNT7C5	3																	
237	ERCQSM4WNKSP2	2	5	1						1	1	1	1	1		1	1		1
238	ERCQSM4WP8HP9	2	4	2						1	1	1	1	1	1	1	1		1
239	ERCQSM4WP2GC9	1	5	2						1	1	1	1	1					1
240	ERCQSM4W0VWB3	2	2	2						1	1	1	1	1	1	1			
241	ERCQSM4WP40B7	1	3	2						1	1	1	1			1			1
242	ERCQSM4WNKGN8	1	5	1						1	1				1	1			1
243	ERCQSM4WP34D1	2	3	2						1	1	1		1	1	1	1		1
244	ERCQSM4WNKL46	1	4	1						1	1	1	1	1	1	1	1		1

ID	Qe5_2	Qe5_3	Qe5_4	Qe5_5	Qe5_6	Qe5_7	Qe5_8	Q1	Hershey Only	Q2	Q3
220		1	1	1				1	1	Hershey	because I know I recognize Hershey does squares similar to this in their candy bars.
221	1		1	1	1	1		1	1	Hershey's	The square design
222											
223	1		1	1	1			1	1	Hershey	It looks like a Hershey's chocolate bar
224	1	1	1	1	1						
225	1	1	1	1	1			1	1	HERSHEY	because it's so the Hershey's way to making candy bars.
226											
227											
228											
229	1	1	1	1	1	1		1	2	Candy	the design of section
230	1		1								
231	1			1				1	1	Hershey's	because they are candy bars that are Hershey's bars.
232											
233					1						
234		1	1	1	1	1		1	1	Hershey	Because of the breakable squares
235	1	1	1	1		1		1	1	Hershey	because that is the shape of the Hershey's bars that I buy.
236											
237	1	1	1		1	1		2	2		
238	1	1	1	1	1	1		1	1	Hershey's	My kids like their milk chocolate bars. I don't know what's more popular, but I think the logo
239		1	1					1	1	Hershey's	
240	1			1	1						
241	1	1			1			1	1	Hershey	because they're the only one that has Hershey written on every square
242					1			1	1		
243	1	1	1	1	1	1		1	1	Hershey	it's been a lot of Hershey bars and other that this is what they look like.
244	1	1	1	1	1	1		1	1	Hershey's	Because of the design of the candy bar

ID	Q1	Q3	ImuVar	vID	vAge	vGender	Status	StartDate	SortTime
220			C	CPWBC001-215	54	M	COMPLETE	11/9/2010	1:50:34 PM
221			T	CPWBC001-213	25	F	COMPLETE	11/9/2010	1:50:26 PM
222				CPWBC001-922	27	F	TERM-Qx3	11/9/2010	1:50:24 PM
223			C	CPWBC001-275	32	F	COMPLETE	11/9/2010	1:50:17 PM
224				CPWBC001-359	42	F	TERM-Qx3	11/9/2010	1:50:16 PM
225			C	CPWBC001-165	74	M	COMPLETE	11/9/2010	1:50:10 PM
226				CPWBC001-VH1	46	M	TERM-Qx3	11/9/2010	1:50:09 PM
227				CPWBC001-112	25	F	TERM-Qx1	11/9/2010	1:50:08 PM
228				CPWBC001-VQ1	52	F	TERM-Qx1	11/9/2010	1:50:03 PM
229			C	CPWBC001-CV2	33	F	COMPLETE	11/9/2010	1:50:01 PM
230				CPWBC001-G92	30	M	TERM-Qx3	11/9/2010	1:50:00 PM
231			C	CPWBC001-G7	24	F	COMPLETE	11/9/2010	1:50:04 PM
232				CPWBC001-YW1	40	M	TERM-Qx1	11/9/2010	1:50:01 PM
233				CPWBC001-ST1	46	M	TERM-Qx5	11/9/2010	1:50:01 PM
234			T	CPWBC001-OC1	36	F	COMPLETE	11/9/2010	1:50:07 PM
235			T	CPWBC001-VV5	40	F	COMPLETE	11/9/2010	1:50:07 PM
236				CPWBC001-FK5	34	M	TERM-Qx0	11/9/2010	1:50:03 PM
237	Hershey and Kit	How the rectangles are laid out.	T	CPWBC001-15	55	M	COMPLETE	11/9/2010	1:50:54 PM
238			T	CPWBC001-9V5	53	F	COMPLETE	11/9/2010	1:50:46 PM
239			T	CPWBC001-572	45	F	COMPLETE	11/9/2010	1:50:37 PM
240				CPWBC001-F3	28	F	TERM-Qx3	11/9/2010	1:50:35 PM
241			T	CPWBC001-QC8	43	F	COMPLETE	11/9/2010	1:50:30 PM
242			T	CPWBC001-JV1	72	M	COMPLETE	11/9/2010	1:50:14 PM
243			T	CPWBC001-SB4	39	F	COMPLETE	11/9/2010	1:50:06 PM
244			T	CPWBC001-737	60	M	COMPLETE	11/9/2010	1:50:01 PM

ID	EndTime	Elapsed Time	NextURL
220	3:54:54 PM	0:00:20	process_exit.asp?cat=c&id=ERCQSM4WP1902
221	3:55:14 PM	0:00:20	process_exit.asp?cat=c&id=ERCQSM4WP0Y38
222	3:55:36 PM	0:00:22	process_exit.asp?cat=r&id=ERCQSM4WP1103
223	3:55:57 PM	0:00:20	process_exit.asp?cat=c&id=ERCQSM4WP4WP2
224	3:56:16 PM	0:00:19	process_exit.asp?cat=r&id=ERCQSM4WP18500
225	3:56:37 PM	0:00:21	process_exit.asp?cat=c&id=ERCQSM4W18MS00
226	3:56:58 PM	0:00:20	process_exit.asp?cat=r&id=ERCQSM4W18SBT5
227	3:57:16 PM	0:00:18	process_exit.asp?cat=r&id=ERCQSM4W18Y252
228	3:57:36 PM	0:00:19	process_exit.asp?cat=r&id=ERCQSM4W18Q2Q24
229	3:57:57 PM	0:00:19	process_exit.asp?cat=c&id=ERCQSM4W18P2800
230	3:58:16 PM	0:00:19	process_exit.asp?cat=r&id=ERCQSM4W18WYF2
231	3:58:36 PM	0:00:19	process_exit.asp?cat=c&id=ERCQSM4WP28E1
232	3:58:57 PM	0:00:19	process_exit.asp?cat=r&id=ERCQSM4W18F8L
233	3:59:16 PM	0:00:19	process_exit.asp?cat=r&id=ERCQSM4W18S0Q4
234	3:59:36 PM	0:00:19	process_exit.asp?cat=c&id=ERCQSM4WP1978
235	3:59:57 PM	0:00:20	process_exit.asp?cat=c&id=ERCQSM4WP62X0
236	4:00:16 PM	0:00:19	process_exit.asp?cat=r&id=ERCQSM4W1877CB
237	4:00:36 PM	0:00:19	process_exit.asp?cat=c&id=ERCQSM4W18KSP2
238	4:00:56 PM	0:00:19	process_exit.asp?cat=r&id=ERCQSM4W18HF8
239	4:01:16 PM	0:00:19	process_exit.asp?cat=c&id=ERCQSM4WP0G09
240	4:01:36 PM	0:00:19	process_exit.asp?cat=r&id=ERCQSM4W18QVWB3
241	4:01:56 PM	0:00:19	process_exit.asp?cat=c&id=ERCQSM4W18UG7
242	4:02:16 PM	0:00:19	process_exit.asp?cat=c&id=ERCQSM4W18KGN3
243	4:02:36 PM	0:00:19	process_exit.asp?cat=c&id=ERCQSM4WP9=02
244	4:02:56 PM	0:00:19	process_exit.asp?cat=c&id=ERCQSM4W18ZL46

ID	ANSID	Qx0	Qx1	Qx2	Qx3_1	Qx3_2	Qx3_3	Qx3_4	Qx3_5	Qx3_6	Qx4_1	Qx4_2	Qx4_3	Qx4_4	Qx4_5	Qx4_6	Qx4_7	Qx4_8	Qx5_1
245	ЕКРСМННКТМВ	1	3	7						1	1	2	1	1	1	1	1		1
246	ЕКРСМННКТДВ	1	3	2						1	1		1	1	1	1	1		1
247	ЕКРСМННВДВТ	5																	
248	ЕКРСМННВВЧУ	1	3	1						1	1								
249	ЕКРСМННВВРП	2	4	2						1	1	1		1	1	1	1		
250	ЕКРСМННВВЗУ	1	4	1						1	1								
251	ЕКРСМННВВБА	1	4	2						1		2	1	1	1			1	
253	ЕКРСМННМЗУ	2	4	1						1		2	1		1				
254	ЕКРСМННВВГВ	1	5	2						1					1				1
256	ЕКРСМННВВРА	4	2	2					1										
257	ЕКРСМННВВРВ	2	5	1						1	2							1	1
258	ЕКРСМННВВРП	5																	
260	ЕКРСМННВВРСН	2	2	2						1	1	1			1		1		1
261	ЕКРСМННВВЛВВ	1	5	1						1		1	1		1				
262	ЕКРСМННВВРА	1	4	2						1	1			1	1				1
263	ЕКРСМННВВРД	1	3	1			1							1		1			
264	ЕКРСМННВВРВ	1	2	1						1	1				1		1		1
265	ЕКРСМННВВРП	1	4	2						1	1		1		1				
266	ЕКРСМННВВРНЧ	5																	
267	ЕКРСМННВВРД	1	4	1						1	1	2	1	1	1				1
268	ЕКРСМННВВВЧ	2	2	2					1										
269	ЕКРСМННВВРД	1	2	2						1	1	1			1				1
270	ЕКРСМННВВЛВ	5																	
271	ЕКРСМННВВВВ	2	4	2						1			1			1			
272	ЕКРСМННВВВВ	1	2	1						1		2	1	1	1		1		

ID	QoS_2	QoS_3	QoS_4	QoS_5	QoS_6	QoS_7	QoS_8	Q1	Hersey's Only	Q2	Q3
245	1	1	1	1	1	1		1	1	Hersey's	Because of the break off pieces.
246		1	1	1	1	1		1	1		
247											
248							1				
249	1		1	1							
250								1			
251	1	1	1	1		1					
252	1	1		1	1						
254			1								
256											
257					1			1	1		
258											
260	1			1	1	1		1	1	HERSEYS	because you can't break apart THE CHOCOLATE
261	1	1		1							
262			1	1				1	1	Hersey's	because of the square
263		1		1							
264				1		1		1	1	Hersey	img
265				1							
266											
267	1	1	1	1				1	1	Hersey	It looks like a hersey chocolate bar.
268											
269	1			1				1	1		
270											
271		1			1						
272	1	1				1					

ID	Q4	Q5	ImgVar	VTD	vAge	vGender	Status	StartDate	ShortTime
245			T	0PWB0000 XW4	41	F	COMPLETE	11/9/2010	4:09:47 PM
246			C	0PWB0000 HW9	34	F	COMPLETE	11/9/2010	3:04:20 PM
247				0PWB0000 JK7	43	F	TERM-Q40	11/9/2010	4:01:05 PM
248				0PWB0000 M36	44	M	TERM-Q45	11/9/2010	4:02:00 PM
249				0PWB0000 J21	53	F	TERM-Q45	11/9/2010	4:01:11 PM
250				0PWB0000 923	59	M	TERM-Q45	11/9/2010	4:01:32 PM
251				0PWB0000 344	54	F	TERM-Q45	11/9/2010	4:01:53 PM
252				0PWB0000 6L5	61	M	TERM-Q45	11/9/2010	4:02:50 PM
254				0PWB0000 3M4	34	F	TERM-Q45	11/9/2010	4:02:01 PM
256				0PWB0000 WG49	31	F	TERM-Q47	11/9/2010	4:01:07 PM
257			C	0PWB0000 K29	72	M	COMPLETE	11/9/2010	4:01:11 PM
258				0PWB0000 BH1	50	F	TERM-Q40	11/9/2010	4:02:41 PM
260			C	0PWB0000 BFS	21	F	COMPLETE	11/9/2010	4:02:53 PM
261				0PWB0000 RJ	60	M	TERM-Q45	11/9/2010	4:01:10 PM
262			C	0PWB0000 SP7	50	F	COMPLETE	11/9/2010	4:02:14 PM
263				0PWB0000 Y43	71	M	TERM-Q45	11/9/2010	4:04:29 PM
264			C	0PWB0000 J3	33	M	COMPLETE	11/3/2010	4:04:48 PM
265				0PWB0000 SL6	64	F	TERM-Q45	11/9/2010	4:05:25 PM
266				0PWB0000 V24	66	F	TERM-Q40	11/9/2010	4:05:11 PM
267			C	0PWB0000 3K7	50	M	COMPLETE	11/9/2010	4:04:11 PM
268				0PWB0000 NC2	29	F	TERM-Q45	11/9/2010	4:03:43 PM
269			C	0PWB0000 BG6	28	F	COMPLETE	11/9/2010	4:01:24 PM
270				0PWB0000 ZS7	40	M	TERM-Q40	11/9/2010	4:05:22 PM
271				0PWB0000 VX5	64	F	TERM-Q45	11/9/2010	4:05:54 PM
272				0PWB0000 ZX3	40	M	TERM-Q45	11/9/2010	4:03:37 PM

ID	EndTime	Elapsed Time	NextURL
245	4:02:10 PM	00:13	process_exit.asp?cat=c&id=ERCQSM4WP7W3
246	4:02:51 PM	00:26	process_exit.asp?cat=c&id=ERCQSM4WPTD5
247	4:03:04 PM	00:39	process_exit.asp?cat=r&id=ERCQSM4WQZQA3
248	4:03:54 PM	00:58	process_exit.asp?cat=r&id=ERCQSM4WVW4YD
249	4:04:10 PM	01:04	process_exit.asp?cat=r&id=ERCQSM4WQZ3F4
250	4:04:17 PM	01:11	process_exit.asp?cat=c&id=ERCQSM4WVQZV6
251	4:04:23 PM	01:16	process_exit.asp?cat=r&id=ERCQSM4WP7EAS
252	4:04:31 PM	01:24	process_exit.asp?cat=r&id=ERCQSM4WVALLZE
254	4:04:33 PM	01:27	process_exit.asp?cat=r&id=ERCQSM4W92F5B
256	4:04:36 PM	01:30	process_exit.asp?cat=r&id=ERCQSM4WVZRP3
257	4:04:45 PM	01:39	process_exit.asp?cat=c&id=ERCQSM4WVZ9F9
258	4:04:51 PM	01:45	process_exit.asp?cat=r&id=ERCQSM4WP7MY7
260	4:05:04 PM	01:58	process_exit.asp?cat=c&id=ERCQSM4WVQYK14
261	4:05:20 PM	02:14	process_exit.asp?cat=r&id=ERCQSM4WVQYV65
262	4:05:28 PM	02:22	process_exit.asp?cat=c&id=ERCQSM4WP2CF9
263	4:05:39 PM	02:33	process_exit.asp?cat=r&id=ERCQSM4WVZK21
264	4:05:56 PM	02:50	process_exit.asp?cat=c&id=ERCQSM4WVWVQ49
265	4:06:09 PM	03:03	process_exit.asp?cat=r&id=ERCQSM4WV8IF7
266	4:06:16 PM	03:10	process_exit.asp?cat=r&id=ERCQSM4WVQZHY4
267	4:06:33 PM	03:27	process_exit.asp?cat=c&id=ERCQSM4WVWVQ06
268	4:06:44 PM	03:38	process_exit.asp?cat=r&id=ERCQSM4WP7QK4
269	4:06:55 PM	03:49	process_exit.asp?cat=c&id=ERCQSM4WVPS1D5
270	4:07:14 PM	04:08	process_exit.asp?cat=r&id=ERCQSM4WVWVUX2
271	4:07:31 PM	04:25	process_exit.asp?cat=r&id=ERCQSM4WV8VJ5
272	4:08:18 PM	05:12	process_exit.asp?cat=r&id=ERCQSM4WVNS7A6

ID	AMSTD	Qs0	Qs1	Qs2	Qs3_1	Qs3_2	Qs3_3	Qs3_4	Qs3_5	Qs3_6	Qs4_1	Qs4_2	Qs4_3	Qs4_4	Qs4_5	Qs4_6	Qs4_7	Qs4_8	Qs5_1
273	ERCQSM4W0YJUD	2	5	2						1	1		1	1	1				
274	ERCQSM4W0HLO1	1	5	1						1	1		1		1				1
275	ERCQSM4W0YFV6	1	3	2						1	1	1	1		1				1
276	ERCQSM4W0NA9A9	2	5	1						1	1	1	1	1		1			
277	ERCQSM4W0N0ZD2	2	5	1						1	2				1		1		1
278	ERCQSM4W0YVUS	1	2	2						1	1			1	1		1		1
279	ERCQSM4W0P1QC5	2	4	2						1	1		1	1			1		1
280	ERCQSM4W0P7NPE	2	4	2						1	1				1	1	1		1
281	ERCQSM4W0ZHU2	2	4	2						1	2	1	1	1	1	1	1		1
282	ERCQSM4W0NYP03	2	3	1						1	1	1	1	1	1	1	1		1
283	ERCQSM4W0P0X00	2	3	2						1	1				1				1
284	ERCQSM4W0N0566	1	4	1						1	2		1		1	1			1
285	ERCQSM4W0P2B4W4	1	4	2						1	2	1		1	1				1
286	ERCQSM4W0P7HNS	1	4	2						1	1			1	1				1
287	ERCQSM4W0P81E0	1	5	2						1	1	1			1	1			1
288	ERCQSM4W0P4TMC	2	3	2						1		1		1		1	1		
289	ERCQSM4W0N1LA1	1	5	1						1	1		1			1			1
290	ERCQSM4W0YES1	2	4	2						1	1	1			1	1			
291	ERCQSM4W0X2W5	2	3	2						1	1	1		1	1				
292	ERCQSM4W0NLT20	1	5	1						1	2				1				
293	ERCQSM4W0K1PS1	1	5	1						1									
294	ERCQSM4W0K2L7	2	2	2						1		1	1		1				1
295	ERCQSM4W0X014	2	2	2						1	1	1		1					1
296	ERCQSM4W0P7305	2	2	2						1	1	1	1	1	1	1	1		1
297	ERCQSM4W0P7NNS	2	4	2						1	2				1	1			1

ID	Qs5_2	Qs5_3	Qs5_4	Qs5_5	Qs5_6	Qs5_7	Qs5_8	Q1	Hershey Only	Q2	Q3
273			1	1	1						
274		1		1				1		2	
275	1	1		1				1	1	Hershey	That's they design of their chocolate bars
276		1	1		1						
277							1	1	1	Hersheys	It is chocolate and squares
278				1				1	1	Hershey's	because it is a chocolate bar that you can break pieces off. It comes plain and with almonds
279		1	1				1	1	1	Hershey's	They have a bar where you can break off pieces.
280				1			1	2	2		
281	1	1	1	1	1	1		2	2		
282	1		1	1	1	1		3	2		
283			1	1				1	1	Hershey	It is there chocolate bar
284		1		1	1			1	1	Hershey's	THIS IS WHAT THAT CHOCOLATE BAR LOOKS LIKE
285	1		1	1				3	2		
286			1	1			1	1	1	Hershey	The way it is scored into pieces
287	1	1		1	1			1	1	Hershey	It looks like a Hershey bar
288	1		1		1	1					
289					1			1	1	Hersheys	I been buying them for years and recognize the pattern
290	1			1							
291	1		1	1							
292				1							
293											
294	1			1							
295	1		1					1	1	Hershey's	that's the shade a hershey's bar is.
296	1	1	1	1	1	1		1	1	Hershey	It looks like a Hershey chocolate bar
297				1				1	1	Hersheys	the rectangular pieces

ID	Q4	Q5	InvYear	VTD	vAge	vGender	Status	StartDate	StartTime
273				ORWBSLCP MV2	67	F	TERM-Q65	11/9/2010	4:00:00 PM
274			F	ORWBSLCP T3	39	M	COMPLETE	11/9/2010	4:00:10 PM
275			F	ORWBSLCP ZL2	43	F	COMPLETE	11/9/2010	4:00:14 PM
276				ORWBSLCP KK2	74	M	TERM-Q65	11/9/2010	4:00:17 PM
277			C	ORWBSLCP V24	64	M	COMPLETE	11/9/2010	4:00:18 PM
278			C	ORWBSLCP D55	30	F	COMPLETE	11/9/2010	4:00:21 PM
279			C	ORWBSLCP RQ2	61	F	COMPLETE	11/9/2010	4:00:24 PM
280	skat hershey	looks like a marsh bar	C	ORWBSLCP FQ3	59	F	COMPLETE	11/9/2010	4:00:25 PM
281	Hershey, CHARLOTTE	Looks similar shape of some of their bars	C	ORWBSLCP S92	59	F	COMPLETE	11/9/2010	4:00:27 PM
282			C	ORWBSLCP BK4	43	M	COMPLETE	11/9/2010	4:00:28 PM
283			C	ORWBSLCP WQ9	38	F	COMPLETE	11/9/2010	4:00:29 PM
284			F	ORWBSLCP D5	58	M	COMPLETE	11/9/2010	4:00:31 PM
285			C	ORWBSLCP S03	61	F	COMPLETE	11/9/2010	4:00:33 PM
286			F	ORWBSLCP CY1	61	F	COMPLETE	11/9/2010	4:00:35 PM
287			F	ORWBSLCP TC7	35	F	COMPLETE	11/9/2010	4:00:38 PM
288				ORWBSLCP SK3	44	F	TERM-Q65	11/9/2010	4:00:39 PM
289			F	ORWBSLCP K6	71	M	COMPLETE	11/9/2010	4:00:41 PM
290				ORWBSLCP JC2	57	F	TERM-Q65	11/9/2010	4:00:43 PM
291				ORWBSLCP H51	46	F	TERM-Q65	11/9/2010	4:00:45 PM
292				ORWBSLCP O1	56	M	TERM-Q65	11/9/2010	4:00:46 PM
293				ORWBSLCP G47	66	M	TERM-Q65	11/9/2010	4:00:48 PM
294				ORWBSLCP V46	26	F	TERM-Q65	11/9/2010	4:01:13 PM
295			F	ORWBSLCP S43	26	F	COMPLETE	11/9/2010	4:01:15 PM
296			F	ORWBSLCP D3	27	F	COMPLETE	11/9/2010	4:01:17 PM
297			F	ORWBSLCP ZRT	53	F	COMPLETE	11/9/2010	4:01:19 PM

ID	EndTime	Classed Time	NextURL
273	4:07:24 PM	0:01:54	process_exit.asp?cat=tblid=ERCQSM4W0R1U0
274	4:08:03 PM	0:01:39	process_exit.asp?cat=cbid=ERCQSM4W0R1U0
275	4:08:01 PM	0:01:33	process_exit.asp?cat=cbid=ERCQSM4W0R1PV6
276	4:08:53 PM	0:01:34	process_exit.asp?cat=tblid=ERCQSM4W0R0M9
277	4:09:03 PM	0:01:25	process_exit.asp?cat=cbid=ERCQSM4W0Q2O2
278	4:09:41 PM	0:01:54	process_exit.asp?cat=cbid=ERCQSM4W0YVU5
279	4:09:46 PM	0:01:57	process_exit.asp?cat=cbid=ERCQSM4W0P3QD5
280	4:09:54 PM	0:01:57	process_exit.asp?cat=cbid=ERCQSM4W0P7NP5
281	4:10:21 PM	0:01:47	process_exit.asp?cat=cbid=ERCQSM4W0Z0U2
282	4:10:28 PM	0:01:27	process_exit.asp?cat=cbid=ERCQSM4W0VPC3
283	4:10:34 PM	0:01:53	process_exit.asp?cat=cbid=ERCQSM4W0P0XG8
284	4:10:38 PM	0:01:56	process_exit.asp?cat=cbid=ERCQSM4W0Q666
285	4:10:39 PM	0:01:51	process_exit.asp?cat=cbid=ERCQSM4W0P2BW4
286	4:10:38 PM	0:01:46	process_exit.asp?cat=cbid=ERCQSM4W0P7H05
287	4:10:38 PM	0:01:45	process_exit.asp?cat=cbid=ERCQSM4W0R0H08
288	4:10:37 PM	0:01:37	process_exit.asp?cat=tblid=ERCQSM4U0P4TH2
289	4:10:37 PM	0:01:36	process_exit.asp?cat=cbid=ERCQSM4W0Q1A3
290	4:10:37 PM	0:01:31	process_exit.asp?cat=tblid=ERCQSM4W0Y053
291	4:10:36 PM	0:01:38	process_exit.asp?cat=tblid=ERCQSM4W0X2N5
292	4:10:37 PM	0:01:51	process_exit.asp?cat=tblid=ERCQSM4W0L2D0
293	4:10:37 PM	0:01:39	tblid=ERCQSM4W0N3F5T
294	4:10:37 PM	0:01:38	process_exit.asp?cat=tblid=ERCQSM4W0X2L7
295	4:10:38 PM	0:01:40	process_exit.asp?cat=cbid=ERCQSM4W0Y0L4
296	4:10:37 PM	0:01:37	process_exit.asp?cat=cbid=ERCQSM4W0P3D8
297	4:10:38 PM	0:01:40	process_exit.asp?cat=cbid=ERCQSM4W0P7H09

ID	AMSTD	Qs0	Qs1	Qs2	Qs3_1	Qs3_2	Qs3_3	Qs3_4	Qs3_5	Qs3_6	Qs4_1	Qs4_2	Qs4_3	Qs4_4	Qs4_5	Qs4_6	Qs4_7	Qs4_8	Qs5_1
298	ERCQSM4WVUN9	1	5	1						1	1		1	1	1	1	1		1
299	ERCQSM4WV4PK0	1	2	2						1		1			1				
300	ERCQSM4WV3DF4	1	4	2						1	1		1		1	1	1		1
301	ERCQSM4WVNLN7	1	5	1						1	1		1	1					1
302	ERCQSM4WV54L4	1	2	2				1	1										
303	ERCQSM4WVTSMD	2	4	1						1		1	1	1	1				
304	ERCQSM4WV76Q0	2	2	2						1	1	1		1	1		1		1
305	ERCQSM4WV3K311	1	5	1						1	1	1		1	1	1	1		1
306	ERCQSM4WV64B2	1	4	2						1	1		1		1	1	1		1
307	ERCQSM4WV90L8	1	5	1						1	1	1		1	1				
308	ERCQSM4WVNK9D6	1	4	1						1	1	1	1	1	1	1			1
309	ERCQSM4WV2LH3	2	2	2						1	1	1			1				1
310	ERCQSM4WV3C04	1	5	1						1	1	1	1	1	1	1			
311	ERCQSM4WV2C27	2	4	2						1	1	1	1	1					1
312	ERCQSM4WV27K4	2	2	2					1										
313	ERCQSM4WV0X072	2	2	2					1										
314	ERCQSM4WV74Z6	1	3	1						1	2	1		1	1	1	1		1
315	ERCQSM4WV2572	1	4	2						1	1			1	1				1
316	ERCQSM4WVNT15	1	5	1						1					1				
317	ERCQSM4WVPRU9	1	2	2						1	1	1			1				1
318	ERCQSM4WV2772	1	2	2						1	1	1	1	1	1	1			1
319	ERCQSM4WV0VZ05	2	2	2						1	1	1		1	1	1			1
320	ERCQSM4WV7074	1	5	2						1	1		1	1	1	1			1
321	ERCQSM4WV8X16	1	4	2						1					1	1			

ID	Qx5_2	Qx5_3	Qx5_4	Qx5_5	Qx5_6	Qx5_7	Qx5_8	Q1	Hershey Only	Q2	Q3	
299		1	1	1	1	1		1		1	hersey	It is a hersey bar
299	1			1								
300		1		1	1	1		1		1	hersey	because it looks like a hersey bar
301		1	1	1				1		1		
302												
303		1	1	1								
304	1		1	1				1		1	hersey	The design with the word "HERSHEY" and "HERSHEY" around the squares
305	1		1	1				1		1	HERSHEY	because it looks like a hersey CANDY BAR
306			1	1		1		1		1	Hersey	Sometimes I am selecting the little rectangular segments (4 squares/2 rows) with a Hersey bar even though I'm not sure that these are actually the correct
307	1		1	1								
308	1			1				1		1		
309	1			1				1		1	Hersey's	The rectangles with "perforations"
310					1							
311	1	1	1					1		1		
312												
313												
314	1		1	1	1	1		1		1		
315			1	1				1		1		
316				1								
317	1		1	1				1		1	Hersey	Only bar I've seen this design on
318	1	1	1	1	1			1		1	Herseys	The shaded rectangles
319	1		1	1	1			1		1	hersey	because the squares where hersey is written
320		1	1	1	1			1		1		
321		1		1	1							

ID	Q#	Q3	EngVer	vID	vAge	vGender	Status	Start/Date	Start/Time
298			T	0269802807	66	M	COMPLETE	11/9/2010	4:23:21 PM
299				0269802810	72	F	TERM-Q#5	11/9/2010	4:23:30 PM
300			T	0269802816	50	F	COMPLETE	11/9/2010	4:23:48 PM
301			T	0269802819	75	M	COMPLETE	11/9/2010	4:23:57 PM
302				0269802820	27	F	TERM-Q#3	11/9/2010	4:24:07 PM
303				0269802822	32	M	TERM-Q#5	11/9/2010	4:24:16 PM
304			C	0269802826	25	F	COMPLETE	11/9/2010	4:24:27 PM
305			S	0269802830	74	M	COMPLETE	11/9/2010	4:24:37 PM
306			T	0269802836	50	F	COMPLETE	11/9/2010	4:24:54 PM
307				0269802837	61	M	TERM-Q#5	11/9/2010	4:25:04 PM
308			C	0269802838	64	M	COMPLETE	11/9/2010	4:25:14 PM
309			C	0269802839	27	F	COMPLETE	11/9/2010	4:25:24 PM
310				0269802843	30	M	TERM-Q#5	11/9/2010	4:25:34 PM
311			C	0269802845	20	F	COMPLETE	11/9/2010	4:25:38 PM
312				0269802846	24	F	TERM-Q#3	11/9/2010	4:25:48 PM
313				0269802847	24	F	TERM-Q#3	11/9/2010	4:25:57 PM
314			C	0269802848	35	M	COMPLETE	11/9/2010	4:26:07 PM
315			T	0269802852	54	F	COMPLETE	11/9/2010	4:26:16 PM
316				0269802853	73	M	TERM-Q#5	11/9/2010	4:26:26 PM
317			T	0269802858	20	F	COMPLETE	11/9/2010	4:26:35 PM
318			T	0269802859	27	F	COMPLETE	11/9/2010	4:26:45 PM
319			T	0269802863	19	F	COMPLETE	11/9/2010	4:26:54 PM
320			C	0269802867	77	F	COMPLETE	11/9/2010	4:27:04 PM
321				0269802870	63	F	TERM-Q#5	11/9/2010	4:27:13 PM

ID	EndTime	Elapsed Time	NextURL
298	4:11:28 PM	00:00:00	process_exit.asp?trackid=ERCQSH4WNE09
299	4:11:29 PM	00:00:01	process_exit.asp?trackid=ERCQSH4WPF90
300	4:11:30 PM	00:00:01	process_exit.asp?trackid=ERCQSH4WPD04
301	4:11:31 PM	00:00:01	process_exit.asp?trackid=ERCQSH4WJUP07
302	4:11:32 PM	00:00:01	process_exit.asp?trackid=ERCQSH4WPF54L
303	4:11:33 PM	00:00:01	process_exit.asp?trackid=ERCQSH4WPT6H0
304	4:11:34 PM	00:00:01	process_exit.asp?trackid=ERCQSH4WPT6Q8
305	4:11:35 PM	00:00:01	process_exit.asp?trackid=ERCQSH4WTKP11
306	4:11:36 PM	00:00:01	process_exit.asp?trackid=ERCQSH4WPF6B7
307	4:11:37 PM	00:00:01	process_exit.asp?trackid=ERCQSH4WPF0U8
308	4:11:38 PM	00:00:01	process_exit.asp?trackid=ERCQSH4WTKS06
309	4:11:39 PM	00:00:01	process_exit.asp?trackid=ERCQSH4WPF7U41
310	4:11:40 PM	00:00:01	process_exit.asp?trackid=ERCQSH4WTKD04
311	4:11:41 PM	00:00:01	process_exit.asp?trackid=ERCQSH4WPF2C27
312	4:11:42 PM	00:00:01	process_exit.asp?trackid=ERCQSH4WPF27X4
313	4:11:43 PM	00:00:01	process_exit.asp?trackid=ERCQSH4WQ9D7
314	4:11:44 PM	00:00:01	process_exit.asp?trackid=ERCQSH4WVY4Z6
315	4:11:45 PM	00:00:01	process_exit.asp?trackid=ERCQSH4WTK2S72
316	4:11:46 PM	00:00:01	process_exit.asp?trackid=ERCQSH4WVYTM5
317	4:11:47 PM	00:00:01	process_exit.asp?trackid=ERCQSH4WPF4RU8
318	4:11:48 PM	00:00:01	process_exit.asp?trackid=ERCQSH4WPF27D
319	4:11:49 PM	00:00:01	process_exit.asp?trackid=ERCQSH4WQV2O5
320	4:11:50 PM	00:00:01	process_exit.asp?trackid=ERCQSH4WPF7D76
321	4:11:51 PM	00:00:01	process_exit.asp?trackid=ERCQSH4WPF816

ID	AMSTD	Qs0	Qs1	Qs2	Qs3_1	Qs3_2	Qs3_3	Qs3_4	Qs3_5	Qs3_6	Qs4_1	Qs4_2	Qs4_3	Qs4_4	Qs4_5	Qs4_6	Qs4_7	Qs4_8	Qs5_1
322	ERCQSM4WVPSK7	1	3	2		1					1	1	1	1	1				1
323	ERCQSM4WVTKT1	1	3	1						1	1	1	1	1	1	1			1
324	ERCQSM4WNPDS1	2	2	1						1	1	1	1	1	1	1			1
325	ERCQSM4WHLQ07	1	5	1															
326	ERCQSM4WPS171	1	4	2						1	1	2		1	1				
327	ERCQSM4WVU672	1	5	1						1	1	1	1			1			
328	ERCQSM4WNR572	1	3	1															
329	ERCQSM4WVNLPS3	2	4	1						1	1		1	1					1
330	ERCQSM4WVBO718	2	2	2		1					1	1		1	1				1
331	ERCQSM4WVDCU7	2	4	2						1	1	1			1				1
332	ERCQSM4WVPC454	1	4	2						1	1	1		1	1				1
333	ERCQSM4WVW1D6	2	2	2						1	1	1	1	1	1	1			1
334	ERCQSM4WV7785	1	4	2						1	1		1	1					1
335	ERCQSM4WVLA73	1	3	2						1	1	1	1	1	1	1	1		1
336	ERCQSM4WVHZNG5	2	4	2						1	1	1	1			1	1		1
337	ERCQSM4WVHG64	1	5	1						1			1	1	1				1
338	ERCQSM4WVQHE3	2	4	2						1	1	1	1	1	1		1		1
339	ERCQSM4WVJCH1	1	3	2						1	1	1		1	1	1	1		1
340	ERCQSM4WV14015	1	2	2	1	1	1	1	1										
341	ERCQSM4WVQVJ52	2	3	2						1	1		1	1	1				1
342	ERCQSM4WVPS442	2	2	2						1	1	1	1	1	1	1	1		1
343	ERCQSM4WV7M3C	1	4	2						1								1	
344	ERCQSM4WVNA523	1	4	1						1	1	2		1					1
345	ERCQSM4WVQV2B7	3																	
346	ERCQSM4WVPS221	2	2	2						1	1	1	1	1	1				

ID	Qa5_2	Qa5_3	Qa5_4	Qa5_5	Qa5_6	Qa5_7	Qa5_8	Q1	Hershey Only	Q2	Q3
322	1	1	1	1				3		2	
323	1	1	1	1	1			3		2	
324	1	1	1	1	1	1		1	1	Hersheys	by the design
325											
326	1			1							
327		1			1						
328											
329		1	1					2		2	
330	1	1	1	1				3		2	
331	1	1	1	1				1	1	Hershey	Hershey always has the chocolate sectioned.
332	1		1	1				3		2	
333	1	1	1	1				2		3	
334		1	1					3		2	
335	1	1	1	1	1	1		1	1	Hershey	the blocks are similar to the Hershey bar but the words 'Hershey' are not printed
336	1	1		1	1	1		1	1	HERSHEY	EATER HERSEY FOR EVER AND THIS IS THEIR TRADE DESIGN
337		1	1								
338	1	1	1	1		1		1	1	Hershey's	Just ate one
339	1		1	1	1	1		1	1	Hershey	Looks exactly like there candy bars
340											
341		1	1	1	1			1	1	Hershey's	because it looks like a Hershey's Milk Chocolate bar.
342	1	1	1	1	1	1		1	1	HERSHEY	because the square shape and perforated lines reminds me of them
343	1	1	1								
344				1				1	1	Hershey	This is what their candy bar looks like.
345											
346	1	1	1	1							

ID	Q4	Q5	ImgVar	VID	vAge	vGender	Status	StartDate	StartTime
322			C	OPWBRW30 DX1	44	F	COMPLETE	11/9/2010	1:14:44 PM
323			C	OPWBRW31 QK2	34	M	COMPLETE	11/9/2010	4:01:40 PM
324			C	OPWBRW31 LL0	29	M	COMPLETE	11/9/2010	4:04:24 PM
325				OPWBRW31 GS9	40	M	TERM-UserInfo	11/9/2010	4:05:10 PM
326				OPWBRW31 JL7	53	F	TERM-Q45	11/9/2010	4:07:24 PM
327				OPWBRW31 H3	41	M	TERM-Q45	11/9/2010	4:07:27 PM
328				OPWBRW31 Q52	77	M	TERM-UserInfo	11/9/2010	4:08:01 PM
329	Milkis Hersays	Looks like their kind of chocolate bar	T	OPWBRW31 9B0	52	M	COMPLETE	11/9/2010	4:08:01 PM
330			C	OPWBRW31 RB2	24	F	COMPLETE	11/9/2010	4:08:11 PM
331			C	OPWBRW31 835	64	F	COMPLETE	11/9/2010	4:08:01 PM
332			C	OPWBRW31 726	60	F	COMPLETE	11/9/2010	4:08:01 PM
333	Ghirardelli Marshmall	Looks like the kind of chocolate bar that Hershey's and Ghirardelli are like this	C	OPWBRW31 K08	27	F	COMPLETE	11/9/2010	4:08:01 PM
334			C	OPWBRW31 KK9	55	F	COMPLETE	11/9/2010	4:08:01 PM
335			T	OPWBRW31 W4M	36	F	COMPLETE	11/9/2010	4:08:01 PM
336			T	OPWBRW31 WQ3	60	F	COMPLETE	11/9/2010	4:08:01 PM
337				OPWBRW31 3N6	37	M	TERM-Q45	11/9/2010	4:08:01 PM
338			T	OPWBRW31 FS4	53	F	COMPLETE	11/9/2010	4:08:01 PM
339			T	OPWBRW31 71	39	F	COMPLETE	11/9/2010	4:08:01 PM
340				OPWBRW31 x5	23	F	TERM-Q45	11/9/2010	4:08:01 PM
341			T	OPWBRW31 829	49	F	COMPLETE	11/9/2010	4:08:01 PM
342			C	OPWBRW31 3B0	29	F	COMPLETE	11/9/2010	4:08:01 PM
343				OPWBRW31 C8	57	F	TERM-Q45	11/9/2010	4:08:01 PM
344			T	OPWBRW31 HF7	51	M	COMPLETE	11/9/2010	4:08:01 PM
345				OPWBRW31 SD0	30	F	TERM-Q45	11/9/2010	4:08:01 PM
346				OPWBRW31 ND3	23	F	TERM-Q45	11/9/2010	4:08:01 PM

ID	EndTime	Classed Time	NextURL
322	4:13:08 PM	0:01:38	process_exit.asp?cac=c&id=ERCQSM4WP6SN7
323	4:13:03 PM	0:01:38	process_exit.asp?cac=c&id=ERCQSM4WWWT1
324	4:13:08 PM	0:01:38	process_exit.asp?cac=c&id=ERCQSM4WNP51
325	4:13:04 PM	0:01:37	process_exit.asp?cac=c&id=ERCQSM4WVQ07
326	4:13:08 PM	0:01:38	process_exit.asp?cac=c&id=ERCQSM4WVPR171
327	4:13:08 PM	0:01:37	process_exit.asp?cac=c&id=ERCQSM4WVU672
328	4:13:08 PM	0:01:38	process_exit.asp?cac=c&id=ERCQSM4WVW578
329	4:13:08 PM	0:01:38	process_exit.asp?cac=c&id=ERCQSM4WVWLF21
330	4:13:08 PM	0:01:38	process_exit.asp?cac=c&id=ERCQSM4WVW3W8
331	4:13:08 PM	0:01:38	process_exit.asp?cac=c&id=ERCQSM4WP1CU7
332	4:13:08 PM	0:01:38	process_exit.asp?cac=c&id=ERCQSM4WVW0X54
333	4:13:08 PM	0:01:38	process_exit.asp?cac=c&id=ERCQSM4WVW1DE
334	4:13:08 PM	0:01:38	process_exit.asp?cac=c&id=ERCQSM4WP7796
335	4:13:08 PM	0:01:38	process_exit.asp?cac=c&id=ERCQSM4WP1AT1
336	4:13:08 PM	0:01:37	process_exit.asp?cac=c&id=ERCQSM4WV2VGS
337	4:13:08 PM	0:01:38	process_exit.asp?cac=c&id=ERCQSM4WVW564
338	4:13:08 PM	0:01:38	process_exit.asp?cac=c&id=ERCQSM4WVW6H13
339	4:13:08 PM	0:01:38	process_exit.asp?cac=c&id=ERCQSM4WP1CM1
340	4:13:08 PM	0:01:38	process_exit.asp?cac=c&id=ERCQSM4WV14Q83
341	4:13:08 PM	0:01:38	process_exit.asp?cac=c&id=ERCQSM4WVW1S2
342	4:13:08 PM	0:01:38	process_exit.asp?cac=c&id=ERCQSM4WP5447
343	4:13:08 PM	0:01:38	process_exit.asp?cac=c&id=ERCQSM4WP7M5B
344	4:13:08 PM	0:01:38	process_exit.asp?cac=c&id=ERCQSM4WVW1X19
345	4:13:08 PM	0:01:38	process_exit.asp?cac=c&id=ERCQSM4WVW12B7
346	4:13:08 PM	0:01:38	process_exit.asp?cac=c&id=ERCQSM4WVW1522

ID	ANSID	Qx0	Qx1	Qx2	Qx3_1	Qx3_2	Qx3_3	Qx3_4	Qx3_5	Qx3_6	Qx4_1	Qx4_2	Qx4_3	Qx4_4	Qx4_5	Qx4_6	Qx4_7	Qx4_8	Qx5_1
347	AKQDSH4W73P1	1	5	2						1	1	2			1				
348	AKQDSH4W82D1T	2	4	2						2			1		2				
349	AKQDSH4W82M1T	2	4	2															
350	AKQDSH4W827H9	1	3	2					1										
351	AKQDSH4W82D1H8	1	5	2						1	1	2	1	1	1	1	1		1
352	AKQDSH4W82V2S	1	2	2						1	1	1		1	1				1
353	AKQDSH4W82N1T	3																	
354	AKQDSH4W73E2	1	4	2						1	1			1	1		1		1
355	AKQDSH4W827F2	1	2	2						1	1	1			1				1
356	AKQDSH4W82V2S	1	4	2						1	1				1				1
357	AKQDSH4W82L1	1	4	2				1			2			1	1	1	1		
358	AKQDSH4W82N1T	2	2	2						2	1		1	1	2				1
359	AKQDSH4W82L1	2	3	1						1			1		1				
360	AKQDSH4W82S2Q	1	4	1						1	1	1	1	1	1				1
361	AKQDSH4W82V2S	1	4	1						1		1	1	1	1				1
362	AKQDSH4W73L1	3																	
363	AKQDSH4W82L1	1	5	1						1	1		1	2	1				1
364	AKQDSH4W73K4	1	5	2						2	1		1	1					
365	AKQDSH4W73M1	1	4	2				1											
366	AKQDSH4W73D2	1	3	2						1	1			1	1				
367	AKQDSH4W73V2	1	5	1						1	1		1	1	1	1			1
368	AKQDSH4W82L1	2	4	2						2	1		1	2	1	1			1
369	AKQDSH4W82V2S	2	3	2						1	2	1		1	1				1
370	AKQDSH4W73D1	2	4	2						1		1		1	1				

ID	Qx5_2	Qx5_3	Qx5_4	Qx5_5	Qx5_6	Qx5_7	Qx5_8	Q1	Hershey's Only	Q2	Q3
347	1			1							
348		1		1							
349											
350											
351	1	1	1	1	1	1		1	1		
352	1		1	1				1	1		
353											
354			1	1	1	1		1	1	Esker's	It looks like Esker's with sweet chocolate.
355	1	1		1	1	1		1	1		
356		1		1				1	1	Hershey's	design
357			1	1	1	1					
358		1		1				1	1	Hershey's	Because I've had them before
359		1	1	1							
360	1	1	1	1	1			1	1	Hershey's	That Hershey rectangular shaped two distinct candy bars
361	1		1	1							
362											
363		1	1	1				1	1		
364		1	1								
365											
366			1	1							
367		1	1	1	1			1	1	Hershey's	It is such an iconic design where the word "HERSHEY'S" is printed in the center of each rectangle
368	1	1			1			1	1	Hershey's	because of the design of the rectangles, though I believe Hershey's has 2 or 3 rows of 4 rectangles.
369	1			1				1	1	Hershey's	It looks like a Hershey bar
370	1			1							

ID	Q4	Q5	ImgVar	VTO	vAge	vGender	Status	StartDate	StartTime
347				OPFWBWH3 RV7	73	F	TERM-Q65	11/9/2010	4:23:00 PM
348				OPFWBWH3 RC8	64	F	TERM-Q65	11/9/2010	4:24:00 PM
349				OPFWBWH3 Y26	70	M	TERM-User/In	11/9/2010	4:24:00 PM
350				OPFWBWH3 ZK9	38	F	TERM-Q65	11/9/2010	4:25:00 PM
351			C	OPFWBWH3 NC2	79	F	COMPLETE	11/9/2010	4:25:00 PM
352			C	OPFWBWH3 DL5	34	F	COMPLETE	11/9/2010	4:25:00 PM
353				OPFWBWH3 07	36	F	TERM-Q60	11/9/2010	4:25:00 PM
354			T	OPFWBWH3 SH6	53	F	COMPLETE	11/9/2010	4:25:00 PM
355			C	OPFWBWH3 41	32	F	COMPLETE	11/9/2010	4:25:00 PM
356			T	OPFWBWH3 0V4	54	F	COMPLETE	11/9/2010	4:25:00 PM
357				OPFWBWH3 KC1	55	F	TERM-Q65	11/9/2010	4:25:00 PM
358			T	OPFWBWH3 BV0	49	F	COMPLETE	11/9/2010	4:25:00 PM
359				OPFWBWH3 Q8	38	M	TERM-Q65	11/9/2010	4:25:00 PM
360			T	OPFWBWH3 H3	55	M	COMPLETE	11/9/2010	4:25:00 PM
361				OPFWBWH3 H45	62	M	TERM-Q60	11/9/2010	4:27:00 PM
362				OPFWBWH3 N66	27	F	TERM-Q60	11/9/2010	4:27:00 PM
363			C	OPFWBWH3 X4	69	M	COMPLETE	11/9/2010	4:27:00 PM
364				OPFWBWH3 406	68	F	TERM-Q65	11/9/2010	4:28:00 PM
365				OPFWBWH3 411	59	F	TERM-Q60	11/9/2010	4:28:00 PM
366				OPFWBWH3 6V8	49	F	TERM-Q65	11/9/2010	4:28:00 PM
367			T	OPFWBWH3 699	67	M	COMPLETE	11/9/2010	4:28:00 PM
368			T	OPFWBWH3 G4	55	F	COMPLETE	11/9/2010	4:28:00 PM
369			T	OPFWBWH3 K1	40	F	COMPLETE	11/9/2010	4:28:00 PM
370				OPFWBWH3 BK4	58	F	TERM-Q65	11/9/2010	4:29:00 PM

ID	EndTime	Elapsed Time	NextURL
347	4:24:11 PM	0:01:00	process_exit.asp?cac=0&id=ERCQSM4W75P1
348	4:24:58 PM	0:00:57	process_exit.asp?cac=0&id=ERCQSM4W75M37
349	4:25:28 PM	0:00:59	process_exit.asp?cac=0&id=ERCQSM4W75U7
350	4:25:57 PM	0:00:58	process_exit.asp?cac=0&id=ERCQSM4W75M49
351	4:26:53 PM	0:00:58	process_exit.asp?cac=0&id=ERCQSM4W75H19
352	4:27:08 PM	0:00:54	process_exit.asp?cac=0&id=ERCQSM4W75Z25
353	4:27:47 PM	0:00:57	process_exit.asp?cac=0&id=ERCQSM4W75BWE
354	4:28:17 PM	0:00:51	process_exit.asp?cac=0&id=ERCQSM4W75BES
355	4:29:10 PM	0:00:50	process_exit.asp?cac=0&id=ERCQSM4W75ZP3
356	4:29:41 PM	0:00:58	process_exit.asp?cac=0&id=ERCQSM4W75DZB
357	4:29:55 PM	0:00:48	process_exit.asp?cac=0&id=ERCQSM4W75U11
358	4:30:18 PM	0:00:47	process_exit.asp?cac=0&id=ERCQSM4W75K63
359	4:31:45 PM	0:01:24	process_exit.asp?cac=0&id=ERCQSM4W75D112
360	4:32:11 PM	0:00:59	process_exit.asp?cac=0&id=ERCQSM4W75N5Q5
361	4:32:31 PM	0:00:59	process_exit.asp?cac=0&id=ERCQSM4W75Q6V8
362	4:33:00 PM	0:00:57	process_exit.asp?cac=0&id=ERCQSM4W75J17
363	4:33:09 PM	0:00:51	process_exit.asp?cac=0&id=ERCQSM4W75L5X4
364	4:33:58 PM	0:00:53	process_exit.asp?cac=0&id=ERCQSM4W75P49
365	4:34:16 PM	0:00:57	process_exit.asp?cac=0&id=ERCQSM4W75M10
366	4:35:18 PM	0:00:58	process_exit.asp?cac=0&id=ERCQSM4W75Q82
367	4:35:26 PM	0:00:51	process_exit.asp?cac=0&id=ERCQSM4W75P47
368	4:35:49 PM	0:00:51	process_exit.asp?cac=0&id=ERCQSM4W75P45
369	4:36:18 PM	0:00:51	process_exit.asp?cac=0&id=ERCQSM4W75K44
370	4:36:33 PM	0:00:50	process_exit.asp?cac=0&id=ERCQSM4W75J13

ID	AMSID	Qs0	Qs1	Qs2	Qs3_1	Qs3_2	Qs3_3	Qs3_4	Qs3_5	Qs3_6	Qs4_1	Qs4_2	Qs4_3	Qs4_4	Qs4_5	Qs4_6	Qs4_7	Qs4_8	Qs5_1
371	ERCQSM4WPP4E2	1	2	2						1	1	1	1	1	1	1	1		1
372	ERCQSM4WMLW35	5																	
373	ERCQSM4WQZU32	2	2	2	1		1												
374	ERCQSM4WPI075	2	2	2						1	1	1							1
375	ERCQSM4WPHV7	2	2	2						1	1	2		1	1	1			1
376	ERCQSM4WJRS62	1	4	1															
377	ERCQSM4WPS056	2	3	2			1				1	1		1	1	1	1		1
378	ERCQSM4WIKD34	1	5	1						1	1		1		1	1			1
379	ERCQSM4WQVK07	1	3	2															
380	ERCQSM4WNNV80	1	5	1						1			1	1					
381	ERCQSM4WQV2N7	1	4	2						1	1		1	1	1	1	1		1
382	ERCQSM4WPAQ99	1	5	2						1	1			1	1	1	1		1
383	ERCQSM4WVKP37	1	5	1						1			1						
384	ERCQSM4WNP219	1	4	1						1	1	1	1		1				1
385	ERCQSM4WFR45	2	2	2						1	1	1	1	1	1	1			1
386	ERCQSM4WQV110	2	5	2						1	1	1		1	1				1
387	ERCQSM4WPF4E3	5																	
388	ERCQSM4WFE072	1	3	2						1		2			1	1	1		
389	ERCQSM4WNVQ49	1	3	1						1		1	1	1	1				
390	ERCQSM4WNNVY2	2	4	1		1									1				
391	ERCQSM4WFL43	1	3	2						1	1	2	1	1	1	1	1		1
392	ERCQSM4WPSA7	1	4	2						1	1				1				
393	ERCQSM4WMLSF0	1	5	1						1	1	1	1	1	1	1			
394	ERCQSM4WNNV135	2	4	1						1	1		1	1	1	1			1

ID	Qx5_2	Qx5_3	Qx5_4	Qx5_5	Qx5_6	Qx5_7	Qx5_8	Q1	Hershey Only	Q2	Q3
371	1	1	1	1	1	1	1	1	1	Hershey	Hershey bars always come wrapped in this.
372											
373											
374	1							1	1	Hershey's	The fact that it is called Hershey's chocolate squares is Hershey's even if it is not actually the Hershey square.
375	1		1	1	1			1	1	Hershey's	Hershey's chocolate bars are explicitly designed in this fashion with separate blocks within the chocolate bar.
376											
377			1	1				1	1	Hershey's	Have distributed Hershey's chocolate bars many times and they are in these
378		1		1	1			4	1		
379											
380		1	1								
381		1	1	1	1	1		1	1	Hershey's Chocolate	The shape of the candy bar and the packaging
382			1	1	1	1		1	1		
383		1		1							
384	1	1		1				1	1		
385	1	1	1	1				1	1		
386	1		1	1				1	1	Hershey's	I know the larger bars break off into pieces. Use them for smokers.
387											
388	1			1	1	1					
389		1	1	1							
390				1							
391	1	1	1	1	1	1		1	1	Hershey's	because its voted
392				1							
393		1	1	1	1						
394		1	1	1	1			1	1	Hershey's	that is what the Hershey chocolate bar looks like.

ID	Q4	Q3	ImgVar	VTD	vAge	vGender	Status	StartDate	StartTime
371			T	DPWBK374 VT9	34	F	COMPLETE	11/9/2010	8:03:00 PM
372				DPWBK388 Y65	55	M	TERM-Qs0	11/9/2010	8:03:00 PM
373				DPWBK391 ZP6	21	F	TERM-Qs3	11/9/2010	8:03:00 PM
374			C	DPWBK455 TE	20	F	COMPLETE	11/9/2010	8:03:00 PM
375			T	DPWBK456 5X9	34	F	COMPLETE	11/9/2010	8:03:00 PM
376				DPWBK461 V85	67	M	TERM-UserInfo	11/9/2010	8:03:00 PM
377			F	DPWBK462 9P4	47	F	COMPLETE	11/9/2010	8:03:00 PM
378			C	DPWBK463 H5	67	M	COMPLETE	11/9/2010	8:03:00 PM
379				DPWBK464 YC3	61	F	TERM-userInfo	11/9/2010	8:03:00 PM
380				DPWBK467 C5	49	M	TERM-Qs5	11/9/2010	8:03:00 PM
381			C	DPWBK468 GP7	51	F	COMPLETE	11/9/2010	8:03:00 PM
382			C	DPWBK469 964	48	F	COMPLETE	11/9/2010	8:03:00 PM
383				DPWBK471 V12	80	M	TERM-Qs5	11/9/2010	8:03:00 PM
384			C	DPWBK472 9T	51	M	COMPLETE	11/9/2010	8:03:00 PM
385			C	DPWBK473 4K1	27	F	COMPLETE	11/9/2010	8:03:00 PM
386			T	DPWBK474 9L5	75	F	COMPLETE	11/9/2010	8:03:00 PM
387				DPWBK475 4P3	30	F	TERM-Qs0	11/9/2010	8:03:00 PM
388				DPWBK476 2K7	47	F	TERM-Qs5	11/9/2010	8:03:00 PM
389				DPWBK477 94	47	M	TERM-Qs5	11/9/2010	8:03:00 PM
390				DPWBK478 R6	56	M	TERM-Qs5	11/9/2010	8:03:00 PM
391			C	DPWBK479 T9	17	F	COMPLETE	11/9/2010	8:03:00 PM
392				DPWBK480 3L5	56	F	TERM-Qs5	11/9/2010	8:03:00 PM
393				DPWBK481 H60	71	M	TERM-Qs5	11/9/2010	8:03:00 PM
394			F	DPWBK482 71	62	M	COMPLETE	11/9/2010	8:03:00 PM

ID	EndTime	Elapsed Time	NextURL
171	4:11:41 PM	0:00:26	process_exit.asp?CAC=0&id=ERCQSM4WP74Z1
172	4:11:46 PM	0:00:27	process_exit.asp?CAC=0&id=ERCQSM4WP74Z1
173	4:11:51 PM	0:00:26	process_wait.asp?CAC=0&id=ERCQSM4WQZU12
174	4:11:51 PM	0:00:26	process_wait.asp?CAC=0&id=ERCQSM4WP1079
175	4:11:56 PM	0:00:26	process_exit.asp?CAC=0&id=ERCQSM4WP0197
176	4:11:59 PM	0:00:27	process_exit.asp?CAC=0&id=ERCQSM4WV1502
177	4:12:01 PM	0:00:28	process_wait.asp?CAC=0&id=ERCQSM4WV058
178	4:12:01 PM	0:00:28	process_exit.asp?CAC=0&id=ERCQSM4WV0034
179	4:12:03 PM	0:00:28	process_exit.asp?CAC=0&id=ERCQSM4WV0007
180	4:12:03 PM	0:00:28	process_exit.asp?CAC=0&id=ERCQSM4WV0150
181	4:12:05 PM	0:00:28	process_exit.asp?CAC=0&id=ERCQSM4WV0217
182	4:12:06 PM	0:00:29	process_exit.asp?CAC=0&id=ERCQSM4WV1034
183	4:12:06 PM	0:00:29	process_exit.asp?CAC=0&id=ERCQSM4WV0037
184	4:12:09 PM	0:00:29	process_wait.asp?CAC=0&id=ERCQSM4WV0219
185	4:12:10 PM	0:00:30	process_wait.asp?CAC=0&id=ERCQSM4WV0345
186	4:12:11 PM	0:00:30	process_exit.asp?CAC=0&id=ERCQSM4WV0115
187	4:12:11 PM	0:00:30	process_exit.asp?CAC=0&id=ERCQSM4WV0413
188	4:12:11 PM	0:00:30	process_exit.asp?CAC=0&id=ERCQSM4WV1012
189	4:12:11 PM	0:00:30	process_exit.asp?CAC=0&id=ERCQSM4WV0040
190	4:12:18 PM	0:00:30	process_wait.asp?CAC=0&id=ERCQSM4WV0172
191	4:12:28 PM	0:00:36	process_exit.asp?CAC=0&id=ERCQSM4WV0143
192	4:12:37 PM	0:00:44	process_exit.asp?CAC=0&id=ERCQSM4WV0517
193	4:12:44 PM	0:00:51	process_exit.asp?CAC=0&id=ERCQSM4WV0530
194	4:12:47 PM	0:00:54	process_exit.asp?CAC=0&id=ERCQSM4WV0635

ID	AMSID	Qs0	Qs1	Qs2	Qs3_1	Qs3_2	Qs3_3	Qs3_4	Qs3_5	Qs3_6	Qs4_1	Qs4_2	Qs4_3	Qs4_4	Qs4_5	Qs4_6	Qs4_7	Qs4_8	Qs5_1
395	ERCQSN4WNG7F	1	4	1						1	1			1	1	1			1
396	ERCQSN4WNPQ1C	1	4	1					1										
397	ERCQSN4WVQV4W3	1	4	2						1		1			1				1
398	ERCQSN4WPI933	1	5	2						1			1						
399	ERCQSN4WVQW4E	2	5	1						1			1	1	1				
400	ERCQSN4WQZ1F6	2	4	2						1	1		1	1	1				1
401	ERCQSN4WQXD32	2	2	2						1	1	1		1	1	1			1
402	ERCQSN4WVPSDL	1	4	2						1	1		1	1	1	1			1
403	ERCQSN4WTEIF2	1	3	2			1				1	1	1	1	1	1	1		1
404	ERCQSN4WNP08D	1	5	1						1	1		1	1	1				1
405	ERCQSN4WNVU37	2	3	1					1										
406	ERCQSN4WPS557	1	2	2						1	1	1		1	1				
407	ERCQSN4WNR0L5	1	5	1						1					1				
408	ERCQSN4WQW9U0	1	2	2						1	1	1	1		1	1			1
409	ERCQSN4WNRK44D	2	3	1						1								1	
410	ERCQSN4WNL547	1	5	1						1	1		1	1	1		1		1
411	ERCQSN4WV78M2	2	4	2						1	1		1		1	1			1
412	ERCQSN4WPF4PF0	3																	
413	ERCQSN4WVDW59	1	4	2						1					1				
414	ERCQSN4WV8P9N5	2	2	2						1		1		1	1	1	1		
415	ERCQSN4WVMDY4	1	5	1						1				1					
416	ERCQSN4WPL44	2	2	2						1	1	1	1	1	1	1			1
417	ERCQSN4WNRK443	1	5	1						1		1	1	1		1			
418	ERCQSN4WPI429	2	2	2						1		1	1		1				1

ID	Qa5_2	Qa5_3	Qa5_4	Qa5_5	Qa5_6	Qa5_7	Qa5_8	Q1	Hershey Only	Q2	Qa
395			1	1	1			1		2	
396											
397	1			1	1						
398								1			
399		1	1	1							
400		1	1	1				3		2	
401	1		1	1				3		2	
402	1	1	1	1				1	1	Hershey	I've eaten enough of them
403	1	1	1	1	1	1		1	1	Hersheys	The size of the rectangles and the number of them
404		1	1	1				1	1	Hershey's Candy Bar	That is how they form their candy bars
405											
406	1		1	1							
407	1	1		1	1						
408	1	1		1	1	1		1	1	Hershey	because their candy bars has the squares
409	1										
410		1	1		1	1		1	2	Ghirardelli	Shape of the portions breakaway.
411		1		1	1			1	1	HERSHEY	LOOKING AT THESE CANDY BARS, I DON'T THINK REGULARLY, I RECOGNIZE THE HERSHEY MILK CHOCOLATE SQUARES.
412											
413				1							
414	1			1							
415			1								
416	1	1	1	1	1			1	2	Can't remember the name. Sound of one of the fancier brands. Lindt? Can't remember	The three large pieces is a distinctive bar
417	1	1	1								
418	1	1		1							

ID	Q4	Q5	EmpVar	vID	vAge	vGender	Status	StartDate	StartTime
395			T	OPWBR700 RX4	64	M	COMPLETE	11/9/2010	9:01:00 PM
396				OPWBR700 T5	53	M	TERM-Q43	11/9/2010	9:01:00 PM
397				OPWBR700 56	53	F	TERM-Q45	11/9/2010	9:01:00 PM
398				OPWBR700 CQ9	60	F	TERM-Q43	11/9/2010	9:02:00 PM
399				OPWBR700 W25	74	M	TERM-Q43	11/9/2010	9:02:00 PM
400			C	OPWBR700 280	40	F	COMPLETE	11/9/2010	9:02:00 PM
401			C	OPWBR700 LW2	24	F	COMPLETE	11/9/2010	9:03:00 PM
402			T	OPWBR700 HK1	53	F	COMPLETE	11/9/2010	9:03:00 PM
403			T	OPWBR700 QD0	45	F	COMPLETE	11/9/2010	9:04:00 PM
404			C	OPWBR700 699	67	M	COMPLETE	11/9/2010	9:04:00 PM
405				OPWBR700 80	46	M	TERM-Q43	11/9/2010	9:04:00 PM
406				OPWBR700 21	24	F	TERM-Q45	11/9/2010	9:04:00 PM
407				OPWBR700 8H1	74	M	TERM-Q45	11/9/2010	9:05:00 PM
408			C	OPWBR700 N34	31	F	COMPLETE	11/9/2010	9:05:00 PM
409				OPWBR700 R63	48	M	TERM-Q45	11/9/2010	9:05:00 PM
410			C	OPWBR700 RH1	69	M	COMPLETE	11/9/2010	9:06:00 PM
411			C	OPWBR700 H55	59	F	COMPLETE	11/9/2010	9:06:00 PM
412				OPWBR700 R90	32	F	TERM-Q48	11/9/2010	9:06:00 PM
413				OPWBR700 83	51	F	TERM-Q45	11/9/2010	9:07:00 PM
414				OPWBR700 629	23	F	TERM-Q45	11/9/2010	9:07:00 PM
415				OPWBR700 220	67	M	TERM-Q45	11/9/2010	9:07:00 PM
416			C	OPWBR700 L80	22	F	COMPLETE	11/9/2010	9:07:00 PM
417				OPWBR700 W43	80	M	TERM-Q45	11/9/2010	9:08:00 PM
418				OPWBR700 CV6	29	F	TERM-Q45	11/9/2010	9:08:00 PM

ID	EndTime	Elapsed Time	NextURL
395	5:13:31 PM	00:00:00	process_exit.asp?cat=c&id=ERCQSM4WNRGJ6
396	5:13:31 PM	00:00:00	process_exit.asp?cat=c&id=ERCQSM4WNRGJ2
397	5:13:35 PM	00:00:00	process_exit.asp?cat=r&id=ERCQSM4WQVYW9
398	5:13:35 PM	00:00:00	process_exit.asp?cat=r&id=ERCQSM4WPF913
399	5:13:35 PM	00:00:00	process_exit.asp?cat=r&id=ERCQSM4WPH043
400	5:13:41 PM	00:00:07	process_exit.asp?cat=c&id=ERCQSM4WQZJ48
401	5:13:41 PM	00:00:07	process_exit.asp?cat=c&id=ERCQSM4WQXD32
402	5:13:42 PM	00:00:07	process_exit.asp?cat=c&id=ERCQSM4WPH4501
403	5:13:42 PM	00:00:07	process_exit.asp?cat=c&id=ERCQSM4WPH0F6
404	5:13:42 PM	00:00:07	process_exit.asp?cat=c&id=ERCQSM4WPH060
405	5:13:42 PM	00:00:07	process_exit.asp?cat=r&id=ERCQSM4WVWU17
406	5:13:48 PM	00:00:13	process_exit.asp?cat=r&id=ERCQSM4WPF563
407	5:13:48 PM	00:00:13	process_exit.asp?cat=r&id=ERCQSM4WPHRSUS
408	5:13:48 PM	00:00:13	process_exit.asp?cat=c&id=ERCQSM4WQW63U5
409	5:13:48 PM	00:00:13	process_exit.asp?cat=c&id=ERCQSM4WPH0H40
410	5:13:53 PM	00:00:18	process_exit.asp?cat=c&id=ERCQSM4WPHLS47
411	5:13:59 PM	00:00:24	process_exit.asp?cat=c&id=ERCQSM4WPF8N2
412	5:13:59 PM	00:00:24	process_exit.asp?cat=r&id=ERCQSM4WPH4PF0
413	5:13:59 PM	00:00:24	process_exit.asp?cat=r&id=ERCQSM4WPH0N89
414	5:13:59 PM	00:00:24	process_exit.asp?cat=r&id=ERCQSM4WPH5PN5
415	5:13:59 PM	00:00:24	process_exit.asp?cat=r&id=ERCQSM4WPH0P14
416	5:13:59 PM	00:00:24	process_exit.asp?cat=c&id=ERCQSM4WPF7L44
417	5:13:59 PM	00:00:24	process_exit.asp?cat=r&id=ERCQSM4WPH0H41
418	5:13:59 PM	00:00:24	process_exit.asp?cat=r&id=ERCQSM4WPH2429

ID	AMSTD	Qs0	Qs1	Qs2	Qs3_1	Qs3_2	Qs3_3	Qs3_4	Qs3_5	Qs3_6	Qs4_1	Qs4_2	Qs4_3	Qs4_4	Qs4_5	Qs4_6	Qs4_7	Qs4_8	Qs5_1
419	ERCQSM4WNVRE1	2	5	1						1	1		1	1	1		1		1
420	ERCQSM4WVNDU1	1	5	1						1			1	1	1				
421	ERCQSM4WVNVTS3	1	5	1						1			1		1	1			
422	ERCQSM4VNHSP6	2	4	2															
423	ERCQSM4WVNDUL	2	4	1															
424	ERCQSM4WQYVX9	1	3	2						1	1				1		1		1
425	ERCQSM4VPSJGF	2	4	2					1										
426	ERCQSM4VPSRFS	1	5	2						1								1	1
427	ERCQSM4VNETM3	1	4	2						1	1	1			1	1	1		1
428	ERCQSM4WVND005	2	4	1															
429	ERCQSM4WVNLCA	2	4	1															
430	ERCQSM4WVPIY4	1	3	2						1	1	1		1	1				1
431	ERCQSM4VQYBR5	2	5	2						1	1		1	1	1	1	1		1
432	ERCQSM4VPSAH4	2	2	2						1	1	1		1	1	1	1		1
433	ERCQSM4VPS994	2	4	2						1	1	1	1	1	1				1
434	ERCQSM4VPI127	1	4	2						1		1	1	1	1				
435	ERCQSM4WVHGM0	1	5	1						1	1	1			1	1			
436	ERCQSM4WVNL5N6	2	4	1															
437	ERCQSM4VNDV04	2	2	2						1	1	2			1	1	1		
438	ERCQSM4VPI6B5	1	2	2					1										
439	ERCQSM4WVNLQ41	2	4	1						1	1				1	1			
440	ERCQSM4VNN202	2	5	1						1	1			1	1	1			1
441	ERCQSM4VNSW22	2	4	1						1	1	1	1	1	1				1
442	ERCQSM4VPSLL9	1	4	2						1	1	1	1			1			
443	ERCQSM4VNP326	1	4	1						1	1	1	1						1

ID	Qs5_1	Qs5_2	Qs5_3	Qs5_4	Qs5_5	Qs5_6	Qs5_7	Qs5_8	Q1	Hershey Only	Q2	Q3
419			1	1			1		1	1	Hershey	I think their large candy bars look like this
420		1	1	1								
421		1			1	1						
422												
423												
424					1		1		1	1	Hersheys	the squares
425												
426			1	1								
427	1				1	1	1		1	1	Hershey	Because of the squares.
428												
429												
430	1	1			1	1			1	1	Hershey's	It was the same shape as the Hershey's candy bar.
431		1	1	1	1	1			1	1	Hersheys	Experience with them
432	1	1	1	1	1	1	1		1	1	Hershey Chocolate	the three bars and the smooth consistency of the chocolate
433	1	1	1	1					1	2	GHardell	I seem to remember that their bars are shaped somewhat like this.
434		1	1	1								
435					1		1					
436												
437	1				1	1						
438												
439					1	1						
440				1	1	1			3	2		
441	1	1	1	1	1				1	1	Hershey	looks
442	1	1										
443	1	1							3	2		

ID	Q1	Q5	ImgVar	VID	vAge	vGender	Status	StartDate	StartTime
419			F	OPRWBVQ9 V68	77	M	COMPLETE	11/9/2010	4:38:49 PM
420				OPRWBVQ9 8FD	73	M	TERM-Q45	11/9/2010	5:18:14 PM
421				OPRWBVQ9 55	69	M	TERM-Q45	11/9/2010	5:41:15 PM
422				OPRWBVQ9 CG-4	58	M	TERM-UserInfo	11/9/2010	5:39:55 PM
423				OPRWBVQ9 8J7	68	M	TERM-UserInfo	11/9/2010	5:39:54 PM
424			T	OPRWBVQ9 H3	48	F	COMPLETE	11/9/2010	4:39:17 PM
425				OPRWBVQ9 G5	51	F	TERM-Q45	11/9/2010	5:31:42 PM
426				OPRWBVQ9 5J7	66	F	TERM-Q45	11/9/2010	5:39:18 PM
427			T	OPRWBVQ9 N65	52	F	COMPLETE	11/9/2010	5:28:05 PM
428				OPRWBVQ9 L69	70	M	TERM-UserInfo	11/9/2010	5:39:16 PM
429				OPRWBVQ9 G49	68	M	TERM-UserInfo	11/9/2010	5:39:15 PM
430			T	OPRWBVQ9 CS4	37	F	COMPLETE	11/9/2010	5:27:12 PM
431			T	OPRWBVQ9 YZ5	67	F	COMPLETE	11/9/2010	4:37:11 PM
432			C	OPRWBVQ9 435	19	F	COMPLETE	11/9/2010	5:27:11 PM
433			C	OPRWBVQ9 N11	50	F	COMPLETE	11/9/2010	5:27:09 PM
434				OPRWBVQ9 55K2	51	F	TERM-Q45	11/9/2010	5:34:37 PM
435				OPRWBVQ9 8N7	66	M	TERM-Q45	11/9/2010	5:36:11 PM
436				OPRWBVQ9 KWA	55	M	TERM-UserInfo	11/9/2010	5:39:57 PM
437				OPRWBVQ9 G0	39	F	TERM-Q45	11/9/2010	5:36:10 PM
438				OPRWBVQ9 G85	19	F	TERM-Q45	11/9/2010	5:36:03 PM
439				OPRWBVQ9 CWE	61	M	TERM-Q45	11/9/2010	5:39:07 PM
440			C	OPRWBVQ9 V34	71	M	COMPLETE	11/9/2010	5:39:04 PM
441			T	OPRWBVQ9 61E	54	M	COMPLETE	11/9/2010	5:37:16 PM
442				OPRWBVQ9 C5	53	F	TERM-Q45	11/9/2010	5:37:12 PM
443			T	OPRWBVQ9 2X9	56	M	COMPLETE	11/9/2010	5:37:11 PM

ID	EndTime	Elapsed Time	NextURL
419	5:17:28 PM	0:02:39	process_exit.asp?cat=c&id=ERCQSM4WNVWE1
420	5:20:27 PM	0:01:02	process_exit.asp?cat=c&id=ERCQSM4WNVZJ01
421	5:20:51 PM	0:01:03	process_exit.asp?cat=c&id=ERCQSM4WNVVTS1
422	5:20:08 PM	0:00:13	process_exit.asp?cat=c&id=ERCQSM4WNVH8P6
423	5:20:23 PM	0:00:23	process_exit.asp?cat=c&id=ERCQSM4WNVKJ01
424	5:20:26 PM	0:01:19	process_exit.asp?cat=c&id=ERCQSM4WVQYWK9
425	5:21:28 PM	0:01:16	process_exit.asp?cat=c&id=ERCQSM4VPSJG5
426	5:21:51 PM	0:00:47	process_exit.asp?cat=c&id=ERCQSM4VNP92R6
427	5:22:53 PM	0:01:17	process_exit.asp?cat=c&id=ERCQSM4WVNETK3
428	5:23:27 PM	0:00:21	process_exit.asp?cat=c&id=ERCQSM4WVQ005
429	5:23:24 PM	0:00:16	process_exit.asp?cat=c&id=ERCQSM4WVXK04
430	5:24:14 PM	0:01:37	process_exit.asp?cat=c&id=ERCQSM4VWP3P14
431	5:24:43 PM	0:01:26	process_exit.asp?cat=c&id=ERCQSM4WVQYBR6
432	5:26:17 PM	0:01:38	process_exit.asp?cat=c&id=ERCQSM4VWP6AH6
433	5:28:07 PM	0:01:11	process_exit.asp?cat=c&id=ERCQSM4VWP79E4
434	5:28:22 PM	0:01:28	process_exit.asp?cat=c&id=ERCQSM4VWP13Z7
435	5:29:59 PM	0:00:38	process_exit.asp?cat=c&id=ERCQSM4VWVPGM0
436	5:30:24 PM	0:00:22	process_exit.asp?cat=c&id=ERCQSM4VWVPSHB
437	5:30:50 PM	0:01:47	process_exit.asp?cat=c&id=ERCQSM4WVQWQ4
438	5:31:34 PM	0:00:21	process_exit.asp?cat=c&id=ERCQSM4VWP3B35
439	5:32:48 PM	0:00:41	process_exit.asp?cat=c&id=ERCQSM4WVWQ41
440	5:34:19 PM	0:02:55	process_exit.asp?cat=c&id=ERCQSM4WVWQ02
441	5:35:34 PM	0:02:04	process_exit.asp?cat=c&id=ERCQSM4WVSWZ2
442	5:36:47 PM	0:00:19	process_exit.asp?cat=c&id=ERCQSM4WVWQ119
443	5:38:55 PM	0:01:26	process_exit.asp?cat=c&id=ERCQSM4WVWP316

ID	AMSTD	Qs0	Qs1	Qs2	Qs3_1	Qs3_2	Qs3_3	Qs3_4	Qs3_5	Qs3_6	Qs4_1	Qs4_2	Qs4_3	Qs4_4	Qs4_5	Qs4_6	Qs4_7	Qs4_8	Qs5_1
444	ERCQSM4WNRUE7	2	2	1						1	1	1			1	1	1		1
445	ERCQSM4WNP051	2	2	2						1	1	1	1	1	1	1			1
446	ERCQSM4WNVU47	2	5	1						1	1	1	1	1	1	1	1		
447	ERCQSM4WQYE41	2	5	2						1	1		1	1	1	1	1		1
448	ERCQSM4WQZL30	1	2	2					1										
449	ERCQSM4WVUJED	2	4	1						1			1		1				
450	ERCQSM4WVJH941	1	5	1						1	1			1	1	1			
451	ERCQSM4WVJPDZ	2	5	1						1	1	1	1	1	1				1
452	ERCQSM4WVJ312	1	5	2						1	1		1	1	1		1		1
453	ERCQSM4WVNP276	2	5	1						1								1	
454	ERCQSM4WVNC047	2	3	1						1								1	
455	ERCQSM4WVNF65	2	4	1						1	1				1				1
456	ERCQSM4WVNBRT9	2	5	2						1	2	1			1		1		1
457	ERCQSM4WVNB436	2	5	1						1			1		1				1
458	ERCQSM4WVQZWB1	1	5	2						1	1						1		1
459	ERCQSM4WVNBRT3	1	5	1						1	1		1	1	1	1			1
460	ERCQSM4WVNVTH5	2	5	1						1	1		1	1	1				1
461	ERCQSM4WVNBK744	1	4	2															
462	ERCQSM4WVNB551	2	5	2						1	1			1	1				
463	ERCQSM4WVNBKWB6	1	5	1						1					1	1			
465	ERCQSM4WVNB491	1	3	2						1	1	1	1	1	1	1	1		1
466	ERCQSM4WVQW4G7	2	2	2						1					1				
467	ERCQSM4WVNBH40	2	5	1						1	1			1	1	1	1		
468	ERCQSM4WVQXE38	1	3	2					1										
469	ERCQSM4WVNB444	1	4	2						1	1			1	1	1			1

ID	Qx5_1	Qx5_2	Qx5_3	Qx5_4	Qx5_5	Qx5_6	Qx5_7	Qx5_8	Q1	Hershey Only	Q2	Q3
444	1		1	1	1				1		1	Hershey's The word "Hershey's" across the top of the individual segments.
445	1	1	1	1	1	1			2		2	
446		1	1	1								
447				1	1				3		2	
448												
449								1				
450			1	1	1							
451	1	1	1	1					3		3	
452		1		1	1	1			3		2	
453								1				
454								1				
455		1		1	1				1		1	Hershey Hershey only are the only company that's made that uses the script
456	1								1		1	Hershey
457		1		1								
458	1								1		1	Hershey I usually buy Hershey Bars
459		1	1	1	1				1		1	Hershey's Looks a bit like a Hershey bar
460		1	1	1					3		2	
461												
462				1								
463		1		1	1							
465	1	1	1	1	1	1			1		1	Hershey's Hershey's makes the world recognize their candy bars
466				1								
467			1	1	1							
468												
469			1	1					1		1	Hershey Because of the consistent script.

ID	Q1	Q5	ImgVar	VID	vAge	vGender	Status	StartDate	StartTime
444			T	OPWIBVCLH T29	29	M	COMPLETE	11/9/2010	5:27:42 PM
445	Nestle, Hershey's	cookies are made chocolate, instead of than Hershey's cookies and cream or milk chocolate but similar	F	OPWIBVGGN HV2	25	F	COMPLETE	11/9/2010	5:27:46 PM
446				OPWIBVQSD SD9	62	M	TERM-Q15	11/9/2010	5:27:54 PM
447			C	OPWIBVJCH JH3	69	F	COMPLETE	11/9/2010	5:28:36 PM
448				OPWIBVJ7E J75	33	F	TERM-Q15	11/9/2010	5:29:19 PM
449				OPWIBVJ6E GV4	52	M	TERM-Q15	11/9/2010	5:29:54 PM
450				OPWIBVJ6E G51	72	M	TERM-Q15	11/9/2010	5:29:54 PM
451			C	OPWIBVJ33 K9	69	M	COMPLETE	11/9/2010	5:29:59 PM
452			C	OPWIBVJ33 SH5	73	F	COMPLETE	11/9/2010	5:31:11 PM
453				OPWIBVJ33 BH0	75	M	TERM-Q15	11/9/2010	5:31:37 PM
454				OPWIBVJ33 C49	45	M	TERM-Q15	11/9/2010	5:31:38 PM
455			T	OPWIBVJ33 S59	59	M	COMPLETE	11/9/2010	5:31:41 PM
456			T	OPWIBVJ33 H21	67	F	COMPLETE	11/9/2010	5:32:39 PM
457				OPWIBVJ33 N2	74	M	TERM-Q15	11/9/2010	5:32:55 PM
458			C	OPWIBVJ33 Q92	67	F	COMPLETE	11/9/2010	5:33:35 PM
459			T	OPWIBVJ33 Q82	66	M	COMPLETE	11/9/2010	5:34:07 PM
460			C	OPWIBVJ33 Z29	75	M	COMPLETE	11/9/2010	5:34:10 PM
461				OPWIBVJ33 H9	67	M	TERM-user/ita	11/9/2010	5:34:21 PM
462				OPWIBVJ33 V88	68	F	TERM-Q15	11/9/2010	5:34:34 PM
463				OPWIBVJ33 C33	69	M	TERM-Q15	11/9/2010	5:34:38 PM
465			T	OPWIBVJ33 LS9	40	F	COMPLETE	11/9/2010	5:34:58 PM
466				OPWIBVJ33 R40	33	F	TERM-Q15	11/9/2010	5:35:05 PM
467				OPWIBVJ33 VL2	67	M	TERM-Q15	11/9/2010	5:35:08 PM
468				OPWIBVJ33 NCE	39	F	TERM-Q15	11/9/2010	5:35:08 PM
469			C	OPWIBVJ33 OX6	64	F	COMPLETE	11/9/2010	5:35:59 PM

ID	EndTime	Elapsed Time	NextURL
716	1:53:40 PM	0:00:34	process_exit.asp?cat=tblid=ERCQ5M4WV63U5
717	1:54:16 PM	0:00:36	process_exit.asp?cat=tblid=ERCQ5M4WV1954
718	1:54:53 PM	0:00:37	process_exit.asp?cat=tblid=ERCQ5M4WV0VH1
719	1:55:30 PM	0:00:37	process_exit.asp?cat=tblid=ERCQ5M4WV05E7

ID	EndTime	Elapsed Time	NextURL
444	5:29:04 PM	0:02:00	process_exit.asp?cac=c&id=ERCQSM4WHRVE7
445	5:29:05 PM	0:01:04	process_exit.asp?cac=c&id=ERCQSM4WP2C53
446	5:29:21 PM	0:01:29	process_exit.asp?cac=t&id=ERCQSM4WY9M42
447	5:29:43 PM	0:01:33	process_exit.asp?cac=c&id=ERCQSM4WQ7EN1
448	5:29:48 PM	0:00:32	process_exit.asp?cac=t&id=ERCQSM4WQ2T30
449	5:29:50 PM	0:01:02	process_exit.asp?cac=t&id=ERCQSM4WVWJ20
450	5:29:59 PM	0:01:03	process_exit.asp?cac=t&id=ERCQSM4WVX3V1
451	5:30:05 PM	0:01:30	process_exit.asp?cac=c&id=ERCQSM4WVXK43
452	5:30:30 PM	0:01:33	process_exit.asp?cac=c&id=ERCQSM4WP2B12
453	5:31:01 PM	0:01:20	process_exit.asp?cac=t&id=ERCQSM4WV8276
454	5:31:18 PM	0:01:20	process_exit.asp?cac=t&id=ERCQSM4WVQ047
455	5:31:17 PM	0:02:00	process_exit.asp?cac=c&id=ERCQSM4WVW7K5
456	5:31:39 PM	0:02:00	process_exit.asp?cac=c&id=ERCQSM4WVW819
457	5:31:51 PM	0:01:01	process_exit.asp?cac=t&id=ERCQSM4WVW618
458	5:31:51 PM	0:01:58	process_exit.asp?cac=c&id=ERCQSM4WVQ2WDL
459	5:32:05 PM	0:01:07	process_exit.asp?cac=c&id=ERCQSM4WVW7K7
460	5:32:08 PM	0:01:38	process_exit.asp?cac=c&id=ERCQSM4WVWV7M5
461	5:32:41 PM	0:01:23	process_exit.asp?cac=t&id=ERCQSM4WVW6K14
462	5:32:54 PM	0:01:32	process_exit.asp?cac=t&id=ERCQSM4WVW6T81
463	5:33:04 PM	0:01:54	process_exit.asp?cac=t&id=ERCQSM4WVW6V65
465	5:33:42 PM	0:02:00	process_exit.asp?cac=c&id=ERCQSM4WP27H81
466	5:33:55 PM	0:01:24	process_exit.asp?cac=t&id=ERCQSM4WVWV467
467	5:33:58 PM	0:01:24	process_exit.asp?cac=t&id=ERCQSM4WVWV450
468	5:34:11 PM	0:01:50	process_exit.asp?cac=t&id=ERCQSM4WVW6E28
469	5:34:18 PM	0:01:32	process_exit.asp?cac=c&id=ERCQSM4WVW64M0

ID	AMGTO	Qx0	Qx1	Qx2	Qx3_1	Qx3_2	Qx3_3	Qx3_4	Qx3_5	Qx3_6	Qx4_1	Qx4_2	Qx4_3	Qx4_4	Qx4_5	Qx4_6	Qx4_7	Qx4_8	Qx5_1
470	EPQDSM4W0180	1	3	2						1	1			1	1				1
471	EPQDSM4W07552	1	2	1						1	1	1	1		1	1			
472	EPQDSM4W00772	4	5	1						1	1		1		1				1
473	EPQDSM4W04804	1	2	1															
474	EPQDSM4W00077	2	5	1						1	1	1	1	1	1				
475	EPQDSM4W04094	1	2	2						1	1	1	1	1	1	1			1
476	EPQDSM4W00028	1	4	2						1	1				1	1	1		1
477	EPQDSM4W00112	2	4	1															
478	EPQDSM4W00707	1	2	1						1	1		1	1	1	1			1
479	EPQDSM4W04832	1	4	2						1	1		1	1	1	1			1
480	EPQDSM4W00092	1	3	2															
481	EPQDSM4W00046	1	5	2						1	1		1	1					1
482	EPQDSM4W00092	1	4	2						1	1	1	1	1	1	1	1	1	1
483	EPQDSM4W00040	1	3	1						1	1			1	1	1	1	1	1
484	EPQDSM4W00076	1	2	2						1					1				
485	EPQDSM4W00046	1	5	2						1				1					1
486	EPQDSM4W00024	1	3	2						1	1		1		1	1			1
487	EPQDSM4W02756	2	3	2						1	1	1	1	1	1	1			
488	EPQDSM4W00044	2	5	1						1	1		1	1	1	1	1	1	1
489	EPQDSM4W00040	1	5	1						1				1		1	1		
490	EPQDSM4W00074	1	2	2						1	1	1			1				1
491	EPQDSM4W00060	1	4	2					1										
492	EPQDSM4W00062	1	2	1						1	1	1	1	1	1				1
493	EPQDSM4W00042	1	5	1						1			1		1				
494	EPQDSM4W02756	1	4	2						1	1	1			1		1		

ID	QxS_2	QxS_3	QxS_4	QxS_5	QxS_6	QxS_7	QxS_8	Q1	Q2	Q3
470			1	1				3	2	
471	1	1	1							
472		1	1	1				1	1	Baked.
473										
474		1	1							
475	1	1	1	1	1			1	1	Hershey
476			1	1	1	1		1	1	HERSHEY DESIGN OF THE BAR. HERSHEY'S MILK CHOCOLATE CHOCOLATE BAR SINCE I WAS A LITTLE CHILD.
477										
478		1	1	1	1			1	1	Hershey's
479	1	1	1	1	1	1		1	1	Hershey They make their bars all into the proportion of the bar and square within. The Hershey bar has always been breakable into squares.
480										
481		1	1					1	1	Hershey
482				1	1			3	2	
483			1	1		1		1	1	Hershey / Cadbury
484							1			
485		1	1							
486	1	1	1	1	1	1		3	2	
487	1	1	1	1	1					
488		1	1	1	1	1		1	1	HERSHEYS
489			1			1				
490	1	1		1	1			3	2	
491										
492	1	1	1	1				2	2	
493		1	1	1						
494	1			1						

ID	Q4	Q5	ImgVar	VFO	vAge	vGender	Status	StartDate	StartTime
470			C	OPW0317 W59	41	F	COMPLETE	11/5/2010	5:06:01 PM
471				OPW0301 B05	34	F	TERM-Q45	11/5/2010	5:06:01 PM
472			F	OPW0301 J23	80	F	COMPLETE	11/5/2010	5:06:01 PM
473				OPW0317 P4	43	F	TERM-UserInfo	11/5/2010	5:06:01 PM
474				OPW0301 V73	47	M	TERM-Q45	11/4/2010	5:05:57 PM
475			F	OPW0301 P8	29	F	COMPLETE	11/9/2010	5:03:37 PM
476			F	OPW0456 XW6	53	F	COMPLETE	11/9/2010	5:03:37 PM
477				OPW0301 CC0	35	M	TERM-UserInfo	11/9/2010	5:03:37 PM
478			F	OPW0301 J29	30	M	COMPLETE	11/9/2010	5:03:37 PM
479			C	OPW0301 N65T	59	F	COMPLETE	11/9/2010	5:03:37 PM
480				OPW0301 C35	50	M	TERM-UserInfo	11/9/2010	5:03:37 PM
481			C	OPW0301 J67	58	F	COMPLETE	11/9/2010	5:03:37 PM
482			C	OPW0301 427	50	F	COMPLETE	11/9/2010	5:03:37 PM
483			C	OPW0301 D81	42	F	COMPLETE	11/9/2010	5:03:37 PM
484				OPW0301 728	30	F	TERM-Q45	11/9/2010	5:03:37 PM
485				OPW0301 XK0	66	F	TERM-Q45	11/9/2010	5:03:37 PM
486			C	OPW0301 G02	38	F	COMPLETE	11/9/2010	5:03:37 PM
487				OPW0301 RR7	40	F	TERM-Q45	11/5/2010	5:03:37 PM
488			F	OPW0301 H21	71	M	COMPLETE	11/5/2010	5:03:37 PM
489				OPW0301 W85	67	M	TERM-Q45	11/5/2010	5:03:37 PM
490			F	OPW0301 VC2	18	F	COMPLETE	11/9/2010	5:03:37 PM
491				OPW0301 573	54	F	TERM-Q45	11/9/2010	5:03:37 PM
492	herhey	because	C	OPW0301 753	31	M	COMPLETE	11/9/2010	5:03:37 PM
493				OPW0301 C7	31	M	TERM-Q45	11/9/2010	5:03:37 PM
494				OPW0301 G08	50	F	TERM-Q45	11/9/2010	5:03:37 PM

ID	EndTime	Cleared Time	NextURL
470	5:35:12 PM	0:01:07	process_exit.asp?cas=c&id=ERCQSM4W0V009
471	5:35:12 PM	0:01:29	process_exit.asp?cas=t&id=ERCQSM4W0P9652
472	5:35:11 PM	0:02:30	process_exit.asp?cas=c&id=ERCQSM4W0Z772
473	5:35:51 PM	0:01:20	process_exit.asp?cas=t&id=ERCQSM4W0P4Q06
474	5:35:13 PM	0:02:30	process_exit.asp?cas=t&id=ERCQSM4W0W717
475	5:35:18 PM	0:01:50	process_exit.asp?cas=c&id=ERCQSM4W0P4Q95
476	5:35:13 PM	0:01:50	process_exit.asp?cas=c&id=ERCQSM4W0W2D5
477	5:35:11 PM	0:01:51	process_exit.asp?cas=t&id=ERCQSM4W0W042
478	5:35:14 PM	0:01:50	process_exit.asp?cas=c&id=ERCQSM4W0P7C7
479	5:35:14 PM	0:01:51	process_exit.asp?cas=c&id=ERCQSM4W0P8X37
480	5:35:13 PM	0:00:50	process_exit.asp?cas=t&id=ERCQSM4W0P093
481	5:35:13 PM	0:02:05	process_exit.asp?cas=c&id=ERCQSM4W0P3P68
482	5:35:13 PM	0:01:50	process_exit.asp?cas=c&id=ERCQSM4W0E092
483	5:35:15 PM	0:01:47	process_exit.asp?cas=c&id=ERCQSM4W0P1046
484	5:35:11 PM	0:00:54	process_exit.asp?cas=t&id=ERCQSM4W0P8W9
485	5:35:19 PM	0:01:49	process_exit.asp?cas=t&id=ERCQSM4W0P8W6
486	5:35:17 PM	0:01:51	process_exit.asp?cas=c&id=ERCQSM4W0P6524
487	5:35:14 PM	0:01:51	process_exit.asp?cas=t&id=ERCQSM4W0T2798
488	5:35:10 PM	0:01:50	process_exit.asp?cas=c&id=ERCQSM4W0N0544
489	5:35:13 PM	0:00:57	process_exit.asp?cas=t&id=ERCQSM4W0P4C0
490	5:35:10 PM	0:01:51	process_exit.asp?cas=c&id=ERCQSM4W0V0D9
491	5:35:15 PM	0:01:20	process_exit.asp?cas=t&id=ERCQSM4W0Y0D0
492	5:35:11 PM	0:01:21	process_exit.asp?cas=c&id=ERCQSM4W0Y0K1
493	5:35:11 PM	0:01:47	process_exit.asp?cas=t&id=ERCQSM4W0N452
494	5:35:18 PM	0:01:01	process_exit.asp?cas=c&id=ERCQSM4W0P1505

ID	ANSID	Qx0	Qx1	Qx2	Qx3_1	Qx3_2	Qx3_3	Qx3_4	Qx3_5	Qx3_6	Qx4_1	Qx4_2	Qx4_3	Qx4_4	Qx4_5	Qx4_6	Qx4_7	Qx4_8	Qx5_1
495	ENCQSHMHPZDHO	2	2	2						1	1	2		1	1	1			1
496	ENCQSHMHPKSA	2	4	2						1	1	2	1	1	2		1		1
497	ENCQSHMHPKSA	1	5	1						1								1	
498	ENCQSHMHPKX2	2																	
499	ENCQSHMHPZTS	1	5	2						1	1	2	1	1	1	1	1		
500	ENCQSHMHPKTE	1	5	1						1	1	1	1		1	1			
501	ENCQSHMHPKAZ	2	2	2						1	1	2	1	1					1
502	ENCQSHMHPKEX1	2	3	2						1		2		1					
503	ENCQSHMHPKRW7	2	4	2						1	1	2	1	1	1	1			1
504	ENCQSHMHPKWC1	2	2	2						1	1	1	1	1	1	1	1		1
505	ENCQSHMHPKUP7	1	4	2						1	1	1	1	1	1	1	1	1	1
506	ENCQSHMHPKIN7	1	4	2				1			1				1	1	1	1	
507	ENCQSHMHPKPS1	1	4	1						1					1	1			1
508	ENCQSHMHPKWB0	2	5	2						1	1	2	1	1	1	1			1
509	ENCQSHMHPKMA7	2	2	2						1	1	2	1	1	1		1		
510	ENCQSHMHPKZTK	1	2	2						1	1	2	1	1	1				1
511	ENCQSHMHPKZVC	1	4	2						1	1	2		1	1				1
512	ENCQSHMHPKQTO	2	5	1						1	1		1	1	1				
513	ENCQSHMHPKUN4	1	5	1						1		1	1	1	1	1	1		
514	ENCQSHMHPKTH2	1	4	1						1	1	2	1	1					1
515	ENCQSHMHPKZWH1	2	2	2					1										
516	ENCQSHMHPKZBJ	1	2	2						1	1	2	1	1	1	1			1
517	ENCQSHMHPKWW7	1	4	2						1	1	2		1	1		1		1
518	ENCQSHMHPKUCY	2	4	1															
519	ENCQSHMHPKQD3	1	2	1						1					1	1			1

ID	Qx5_2	Qx5_3	Qx5_4	Qx5_5	Qx5_6	Qx5_7	Qx5_8	Q1	Hershey Only	Q2	Q3
495	1		1	1	1			1	1	Hershey's	lines on the chocolate
496	1	1	1	1		1		1	1	Hershey	cause the Hershey bar looks just like this
497							1				
498											
499		1	1	1	1	1					
500	1	1		1							
501	1	1	1					1	1	Hershey's	come type-squares
502	1		1								
503	1	1	1	1	1			1	1	Hershey	Looks like a plain Hershey bar to me.
504	1	1	1	1	1	1		1	1	Hershey	The rectangle shape
505	1	1		1	1	1		1	1	Hershey's	looks like hershey bar
506		1	1	1	1						
507				1							
508	1	1	1	1	1	1		1	2		
509	1	1	1	1		1					
510		1		1	1			1	1	Hershey's	a just name it looks like the regular (Chocolate Hershey Bar).
511	1							1	1	Hershey	box design
512		1		1							
513	1	1	1	1	1						
514	1	1	1					1	1	Hershey's	The shape and the individual rectangles
515											
516	1			1	1			1	1	Hershey's	because they have the rectangles
517	1		1	1	1	1		2	2		
518											
519	1		1	1							

ID	Q4	Q5	ImgVer	vID	vAge	vGender	Status	StartDate	StartTime
495			C	CPWB0700Y H51	34	F	COMPLETE	11/9/2010	3:21:07 PM
496			C	CPWB0700Z 29	52	F	COMPLETE	11/9/2010	3:21:32 PM
497				CPWB0701 KX9	66	M	TERM-Q45	11/9/2010	3:21:34 PM
498				CPWB0701 58	30	F	TERM-Q40	11/9/2010	3:21:37 PM
499				CPWB0701 Q79	65	F	TERM-Q45	11/9/2010	3:21:44 PM
500				CPWB0701 278	72	M	TERM-Q45	11/9/2010	3:22:27 PM
501			T	CPWB07012 C3	33	F	COMPLETE	11/9/2010	3:22:41 PM
502				CPWB0701 F73	40	F	TERM-Q45	11/9/2010	3:22:43 PM
503			T	CPWB0701 859	56	F	COMPLETE	11/9/2010	3:22:44 PM
504			T	CPWB0701 H23	25	F	COMPLETE	11/9/2010	3:22:46 PM
505			C	CPWB0701 871	61	F	COMPLETE	11/9/2010	3:22:49 PM
506				CPWB0701 RQB	52	F	TERM-Q45	11/9/2010	3:22:45 PM
507				CPWB0701 QL4	59	M	TERM-Q45	11/9/2010	3:22:44 PM
508			C	CPWB0701 PT1	74	F	COMPLETE	11/9/2010	3:22:27 PM
509				CPWB0701 881	16	F	TERM-Q45	11/9/2010	3:22:08 PM
510			C	CPWB0701 818	72	F	COMPLETE	11/9/2010	3:22:18 PM
511			T	CPWB0701 PL8	51	F	COMPLETE	11/9/2010	3:22:14 PM
512				CPWB0701 559	67	M	TERM-Q45	11/9/2010	3:22:20 PM
513				CPWB0701 Q6	66	M	TERM-Q45	11/9/2010	3:22:11 PM
514			T	CPWB0701 TH7	53	M	COMPLETE	11/9/2010	3:22:11 PM
515				CPWB0701 229	28	F	TERM-Q45	11/9/2010	3:22:16 PM
516			T	CPWB0701 516	35	F	COMPLETE	11/9/2010	3:22:52 PM
517	Unk. Goiva	CPWB0701 bars or is those bars.	C	CPWB0701 721	62	F	COMPLETE	11/9/2010	3:23:15 PM
518				CPWB0701 J0	69	M	TERM-UserInfo	11/9/2010	3:23:14 PM
519				CPWB0701 P5	28	M	TERM-Q45	11/9/2010	3:23:16 PM

ID	EndTime	Elapsed Time	NextURL
495	5:54:17 PM	00:01:17	process_exit.asp?cat=c&id=ERCQSM4WP20X0
496	5:54:18 PM	00:01:26	process_exit.asp?cat=c&id=ERCQSM4WP6K54
497	5:54:19 PM	00:01:35	process_exit.asp?cat=r&id=ERCQSM4WP6K54
498	5:54:20 PM	00:01:44	process_exit.asp?cat=l&id=ERCQSM4WP6K54
499	5:54:21 PM	00:01:53	process_exit.asp?cat=l&id=ERCQSM4WP7217
500	5:54:22 PM	00:02:02	process_exit.asp?cat=l&id=ERCQSM4WP6K54
501	5:54:23 PM	00:02:11	process_exit.asp?cat=c&id=ERCQSM4WP5813
502	5:54:24 PM	00:02:20	process_exit.asp?cat=c&id=ERCQSM4WQ7EX1
503	5:54:25 PM	00:02:29	process_exit.asp?cat=c&id=ERCQSM4W82PN7
504	5:54:26 PM	00:02:38	process_exit.asp?cat=c&id=ERCQSM4WP54W2
505	5:54:27 PM	00:02:47	process_exit.asp?cat=c&id=ERCQSM4WP6LV7
506	5:54:28 PM	00:02:56	process_exit.asp?cat=l&id=ERCQSM4WP8JK7
507	5:54:29 PM	00:03:05	process_exit.asp?cat=l&id=ERCQSM4W77P31
508	5:54:30 PM	00:03:14	process_exit.asp?cat=c&id=ERCQSM4WP3V60
509	5:54:31 PM	00:03:23	process_exit.asp?cat=c&id=ERCQSM4WP7967
510	5:54:32 PM	00:03:32	process_exit.asp?cat=c&id=ERCQSM4WQ2776
511	5:54:33 PM	00:03:41	process_exit.asp?cat=c&id=ERCQSM4W027V2
512	5:54:34 PM	00:03:50	process_exit.asp?cat=c&id=ERCQSM4W08G76
513	5:54:35 PM	00:03:59	process_exit.asp?cat=l&id=ERCQSM4W81WA6
514	5:54:36 PM	00:04:08	process_exit.asp?cat=c&id=ERCQSM4W7703
515	5:54:37 PM	00:04:17	process_exit.asp?cat=l&id=ERCQSM4WPS1W1
516	5:54:38 PM	00:04:26	process_exit.asp?cat=c&id=ERCQSM4W0X0B2
517	5:54:39 PM	00:04:35	process_exit.asp?cat=c&id=ERCQSM4WPS1W1
518	5:54:40 PM	00:04:44	process_exit.asp?cat=l&id=ERCQSM4W0JLC7
519	5:54:41 PM	00:04:53	process_exit.asp?cat=l&id=ERCQSM4W0Q212

ID	AMSTD	Qs0	Qs1	Qs2	Qs3_1	Qs3_2	Qs3_3	Qs3_4	Qs3_5	Qs3_6	Qs4_1	Qs4_2	Qs4_3	Qs4_4	Qs4_5	Qs4_6	Qs4_7	Qs4_8	Qs5_1
520	ERCQSM4WP767	1	4	2						1	1	1		1	1	1	1		1
521	ERCQSM4WVQOP2	1	2	2						1	1				1				1
522	ERCQSM4WP61A3	1	3	2						1	1			1	1	1			1
523	ERCQSM4WP2T11	1	4	2						1	1		1	1					1
524	ERCQSM4VPSWK4	1	4	2						1	1								1
525	ERCQSM4WVG7M5	1	4	2						1	1	1	1	1	1				
526	ERCQSM4UNP523	2	5	1						1	1				1	1	1		1
527	ERCQSM4UNP5E6	1	5	1					1										
528	ERCQSM4WOK1E2	1	4	2						1	1	1		1		1	1		1
529	ERCQSM4WVW2P0	1	4	2						1	1		1	1	1				1
530	ERCQSM4WP5E22	5																	
531	ERCQSM4WQVL35	1	4	2						1	1	1							1
532	ERCQSM4WP57U3	1	2	2						1	1			1	1	1	1		1
533	ERCQSM4VP9AA7	2	4	2						1	1			1	1				
534	ERCQSM4WNZML6	2	4	2						1	1		1		1				1
535	ERCQSM4WOK246	1	4	2						1	1	1	1	1	1	1			1
536	ERCQSM4WFS121	2	4	2						1	1	1	1	1	1	1	1		
537	ERCQSM4WQZGU3	1	4	2						1	1			1					1
538	ERCQSM4WP7GU2	2	3	2						1	1			1	1		1		
539	ERCQSM4WP1C25	1	3	2						1	1	1			1	1			1
540	ERCQSM4WN66V8	2	2	2						1	1	2	2	1	1	1	1		2
541	ERCQSM4WQZFI9	2	2	2						1	1	1		1	1				1
542	ERCQSM4WQZY00	2	4	2						1	1		1		1				1
543	ERCQSM4WP5342	1	2	2						1	1	1	1	1	1	1	1		1

ID	Qs5_2	Qs5_3	Qs5_4	Qs5_5	Qs5_6	Qs5_7	Qs5_8	Q1	Hershey Only	Q2	Qa
520	1	1	1	1	1	1		1	1	HERSHEYS	SHAPE AND EDGES
521				1	1			1	1	Hershey's	the shape of the chocolate bar because of the shape of the rectangles in the chocolate
522			1		1			1	1	Hershey	
523		1						3	3		
524								1	1	hershey	they make candy with square designs
525	1	1		1							
526					1	1		1	1	Hershey	its very familiar
527											
528	1		1		1	1		1	1	Hershey's	Hershey's can be broken up into smaller pieces.
529		1	1					1	1	Hershey's	The little squares
530											
531	1		1					4	2		
532			1	1	1	1		4	3		
533			1								
534						1		2	2		
535	1		1	1	1	1		3	3		
536	1	1	1	1		1					
537			1					1	1	Hersheys	That's what their bar looks like
538				1		1					
539				1	1			3	3		
540	1	1	1	1	1	1		2	2		
541	1	1	1	1				1	1	Hershey	The squares
542	1	1	1	1				1	1	Hershey's	It looks like their bars because the hershey bar is thinner and longer
543	1	1	1	1	1	1		1	2	WONKA bar manufactured by Nestle	

ID	Q4	Q5	ImvVaz	VTD	vAge	vGender	Status	StartDate	StartTime
520			C	OP6W9T7H H73	53	F	COMPLETE	11/9/2010	6:06:01 PM
521			F	OP6W9T7H H45	19	F	COMPLETE	11/9/2010	6:06:01 PM
522			F	OP6W9T7H H607	43	F	COMPLETE	11/9/2010	6:06:01 PM
523			C	OP6W9T7H C93	63	F	COMPLETE	11/9/2010	6:06:01 PM
524			C	OP6W9T7H 395	34	F	COMPLETE	11/9/2010	6:06:01 PM
525				OP6W9T7H R94	55	F	TERM-Q45	11/9/2010	6:06:01 PM
526			T	OP6W9T7H L1	65	M	COMPLETE	11/9/2010	6:06:01 PM
527				OP6W9T7H H48	65	M	TERM-Q45	11/9/2010	6:06:01 PM
528			F	OP6W9T7H Y26	50	F	COMPLETE	11/9/2010	6:06:01 PM
529			T	OP6W9T7H 09	63	F	COMPLETE	11/9/2010	6:06:01 PM
530				OP6W9T7H K65	43	F	TERM-Q40	11/9/2010	6:06:01 PM
531			C	OP6W9T7H D40	53	F	COMPLETE	11/9/2010	6:06:01 PM
532			C	OP6W9T7H G3	21	F	COMPLETE	11/9/2010	6:06:01 PM
533				OP6W9T7H 845	63	F	TERM-Q45	11/9/2010	6:06:01 PM
534			C	OP6W9T7H Q32	58	F	COMPLETE	11/9/2010	6:06:01 PM
535			T	OP6W9T7H L0	51	F	COMPLETE	11/9/2010	6:06:01 PM
536				OP6W9T7H R50	51	F	TERM-Q45	11/9/2010	6:06:01 PM
537			T	OP6W9T7H 6P5	58	F	COMPLETE	11/9/2010	6:06:01 PM
538				OP6W9T7H P85	44	F	TERM-Q45	11/9/2010	6:06:01 PM
539			C	OP6W9T7H W1	36	F	COMPLETE	11/9/2010	6:06:01 PM
540	garnwood symphony	both of these brands have the broad, flat, rectangular segments that this picture shows	C	OP6W9T7H K27	26	F	COMPLETE	11/9/2010	6:06:01 PM
541			C	OP6W9T7H W55	33	F	COMPLETE	11/9/2010	6:06:01 PM
542			C	OP6W9T7H R18	55	F	COMPLETE	11/9/2010	6:06:01 PM
543			C	OP6W9T7H Q64	24	F	COMPLETE	11/9/2010	6:06:01 PM

ID	EndTime	Elapsed Time	NextURL
520	8:07:54 PM	0:01:30	process_exit.asp?cac=c&id=ERCQSH4WP7671
521	8:08:05 PM	0:01:30	process_exit.asp?cac=c&id=ERCQSH4WP80P2
522	8:08:16 PM	0:01:30	process_exit.asp?cac=c&id=ERCQSH4WP61M3
523	8:08:25 PM	0:01:34	process_exit.asp?cac=c&id=ERCQSH4WP3111
524	8:08:45 PM	0:01:00	process_exit.asp?cac=c&id=ERCQSH4WP8W64
525	8:09:04 PM	0:01:30	process_exit.asp?cac=c&id=ERCQSH4WP87M5
526	8:09:28 PM	0:01:10	process_exit.asp?cac=c&id=ERCQSH4WP9532
527	8:09:51 PM	0:00:38	process_exit.asp?cac=c&id=ERCQSH4WP8556
528	8:10:16 PM	0:01:40	process_exit.asp?cac=c&id=ERCQSH4W0N3E3
529	8:10:39 PM	0:01:30	process_exit.asp?cac=c&id=ERCQSH4W0W2P0
530	8:11:05 PM	0:01:38	process_exit.asp?cac=c&id=ERCQSH4WP5822
531	8:11:30 PM	0:01:57	process_exit.asp?cac=c&id=ERCQSH4W0VL35
532	8:11:51 PM	0:01:17	process_exit.asp?cac=c&id=ERCQSH4WP57U3
533	8:12:12 PM	0:01:36	process_exit.asp?cac=c&id=ERCQSH4WP3AA7
534	8:12:30 PM	0:01:30	process_exit.asp?cac=c&id=ERCQSH4WP2HL6
535	8:12:50 PM	0:01:38	process_exit.asp?cac=c&id=ERCQSH4W0X845
536	8:13:11 PM	0:01:50	process_exit.asp?cac=c&id=ERCQSH4WP8V22
537	8:13:39 PM	0:01:38	process_exit.asp?cac=c&id=ERCQSH4W0Z8U3
538	8:14:12 PM	0:01:10	process_exit.asp?cac=c&id=ERCQSH4WP76U2
539	8:14:51 PM	0:01:30	process_exit.asp?cac=c&id=ERCQSH4WP3C25
540	8:15:15 PM	0:01:15	process_exit.asp?cac=c&id=ERCQSH4W0G5V8
541	8:15:50 PM	0:01:00	process_exit.asp?cac=c&id=ERCQSH4W0Z719
542	8:16:28 PM	0:01:16	process_exit.asp?cac=c&id=ERCQSH4W0Z7D0
543	8:17:11 PM	0:01:50	process_exit.asp?cac=c&id=ERCQSH4W0342

ID	ANSID	Qx0	Qx1	Qx2	Qx3_1	Qx3_2	Qx3_3	Qx3_4	Qx3_5	Qx3_B	Qx4_1	Qx4_2	Qx4_3	Qx4_4	Qx4_5	Qx4_6	Qx4_7	Qx4_8	Qx5_1
544	ENCQSH4008F2	2	4	2						1	1	1			1				1
545	ENCQSH4008Z4	1	2	1						1	1	1	1	1	1	1	1		1
546	ENCQSH4008Y1	1	4	2						1	1								1
547	ENCQSH4008Q4	1	5	1						1					1				
548	ENCQSH4008W0	2	4	1						1	1		1		1	1			1
549	ENCQSH4008K0	2	3	1						1	1	1	1	1	1	1	1		1
550	ENCQSH4008Y2	1	4	2						1	1				1	1			1
551	ENCQSH4008T6	1	4	1															
552	ENCQSH4008Y7	2	3	2						1	1	1		1	1	1	1		1
553	ENCQSH4008T8	1	5	2						1	1	1			1				1
554	ENCQSH4008T0	2	5	1						1	1		1	1	1				
555	ENCQSH4008L8	1	5	1						1	1		1	1	1	1			1
556	ENCQSH4008A4	1	3	1						1	1	1	1		1	1	1		1
557	ENCQSH4008Z7	1	3	2						1	1				1	1	1		1
558	ENCQSH4008W0	1	2	1						1	1	1			1	1			1
559	ENCQSH4008Y0	1	4	2						1	1	1	1		1				1
560	ENCQSH4008Y4	2	2	2						1	1	1	1		1	1			1
561	ENCQSH4008C0	2	2	2						1	1	1	1	1	1	1	1		1
562	ENCQSH4008Z9	1	4	1						1	1	1	1	1	1	1	1		1
563	ENCQSH4008A2	1	3	1						1	1		1		1				1
564	ENCQSH4008H1	1	4	1						1	1	1	1	1	1	1	1		1
565	ENCQSH4008W0	2	4	1						1	1	1	1	1	1	1	1		1
566	ENCQSH4008T8	2	3	2						1	1	1	1		1		1		1
567	ENCQSH4008J0	2	4	2						1					1				

ID	Qa5_2	Qa5_3	Qa5_4	Qa5_5	Qa5_6	Qa5_7	Qa5_8	Q1	Hershey Only	Q2	Q3
544								1		2 Nestle	Because I think that
545	1	1	1	1	1	1		1		1 Hershey's	The shape
546								1		1 Hershey	The shape. = of sections, size
547				1		1					
548		1						3		2	
549	1	1	1	1	1	1		1		1 Hershey's	I eat Hershey Bars.
550			1	1				1		1 Hershey	just because
551											
552	1		1	1	1	1		1		2 it looks a little like the sections of a hershey bar. except there are a lot more sections. typically, in a hershey	because the way chocolate, and other nuts, etc) are usually sectioned off like this so you can break it into pieces. But again, there are normally more sections.
553	1			1				1		1 Hersheys	/
554		1		1							
555		1	1	1	1			1		1 Hershey	because it looked like one of their candy bars
556	1	1		1	1			3		2	
557				1	1	1		3		2	
558	1			1	1			1		1 Hersheys	Same design
559	1	1	1	1				2		2	
560	1	1		1	1			3		2	
561	1	1	1	1	1			1		1 Hersheys	previous purchase
562	1	1	1	1	1	1		1		1 Hershey	It's their design
563				1				1		1 Hershey	design
564	1		1	1	1						
565	1	1	1	1	1	1		3		2	
566	1	1		1		1		3		2	
567			1								

ID	Q4	Q5	ImgVar	VID	vAge	vGender	Status	StartDate	StartTime
544			T	OPRWBW0706TG	52	F	COMPLETE	11/9/2010	6:11:27 AM
545			T	OPRWBW069DKG	38	M	COMPLETE	11/9/2010	6:22:35 PM
546			F	OPRWBW070PV7	56	F	COMPLETE	11/9/2010	6:23:06 PM
547				OPRWBW070F5	70	M	TERM-Q45	11/9/2010	6:23:38 PM
548			F	OPRWBW063LHE	30	M	COMPLETE	11/9/2010	6:25:47 PM
549			T	OPRWBW063T1	37	M	COMPLETE	11/9/2010	6:26:06 PM
550			T	OPRWBW0633H3	63	F	COMPLETE	11/9/2010	6:26:18 PM
551				OPRWBW063Q7	46	M	TERM-UserInfo	11/9/2010	6:26:37 PM
552			C	OPRWBW063284	40	F	COMPLETE	11/9/2010	6:26:44 PM
553			C	OPRWBW063K86	65	F	COMPLETE	11/9/2010	6:26:56 PM
554				OPRWBW063X5	65	M	TERM-Q45	11/9/2010	6:26:58 PM
555			C	OPRWBW063532	66	M	COMPLETE	11/9/2010	6:27:08 PM
556			T	OPRWBW063Q8	74	M	COMPLETE	11/9/2010	6:27:08 PM
557			C	OPRWBW0636H5	66	F	COMPLETE	11/9/2010	6:27:13 PM
558			T	OPRWBW063YND	10	M	COMPLETE	11/9/2010	6:27:16 PM
559	nestley	looks like c	C	OPRWBW063RT5	54	F	COMPLETE	11/9/2010	6:28:50 PM
560			C	OPRWBW063L63	29	F	COMPLETE	11/9/2010	6:29:04 PM
561			T	OPRWBW063821	24	F	COMPLETE	11/9/2010	6:30:00 PM
562			T	OPRWBW06354	52	M	COMPLETE	11/9/2010	6:30:05 PM
563			F	OPRWBW063C37	70	M	COMPLETE	11/9/2010	6:30:05 PM
564				OPRWBW063LC1	60	M	TERM-Q45	11/9/2010	6:30:06 PM
565			T	OPRWBW063Q83	59	M	COMPLETE	11/9/2010	6:30:17 PM
566			C	OPRWBW063JWH9	37	F	COMPLETE	11/9/2010	6:30:45 PM
567				OPRWBW063IY6	61	F	TERM-Q45	11/9/2010	6:30:58 PM

ID	EndTime	Elapsed Time	NextURL
544	6:24:01 PM	0:07:39	process_exit.asp?cat=c&id=ERCQSM4W02HP2
545	6:24:08 PM	0:07:39	process_exit.asp?cat=c&id=ERCQSM4W03E24
546	6:24:17 PM	0:07:39	process_exit.asp?cat=c&id=ERCQSM4W03VY2
547	6:24:27 PM	0:07:39	process_exit.asp?cat=c&id=ERCQSM4W04Q64
548	6:24:34 PM	0:07:39	process_exit.asp?cat=c&id=ERCQSM4W05W00
549	6:24:44 PM	0:07:39	process_exit.asp?cat=c&id=ERCQSM4W05E42
550	6:24:51 PM	0:07:39	process_exit.asp?cat=c&id=ERCQSM4W06Y72
551	6:25:01 PM	0:07:39	process_exit.asp?cat=c&id=ERCQSM4W06Y96
552	6:25:11 PM	0:07:39	process_exit.asp?cat=c&id=ERCQSM4W06Y97
553	6:25:20 PM	0:07:39	process_exit.asp?cat=c&id=ERCQSM4W06Y95
554	6:25:28 PM	0:07:39	process_exit.asp?cat=c&id=ERCQSM4W06Y93
555	6:25:35 PM	0:07:39	process_exit.asp?cat=c&id=ERCQSM4W06Y94
556	6:25:43 PM	0:07:39	process_exit.asp?cat=c&id=ERCQSM4W06Y94
557	6:25:51 PM	0:07:39	process_exit.asp?cat=c&id=ERCQSM4W06Y93
558	6:26:00 PM	0:07:39	process_exit.asp?cat=c&id=ERCQSM4W06Y94
559	6:26:08 PM	0:07:39	process_exit.asp?cat=c&id=ERCQSM4W06Y94
560	6:26:17 PM	0:07:39	process_exit.asp?cat=c&id=ERCQSM4W06Y94
561	6:26:25 PM	0:07:39	process_exit.asp?cat=c&id=ERCQSM4W06Y94
562	6:26:34 PM	0:07:39	process_exit.asp?cat=c&id=ERCQSM4W06Y94
563	6:26:42 PM	0:07:39	process_exit.asp?cat=c&id=ERCQSM4W06Y94
564	6:26:51 PM	0:07:39	process_exit.asp?cat=c&id=ERCQSM4W06Y94
565	6:27:00 PM	0:07:39	process_exit.asp?cat=c&id=ERCQSM4W06Y94
566	6:27:08 PM	0:07:39	process_exit.asp?cat=c&id=ERCQSM4W06Y94
567	6:27:17 PM	0:07:39	process_exit.asp?cat=c&id=ERCQSM4W06Y94

ID	AMSTD	Qs0	Qs1	Qs2	Qs3_1	Qs3_2	Qs3_3	Qs3_4	Qs3_5	Qs3_6	Qs4_1	Qs4_2	Qs4_3	Qs4_4	Qs4_5	Qs4_6	Qs4_7	Qs4_8	Qs5_1
568	ERCQSM4WVH2N6	2	5	1						1	1								1
569	ERCQSM4WV2T12	1	4	2						1	1	1	1	1	1	1			1
570	ERCQSM4WV6R45	1	4	1						1	1		1	1		1			1
571	ERCQSM4WV3RM6	1	4	2						1	1			1	1				
572	ERCQSM4WV1688	2	4	1						1	1				1	1			1
573	ERCQSM4WV5E44	2	2	2						1	1		1	1	1		1		1
574	ERCQSM4WV75V6	1	4	2						1	1	1		1	1	1			1
575	ERCQSM4WV1KFN7	1	4	1						1	1		1	1	1	1			1
576	ERCQSM4WV1KSP3	1	4	1						1	1	1	1	1	1	1	1		1
577	ERCQSM4WV74E6	1	2	2						1	1	1	1	1	1		1		1
578	ERCQSM4WV1K416	2	5	1						1	1		1	1	1	1			1
579	ERCQSM4WV1K416	4																	
580	ERCQSM4WV1K416	2	2	2						1	1	1							1
581	ERCQSM4WV1K416	1	4	2						1	1			1	1				1
582	ERCQSM4WV1K416	1	3	2						1	1				1	1			1
583	ERCQSM4WV1K416	1	3	2						1	1	1	1	1	1	1	1		1
584	ERCQSM4WV1K416	1	3	1						1	1	1			1	1	1		1
585	ERCQSM4WV1K416	2	4	2						1	1	1	1	1	1	1			1
586	ERCQSM4WV1K416	1	4	2															
587	ERCQSM4WV1K416	2	4	2						1	1	1	1	1	1	1	1		1
588	ERCQSM4WV1K416	2	5	1						1	1		1		1				1
589	ERCQSM4WV1K416	2	4	2						1	1			1	1				1
590	ERCQSM4WV1K416	1	2	2						1	1	1	1		1	1	1		1
591	ERCQSM4WV1K416	2	5	1						1	1	1	1		1	1			1
592	ERCQSM4WV1K416	1	5	1						1			1		1				

ID	Qx5_2	Qx5_3	Qx5_4	Qx5_5	Qx5_6	Qx5_7	Qx5_8	Q1	Hershey Only	Q2	Q3
568		1						3		2	
569	1	1	1	1	1			1	1	Hershey	It has been packaged that way as long as I can remember
570		1	1		1			2		2	
571			1	1							
572		1	1	1	1			1		2	
573			1	1		1		1	1	Hershey	their bars are separated like this.
574	1		1	1				3		2	
575		1	1	1	1			1	1	Hershey	Hershey Chocolate
576	1	1	1	1	1	1		1	1	Hershey's	Experience
577	1			1	1	1		1	1	Hershey's	Shape, divided rectangles.
578		1		1	1			1	1	Hershey	Looks like milk chocolate Hershey bar
579											
580	1	1						1	1	Hershey's	They have two distinct pieces that are rectangle.
581		1	1	1				1	1	Hershey's	Some confusion because it does not exist for the name.
582	1			1	1			1	1	Hershey's	The separated pieces
583	1	1	1	1	1	1		1	2	2	
584	1		1	1	1	1		1	2	2	
585	1	1	1	1				1	3	2	
586											
587	1	1	1	1	1	1		1	1	Hershey	Configuration
588								1	1	Hershey's	I have purchased these bars
589			1	1				1	1	HERSHEY	This is what Hershey bars look like.
590	1	1	1	1	1	1		1	1	Hershey's	cause on the one side squares and the rectangle shape.
591	1	1		1	1			1	1	Hershey's	more when it comes see the way rectangular pieces in the bar that you break off and eat one by one
592		1		1							

ID	Q4	Q5	ImgVer	vID	vAge	vGender	Status	StartDate	StartTime
568			C	OPW04043 N3	68	M	COMPLETE	11/9/2010	6:11:36 PM
569			C	OPW04043 Q9	50	F	COMPLETE	11/9/2010	6:21:04 PM
570	HERSHEY'S - TRADER JOE'S	THEY HAVE RECTANGLE PIECES	F	OPW04043 47	62	M	COMPLETE	11/9/2010	6:21:18 PM
571				OPW04043 SR50	55	F	TERM-Q43	11/9/2010	6:21:44 PM
572			C	OPW04043 90	57	M	COMPLETE	11/9/2010	6:26:53 PM
573			C	OPW04043 8Y2	32	F	COMPLETE	11/9/2010	6:28:55 PM
574			C	OPW04043 TF6	62	F	COMPLETE	11/9/2010	6:31:11 PM
575			C	OPW04043 5N4	59	M	COMPLETE	11/9/2010	6:31:15 PM
576			F	OPW04043 KN7	58	M	COMPLETE	11/9/2010	6:34:11 PM
577			T	OPW04043 R5	27	F	COMPLETE	11/9/2010	6:34:11 PM
578			T	OPW04043 6Y5	48	M	COMPLETE	11/9/2010	6:36:11 PM
579				OPW04043 D88	30	F	TERM-Q40	11/9/2010	6:41:05 PM
580			T	OPW04043 F03	32	F	COMPLETE	11/9/2010	6:41:07 PM
581			T	OPW04043 3H0	62	F	COMPLETE	11/9/2010	6:42:11 PM
582			T	OPW04043 Z06	26	F	COMPLETE	11/9/2010	6:42:17 PM
583			C	OPW04043 RHS	48	F	COMPLETE	11/9/2010	6:43:01 PM
584			C	OPW04043 Q6	35	M	COMPLETE	11/9/2010	6:43:01 PM
585			C	OPW04043 Z28	60	F	COMPLETE	11/9/2010	6:45:52 PM
586				OPW04043 4B5	48	F	TERM-Q40/H4	11/9/2010	6:46:11 PM
587			T	OPW04043 W0	59	F	COMPLETE	11/9/2010	6:47:11 PM
588			T	OPW04043 L7	67	M	COMPLETE	11/9/2010	6:47:53 PM
589			T	OPW04043 WD2	50	F	COMPLETE	11/9/2010	6:48:08 PM
590			T	OPW04043 Y8	43	F	COMPLETE	11/9/2010	6:48:18 PM
591			C	OPW04043 F0	21	M	COMPLETE	11/9/2010	6:48:18 PM
592				OPW04043 VP2	65	M	TERM-Q45	11/9/2010	6:48:18 PM

ID	EndTime	Elapsed Time	NextURL
568	8:17:14 PM	0:01:48	process_exit.asp?cac=c&id=ERCQ5M4WNH2N6
569	8:18:01 PM	0:01:06	process_exit.asp?cac=c&id=ERCQ5M4WP2813
570	8:18:14 PM	0:00:06	process_exit.asp?cac=c&id=ERCQ5M4WNR416
571	8:17:29 PM	0:02:50	process_exit.asp?cac=c&id=ERCQ5M4WP28M6
572	8:18:14 PM	0:01:37	process_exit.asp?cac=c&id=ERCQ5M4WNH3E8E
573	8:18:15 PM	0:02:06	process_exit.asp?cac=c&id=ERCQ5M4WP55k4
574	8:18:15 PM	0:01:37	process_exit.asp?cac=c&id=ERCQ5M4WP75U9
575	8:18:13 PM	0:02:06	process_exit.asp?cac=c&id=ERCQ5M4WNR4PY7
576	8:18:18 PM	0:02:26	process_exit.asp?cac=c&id=ERCQ5M4WNH5M5J
577	8:17:14 PM	0:01:11	process_exit.asp?cac=c&id=ERCQ5M4WP7ME8
578	8:17:04 PM	0:02:46	process_exit.asp?cac=c&id=ERCQ5M4WNR4P19
579	8:17:11 PM	0:02:37	process_exit.asp?cac=c&id=ERCQ5M4WNR4F8E
580	8:17:17 PM	0:01:51	process_exit.asp?cac=c&id=ERCQ5M4WNR4EK9
581	8:17:14 PM	0:01:45	process_exit.asp?cac=c&id=ERCQ5M4WNR4Q72
582	8:17:07 PM	0:01:30	process_exit.asp?cac=c&id=ERCQ5M4WNR4Q03
583	8:17:06 PM	0:02:05	process_exit.asp?cac=c&id=ERCQ5M4WP37Q1
584	8:17:11 PM	0:00:54	process_exit.asp?cac=c&id=ERCQ5M4WNR4123
585	8:17:11 PM	0:01:00	process_exit.asp?cac=c&id=ERCQ5M4WP12W8
586	8:17:18 PM	0:01:16	process_exit.asp?cac=c&id=ERCQ5M4WNR4B7
587	8:17:24 PM	0:01:03	process_exit.asp?cac=c&id=ERCQ5M4WNR4H7
588	8:17:51 PM	0:03:00	process_exit.asp?cac=c&id=ERCQ5M4WNR4T45
589	8:17:16 PM	0:01:17	process_exit.asp?cac=c&id=ERCQ5M4WP37MB
590	8:17:18 PM	0:01:25	process_exit.asp?cac=c&id=ERCQ5M4WNR4VY98
591	8:18:01 PM	0:01:07	process_exit.asp?cac=c&id=ERCQ5M4WNR4S00
592	8:17:14 PM	0:01:47	process_exit.asp?cac=c&id=ERCQ5M4WNR4U48

ID	AMSTD	Qs0	Qs1	Qs2	Qs3_1	Qs3_2	Qs3_3	Qs3_4	Qs3_5	Qs3_6	Qs4_1	Qs4_2	Qs4_3	Qs4_4	Qs4_5	Qs4_6	Qs4_7	Qs4_8	Qs5_1
593	ERCQSM4WQZ1M4	1	4	2						1	1	1	1	1					1
594	ERCQSM4WVWUG6	2	2	1						1	1	1	1	1	1				1
595	ERCQSM4WVWRTQ2	1	5	1						1	1		1	1	1	1	1		1
596	ERCQSM4VIOZTW6	1	4	2						1		1							1
597	ERCQSM4VVF3BA3	2	3	2						1	1	1	1		1				1
598	ERCQSM4WVWVZD3	2	5	1						1	1	1	1	1		1	1		1
599	ERCQSM4VUPATP6	1	3	2		1					1	1	1	1	1	1	1		1
600	ERCQSM4WVWVQNF	1	3	1						1	1			1	1	1	1		1
601	ERCQSM4WVWVQD4	2	2	1						1	1				1	1			1
602	ERCQSM4WVWVKN0	2	2	1						1	1		1	1	1	1	1	1	1
603	ERCQSM4WVWVNSQ2	1	5	1						1		1	1			1			
604	ERCQSM4WVWVVC6	2	4	1						1	1				1		1		1
605	ERCQSM4VVP16E3	2	5	2						1	1	1		1	1		1		1
606	ERCQSM4WVWVDT10	1	5	2						1	1								1
607	ERCQSM4WVWVPE4	1	2	2						1	1	1	1	1	1	1	1		1
608	ERCQSM4WVWVOT11	1	2	1						1	1				1	1	1		1
609	ERCQSM4WVWVHZ2	1	2	2						1	1	1		1	1	1	1		1
610	ERCQSM4WVWVFC7	1	5	2															
611	ERCQSM4VWVWVQ3	1	3	2					1										
612	ERCQSM4WVWVZQ0	2	2	2						1	1	1		1	1	1			1
613	ERCQSM4WVWVPE6	1	5	1						1	1		1		1				1
614	ERCQSM4WVWVKG2	2	5	1						1	1		1	1	1				1
615	ERCQSM4WVWVZNY5	2	4	2						1	1				1	1	1		
616	ERCQSM4WVWVNSQ1	2	4	1						1	1		1	1	1	1			1
617	ERCQSM4WVWVTV1	2	2	2	1														

ID	Qx5_2	Qx5_3	Qx5_4	Qx5_5	Qx5_6	Qx5_7	Qx5_8	Q1	Hershey Only	Q2	Q3
593	1	1	1					3		2	
594	1	1	1	1	1			1	1	Hershey's	The squares
595		1	1	1	1	1		1	1	Hershey's	including the Hershey's milk chocolate bar.
596	1	1	1								
597	1	1	1	1				1		2	
598	1	1	1		1	1		1		2	
599	1	1	1	1	1	1		2		3	
600			1	1	1	1		1	1	Hershey	looks like there is rectangular
601				1	1			3		2	
602		1	1	1	1	1		2		2	
603	1	1			1						
604		1		1	1	1		1	1	Hersheys	its so recognizable.
605	1	1	1	1	1			1	1	Hershey	It looks like a Hershey Candy bar
606		1						1	1	Hershey it seems their candy bars are always in blocks	that is one way it looks to me when I buy one.
607	1	1	1	1	1	1		1	1	Hershey	The layout of how the chocolate is shaped
608			1	1	1	1		1	1	Hershey's	Hershey's candy bars are always this is how the Hershey's candy bar appears.
609	1		1	1	1	1		2		2	
610											
611											
612	1		1	1	1			1	1	Hershey's	looks like it.
613		1		1				1		2	
614		1	1	1				1		2	
615				1		1					
616		1	1	1	1			1	1	Hersheys	I have bought their candy bar.
617											

ID	Q4	Q5	ImgVar	VID	vAge	vGender	Status	StartDate	StartTime
593			C	OPW00000729	56	F	COMPLETE	11/9/2010	6:44:56 PM
594			C	OPW00000729	19	M	COMPLETE	11/9/2010	6:12:00 PM
595			C	OPW000007C2	63	M	COMPLETE	11/9/2010	6:02:11 PM
596				OPW000007DWS	55	F	TERM-Q43	11/9/2010	6:04:41 PM
597			C	OPW00000798	48	F	COMPLETE	11/9/2010	6:45:36 PM
598			C	OPW000007ZP7	74	M	COMPLETE	11/9/2010	6:05:17 PM
599	Hershey, Steve brand, Nestle Crunch		C	OPW000007P28	41	F	DONE-Q4	11/9/2010	6:06:08 PM
600			C	OPW000007H7	43	M	COMPLETE	11/9/2010	6:04:41 PM
601	Hershey, Nestle	shape of bar	C	OPW000007R0	27	M	COMPLETE	11/9/2010	6:04:17 PM
602	Hershey's, Milk, Ritter	Rectangular sections	C	OPW000007CW7	22	M	COMPLETE	11/9/2010	6:07:14 PM
603				OPW000007S4	67	M	TERM-Q45	11/9/2010	6:07:34 PM
604			T	OPW000007S4	59	M	COMPLETE	11/9/2010	6:51:08 PM
605			T	OPW000007J52	79	F	COMPLETE	11/9/2010	6:17:16 PM
606			T	OPW000007Z67	80	F	COMPLETE	11/9/2010	6:14:31 PM
607			T	OPW000007NN2	28	F	COMPLETE	11/9/2010	6:14:43 PM
608			T	OPW0000073F3	33	M	COMPLETE	11/9/2010	6:16:08 PM
609	Hershey, Lindt	Configuration of the squares/rectangles	T	OPW0000073Q5	33	F	COMPLETE	11/9/2010	6:56:07 PM
610				OPW000007W85	21	M	TERM-userInfo	11/9/2010	6:56:26 PM
611				OPW000007B6	36	F	TERM-Q43	11/9/2010	6:56:36 PM
612			T	OPW000007Y3	28	F	COMPLETE	11/9/2010	6:55:37 PM
613			C	OPW000007G20	54	M	COMPLETE	11/9/2010	6:56:08 PM
614			C	OPW000007G4	72	M	COMPLETE	11/9/2010	6:57:33 PM
615				OPW0000073Q5	63	F	TERM-Q45	11/9/2010	6:54:41 PM
616			T	OPW000007Q83	64	M	COMPLETE	11/9/2010	6:54:51 PM
617				OPW000007997	32	F	TERM-Q43	11/9/2010	6:55:08 PM

ID	EndTime	Elapsed Time	NextURL
593	4:46:11 PM	0:00:10	process_exit.asp?cac=c&id=ERCQSM4WQZAV#
594	4:46:11 PM	0:00:10	process_exit.asp?cac=c&id=ERCQSM4WVWU08
595	4:46:11 PM	0:00:10	process_exit.asp?cac=c&id=ERCQSM4WVWU02
596	4:46:18 PM	0:00:13	process_exit.asp?cac=c&id=ERCQSM4WQZTWA
597	4:46:13 PM	0:00:10	process_exit.asp?cac=c&id=ERCQSM4WVWU03
598	4:46:11 PM	0:00:10	process_exit.asp?cac=c&id=ERCQSM4WVWU03
599	4:46:18 PM	0:00:05	asp?id=ERCQSM4WVWU06&ver=C
600	4:58:36 PM	0:01:17	process_exit.asp?cac=c&id=ERCQSM4WVWU04
601	4:58:32 PM	0:01:13	process_exit.asp?cac=c&id=ERCQSM4WVWU04
602	4:58:30 PM	0:01:11	process_exit.asp?cac=c&id=ERCQSM4WVWU00
603	4:58:35 PM	0:01:16	process_exit.asp?cac=c&id=ERCQSM4WVWU07
604	4:58:38 PM	0:01:19	process_exit.asp?cac=c&id=ERCQSM4WVWU05
605	4:58:33 PM	0:01:14	process_exit.asp?cac=c&id=ERCQSM4WVWU05
606	4:58:32 PM	0:01:13	process_exit.asp?cac=c&id=ERCQSM4WVWU04
607	4:58:36 PM	0:01:17	process_exit.asp?cac=c&id=ERCQSM4WVWU04
608	4:58:31 PM	0:01:16	process_exit.asp?cac=c&id=ERCQSM4WVWU03
609	4:58:31 PM	0:01:16	process_exit.asp?cac=c&id=ERCQSM4WVWU02
610	4:58:33 PM	0:01:18	process_exit.asp?cac=c&id=ERCQSM4WVWU07
611	4:58:32 PM	0:01:17	process_exit.asp?cac=c&id=ERCQSM4WVWU03
612	4:58:36 PM	0:01:21	process_exit.asp?cac=c&id=ERCQSM4WVWU00
613	4:58:32 PM	0:01:17	process_exit.asp?cac=c&id=ERCQSM4WVWU05
614	4:58:35 PM	0:01:20	process_exit.asp?cac=c&id=ERCQSM4WVWU07
615	4:58:31 PM	0:01:16	process_exit.asp?cac=c&id=ERCQSM4WVWU05
616	4:58:37 PM	0:01:22	process_exit.asp?cac=c&id=ERCQSM4WVWU03
617	4:58:31 PM	0:01:16	process_exit.asp?cac=c&id=ERCQSM4WVWU03

ID	AMSID	Qs0	Qs1	Qs2	Qs3_1	Qs3_2	Qs3_3	Qs3_4	Qs3_5	Qs3_6	Qs4_1	Qs4_2	Qs4_3	Qs4_4	Qs4_5	Qs4_6	Qs4_7	Qs4_8	Qs5_1
618	ERCQSN4WVDG6	2	2	2						1	1	1		1	1	1			1
619	ERCQSN4WNR5J9	1	4	1						1	1	1	1	1	1	1			1
620	ERCQSN4WVX807	2	4	2						1	1	1	1	1	1	1			1
621	ERCQSN4WNLG7	1	5	1						1	1			1	1				1
622	ERCQSN4VNR5KH7	1	2	1						1	1	1	1	1	1	1	1		1
623	ERCQSN4WNP1F7	2	4	1					1										
624	ERCQSN4WQ2G65	2	4	2						1	1		1	1	1	1	1		1
625	ERCQSN4WVXV38	2	5	1						1								1	
626	ERCQSN4WVFNK2	2	4	2						1	1				1	1			1
627	ERCQSN4WP7323	2	3	2						1	1	1	1	1	1		1		1
628	ERCQSN4WNN692	2	5	1						1	1		1	1	1	1			1
629	ERCQSN4WVXI59	1	5	2					1		1		1	1	1	1	1		1
630	ERCQSN4VNR4F4	1	5	1						1			1		1				
631	ERCQSN4WQZU92	1	2	2						1	1	1		1	1	1			
632	ERCQSN4WVNZ426	1	3	2						1	1	1							
633	ERCQSN4WP7513	1	4	2						1	1	1	1	1	1				1
634	ERCQSN4WVX271	2	4	1						1	1				1	1			1
635	ERCQSN4WVZ696	1	5	2															
636	ERCQSN4WQ2171	2	2	2						1	1		1		1	1			1
637	ERCQSN4WQVZE4	1	3	2						1	1	1		1	1	1	1		1
638	ERCQSN4WVVD94	2	5	1						1	1				1	1			
639	ERCQSN4WP39H2	1	5	2						1	1	1	1	1					
640	ERCQSN4WP9419	1	5	2						1		1							
641	ERCQSN4WVNZ257	1	5	2															
642	ERCQSN4VNR8WB	1	5	1						1	1				1	1			1

ID	Qs5_2	Qs5_3	Qs5_4	Qs5_5	Qs5_6	Qs5_7	Qs5_8	Q1	Hershey Only	Q2	Q3
618	1		1	1	1	1		1	1	Hershey's	I am not sure
619	1		1	1	1			1	1	Hershey	plain squares
620	1	1	1	1	1						
621			1	1				1	1	Hershey	Shape
622	1	1	1	1	1	1		1	1	Hershey's	Who cares, it's not the only product that burned into my psyche
623											
624		1	1	1	1	1		1	1	Hersheys	It looks like a Hershey bar.
625									1		
626			1	1	1	1		1	1	Hershey	It looks like a Hershey bar
627	1	1	1	1		1		1	1	Hershey	Shape, size of pieces
628		1	1	1	1			1	1	HERSHEY	BECAUSE IT LOOKS LIKE A HERSHEY BAR
629	1	1	1	1	1	1		1	1	Hershey's	because I buy them and are the ones I like most
630		1		1							
631	1	1									
632	1										
633		1		1				1	1		
634				1	1			1	1	Hersheys	segmented chocolate
635											
636		1		1	1			1	1	Hershey	cut into sections
637	1		1	1	1	1		1	1	Hershey's	because of the brick shape of the candy bar
638									1		
639	1	1	1								
640	1										
641											
642				1	1			1	1	Hersheys	Because it looks like it

ID	Q4	Q5	ImeYar	VTD	vAge	vGender	Status	StartDate	StartTime
618			T	OPWBP000 HLR8	31	F	COMPLETE	11/9/2010	4:00:00 PM
619			C	OPWBP000 RQ1	52	M	COMPLETE	11/9/2010	3:02:00 PM
620			C	OPWBP000 HL4	54	F	DONE-Intro	11/9/2010	7:02:45 PM
621			C	OPWBP000 GX5	46	M	COMPLETE	11/9/2010	2:04:00 PM
622			C	OPWBP000 HQ	31	M	COMPLETE	11/9/2010	7:05:06 PM
623				OPWBP000 2X1	64	M	TERM-Q45	11/9/2010	2:05:17 PM
624			T	OPWBP000 BY2	50	F	COMPLETE	11/9/2010	7:06:26 PM
625				OPWBP000 V1	73	M	TERM-Q45	11/9/2010	8:06:38 PM
626			T	OPWBP000 335	56	F	COMPLETE	11/9/2010	6:06:48 PM
627			T	OPWBP000 R5	40	F	COMPLETE	11/9/2010	4:07:11 PM
628			T	OPWBP000 555	49	M	COMPLETE	11/9/2010	7:08:41 PM
629			C	OPWBP000 P81	63	F	COMPLETE	11/9/2010	7:08:56 PM
630				OPWBP000 54	72	M	TERM-Q45	11/9/2010	2:09:11 PM
631				OPWBP000 HW1	32	F	TERM-Q45	11/9/2010	7:09:14 PM
632				OPWBP000 SL3	27	F	TERM-Q45	11/9/2010	3:09:48 PM
633			C	OPWBP000 Y06	54	F	COMPLETE	11/9/2010	7:09:51 PM
634			C	OPWBP000 H11	54	M	COMPLETE	11/9/2010	7:09:52 PM
635				OPWBP000 291	70	M	TERM-UserInfo	11/9/2010	2:11:34 PM
636			C	OPWBP000 L70	34	F	COMPLETE	11/9/2010	7:11:43 PM
637			T	OPWBP000 354	44	F	COMPLETE	11/9/2010	7:12:20 PM
638				OPWBP000 146	63	M	TERM-Q45	11/9/2010	4:12:17 PM
639				OPWBP000 BG2	75	F	TERM-Q45	11/9/2010	2:12:17 PM
640				OPWBP000 VT2	69	F	TERM-Q45	11/9/2010	2:12:34 PM
641				OPWBP000 TE	50	M	TERM-UserInfo	11/9/2010	3:14:38 PM
642			T	OPWBP000 L80	74	M	COMPLETE	11/9/2010	7:15:03 PM

ID	EndTime	Elapsed Time	NextURL
618	7:10:46 PM	0:00:11	process_exit.asp?cac=c5d=ERCQSM4W0YD65
619	7:10:46 PM	0:00:06	process_exit.asp?cac=c5d=ERCQSM4W0YD65
620	7:10:46 PM	0:00:04	st.asp?id=ERCQSM4W0YD78&et=C
621	7:10:47 PM	0:00:17	process_exit.asp?cac=c5d=ERCQSM4W0YD65
622	7:10:47 PM	0:00:13	process_exit.asp?cac=c5d=ERCQSM4W0YD65
623	7:10:47 PM	0:00:16	process_exit.asp?cac=c5d=ERCQSM4W0YD65
624	7:10:47 PM	0:00:11	process_exit.asp?cac=c5d=ERCQSM4W0YD65
625	7:10:47 PM	0:00:11	process_exit.asp?cac=c5d=ERCQSM4W0YD65
626	7:10:47 PM	0:00:07	process_exit.asp?cac=c5d=ERCQSM4W0YD65
627	7:10:47 PM	0:00:11	process_exit.asp?cac=c5d=ERCQSM4W0YD65
628	7:10:47 PM	0:00:14	process_exit.asp?cac=c5d=ERCQSM4W0YD65
629	7:10:47 PM	0:00:13	process_exit.asp?cac=c5d=ERCQSM4W0YD65
630	7:10:47 PM	0:00:15	process_exit.asp?cac=c5d=ERCQSM4W0YD65
631	7:10:47 PM	0:00:11	process_exit.asp?cac=c5d=ERCQSM4W0YD65
632	7:10:47 PM	0:00:11	process_exit.asp?cac=c5d=ERCQSM4W0YD65
633	7:10:47 PM	0:00:09	process_exit.asp?cac=c5d=ERCQSM4W0YD65
634	7:10:47 PM	0:00:09	process_exit.asp?cac=c5d=ERCQSM4W0YD65
635	7:10:47 PM	0:00:11	process_exit.asp?cac=c5d=ERCQSM4W0YD65
636	7:10:47 PM	0:00:11	process_exit.asp?cac=c5d=ERCQSM4W0YD65
637	7:10:47 PM	0:00:09	process_exit.asp?cac=c5d=ERCQSM4W0YD65
638	7:10:47 PM	0:00:09	process_exit.asp?cac=c5d=ERCQSM4W0YD65
639	7:10:47 PM	0:00:09	process_exit.asp?cac=c5d=ERCQSM4W0YD65
640	7:10:47 PM	0:00:09	process_exit.asp?cac=c5d=ERCQSM4W0YD65
641	7:10:47 PM	0:00:09	process_exit.asp?cac=c5d=ERCQSM4W0YD65
642	7:10:47 PM	0:00:09	process_exit.asp?cac=c5d=ERCQSM4W0YD65

ID	AMSID	Qx0	Qx1	Qx2	Qx3_1	Qx3_2	Qx3_3	Qx3_4	Qx3_5	Qx3_6	Qx4_1	Qx4_2	Qx4_3	Qx4_4	Qx4_5	Qx4_6	Qx4_7	Qx4_8	Qx5_1	
643	ERQDSH4W02VUT	2	2	2						1	1		1							1
644	ERQDSH4W02VUT	2	2	2						1	1	1	1	1	1	1	1	1		1
645	ERQDSH4W02VUT	1	5	2						1	1	2	1		1					1
646	ERQDSH4W02VUT	1	5	1						2	1	2	1	2	1					1
647	ERQDSH4W02VUT	2	3	2						1	1	2			1					1
648	ERQDSH4W02VUT	2	5	2						1	1		1		1			1		1
649	ERQDSH4W02VUT	1	5	2						1	1			1	1					1
650	ERQDSH4W02VUT	2	5	1						1	1	1	1	1	1	1	1			1
651	ERQDSH4W02VUT	2	4	2						1	1			1						1
652	ERQDSH4W02VUT	1	5	1		1					1	1	1	1	1	1	1	1		1
653	ERQDSH4W02VUT	1	5	1						1	1				1	1				1
654	ERQDSH4W02VUT	2	4	1						1	1				2	1	1			1
655	ERQDSH4W02VUT	1	5	1						1	1		1			1				1
656	ERQDSH4W02VUT	1	2	2						1	1	1	1	1	1	1	1			1
657	ERQDSH4W02VUT	1	2	1						1		1	1	1	1	1	1	1		1
658	ERQDSH4W02VUT	2	5	2																1
659	ERQDSH4W02VUT	1	3	1						1	1	1		1	1	1	1	1		1
660	ERQDSH4W02VUT	1	4	1						1	1	1	1	1	1	1	1	1		1
661	ERQDSH4W02VUT	1	3	2						1	1	1			1	1	1	1		1
662	ERQDSH4W02VUT	1	5	2						1	1	1	1	1	1	1	1	1		1
663	ERQDSH4W02VUT	1	5	2						1				1	1					1
664	ERQDSH4W02VUT	1	2	2						1	1	1	1	1	1	1				1
665	ERQDSH4W02VUT	1	4	2						1	1		1		1	1	1			1
666	ERQDSH4W02VUT	2	4	2						1	1	1			1					1
667	ERQDSH4W02VUT	1	2	2						1		1		1	1	1	1			1

ID	Qa5_2	Qa5_3	Qa5_4	Qa5_5	Qa5_6	Qa5_7	Qa5_8	Q1	Hershey Only	Q2	Q3
643								1	1	Hershey chocolate	Because they are my favorite.
644	1	1		1				1	1	Hershey's	It is exactly how Hershey squares its chocolate bar.
645	1	1	1	1				1	1	Hershey	because I recognize it
646	1	1	1	1				3	2		
647	1			1	1	1		1	1	hersey candy bar	separated pieces
648		1		1							
649		1		1							
650	1	1	1	1	1			4	3		
651				1				1	1	HERSHEY	shape
652				1				1	1	Hersheys	That is what I think
653		1		1	1	1		2	2		
654		1	1	1	1			1	1	HERSEYS	THE SHAPE OF THE INDIVIDUAL SECTIONS
655		1									
656	1	1	1	1	1			1	1	Hershey	I remember the candy bar
657	1			1	1						
658											
659	1			1	1	1					
660	1	1	1	1	1	1		3	2		
661	1			1	1			1	1	hersheys	the distinctive design
662	1	1	1	1		1		1	1	Hersheys	Squares look the same
663				1	1						
664	1	1	1	1	1			1	1	Hershey	THE PICES. THIS IS WHAT A HERSEY BAR USUALLY LOOKS LIKE
665		1	1	1				1	1	Hersheys	Looks like a Hershey candy bar
666	1			1	1	1		3	2		
667	1			1	1						

ID	Q4	Q5	ImgVer	vID	vAge	vGender	Status	StartDate	StartTime
643			T	0PWB0123709	31	F	COMPLETE	11/9/2010	7:04:27 PM
644			T	0PWB0123805	34	F	COMPLETE	11/9/2010	7:04:49 PM
645			F	0PWB01237199	63	F	COMPLETE	11/9/2010	7:04:54 PM
646			C	0PWB0123803	32	M	COMPLETE	11/9/2010	7:05:07 PM
647			C	0PWB0123807	38	F	COMPLETE	11/9/2010	7:05:14 PM
648				0PWB0123807	32	F	TERM-Q45	11/9/2010	7:05:14 PM
649				0PWB0123807	35	F	TERM-Q45	11/9/2010	7:05:14 PM
650			C	0PWB0123807	50	M	COMPLETE	11/9/2010	7:05:14 PM
651			C	0PWB0123807	50	F	COMPLETE	11/9/2010	7:05:14 PM
652			T	0PWB0123807	68	M	COMPLETE	11/9/2010	7:05:14 PM
653	HERSHEY'S GIARALDI	REMINDS ME OF THOSE CANDIES	C	0PWB0123807	36	M	COMPLETE	11/9/2010	7:05:14 PM
654			F	0PWB0123807	41	M	COMPLETE	11/9/2010	7:05:14 PM
655				0PWB0123807	82	M	TERM-Q45	11/9/2010	7:05:14 PM
656			F	0PWB0123807	19	F	COMPLETE	11/9/2010	7:05:14 PM
657				0PWB0123807	23	F	TERM-Q45	11/9/2010	7:05:14 PM
658				0PWB0123807	37	M	TERM-UserInfo	11/9/2010	7:05:14 PM
659				0PWB0123807	46	M	TERM-Q45	11/9/2010	7:05:14 PM
660			C	0PWB0123807	59	M	COMPLETE	11/9/2010	7:05:14 PM
661			C	0PWB0123807	45	F	COMPLETE	11/9/2010	7:05:14 PM
662			T	0PWB0123807	84	F	COMPLETE	11/9/2010	7:05:14 PM
663				0PWB0123807	70	F	TERM-Q45	11/9/2010	7:05:14 PM
664			F	0PWB0123807	17	F	COMPLETE	11/9/2010	7:05:14 PM
665			F	0PWB0123807	57	F	COMPLETE	11/9/2010	7:05:14 PM
666			C	0PWB0123807	53	F	COMPLETE	11/9/2010	7:05:14 PM
667				0PWB0123807	25	F	TERM-Q45	11/9/2010	7:05:14 PM

ID	EndTime	Closed Time	NextURL
643	7:18:15 PM	09/11/09	process_exit.asp?cat=c&id=ERCQSM4WNZ7WJ7
644	7:17:58 PM	09/11/09	process_exit.asp?cat=c&id=ERCQSM4WP1NY7
645	7:18:41 PM	09/11/09	process_exit.asp?cat=c&id=ERCQSM4WDX2P9
646	7:19:11 PM	09/11/09	process_exit.asp?cat=c&id=ERCQSM4WIKVU04
647	7:19:07 PM	09/11/09	process_exit.asp?cat=c&id=ERCQSM4WDC790
648	7:19:00 PM	09/11/09	process_exit.asp?cat=c&id=ERCQSM4WQV3R4
649	7:19:07 PM	09/11/09	process_exit.asp?cat=c&id=ERCQSM4W93C36
650	7:19:06 PM	09/11/09	process_exit.asp?cat=c&id=ERCQSM4WNT1006
651	7:19:14 PM	09/11/09	process_exit.asp?cat=c&id=ERCQSM4WREXX3
652	7:19:10 PM	09/11/09	process_exit.asp?cat=c&id=ERCQSM4W8H35
653	7:19:11 PM	09/11/09	process_exit.asp?cat=c&id=ERCQSM4WJ2B96
654	7:19:11 PM	09/11/09	process_exit.asp?cat=c&id=ERCQSM4W9Z9Q7
655	7:19:17 PM	09/11/09	process_exit.asp?cat=c&id=ERCQSM4W9KQU2
656	7:19:11 PM	09/11/09	process_exit.asp?cat=c&id=ERCQSM4WNG4A3
657	7:19:41 PM	09/11/09	process_exit.asp?cat=c&id=ERCQSM4WOKCV2
658	7:19:11 PM	09/11/09	process_exit.asp?cat=c&id=ERCQSM4W9C9K5
659	7:19:08 PM	09/11/09	process_exit.asp?cat=c&id=ERCQSM4W9ZSK0
660	7:19:09 PM	09/11/09	process_exit.asp?cat=c&id=ERCQSM4W9W6FK6
661	7:19:13 PM	09/11/09	process_exit.asp?cat=c&id=ERCQSM4W9WZT10
662	7:19:10 PM	09/11/09	process_exit.asp?cat=c&id=ERCQSM4W9P6F3
663	7:19:10 PM	09/11/09	process_exit.asp?cat=c&id=ERCQSM4W9P8E3
664	7:19:09 PM	09/11/09	process_exit.asp?cat=c&id=ERCQSM4W9P3P3
665	7:19:11 PM	09/11/09	process_exit.asp?cat=c&id=ERCQSM4WDX0W7
666	7:18:57 PM	09/11/09	process_exit.asp?cat=c&id=ERCQSM4W9B360
667	7:19:10 PM	09/11/09	process_exit.asp?cat=c&id=ERCQSM4WQV0U7

ID	AMSID	Qs0	Qs1	Qs2	Qs3_1	Qs3_2	Qs3_3	Qs3_4	Qs3_5	Qs3_6	Qs4_1	Qs4_2	Qs4_3	Qs4_4	Qs4_5	Qs4_6	Qs4_7	Qs4_8	Qs5_1
668	ERCQSM4WQZ5P1	1	2	2						1	1	1			1	1			1
669	ERCQSM4WVWKTQ5	2	3	1						1	1	1	1	1	1	1	1		1
670	ERCQSM4WVNSV15	1	4	1						1	1		1	1	1				1
671	ERCQSM4WQAFY0	2	4	2						1	1	1	1	1	1	1	1		1
672	ERCQSM4WVXYAG0	2	2	1		1	1		1										
673	ERCQSM4WQZQH9	1	4	2						1	1	1	1	1	1	1			1
674	ERCQSM4WVWNGKA	2	5	1						1	1				1		1		
675	ERCQSM4WVWLPQ1	1	5	1						1	1	1	1	1	1	1	1		1
676	ERCQSM4WQZG40	2	3	2						1	1	1	1	1	1	1	1		1
677	ERCQSM4WV1863	1	4	2						1	1		1	1	1	1	1		1
678	ERCQSM4WVWPH32	3																	
679	ERCQSM4WVWGM22	2	4	2						1	1		1	1	1				1
680	ERCQSM4WVWV118	1	3	1					1										
681	ERCQSM4WVW11D4	5																	
682	ERCQSM4WVWVPE1	1	5	1						1	1								1
683	ERCQSM4WV76UC	1	3	2						1	1	1	1	1	1				1
684	ERCQSM4WV957V1	1	3	2						1	1		1	1	1		1		1
685	ERCQSM4WVWDEG2	2	2	1						1	1	1	1	1	1				1
686	ERCQSM4WV18E04	2	2	2						1	1	1	1	1	1	1	1		1
687	ERCQSM4WVW4TR6	2	3	2						1	1	1			1				1
688	ERCQSM4WVW1DF9	2	5	1						1	1	1							1
689	ERCQSM4WVWPAQ7E	2	5	2						1	1	1		1	1				1
690	ERCQSM4WVW5BU2	1	3	1						1	1	1	1	1	1	1	1		1
691	ERCQSM4WVW1LQ00	2	2	1						1									

ID	QeS_2	QeS_3	QeS_4	QeS_5	QeS_6	QeS_7	QeS_8	Q1	Hershey Only	Q2	Q3	
660	1			1				1	1	HERSHEY	LOOKS LIKE THEIR DESIGN	
669	1	1	1	1	1	1		1	1	Hersheys, without the letters	Hershey's has the block design	
670		1		1					1	2	nestles	similar to nestles chocolate bar
671	1	1	1	1	1	1		1	1	Hershey's	It looks like a Hershey bar	
672												
673	1	1	1	1	1			1	1	Hershey	looks like their bar	
674				1		1						
675	1	1	1	1	1			1	1	Hershey's	it looks like Hershey's or Hershey's chocolate bar have looked since I've been eating them for them past 60 years.	
676	1	1	1	1	1	1		1	1	2		
677		1	1	1	1	1		1	1	2		
678												
679			1	1				1	1	2		
680												
681												
682								1	1	Hershey	It looks like a Hershey's bar	
683	1			1				1	1	Hershey's	looks like their other design chocolate bars	
684	1	1	1			1		1	1	2		
685	1	1	1	1				1	1	2		
686	1	1	1	1	1	1		1	1	Hershey's	looks like the Hershey's chocolate bar split in three	
687	1		1	1				1	1	HERSHEY	THE SHAPE AND BREAKS IN IT	
688	1							1	1	2		
689			1	1				1	1	Hershey	because the wrapper looks pretty much like the Hershey bar I have known since I was a kid.	
690	1	1	1	1	1	1		1	1	HERSHEY'S	BECAUSE THAT WHAT IT LOOKS LIKE	
691												

ID	Q4	Q5	Ins/Var	VTD	vAge	vGender	Status	StartDate	StartTime
665			C	OPW6510H 2D8	31	F	COMPLETE	11/9/2010	7:02:17 PM
669			C	OPW6510H HK0	37	M	COMPLETE	11/9/2010	7:05:04 PM
670			T	OPW6510H XH7	59	M	COMPLETE	11/9/2010	7:06:04 PM
671			T	OPW6510H S21	50	F	COMPLETE	11/9/2010	7:06:04 PM
672				OPW6510H G44	23	M	TERM-Q63	11/9/2010	7:07:04 PM
673			T	OPW6510H XB5	40	F	COMPLETE	11/9/2010	7:07:04 PM
674				OPW6510H YF1	69	M	TERM-Q65	11/9/2010	7:07:04 PM
675			C	OPW6510H W3	68	M	COMPLETE	11/9/2010	7:07:04 PM
676			C	OPW6510H Q70	30	F	COMPLETE	11/9/2010	7:07:04 PM
677			C	OPW6510H 674	66	F	COMPLETE	11/9/2010	7:07:04 PM
678				OPW6510H GV6	33	M	TERM-Q66	11/9/2010	7:07:04 PM
679	Hershey's	That's what a Hershey's bar looks like	T	OPW6510H TG5	57	F	COMPLETE	11/9/2010	7:07:04 PM
680				OPW6510H 927	49	M	TERM-Q63	11/9/2010	7:07:04 PM
681				OPW6510H SQ2	41	M	TERM-Q60	11/9/2010	7:07:04 PM
682			T	OPW6510H W8	65	M	COMPLETE	11/9/2010	7:07:04 PM
683			C	OPW6510H VY5	45	F	COMPLETE	11/9/2010	7:07:04 PM
684	recalls on the companies name for certain... but Hershey and ???	I can picture Hershey on each block piece	T	OPW6510H PK1	42	F	COMPLETE	11/9/2010	7:07:04 PM
685			C	OPW6510H YGR	30	M	COMPLETE	11/9/2010	7:07:04 PM
686			C	OPW6510H RX9	25	F	COMPLETE	11/9/2010	7:07:04 PM
687			C	OPW6510H HRK1	43	F	COMPLETE	11/9/2010	7:07:04 PM
688			T	OPW6510H SC9	65	M	COMPLETE	11/9/2010	7:07:04 PM
689			T	OPW6510H YCG	73	F	COMPLETE	11/9/2010	7:07:04 PM
690			C	OPW6510H 16	48	M	COMPLETE	11/9/2010	7:07:04 PM
691				OPW6510H T92	21	M	TERM-Q63	11/9/2010	7:07:04 PM

ID	EndTime	Elapsed Time	NextURL
665	7:30:58 PM	0:01:35	process_exit.asp?cas=c&id=ERCQSM4W0Z5F1
669	7:30:55 PM	0:01:27	process_exit.asp?cas=c&id=ERCQSM4WNR705
670	7:30:55 PM	0:02:10	process_exit.asp?cas=c&id=ERCQSM4WNSW15
671	7:30:54 PM	0:01:35	process_exit.asp?cas=c&id=ERCQSM4W0Z770
672	7:30:54 PM	0:02:27	process_exit.asp?cas=c&id=ERCQSM4W7Y8G0
673	7:30:52 PM	0:01:14	process_exit.asp?cas=c&id=ERCQSM4W0ZQH9
674	7:30:50 PM	0:01:11	process_exit.asp?cas=c&id=ERCQSM4WYKQK4
675	7:30:50 PM	0:02:50	process_exit.asp?cas=c&id=ERCQSM4WNLQP1
676	7:30:47 PM	0:01:25	process_exit.asp?cas=c&id=ERCQSM4W0ZG40
677	7:30:44 PM	0:01:09	process_exit.asp?cas=c&id=ERCQSM4WY1883
678	7:30:43 PM	0:01:00	process_exit.asp?cas=c&id=ERCQSM4WYK327
679	7:30:43 PM	0:01:10	process_exit.asp?cas=c&id=ERCQSM4WYK311
680	7:30:41 PM	0:00:57	process_exit.asp?cas=c&id=ERCQSM4WYK719
681	7:30:39 PM	0:00:50	process_exit.asp?cas=c&id=ERCQSM4WYKHP4
682	7:30:39 PM	0:01:12	process_exit.asp?cas=c&id=ERCQSM4WYKVP21
683	7:30:38 PM	0:01:21	process_exit.asp?cas=c&id=ERCQSM4WYK76U6
684	7:30:38 PM	0:01:10	process_exit.asp?cas=c&id=ERCQSM4WYK7V1
685	7:30:38 PM	0:01:41	process_exit.asp?cas=c&id=ERCQSM4WYKJ00
686	7:30:37 PM	0:00:40	process_exit.asp?cas=c&id=ERCQSM4WYK5U4
687	7:30:35 PM	0:01:31	process_exit.asp?cas=c&id=ERCQSM4WYK718A
688	7:30:34 PM	0:01:33	process_exit.asp?cas=c&id=ERCQSM4WYK7DF3
689	7:30:33 PM	0:01:40	process_exit.asp?cas=c&id=ERCQSM4WYK79
690	7:30:31 PM	0:01:51	process_exit.asp?cas=c&id=ERCQSM4WYK5BU3
691	7:30:30 PM	0:00:27	process_exit.asp?cas=c&id=ERCQSM4WYK7Q00

ID	АНСТД	Qa0	Qa1	Qa2	Qa3_1	Qa3_2	Qa3_3	Qa3_4	Qa3_5	Qa3_6	Qa4_1	Qa4_2	Qa4_3	Qa4_4	Qa4_5	Qa4_6	Qa4_7	Qa4_8	Qa5_1	
692	ЕКДРМНММ066	2	2	1				1												
693	ЕКДРМНММ065	5																		
694	ЕКДРМНММ065	4	4	2						1	1			1	1					1
695	ЕКДРМНММ067	1	5	1						1	1				1		1			1
696	ЕКДРМНММ067	2	4	1						1	1									1
697	ЕКДРМНММ027	2	7	2																
698	ЕКДРМНММ061	2	4	1						1									1	
699	ЕКДРМНММ063	1	4	2																
700	ЕКДРМНММ067	1	5	1						1	1	1			1		1			1
701	ЕКДРМНММ066	1	4	1						1	1		1		1	4				1
702	ЕКДРМНММ063	2	2	2						1	2	1	1	1	1			1		
703	ЕКДРМНММ029	1	4	1						1	1	1	1	1	1		1			1
704	ЕКДРМНММ066	2	2	1						1	1	1	1	1	1		1			1
705	ЕКДРМНММ064	2	3	1						1	1	1	1	1	1	1	1	1		1
706	ЕКДРМНММ023	1	5	2						1	1		1	1	1	1	1			1
707	ЕКДРМНММ060	2	5	1						1		1	1	1	1					
708	ЕКДРМНММ066	1	4	2						1					1	1				
709	ЕКДРМНММ064	2	2	2						1	1	1	1	1	1					
710	ЕКДРМНММ060	1	4	2						1					1					
711	ЕКДРМНММ065	2	2	1						1	1	1		1	1					1
712	ЕКДРМНММ064	1	2	2						1	1	1	1		1	1	1			1
713	ЕКДРМНММ064	2	2	2						1	1	1		1	1					1
714	ЕКДРМНММ060	2	4	2						1	1		1		1		1			1
715	ЕКДРМНММ060	1	3	1						1	1				1	1				1

ID	Qs5_2	Qs5_3	Qs5_4	Qs5_5	Qs5_6	Qs5_7	Qs5_8	Q1	Hershey Only	Q2	Q3
692											
693											
694		1	1	1				1		2	
695				1		1		1		1	Hershey the bars in it
696		1				1		1		2	
697											
698		1									
699											
700			1	1	1	1		1		1	Hershey Look like their bar
701	1	1		1	1			1		2	
702	1	1	1	1							
703	1	1		1				1		2	
704	1	1	1	1		1		1		1	
705	1	1	1	1	1	1		1		1	Hershey because the shape, I know the name Hershey appears on each square but I assume you removed it.
706		1	1	1	1			1		1	Hershey Bar I like them. I like Choc. They are good
707	1	1	1	1							
708			1	1	1						
709	1			1							
710				1							
711	1		1	1				1		1	Hersheys this is exactly what a Hershey's chocolate bar looks like
712				1	1	1		1		1	Hersheys It looks like a Hershey's bar
713	1							1		1	Hersheys the style of the bar, the way that it is divided into rectangle pieces makes me think of a Hersheys chocolate bar.
714		1	1	1		1		1		2	Nestle's It looks familiar
715		1	1	1	1			1		1	Hershey's I've eaten many of their chocolate bars.

ID	Q4	Q5	ImgVer	vID	vAge	vGender	Status	StartDate	StartTime
692				OPW9W3Q G29	28	M	TERM-Q43	11/9/2010	7:41:27 PM
693				OPW9W3Q Q16	32	M	TERM-Q40	11/9/2010	7:41:27 PM
694			C	OPW9W3Q Q34	59	F	COMPLETE	11/9/2010	7:42:39 PM
695			T	OPW9W3Q 64	70	M	COMPLETE	11/9/2010	7:45:34 PM
696			F	OPW9W3Q 545	53	M	COMPLETE	11/9/2010	7:45:38 PM
697				OPW9W3Q V8	24	M	TERM-User/Info	11/9/2010	7:45:39 PM
698				OPW9W3Q G1	55	M	TERM-Q45	11/9/2010	7:47:16 PM
699				OPW9W3Q C52	63	M	TERM-User/Info	11/9/2010	7:48:04 PM
700			C	OPW9W3Q Q17	35	M	COMPLETE	11/9/2010	7:48:39 PM
701			C	OPW9W3Q 615	62	M	COMPLETE	11/9/2010	7:48:45 PM
702				OPW9W3Q V28	29	F	TERM-Q45	11/9/2010	7:49:19 PM
703	nestle, giraffe	the shape and separations	C	OPW9W3Q V58	59	M	COMPLETE	11/9/2010	7:49:21 PM
704	Rattle Crunch, Hershey's Mr. Goodbar	color of rattle and placement in the picture.	C	OPW9W3Q R84	33	M	COMPLETE	11/9/2010	7:49:33 PM
705			F	OPW9W3Q 6W9	43	M	COMPLETE	11/9/2010	7:50:34 PM
706			T	OPW9W3Q DT4	63	F	COMPLETE	11/9/2010	7:50:49 PM
707				OPW9W3Q SM7	67	M	TERM-Q45	11/9/2010	7:50:52 PM
708				OPW9W3Q L13	54	F	TERM-Q45	11/9/2010	7:51:09 PM
709				OPW9W3Q BL7	26	F	TERM-Q45	11/9/2010	7:51:23 PM
710				OPW9W3Q 542	53	F	TERM-Q45	11/9/2010	7:51:34 PM
711			T	OPW9W3Q 63	27	M	COMPLETE	11/9/2010	7:51:48 PM
712			C	OPW9W3Q HD5	25	F	COMPLETE	11/9/2010	7:51:50 PM
713			T	OPW9W3Q VH6	32	F	COMPLETE	11/9/2010	7:51:53 PM
714			T	OPW9W3Q TQ3	55	F	COMPLETE	11/9/2010	7:52:04 PM
715			F	OPW9W3Q J14	49	M	COMPLETE	11/9/2010	7:52:18 PM

ID	EndTime	Elapsed Time	NextURL
692	7:44:21 PM	0:00:23	process_exit.asp?cac=cbid=ERCQSM4WVW666
693	7:44:44 PM	0:00:23	process_exit.asp?cac=cbid=ERCQSM4WVW665
694	7:44:57 PM	0:00:17	process_exit.asp?cac=cbid=ERCQSM4WVW665
695	7:45:21 PM	0:00:23	process_exit.asp?cac=cbid=ERCQSM4WVW666
696	7:45:43 PM	0:00:23	process_exit.asp?cac=cbid=ERCQSM4WVW665
697	7:46:12 PM	0:00:17	process_exit.asp?cac=cbid=ERCQSM4WVW666
698	7:46:35 PM	0:00:17	process_exit.asp?cac=cbid=ERCQSM4WVW666
699	7:46:57 PM	0:00:17	process_exit.asp?cac=cbid=ERCQSM4WVW666
700	7:47:21 PM	0:00:17	process_exit.asp?cac=cbid=ERCQSM4WVW666
701	7:47:44 PM	0:00:17	process_exit.asp?cac=cbid=ERCQSM4WVW666
702	7:48:07 PM	0:00:17	process_exit.asp?cac=cbid=ERCQSM4WVW666
703	7:48:30 PM	0:00:20	process_exit.asp?cac=cbid=ERCQSM4WVW666
704	7:48:53 PM	0:00:20	process_exit.asp?cac=cbid=ERCQSM4WVW666
705	7:49:17 PM	0:00:19	process_exit.asp?cac=cbid=ERCQSM4WVW666
706	7:49:40 PM	0:00:19	process_exit.asp?cac=cbid=ERCQSM4WVW666
707	7:50:03 PM	0:00:17	process_exit.asp?cac=cbid=ERCQSM4WVW666
708	7:50:26 PM	0:00:19	process_exit.asp?cac=cbid=ERCQSM4WVW666
709	7:50:49 PM	0:00:19	process_exit.asp?cac=cbid=ERCQSM4WVW666
710	7:51:12 PM	0:00:19	process_exit.asp?cac=cbid=ERCQSM4WVW666
711	7:51:35 PM	0:00:19	process_exit.asp?cac=cbid=ERCQSM4WVW666
712	7:51:58 PM	0:00:19	process_exit.asp?cac=cbid=ERCQSM4WVW666
713	7:52:21 PM	0:00:19	process_exit.asp?cac=cbid=ERCQSM4WVW666
714	7:52:44 PM	0:00:19	process_exit.asp?cac=cbid=ERCQSM4WVW666
715	7:53:07 PM	0:00:19	process_exit.asp?cac=cbid=ERCQSM4WVW666

ID	ANSID	Q=0	Q=1	Q=2	Q=3_1	Q=3_2	Q=3_3	Q=3_4	Q=3_5	Q=3_6	Q=4_1	Q=4_2	Q=4_3	Q=4_4	Q=4_5	Q=4_6	Q=4_7	Q=4_8	Q=5_1	
716	ЕКQDSH4HREZUS	1	3	2						1	1		1		1					
717	ЕКQDSH4HREZUS	2	4	2						1		1	1	1	1	1				
718	ЕКQDSH4HREZUS	4	4	2						1	1	1	1	1	1	1	1	1		1
719	ЕКQDSH4HREZUS	1	5	1						1			1	1		1				

ID	Qx5.2	Qx5.3	Qx5.4	Qx5.5	Qx5.6	Qx5.7	Qx5.8	Q1	Priority Only	Q2	Q3
716		1		1	1						
717	1	1		1							
718	1	1	1	2	1	1		4		2	
719		1	1		1						

ID	Q4	Q5	InvVar	VTD	vAge	vGender	Status	StartDate	StartTime
716				OPWDRTRP KG4	40	F	TERM-Qs5	11/5/2010	2:52:28PM
717				OPWDRTRP GH4	51	F	TERM-Qs5	11/5/2010	3:52:46PM
718			1	OPWDRTRP H6	51	F	COMPLETE	11/5/2010	2:54:33PM
719				OPWDRTRP EP2	70	M	TERM-Qs5	11/5/2010	3:55:19PM

ID	EndTime	Elapsed Time	NextURL
716	1:53:40 PM	0:00:34	process_exit.asp?cat=tblid=ERCQ5M4WV63US
717	1:54:06 PM	0:00:36	process_exit.asp?cat=tblid=ERCQ5M4WV1954
718	1:54:43 PM	0:00:37	process_exit.asp?cat=tblid=ERCQ5M4WQV0H1
719	1:55:20 PM	0:00:37	process_exit.asp?cat=tblid=ERCQ5M4WV05E7

EXHIBIT 6

**UNITED STATES PATENT AND TRADEMARK OFFICE (USPTO)
OFFICE ACTION (OFFICIAL LETTER) ABOUT APPLICANT'S TRADEMARK APPLICATION**

APPLICATION SERIAL NO. 77809223

MARK:

77809223

CORRESPONDENT ADDRESS:

Paul Llewellyn
Kaye Scholer LLP
425 Park Avenue
New York NY 10022

CLICK HERE TO RESPOND TO THIS LETTER:
<http://www.uspto.gov/teas/eTEASpageD.htm>

APPLICANT: Hershey Chocolate &
Confectionery Corpor ETC.

**CORRESPONDENT'S REFERENCE/DOCKET
NO:**

29985-

CORRESPONDENT E-MAIL ADDRESS:

OFFICE ACTION

STRICT DEADLINE TO RESPOND TO THIS LETTER

TO AVOID ABANDONMENT OF APPLICANT'S TRADEMARK APPLICATION, THE USPTO MUST RECEIVE APPLICANT'S COMPLETE RESPONSE TO THIS LETTER **WITHIN 6 MONTHS** OF THE ISSUE/MAILING DATE BELOW.

ISSUE/MAILING DATE:

THIS IS A FINAL ACTION.

This letter responds to the applicant's correspondence dated November 25, 2010.

The applicant (1) argued against the refusal to register the mark under Section 2(e)(5) as functional; (2) argued against the refusal to register the mark under Trademark Act Sections 1, 2 and 45 as a non-distinctive configuration of goods; (3) argued the mark has acquired distinctiveness under Section 2(f); and, (4) submitted evidence in support of the argument that the mark has acquired distinctiveness.

The refusal to register the mark under Section 2(e)(5) as a functional design, the refusal to register the mark under Trademark Act Sections 1, 2 and 45 as a non-distinctive configuration of goods, and the determination that the applicant has failed to establish that the mark has acquired distinctiveness, are maintained and made final.

FUNCTIONAL

The refusal to register is maintained and made final because the applied-for mark, which consists of a three-dimensional configuration of the goods, appears to be a functional design for such goods. Trademark Act Section 2(e)(5), 15 U.S.C. §1052(e)(5); *see* TMEP §1202.02(a)-(a)(ii). A feature is functional if it is “essential to the use or purpose of the [product]” or “it affects the cost or quality of the [product].” *TrafFix Devices, Inc. v. Mktg. Displays, Inc.*, 532 U.S. 23, 33, 58 USPQ2d 1001, 1006 (2001); *Qualitex Co. v. Jacobson Prods. Co.*, 514 U.S. 159, 165, 34 USPQ2d 1161, 1163-64 (1995); TMEP §1202.02(a)(iii)(A).

Determining functionality normally involves consideration of one or more of the following factors, commonly known as the “*Morton-Norwich* factors”:

- (1) The existence of a utility patent that discloses the utilitarian advantages of the design sought to be registered;
- (2) Advertising by the applicant that touts the utilitarian advantages of the design;
- (3) Facts pertaining to the availability of alternative designs; and
- (4) Facts pertaining to whether the design results from a comparatively simple or inexpensive method of manufacture.

In re Morton-Norwich Prods., Inc., 671 F.2d 1332, 1340-41, 213 USPQ 9, 15-16 (C.C.P.A. 1982); TMEP §1202.02(a)(v).

The mark sought to be registered is a product configuration that “consists of twelve (12) equally-sized recessed rectangular panels arranged in a four panel by three panel format with each panel having its own raised border within a large rectangle” for both “candy” and “chocolate.”(Applicant’s description of the mark).

With regard to the first factor, US Patent No. 1,613,231, a patent for “candy confection and process of making the same” discloses utilitarian advantages of a feature of the design sought to be registered. Specifically, scoring the bar to subdivide it into smaller, equal-sized, pieces makes the bar easier to break into smaller, equal-sized pieces. This is useful when cooking because it facilitates proper measuring of the chocolate, and when simply eating the chocolate where one does not desire to eat the entire bar or desires to share the bar with others. (See attached copy of Patent No. 1,613,231).

The patent “invention relates to candy confections and to an improved process of making the same. The object of the invention is to produce a candy confection comprising a layer of hard, frangible candy, which may be cut into pieces when cold, without dislodgement of pieces of said frangible sheet or layer of appropriate size, even though it is broken in pieces in the cutting operation, and without affecting the size and shape of the pieces into which the mat, as initially formed, is cut.” (See attachments).

Specifically, lines 75-92 provide, “Heretofore, as far as we are aware, it has been considered impracticable, if not impossible, to cut layers of hard, frangible candy of the character of the layer 2 shown in the drawing, for the reason that the action of the knives or cutters would break the candy into irregular pieces; and, where it is desired to subdivide a layer of such hard, frangible candy into pieces of

desired small size, the universal practice, so far as we are aware, has been to score said layers on lines corresponding to the desired shapes and sizes of the pieces, before it is thoroughly cooled and while it is sufficiently plastic that it may be scored without breaking. The candy is then permitted to cool and may then readily be broken into pieces along the lines on which it is scored.”

This patent still discloses a utilitarian advantage of a feature of the design sought to be registered. Specifically, the candy and chocolate has been scored during the manufacturing process so that it may be broken into the desired preformed shapes and sizes rather than into irregular shapes and sizes.

“Frangible” is defined as “Brittle, or designed to be easily broken.” *Encarta World English Dictionary [North American Edition]*. Copyright 2009 by Microsoft Corporation. (See attachments).

“Score” is defined as “to make a superficial cut or crease in something such as a piece of paper in order to fold, tear, or break it easily.” *Encarta World English Dictionary [North American Edition]*. Copyright 2009 by Microsoft Corporation. (See attachments).

Both of the applicant’s identified goods, namely, candy and chocolate, can be brittle or designed to be easily broken. In addition, the creases which subdivide the chocolate bars into twelve equal-sized pieces is a form of scoring. (See attached web pages discussing chocolate which is scored specifically to facilitate the ease of breaking the chocolate bars).

The examining attorney searched the Internet using the Google® computerized search engine for “chocolate candy bars” in relation to “scored”, and “chocolate candy bars” in relation to “break off”, and found thousands of articles.

Attached for the applicant’s reference are copies of representative web pages which demonstrate that candy bars which are subdivided in smaller, equal-sized, sections are frequently described as “scored” and that the public generally perceives this scoring to serve the utilitarian function of facilitating the easier breaking off of equal-sized smaller pieces, both for eating and for measuring for cooking purposes. Examples concerning both the applicant’s goods and those of other chocolate and candy manufacturers include:

- (1) www.epinions.com/review/Hershey_s_Milk_Chocolate_Bar: “Hershey’s milk chocolate bar is a flat, thin candy bar with a standard size of 1.55 oz. (43 grams). The flat bar is made entirely from milk chocolate and it is divided into twelve rectangular ‘pieces.’ These pieces are all attached to each other in a 3 by 4 fashion to form the candy bar. This design makes it easy to break off smaller pieces and share them with others.”
- (2) www.epinions.com/review/Hershey_Special_Dark_Chocolate_Bars_1_45_Oz_36_Bars: “Just like with the milk chocolate Hershey’s Bar, this one is also scored so that you can easily break off small sections of the candy bar.”
- (3) www.godiva.com: “It is scored into ten signature squares so you can break off a little piece of Godiva every day.”
- (4) www.farawayfoods.com: “Available in semisweet, Scharffen Berger’s Home Chef Chocolate Bars are pure dark chocolate, scored for easy measuring.”
- (5) www.bizrate.com: “Blocks of rich dark chocolate made by Asher’s. Each bar is scored so it’s easy to break.”

The examining attorney notes that Patent No. 1,613,231 is expired. However, statements in a utility patent application or expired patent which refer to utilitarian advantages of the design features at issue are persuasive evidence of functionality. The evidentiary significance of such statements is not affected by whether the patent application is pending or abandoned, whether a utility patent issued from the application, or whether the resulting patent has expired. See *TrafFix Devices, Inc. v. Mktg. Displays, Inc.*, 532 U.S. 23, 29-30, 58 USPQ2d 1001, 1005 (2001); *Valu Eng'g, Inc. v. Rexnord Corp.*, 278 F.3d 1268, 1279, 61 USPQ2d 1422, 1429 (Fed. Cir. 2002); *In re Howard Light Indus., LLC*, 80 USPQ2d 1507, 1511, 1514-16 (TTAB 2006); TMEP §1202.02(a)(v)(A).

The examining attorney also notes that Patent No. 1,613,231 was owned by a third party, however, a third-party utility patent is relevant evidence of functionality when the patent discloses the utilitarian advantages of the applied-for product or product packaging configuration sought to be registered. See *In re Dietrich*, 91 USPQ2d 1622, 1627 (TTAB 2009); *Am. Flange & Mfg. Co. v. Rieke Corp.*, 80 USPQ2d 1397, 1404 (TTAB 2006); TMEP §1202.02(a)(v)(A).

Applicant argues that there is no evidence of record that the applicant has promoted the design as having utilitarian advantages.

Lack of advertising extolling or promoting utilitarian advantages of a design does not establish that a configuration is not functional. Moreover, the examining attorney notes that throughout much of applicant's commercial history, it has not utilized or relied on national advertising campaigns. (See attachments indicating that applicant utilized relatively little national advertising until relatively recently in applicant's business history).

Applicant argues that functionally equivalent alternative designs are available.

Since the preservation of competition is an important policy underlying the functionality doctrine, competitive need generally remains an important factor in a functionality determination. See *Valu Engineering, Inc. v. Rexnord Corp.*, 278 F.3d 1268, 1277, 61 USPQ2d 1422, 1428 (Fed. Cir. 2002) (“[I]n determining ‘functionality,’ the Board must assess the effect registration of a mark would have on competition.”). However, in *TrafFix Devices, Inc. v. Marketing Displays, Inc.*, 532 U.S. 23, 58 USPQ2d 1001 (2001), the Supreme Court clearly indicated that if the record shows that a design is essential to the use or purpose of a product, or if it affects the cost or quality of the product, it is unnecessary to consider whether there is a competitive need for the product feature. That is, existence of comparable alternative designs does not transform a functional design into a nonfunctional design. *Valu Engineering, Inc. v. Rexnord Corp.*, 278 F.3d 1268, at 1276, 61 USPQ2d at 1427.

In this case, the design is essential to the use of the product, namely, the configuration which subdivides the candy and/or a chocolate bars in smaller, equally-sized, parts with recessed lines dividing the subdivisions is essential to being able to break the candy/chocolate into smaller, equal sized pieces for both eating and measuring purposes. Accordingly, the existence of functionally equivalent alternative designs does not obviate the proposed mark's own functionality.

Applicant also argues that “the tooling and moulds for the framed segments of the Hershey design are more expensive to create than are the tooling and moulds for other chocolate bar designs.” However, an applicant's assertion that its design is more expensive or more difficult to make does not establish that the

configuration is not functional. *In re Dietrich*, 91 USPQ2d 1622, 1637 (TTAB 2009) (“[E]ven at a higher manufacturing cost, applicant would have a competitive advantage for what is essentially . . . a superior quality wheel.”); *In re Pingel Enter. Inc.*, 46 USPQ2d 1811, 1821 (TTAB 1998) (“That applicant, despite the inherent advantages of a design which is simple and less expensive to manufacture than other petcocks, has, however, deliberately chosen a more complex and expensive manner in which to manufacture its product does not mean that the configuration thereof is not de jure functional.”); TMEP §1202.02(a)(v)(D); *see In re Am. Nat’l Can Co.*, 41 USPQ2d 1841, 1844-45 (TTAB 1997).

The Office must establish a prima facie case that the three-dimensional configuration mark sought to be registered is functional. The burden then shifts to the applicant to present sufficient evidence to rebut the prima facie case. *In re R.M. Smith, Inc.*, 734 F.2d 1482, 1484, 222 USPQ 1, 3 (Fed. Cir. 1984); *In re Bio-Medicus Inc.*, 31 USPQ2d 1254, 1257 n.5 (TTAB 1993); TMEP §1202.02(a)(iv).

The applicant argues that the Office has not established a prima facie case that the three-dimensional configuration mark sought to be registered is functional.

The examining attorney respectfully disagrees, and argues that the applicant has not submitted sufficient evidence to rebut the prima facie case.

For the foregoing reasons, the refusal to register the mark under Trademark Act Section 2(e)(5) as a functional design for goods is maintained and made final.

A determination that an applied-for configuration mark is functional constitutes an absolute bar to registration on the Principal or Supplemental Registers, regardless of any evidence of acquired distinctiveness. Trademark Act Sections 2(e)(5) and 23(c), 15 U.S.C. §§1052(e)(5), 1091(c); *see Traffix Devices, Inc. v. Mktg. Displays, Inc.*, 532 U.S. 23, 29, 58 USPQ2d 1001, 1006 (2001); *In re Controls Corp. of Am.*, 46 USPQ2d 1308, 1311 (TTAB 1998); TMEP §1202.02(a)(iii)(A).

NONDISTINCTIVE CONFIGURATION – INSUFFICIENT EVIDENCE TO ESTABLISH ACQUIRED DISTINCTIVENESS UNDER SECTION 2(f)

The refusal to register is maintained and made final because the applied-for mark consists of a nondistinctive product design or nondistinctive features of a product design that is not registrable on the Principal Register without sufficient proof of acquired distinctiveness. Trademark Act Sections 1, 2 and 45, 15 U.S.C. §§1051-1052, 1127; *Wal-Mart Stores, Inc. v. Samara Bros., Inc.*, 529 U.S. 205, 210, 213-14, 54 USPQ2d 1065, 1068-69 (2000); *In re Slokevage*, 441 F.3d 957, 961, 78 USPQ2d 1395, 1398 (Fed. Cir. 2006); *see* TMEP §1202.02(b)(i).

Distinctiveness and functionality are two separate issues in an application for a three-dimensional configuration mark consisting of a product design, product packaging or other types of trade dress. *See Traffix Devices, Inc. v. Mktg. Displays, Inc.*, 532 U.S. 23, 58 USPQ2d 1001 (2001); *In re Ennco Display Sys., Inc.*, 56 USPQ2d 1279 (TTAB 2000); TMEP §1202.02.

The mark sought to be registered is a product configuration that “consists of twelve (12) equally-sized recessed rectangular panels arranged in a four panel by three panel format with each panel having its own raised border within a large rectangle” for both “candy” and “chocolate.”(Applicant’s description of the mark).

A mark that consists of product design trade dress is never inherently distinctive and is not registrable on the Principal Register unless the applicant establishes that the mark has acquired distinctiveness under §2(f). *Wal-Mart Stores, Inc. v. Samara Bros., Inc.*, 529 U.S. 205, 210, 54 USPQ2d 1065, 1067 (2000). Features of a product's design can never be inherently distinctive and are registrable only upon a showing of secondary meaning. *Id.* at 213-14, 54 USPQ2d at 1069. The Supreme Court noted that product design almost invariably serves purposes other than source identification, and that consumers are aware that even the most unusual product design (such as a cocktail shaker shaped like a penguin) is intended not to identify the source, but to render the product itself more useful or appealing. *Id.*; TMEP §1202.02(b)(i).

The examining attorney searched the Internet using the Google® computerized search engine for “chocolate candy bars” in relation to “scored”, and “chocolate candy bars” in relation to “break off”, and found thousands of articles.

Attached for the applicant's reference are copies of representative web pages which demonstrate that the public generally perceives the subdividing of candy bars with scoring into smaller, equal-sized sections to serve the utilitarian function of facilitating the easier breaking off of equal-sized smaller pieces, both for eating and for measuring for cooking purposes. Examples concerning both the applicant's goods and those of other chocolate and candy manufacturers include:

- (1) www.epinions.com/review/Hershey_s_Milk_Chocolate_Bar: “Hershey's milk chocolate bar is a flat, thin candy bar with a standard size of 1.55 oz. (43 grams). The flat bar is made entirely from milk chocolate and it is divided into twelve rectangular ‘pieces.’ These pieces are all attached to each other in a 3 by 4 fashion to form the candy bar. This design makes it easy to break off smaller pieces and share them with others.”
- (2) www.epinions.com/review/Hershey_Special_Dark_Chocolate_Bars_1_45_Oz_36_Bars: “Just like with the milk chocolate Hershey's Bar, this one is also scored so that you can easily break off small sections of the candy bar.”
- (3) www.godiva.com: “It is scored into ten signature squares so you can break off a little piece of Godiva every day.”
- (4) www.farawayfoods.com: “Available in semisweet, Scharffen Berger's Home Chef Chocolate Bars are pure dark chocolate, scored for easy measuring.”
- (5) www.bizrate.com: “Blocks of rich dark chocolate made by Asher's. Each bar is scored so it's easy to break.”

Applicants face a heavy burden in establishing distinctiveness in an application to register trade dress. *See Stuart Spector Designs, Ltd. v. Fender Musical Instruments Corp.*, 94 USPQ2d 1549 (TTAB 2009). A mere statement of five years' use is generally not sufficient. *In re Ennco Display Systems Inc.*, 56 USPQ2d 1279, 1284 (TTAB 2000); TMEP §1202.02(b)(i).

In response to this refusal, applicant argued that the applied-for mark has acquired distinctiveness under Trademark Act Section 2(f).

As evidence the applicant previously and/or again noted/submitted: (1) length and exclusivity of use of the mark in commerce; (2) ownership of prior US Reg. No. 3668662; (3) advertising expenditures; (4) sales success; (5) unsolicited media coverage; (6) attempts to plagiarize; and, (7) public recognition as purported to be demonstrated by the results of a consumer survey.

In this case, the applicant has failed to meet the burden of proving that the mark has acquired distinctiveness.

Because the subdividing of a rectangular piece of candy into smaller rectangular pieces of candy with break-off lines is so common and non-distinctive in the candy industry, the claim of acquired distinctiveness based upon length of use and ownership of a prior US registration is insufficient to prove acquired distinctiveness in this case. Additional evidence is required. *See Ex parte Fox River Paper Corp.*, 99 USPQ 173 (Comm'r Pats. 1953); TMEP §1212.01. (See current attachments, attachments to Office Action dated September 24, 2010, and attachments to applicant's responses dated May 23 and November 25, 2010).

With regard to the claim of acquired distinctiveness based upon Reg. No. 3668662, the examining attorney also notes that the marks are not the same and, therefore, the mark in the prior registration does not support applicant's claim of acquired distinctiveness because it is not the same mark.

A claim of acquired distinctiveness may be based on an applicant's ownership of one or more prior registrations of the *same mark* on the Principal Register. 37 C.F.R. §2.41(b); TMEP §1212.04. An applied-for mark is considered the same mark if it is the legal equivalent of the previously-registered mark. *In re Dial-A-Mattress Operating Corp.*, 240 F.3d 1341, 1347, 57 USPQ2d 1807, 1812 (Fed. Cir. 2001); TMEP §1212.04(b).

To be legal equivalents, the applied-for mark must be indistinguishable from the previously-registered mark or create the same, continuing commercial impression such that the consumer would consider them both to be the same mark. *In re Brouwerij Bosteels*, 96 USPQ2d 1414, 1423 (TTAB 2010); *In re Nielsen Bus. Media, Inc.*, 93 USPQ2d 1545, 1547 (TTAB 2010); *see In re Dial-A-Mattress Operating Corp.*, 240 F.3d at 1347, 57 USPQ2d at 1812; *In re Binion*, 93 USPQ2d 1531, 1539 (TTAB 2009); TMEP §1212.04(b).

In the present case, the applied-for mark and the mark in the prior registration are not the same mark, and thus are not legal equivalents, because the mark in Reg. No. 3668662 contains the term "HERSHEY'S" in each of the twelve panels. Therefore, the prior registration does not support applicant's claim of acquired distinctiveness and the claim is not accepted.

Applicant has provided evidence of high sales figures and significant advertising expenditures for the goods at issue; however, such evidence is not dispositive of whether the proposed mark has acquired distinctiveness. Such extensive sales and promotion may demonstrate the commercial success of applicant's goods, but not that relevant consumers view the matter as a mark for such goods. *See In re Boston Beer Co.*, 198 F.3d 1370, 53 USPQ2d 1056 (Fed. Cir. 1999); *In re Busch Entm't Corp.*, 60 USPQ2d 1130, 1134 (TTAB 2000).

Similarly, applicant's advertising expenditures are merely indicative of its efforts to develop distinctiveness; not evidence that the mark has acquired distinctiveness. *See In re Pennzoil Prods. Co.*, 20 USPQ2d 1753 (TTAB 1991). The examining attorney notes that none of the applicant's submitted advertisements seems to demonstrate what the applicant has done to promote the public's association of the applied for mark applied with the goods. Pictures of candy bars, or portions thereof, are present in the advertisements, but not in a manner that promotes the configuration of the chocolate bars as a mark, or

even in a manner that potential customers would perceive as a mark.

The applicant argues that attempts by a retailer to sell a brownie pan, and the resulting unsolicited media coverage, are evidence that the public associates the configuration in the current mark with the applicant. The examining attorney respectfully disagrees. The attached copies of representative web pages regarding the aforesaid incident tend to demonstrate that the public does not associate the applied for mark with the applicant. Rather, the attached articles tend to demonstrate that the public questions the applicant's assertions regarding the purported mark. (See attachments).

Moreover, the attached web pages dealing with scored candy bars demonstrate that the public perceives the configuration to serve a utilitarian feature that facilitates the easy breaking of the bars into uniform smaller pieces. Examples include:

- (1) www.epinions.com/review/Hershey_s_Milk_Chocolate_Bar: "Hershey's milk chocolate bar is a flat, thin candy bar with a standard size of 1.55 oz. (43 grams). The flat bar is made entirely from milk chocolate and it is divided into twelve rectangular 'pieces.' These pieces are all attached to each other in a 3 by 4 fashion to form the candy bar. This design makes it easy to break off smaller pieces and share them with others."
- (2) www.epinions.com/review/Hershey_Special_Dark_Chocolate_Bars_1_45_Oz_36_Bars: "Just like with the milk chocolate Hershey's Bar, this one is also scored so that you can easily break off small sections of the candy bar."

Applicant's survey evidence is relevant to establishing acquired distinctiveness and secondary meaning, but not dispositive. *Yankee Candle Co., Inc. v. Bridgewater Candle Co., LLC*, 259 F.3d 25, 37, 59 USPQ2d 1720, 1730 (1st Cir. 2001); TMEP §1212.06(d).

In this case, in view of all of the evidence of record, the applicant has not established acquired distinctiveness. Accordingly, the refusal to register on the Principal Register as a nondistinctive feature of a product design under Trademark Act Sections 1, 2 and 45, is maintained and made final.

GUIDELINES FOR RESPONDING TO A FINAL REFUSAL

If applicant does not respond within six months of the date of issuance of this final Office action, the application will be abandoned. 15 U.S.C. §1062(b); 37 C.F.R. §2.65(a). Applicant may respond to this final Office action by:

- (1) Submitting a response that fully satisfies all outstanding requirements, if feasible; and/or
- (2) Filing an appeal to the Trademark Trial and Appeal Board, with an appeal fee of \$100 per class.

37 C.F.R. §§2.6(a)(18), 2.64(a); TBMP ch. 1200; TMEP §714.04.

In certain rare circumstances, a petition to the Director may be filed pursuant to 37 C.F.R. §2.63(b)(2) to review a final Office action that is limited to procedural issues. 37 C.F.R. §2.64(a); TMEP §714.04; *see*

37 C.F.R. §2.146(b); TBMP §1201.05; TMEP §1704 (explaining petitionable matters). The petition fee is \$100. 37 C.F.R. §2.6(a)(15).

TEAS PLUS APPLICANTS MUST SUBMIT DOCUMENTS ELECTRONICALLY OR SUBMIT FEE: Applicants who filed their application online using the reduced-fee TEAS Plus application must continue to submit certain documents online using TEAS, including responses to Office actions. For a complete list of these documents, see TMEP §819.02(b). In addition, such applicants must accept correspondence from the Office via e-mail throughout the examination process and must maintain a valid e-mail address. 37 C.F.R. §2.23(a)(2); TMEP §§819, 819.02(a). TEAS Plus applicants who do not meet these requirements must submit an additional fee of \$50 per international class of goods and/or services. 37 C.F.R. §2.6(a)(1)(iv); TMEP §819.04. Responding by telephone to authorize an examiner's amendment will not incur this additional fee.

/John Dwyer/
Examining Attorney
Law Office 116
Telephone 571-272-9155
Facsimile 571-273-9116

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WHO MUST SIGN THE RESPONSE: It must be personally signed by an individual applicant or someone with legal authority to bind an applicant (i.e., a corporate officer, a general partner, all joint applicants). If an applicant is represented by an attorney, the attorney must sign the response.

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CANDY CONFECTION AND PROCESS OF MAKING THE SAME Lord et al

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- Overview
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- Drawing
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- Claims

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Patent number: 1613231
Filing date: Jan 26, 1926
Issue date: Jan 1927

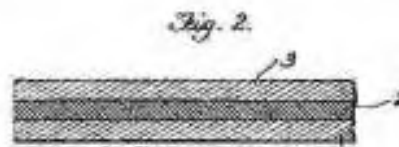
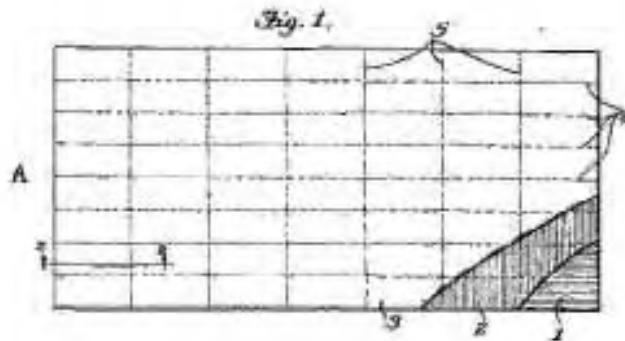
Jan. 4, 1927.

W. S. LORD ET AL

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CANDY CONFECTION AND PROCESS OF MAKING THE SAME

Filed Jan. 26, 1926



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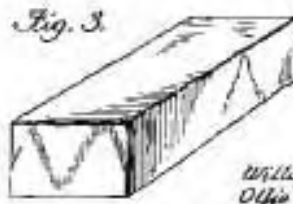
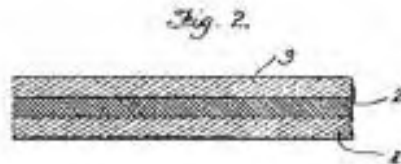
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Patent number: 1613231
Filing date: Jan 20, 1926
Issue date: Jan 1927



Inventors
 William S. Lord and
 Ollie Clyde Ashley
 By W. Elwell,
 Atty.

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CANDY CONFECTION AND PROCESS OF MAKING THE SAME Lord et al.

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Patent number: 1613231
Filing date: Jan 20, 1928
Issue date: Jan 1927

Patented Jan. 4, 1927.

1,613,231

UNITED STATES PATENT OFFICE.

WILLIAM S. LORD, OF EVANSTON, AND OLLIE CLYDE ASHLEY, OF CHICAGO HEIGHTS, ILLINOIS, ASSIGNORS TO WILLIAMSON CANDY COMPANY, OF CHICAGO, ILLINOIS, A CORPORATION OF ILLINOIS.

CANDY CONFECTION AND PROCESS OF MAKING THE SAME.

Application filed January 28, 1926. Serial No. 23,341.

This invention relates to candy confections and to an improved process of making the same.

The object of the invention is to produce a candy confection comprising a layer of hard, fragile candy, which may be cut into pieces which will, without dislodgment of pieces of said fragile sheet or layer of appreciable size, even though it is broken into pieces in the cutting operation, and without affecting the size and shape of the pieces into which the mat, as initially formed, is cut.

In accordance with our improved process, we attain the foregoing object by applying layers of candy having substantially the consistency of caramel candy, to both sides of a layer of hard, fragile candy, to form a composite mat of desired shape and size, and by then cutting said mat into pieces of desired shape and size, for commercial purposes, said outer layers forming holding means for holding pieces of said intermediate layer together and in position, in case it is broken in cutting, handling, or otherwise.

Improved process, comprising one form into which the composite mat, as initially formed, may be cut.

Describing our improved process and confection with reference to the drawings, A designates as a whole a composite mat consisting, as shown, of three layers of candy designated, respectively, 1, 2 and 3.

The middle layer 2 consists of hard, fragile candy, as hatter brittle, which cannot be cut, when cold, without being broken into pieces of irregular size and shape.

In accordance with our improved process, the layers 1 and 3 are applied to the bottom and top sides, respectively, of the layer 2 and consist of candy having substantially the consistency of a caramel candy, said layers forming holding means for holding pieces of said intermediate layer together and in position, in case it is broken in the cutting operation, or otherwise.

Heretofore, so far as we are aware, it has been considered impracticable, if not impossible, to cut layers of hard, fragile candy of the character of the layer 2 shown in the

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into which the mat, as initially formed, is cut.

In accordance with our improved process, we obtain the foregoing object by applying layers of candy having substantially the consistency of caramel candy, to both sides of a layer of hard, frangible candy, to form a composite mat of desired shape and size, and in then cutting said mat into pieces of desired shape and size, for commercial purposes, said outer layers forming bonding means for holding pieces of said intermediate layer together and in position, in case it is broken in cutting, handling, or otherwise.

Obviously, the character and consistency both of the intermediate and bonding layers of a composite candy confection embodying our invention and improvements may vary within a wide range, and we do not, therefore, limit ourselves to the use of any particular kinds or descriptions of candy, but desire to include within the scope of the invention any and all kinds and descriptions of candy possessing the characteristics and qualities requisite for the practice of our invention.

In the accompanying drawing, in which our improved confection and process are fully illustrated,

Figure 1 is a plan view of a composite mat of candy, exemplifying a mat adapted for the practice of our improved process, portions thereof being broken away to expose underlying layers thereof, contemplated lines of severance into pieces of merchantable size being indicated in dotted lines.

Figure 2 is a fragmentary sectional view on an enlarged scale, on the line 2-2 of Fig. 1; and

Figure 3 is a perspective view of a piece of candy embodying our invention and improvements, made, in accordance with our

pieces of irregular size and shape.

In accordance with our improved process, the layers 1 and 3 are applied to the bottom and top sides, respectively, of the layer 2 and consist of candy having substantially the consistency of a caramel candy, said layers forming bonding means for holding pieces of said intermediate layer together and in position, in case it is broken in the cutting operation, or otherwise.

Heretofore, so far as we are aware, it has been considered impracticable, if not impossible, to cut layers of hard, frangible candy of the character of the layer 2 shown in the drawing, for the reason that the action of the knives or cutters would break the candy into irregular pieces; and, where it is desired to subdivide a layer of such hard, frangible candy into pieces of desired small size, the universal practice, so far as we are aware, has been to score said layers on lines corresponding to the desired shapes and sizes of the pieces, before it is thoroughly cooled and while it is sufficiently plastic that it may be scored without breaking. The candy is then permitted to cool and may then readily be broken into pieces along the lines on which it is scored.

This method of manufacture could not be practiced in the case of our improved product, however, for the reason that it would necessitate applying the top and bottom layers 1 and 3 to the individual pieces after they had been formed, which, while not impossible, would involve such large expense that it would be practically prohibitive as a quantity manufacturing proposition.

With a confection embodying our invention and manufactured in accordance with our improved process, it is possible to form the mat A from layers 1, 2 and 3, of any convenient size for handling and cutting—cut-

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Filing date: Jan 29, 1925
Issue date: Jan 1927

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ting being performed in any suitable form of candy cutter, preferably a rotary cutter—thus reducing the cost of manufacture to a point where the goods can be sold commercially at a reasonable price and still yield a profit.

In Figure 1 of the drawings the dotted lines 4 and 5 indicate the lines on which the mat A is to be cut.

10 After the mat A has been cut into pieces, each piece will preferably be coated with chocolate or other desired coating material, which may be done in accordance with usual practice.

15 In Figure 2 of the drawings we have shown one form in which our improved product may conveniently be made up for sale. We do not, however, desire to limit ourselves to this particular form, as the

20 form of the piece may be varied or modified in any desired manner. Obviously, where the mat A is cut into pieces on a rotary cutter, it will be necessary to cut the mat A on straight lines.

25 Also, while we have herein shown and described our improved product as consisting of three layers, the number of layers may be increased without departing from our in-

vention, it merely being necessary, when additional layers are added, to alternate the 20 layers of hard, frangible material with the layers 1 and 3 of binding material.

We claim,—

1. The process of making a candy confection which consists in initially forming a composite mat comprising an intermediate layer of hard, frangible candy and bonding layers of candy having substantially the consistency of caramel candy applied to both sides of said intermediate layer, and in then 10 cutting said mat into pieces of desired size and shape for commercial purposes.

2. A candy confection consisting of a layer of frangible candy, layers of candy having substantially the consistency of caramel 15 candy applied to the top and bottom surfaces thereof, forming bonding means for holding pieces of the intermediate layer together should it be broken, thus providing for cutting the product into pieces. 20

In testimony that we claim the foregoing as our invention, we affix our signature this 22nd day of January, 1926.

WILLIAM S. JARD,
G. C. ASHLEY.

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The screenshot shows a web browser window displaying the Encarta dictionary page for the word "frangible". At the top, there are several advertisements: "EVERYONE HAS A DIFFERENT IDEA OF ENTERTAINMENT. WE PLANNED FOR THAT." with a "BALCONY" offer for \$749 per person; "NORWEGIAN CRUISE LINE" with "EPIC NOW SAILING"; and "bing" with "CHECK OUT AFI'S GREATEST MOVIES". The main content area features the Encarta logo, a search bar with "frangible" entered, and tabs for "Dictionary", "Thesaurus", and "Translations". Below the search bar is an alphabetical index and a list of related terms including "fractum", "fractize", "fracton", "fractorian", "fractophile", and "fractophile". The definition for "frangible" is shown as "frang-ible [franjəb'l]".

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- fraboulletage
- fractophone
- frangible
- frangipane
- frangipani
- frangula
- frank
- frank (1)
- frank (2)
- frank (3)
- frank (4)
- frank (5)

adjective

Definition:

breakable: brittle, or designed to be easily broken (, formal or technical)

- glass and other frangible products
- frangible aluminum masts

[15th century, Directly or via Old French; medieval Latin *frangibilis*; *frangere* "break"]

- **fran-gi-bil-ity** [*frãnjə* bɪləti / *nou?*]

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U.S.A.

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<http://www.hersheys.com>

Statistics:

Public Company

Incorporated: 1927 as Hershey Chocolate Corporation

Employees: 14,000

<http://websites.googleusercontent.com/search?mcache=b6CJLep2o2EJwww.fairfaxjournals.com/company-history/Hershey-Foods-Corporation-Company-History.html/hershey+aberrating+history%33&cd=5&hl=en&ct=link&sig=13672061012-12:37 PM>

Sales: \$4.5 billion (2004)

Stock Exchange: New York

Ticker Symbol: HSY

NAIC: 311330 Confectionery Manufacturing from Purchased Chocolate; 311340 Nonchocolate Confectionery Manufacturing; 311220 Chocolate and Confectionery Manufacturing from Cocoa Beans

Company Perspectives:

Our mission is to be a focused food company in North America and selected international markets and a leader in every aspect of our business. Our goal is to enhance our #1 position in the North American confectionery market, be the leader in U.S. chocolate-related grocery products, and to build leadership positions in selected international markets.

Key Dates:

1887: Milton Hershey establishes the Lancaster Caramel Company.

1895: The company begins to sell chocolate.

1900: Hershey sells his caramel company to focus on chocolate.

1906: The village of Derry Church is renamed Hershey.

1927: The firm incorporates as Hershey Chocolate Company and is listed on the New York Stock Exchange.

1940: Hershey's chocolate plant is unionized.

1963: The H. B. Reese Candy Company is acquired.

1968: The firm adopts the name Hershey Foods Corporation.

1970: Hershey's first consumer advertisement appears in 114 newspapers.

1988: Hershey purchases the operating assets and manufacturing assets of Peter Paul/Cadbury brands.

1996: Hershey launches its first hard candy line, FactsTallons, and the reduced-fat Sweet Escape line.

1999: The firm sells its pasta business to New World Pasta LLC.

2002: The Milton Hershey Trust School announces plans to sell Hershey.

Company History:

Hershey Foods Corporation holds the top position in the U.S. confectionery market. The name Hershey is synonymous with chocolate, yet the company's founder made his first fortune by manufacturing caramel. While famous for its major candy brands—Hershey's, Reese's, Kit Kat, Kisses, Twizzlers, Jolly Rancher, Ice Breakers, Carefree, and Breath Covers—the company also markets premium products including Hershey's baking chocolate, chocolate milk, ice cream toppings, cocoa, chocolate syrup, peanut butter, and Reese's and Heath baking pieces. Hershey operates with two main divisions, Hershey Chocolate North America and Hershey International, the latter of which exports the firm's products to over 90 countries. The Milton Hershey School Trust controls 77 percent of Hershey's voting power. In 2002, the Trust planned to diversify its holdings and, in a controversial move, announced that it was putting Hershey Foods up for sale.

Company Origins:

Milton S. Hershey was born in 1857 in Cambridge, Pennsylvania. As a young boy, Hershey was apprenticed to a Lancaster, Pennsylvania, candymaker for four years. When he finished this apprenticeship in 1876, at age 19, Hershey went to Philadelphia to open his own candy shop. After six years, however, the shop failed, and Hershey moved to Denver, Colorado. There he went to work for a caramel manufacturer, where he discovered that caramel made with fresh milk was a decided improvement on the standard recipe. In 1881, Hershey left Denver for Chicago, then New Orleans, and later New York, until in 1886 he finally returned to Lancaster. There he established the Lancaster Caramel Company to produce "Hershey's Crystal."

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caramels that would "melt in your mouth." **Hershey** had a successful business at last.

Hershey Makes His First Chocolate Sale: 1895

In 1893, **Hershey** went to the Chicago International Exposition, where he was fascinated by some German chocolate-making machinery on display. He soon installed the chocolate equipment in Lancaster and in 1895 began to sell chocolate-covered caramels and other chocolate novelties. At that time, **Hershey** also began to develop the chocolate bars and other cocoa products that were to make him famous.

In 1900, **Hershey** decided to concentrate on chocolate, which he felt sure would become a big business. That year, he sold his caramel company for \$1 million, retaining the chocolate equipment and the rights to manufacture chocolate. He decided to locate his new company in Derry Church, the central Pennsylvania village where he had been born, and where there would be a plentiful milk supply. In 1903, **Hershey** broke ground for the **Hershey** chocolate factory, which would remain the largest chocolate-manufacturing plant in the world through the twentieth century.

Before this factory was completed, in 1905 **Hershey** produced a variety of fancy chocolates. But with the new factory, **Hershey** decided to mass-produce a limited number of products that he could sell at a low price. The famous Hershey's Milk Chocolate Bar, the first mass-produced chocolate product, was born.

In 1906, the village of Derry Church was renamed **Hershey**. The town was not simply named after the man or the company; it was Milton Hershey's creation, the beneficiary of and heir to his energy and his fortune. **Hershey** had begun planning a whole community that would fulfill all the needs of its inhabitants at the same time that he planned his factory. A bank, school, recreational park, churches, trolley system, and even a zoo soon followed, and the town was firmly established by its tenth anniversary. One of Hershey's most enduring contributions was the **Hershey** Industrial School for orphans, which he established in 1909 with his wife Catherine. After Catherine's death in 1915, the childless **Hershey** in 1918 gave the school **Hershey** company stock valued at about \$60 million. In 2002, the school, which became the Milton **Hershey** School in 1959, continued to control 77 percent of the company's voting stock.

In 1907, Hershey's Kisses were first produced, and the next year, in 1908, the **Hershey** Chocolats Company was formally chartered. In 1911, its sales of \$5 million were more than eight times the \$600,000 made ten years earlier at the company's start.

Continued Success: 1920s-1940s

The **Hershey** company continued to prosper, producing its milk chocolate bars (with and without almonds), Kisses, cocoa, and baking chocolate. In 1921, sales reached \$20 million, and in 1925 **Hershey** introduced the Mr. Goodbar Chocolate Bar, a chocolate bar with peanuts. In 1927, the company was incorporated as the **Hershey** Chocolate Company and its stock was listed on the New York Stock Exchange.

By 1931, 30 years after the company was established, **Hershey** was selling \$30 million worth of chocolate a year. As the Great Depression cast its shadow on the town of **Hershey**, Milton **Hershey** initiated a "grand building campaign" in the 1930s to provide employment in the area. Between 1933 and 1940, Hershey's projects included a 150-room resort hotel, a museum, a cultural center, a sports arena (where the Ice Capades was founded), a stadium, an exotic rose garden, and a modern, windowless, air-conditioned factory and office building. **Hershey** liked to boast that no one was laid off from the company during the Depression.

Though Hershey's intentions seem to have been wholly sincere, there was always some suspicion about his "company town." Labor strife came to the company in 1937, when it suffered its first strike. Though bitter, the strike was soon settled, and by 1940 the chocolate plant was unionized.

In 1938, another famous chocolate product was introduced: the Krackel Chocolate Bar, a chocolate bar with crisped rice. The next year Hershey's Miniatures, bite-sized chocolate bars in several varieties, were introduced.

During World War II, **Hershey** helped by creating the Field Ration D—a four-ounce bar that provided 600 calories and would not melt—for soldiers to carry to sustain them when no other food was available. The chocolate factory was turned over to the war effort and produced 500,000 bars a day. **Hershey** received the Army-Navy E award from the quartermaster general at the war's end. **Hershey** died soon after, on October 13, 1945.

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Hershey Begins Expansion: 1940s

After Milton Hershey's death, the chocolate company continued to prosper and maintain its strong position in the chocolate market. By the 1940s, Hershey was recognized as the number one chocolate producer in America. With the company's growth came expansion: in 1943, Hershey broke ground for the construction of two new chocolate factories, in Oakdale, California, and Smiths Falls, Ontario. Expansion for Hershey also meant looking for acquisitions, the first of which was the H.B. Reese Candy Company that same year. Also in 1943, the company's president and chairman, Samuel Hixson, arranged for the founding of the Milton S. Hershey Medical Center of the Pennsylvania State University in Hershey, Pennsylvania.

While the company played a hand in many developments within Pennsylvania, its main endeavor continued to be the food industry, including for the first time, non-confectionery food. Among its acquisitions were two pasta manufacturers, San Giorgio Macaroni Inc., in Lebanon, Pennsylvania, and Delmonico Foods Inc., in Louisville, Kentucky. In 1946, in 1947, the Cony Corporation, a Chicago-based food-service company, was acquired. Due to its operations beyond chocolate, the company changed its name in 1948 to the Hershey Foods Corporation. The name change also marked the passing of an era when in 1948 it raised the price of Hershey's candy bars, which had been five cents since 1926, to ten cents.

As the 1970s unfolded, changes in American culture forced Hershey Foods Corporation to change again. Before the 1970s, the company, heeding the words of its founder that a quality product was the best advertisement, had refused to advertise. Thousands of people who came to tour the chocolate factory each year had spread the word about Milton Hershey and his chocolate. A visitors bureau had been established as early as 1915 to handle tours of the facilities, and by 1970 almost a million people a year visited Hershey.

Word of mouth had served as a valuable source of advertising for Hershey during most of its existence, but as people became more health conscious and the consumption of candy declined, the influence of advertising became a greater factor in the candy business. By 1976, Mars had displaced Hershey as the leader in candy sales, prompting Hershey to launch a national advertising campaign. On July 18, 1970, Hershey's first consumer advertisement, a full-page ad for Hershey's Syrup, appeared in 174 newspapers. Within months, the corporation was running ads on radio and television as well. Also that year, under an agreement with British confectioner Rowntree Macauley, Hershey became the American distributor of the Rowntree Wafers Bar. Hershey introduced a second Rowntree candy, Rolo Caramels, the next year.

In 1973, Hershey's Chocolate World Visitors Center was opened to educate people about chocolate-making, with exhibits about tropical cocoa-free plantations, Pennsylvania Dutch milk farms, and the various stages of the manufacturing process. The facility was established to replace tours of the actual plant, which were discontinued in 1973 due to an overflow of traffic. Under the direction of its chief executive officer, William E. Swanson, Hershey adopted an aggressive marketing plan in 1974 to offset its shrinking market share. Swanson, who had grown up in Milton Hershey's orphanage, joined forces with his chief operating officer, Richard A. Zimmerman, to implement a campaign aimed at customers in grocery stores, where half of all candy was sold. Specialty items such as a wide line of milestones, holiday assortments, and family packs were marketed. A national ad campaign promoting Hershey's Syrup, and the introduction of the Giant Hershey's Kiss in 1978 tripled sales of the product between 1977 and 1984. The Big Kiss line of 3.5-ounce bars and premium candies such as the Golden Almond Chocolate Bar were also introduced, as were Reese's Pieces Candy and WhiteChocolat and Star Candy Bars.

Growth Through Acquisition: Late 1970s and 1980s

Hershey also made plans to diversify, to lessen the company's vulnerability to unstable cocoa-bean and sugar prices. In 1977, Hershey acquired a 15 percent interest in A.S. Mandson, a Swedish confectionery company, and bought V&S Candies Inc., the nation's leading manufacturer of licorice. The following year, it bought the Procter-Reese Corporation (PRC), and in 1979 it acquired the Walker Western Company to add to its stable of brand-name pasta. In 1984, Hershey purchased American Beauty, another pasta brand, from Pillsbury and formed the Hershey Foods Group.

Another 1979 acquisition, the Friendly Ice Cream Corporation, a 750-restaurant chain based in New England, tripled the number of employees on Hershey's payroll. After experiencing major structural changes during its 1970s expansion, the company implemented an intensive values study to prohibit and communicate the principles inherent in its corporate culture and

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History

In 1982, **Hershey** opened another plant, in Stuarts Draft, Virginia. The next year it introduced its own brand of chocolate milk, and in 1984 it introduced Golden Almond Spittines (chocolate-covered almonds). In 1986, in addition to introducing two new products, the Golden III Chocolate Bar and the Bar Mine Wafer Bar, **Hershey** acquired the Dieblich Corporation, the maker of the 5th Avenue Candy Bar, Lubeck's Ornet drops, and M&M's Mints. Not content with such a year—the first to top \$1 billion in sales—in December **Hershey** purchased DBR Pasta Company, Inc., whose Pappamaria brand became the eighth in **Hershey's** pasta group.

However, the acquisitions did not stop there. In June 1987, **Hershey** acquired the Canadian candy and nut operations of Nabisco brands for its subsidiary **Hershey** Canada Inc. The three main businesses **Hershey** acquired were Lowrey Mints, a Canadian chocolate-manufacturing concern, the Canadian chocolate manufacturer of Life Savers and Breath Savers hard candy, and the Pranters snack nut business in Canada.

The biggest acquisition of all came in August 1988, when **Hershey** made a \$300 million deal for Peter Paul/Cadbury, an American subsidiary of the British candy and beverage company Cadbury Schweppes plc. **Hershey** purchased the operating assets of the company and the rights to manufacture the company's brands, including Peter Paul Wounds and Almond Joy Candy Bars and York Peppermint Patties, and Cadbury products including Cadbury chocolate bars and Cadbury's Creme Eggs, an Easter specialty candy. Observers predicted that **Hershey's** economies of scale and stout with retailers would bring increased profitability to the newly acquired Cadbury lines. This purchase pushed **Hershey's** share of the candy market from 35 percent to 44 percent, and helped **Hershey** back to the top of the American candy business. At the same time, **Hershey** decided to sell the Friendly Ice Cream Corporation to concentrate on its core confectionery businesses. The company was sold to Tennessee Restaurant in December for \$374 million.

The decline in candy consumption that began after World War II, as a prosperous America found its wartime expanding unambiguously, accelerated during the 1970s as the fitness craze began. However, in the 1980s this trend reversed. Candy consumption reportedly increased from 14 pounds per capita in 1980 to 19.4 pounds in 1999, coincidentally the same period during which **Hershey** regained the top spot in U.S. candy through its acquisitions of Dieblich Corporation and Peter Paul/Cadbury. In the early 1990s, **Hershey** maintained its confectionery position in the United States through several successful introductions: **Hershey's** Kisses with Almonds chocolates in 1990, **Hershey's** Cookies 'n' Mints chocolate bars in 1992, **Hershey** Hugs white chocolate-covered kisses in 1993 (which had become a \$100 million brand by 1995), and Reese's Nutrageous bar in 1994, which quickly moved into the top 20 candy-bar list.

Diversification and International Expansion: Early 1990s

Outside of its chocolate realm, **Hershey** continued to bolster its pasta business while also attempting to capture more of the nonchocolate confectionery market. In 1990, it acquired the Ronzoni Foods Corp., yet another regional pasta brand, and in 1993 the **Hershey** Pasta Group opened a new plant in Winchester, Virginia. Through such moves, **Hershey** became the leader in dry pasta in the United States by 1995. Meanwhile, continuing fierce competition with Mars and the low inflation of the period—both of which made increasing prices untenable—put pressure on **Hershey's** chocolate earnings. One of the company's responses to this pressure was to increase its offerings in nonchocolate confections. Among the 1990s introductions were Amazon! Fruit gummy bears in 1992, Twizzlers Pull-n-Peel candy in 1994, and Amazon! Fruit Super Fruits in 1995. By going after the nonchocolate confectionery business, **Hershey** aimed to capture more market share among youthful shoppers, who generally preferred nonchocolate candy. It also made sense in the overall U.S. market, where nonchocolate candy sales were increasing faster than chocolate candy sales.

In the early 1990s, **Hershey** attempted to lessen its dependence on the North American market by cautiously moving into overseas markets. In 1990, the company introduced the **Hershey** brand to the Japanese market through a joint venture with Fujita. The European market, a difficult market for foreign firms to penetrate given differing European tastes and such entrenched firms as Nestle, was targeted next. This venture was less than successful than **Hershey's** move into Japan, at least at first. In 1991, **Hershey** acquired the German chocolate maker Gobor Schokoladen, which in the first few years after the takeover failed to meet **Hershey's** expectations. In 1992, the firm purchased an 18.6 percent interest in the Norwegian

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confectionery firm Freix Marabou, but then promptly sold the stake the following year after it was bought for majority control by PHH Maritz. Later, in 1993, **Hershey** acquired the Italian confectionery business of Heintz Italia S.p.A. for \$130 million, which primarily gave it the Sperlan brand, a leader in nonchocolate confectionery products in Italy. Shortly thereafter, **Hershey** acquired the Dutch confectionery firm Overvecht B.V. for \$20.3 million, which under the Jamin brand manufactured confectionery products, essences, and ice cream. Although primarily distributed in the Netherlands and Belgium, Jamin gave **Hershey** its first penetration of the potentially lucrative Russian market when it began to distribute chocolate there after the **Hershey** takeover.

Strategic Changes: Mid- to Late 1990s

Meanwhile, back in North America, **Hershey** was being hurt by results in Canada, where too many competitors were sharing too few customers, and in Mexico, where political and economic turmoil stymied Hershey's growth. In response, **Hershey** announced a restructuring in late 1994, taking a \$104.1 million after-tax charge. Over the next 15 months, the company cut its staff by more than 400 and consolidated its operations in the United States, Canada, and Mexico into a **Hershey Chocolate North America** division. Earlier in 1994, **Hershey** had formed a **Hershey Grocery** division to give special attention to the company's various baking and grocery products. These two divisions, along with **Hershey International** and **Hershey Pasta Group**, comprised the four main areas in which **Hershey** operated. The company also raised its price for the second time in two years and launched a stock repurchase program to bolster its stock price.

In the mid-1990s, **Hershey** added partnering to its arsenal of corporate strategies. In 1994, **Hershey** partnered with General Mills to introduce Reese's Peanut Butter Puffs Cereal. In 1995, a partnership with Good Housekeeping resulted in Reese's Peanut Butter Ice Cream Cups. That same year a crisis marketing deal with ABC offered free long-distance telephone calls to purchasers of selected Hershey's chocolate products. Having celebrated its 100th anniversary in 1994, **Hershey** looked forward to a bright future in its second century. By that time, **Hershey** had increased its share of the U.S. confectionery market to 34.5 percent, while Mars had seen its share fall to 26 percent, and Hershey's nonchocolate confectionery and pasta operations were growing.

Under the leadership of Kenneth Welfe—named chairman and CEO in 1994—Hershey's success continued into the latter half of the 1990s. During 1996, the company launched its first hard candy product, TacklesTaffels, and the reduced-fat Sweet Escapes product line. That year, the company acquired (and North America's) a \$440-million deal that added Jelly Rainier, Good & Beautiful, Whippers, and Milk Duds to its product arsenal.

Hershey continued its dominance of the U.S. market by continuing to introduce new, successful products, including the Reese's Crunchy Cookie Cups, Classic caramels, and the Mini Kisses Jam Sweet Spring Pizzas. The company also revamped its business operations once again, divesting its European operations in 1996, and then selling its pasta division in 1998 to New World Pasta LLC for \$450 million in cash. Welfe commented on the sale in a 1999 *Forbes* article stating that "after a thorough review of our strategic direction, we have concluded that we can generate a better return for our shareholders by focusing on our confection, related grocery, and foodservice businesses."

Hershey continued to add to product line in 2000 with the purchase of R&B Industries Inc.'s mints and gum business. The acquisition included the Ice Breakers and Dream Candy Candy Blast mints, and the Ice Breakers, Carefree, Lick'Nee, Sublime gum, and Fruit Strips gum. Welfe retired in 2001, leaving industry veteran Rick Lantry at the helm. That year, the company sold its Lubrizol insect drop business and began a \$275 million restructuring effort that included 600 job cuts, closure of seven **Hershey** plants, and the outsourcing of cocoa powder production. While net income fell during 2001, sales increased by eight percent to \$4.5 billion.

A Surprise Announcement: 2002

During 2002, **Hershey** dealt with a labor strike—the first one since 1980. Just as the labor issues were resolved, **Hershey** faced yet another blow. In July 2002, the union **Hershey Sugar Trust**, which controlled 77 percent of Hershey's voting power, announced that it wanted to diversify its holdings and that a sale of the company would be beneficial to the union. At the time, over half of the Trust's \$1.4 billion portfolio consisted of **Hershey** stock. While Hershey's board was opposed to a sale, it agreed to work with the Trust as viable options. The announcement, however, left the citizens of **Hershey, Pennsylvania**, in an uneasy state. Half of the 1990s' population was dependent on **Hershey** and to find a sale of the company harmful to a theater.

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approval. Nearly half of the city's residents were employed by Hershey and feared a sale of the company, especially to a foreign firm, would negatively impact their jobs as well as the city. As such, the state's attorney general and potential governor filed a petition against the Trust that would call for court approval of any offers made for Hershey. The possible sale received negative reviews throughout the business world. In fact, an August 2002 article in *The Economist* went as far to say that "unless Hershey must be turning in his grave."

In September, Vici, Vinjoly Jr. Co. offered \$12.5 billion bid for the company, outbidding Nestlé and Cadbury Schweppes, who had teamed up to make a \$10.5 billion play for the company. Both offers were turned down, leaving Hershey independent for the time being. While Hershey's future remained up in the air, one thing was certain. With well over 100 years of history behind it, the Hershey name would remain a favorite among chocolate lovers around the world for years to come.

Principal Subsidiaries: Hershey Chocolate & Confectionery Corporation; Hershey Chocolate of Virginia, Inc.; Hershey Canada, Inc.

Principal Divisions: Hershey Chocolate North America; Hershey International.

Principal Competitors: Cadbury Schweppes plc; Mars Incorporated; Nestlé S.A.

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Hershey Chocolate Advertising, Public Relations and Promotions

Jul 21, 2010 Carol Troscoe



Hershey Chocolate World
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The Pennsylvania candy company thrived without ads for decades, but now relies extensive **advertising** with its unique PR, promotion and merchandising programs.

It is written that **Milton Hershey did not believe in advertising** and built his Hershey chocolate empire without ads. His successors have continued and expanded his public and community relations approach, but have also used **advertising** to save and strengthen the international company.

In his **July 2010 financial report**, President David J. West said **"Hershey delivered solid results in the second quarter driven by our strategy of increasing advertising, consumer investment and U.S. sales coverage on our core brands."**

He reported that net sales rose 5.3% in the second quarter, following a 14% increase in the first quarter. Sales totaled \$2.4 billion for the first half of the year.

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The screenshot shows the Hershey's website with a navigation bar at the top containing links for Corporate Information, FAQs, Contact Us, Search, Sign Up, Privacy Policy, and RSS Alerts. Below the navigation bar are tabs for PRODUCTS, SHOP, RECIPES, PROMOTIONS, and VISIT HERSHEY'S. The main content area is titled "Discover HERSHEY'S: Company History" and features a central image of a Hershey's Kisses advertisement with the text "What this week needs is a lot more Kisses." To the left of the central image is a sidebar menu with categories: "What Hershey" (including Hershey, PA and Hershey's chocolate world), "Retail Locations" (including Hershey's Kisses square, Hershey's Chicago, Hershey's Kisses Licks, and Hershey's Shanghai), "About Hershey" (including Mission & Strategy, Company History, Military Confectionery, and Awards & Honors), and "Getting Started 1869-1893", "Expanding & Innovating 1917-1938", "Going to War 1939-1948", and "Growing Globally 1949-Present".

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Product & Feature
History



Advertising to the Nation

Except for a TV and billboard campaign in Canada in 1964, the company had never really done **advertising** on a national scale. In 1968, the newly renamed and reorganized **Hershey Foods Corporation** announced plans for a nationwide consumer **advertising** campaign spearheaded by the famous Ogilvy & Mather ad agency.

Starting with a Sunday newspaper supplement in July, 1970, followed two months later by television and radio commercials, the campaign was an immediate success. Sales of Hershey's peanut butter cups and Hershey's Kisses® Chocolates, in particular, rose dramatically. But while the company today continues to advertise in all media, the quality of our products is still our best form of **advertising**. Milton Hershey would have liked that.

- My Original Kiss
 - Advertising to the Nation
 - E.T. Mellow as Hershey's Kisses
 - Hershey's Kisses Introducing
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RE: The Great American Chocolate Bar Association

Hey Mike, Perhaps **Hershey** would have been happier if Nestle's or Cadbury had gotten the free advertising instead?
Thanks to LPC.

David, The Best.

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The Great American Chocolate Bar Association

The latest ridiculous news on the intellectual property front is that Hershey's is suing Williams-Sonoma over a brownie pan that resembles a Hershey's chocolate bar - yes, a **rectangle subdivided** into other rectangles, with the word CHOCOLATE imprinted in each one, is a trademark violation, according to the folks in **Hershey**, Pennsylvania. Now [...]

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Hershey claims trademarks on rectangles!

Yes, it's true, **Hershey** claims that when you have a **rectangle subdivided** into smaller rectangles (or squares) (like say a window) you might be violating their trademark. MSNBC has the story (what there is of it) where **Hershey** is suing Williams-Sonoma over the rectangular shape of a browser pan that has squares in it for all the brownies.

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As adults, we tend to **break off** a piece of a candy bar and put the rest away for later. Nonetheless, that little square of chocolate is heaven ...
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- Godiva Solid Dark Chocolate Bars (24 pc) at Godiva.com**
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Hershey's Milk Chocolate Snack Size Bars 10 / 8 ounce packages review

This means you can **break off** one tiny piece, or a section of two, of, ... She purchased my mother some Kinders milk **chocolate candy bars** from a store that ...
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Dove Chocolate Bars - 24ct

Dove Chocolate Bars - 24ct - The smooth dreamy **chocolate candy bars** that **break off** into pieces and melt in your mouth! Select between: Milk Chocolate or ...
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Simply stated, Hershey's milk **chocolate candy bars** melt in your mouth The perfect antidote for anyone who deserves a break - simply **break off** a ...
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Hershey's Milk Chocolate Bar



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Hershey's Milk Chocolate Bar: Simple, Pure, and Delicious

Written Feb 22 08

Product Rating: ★★★★★ **Pros:** The great taste. Fewer calories than most candy bars

Cons: Less candy by weight than other candy bars

The Bottom Line: Hershey's Milk Chocolate Bar is a timeless classic. A thousand years from today, people will still be eating them

Bryan_Carey's Full Review: Hershey's Milk Chocolate Bar

Many different foods are identified as "All American" due to their popularity, originality, or various other reasons. I like most of the products labeled as all-American and one that has certainly earned its title is Hershey's Milk Chocolate Bar. This sweetest of chocolate treats has

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originally named as this is **Hershey's Milk Chocolate Bar**, the original all-chocolate candy bar

Basic Facts About This Candy:

Hershey's Milk Chocolate Bar is a flat, thin candy bar with a standard size of 1.55 oz. (43 grams). The flat bar is made entirely from milk chocolate and it is divided into twelve rectangular "pieces". These pieces are all attached to each other in a 3 by 4 fashion to form the candy bar. This design makes it easy to **break off** smaller pieces and share them with others.

Hershey's Milk Chocolate Bar is milk chocolate all the way, with a taste that is chocolate and a little bit creamy. The chocolate consistency is creamy with no graininess and no additives. Hershey's Milk Chocolate Bar is 100 percent delicious milk chocolate and nothing else.

Nutritional Information:

Hershey Milk Chocolate Bars are sold in a standard 1.55 oz. (43 g) size with the following nutritional facts:

- Calories: 230 (130 from fat)
- Total Fat: 13 grams
- Saturated Fat: 9 grams
- Cholesterol: 10 mg
- Sodium: 40 mg
- Total Carbohydrates: 25g (22 grams of simple sugars)
- Fiber: 1 gram
- Protein: 3 grams

One serving provides 8 percent of the USRDA for Calcium, and 2 percent of the USRDA for Iron.

Ingredients:

Hershey Milk Chocolate Candy Bar is made using milk chocolate, which is made from sugar, milk, cocoa butter, chocolate, soy lecithin, vanilla, and white salt flavor.

Final Thoughts:

Hershey Milk **Chocolate Candy Bars** have been around for a long time. Milton Hershey originally created the recipe for the modern-day Hershey Bar in 1900 and from his chocolate factory in Derry Church (now Hershey) Pennsylvania, Mr. Hershey slowly built what would become a world-famous chocolate empire.

Hershey Milk **Chocolate Candy Bars** are great for many reasons and chief among the reasons is its smooth, delicious milk chocolate taste. Unlike most other candy bars that usually include at least one other taste sensation, Hershey Milk Chocolate satisfies the consumer with the taste of chocolate, nothing more, nothing less. This makes the Hershey Milk Chocolate Bar one of the more basic foods and it proves that there is often greatness in simplicity.

Hershey Milk **Chocolate candy bars** offer a little bit less food by weight than other candy bars. This is due, of course, to the flat design. But this fact doesn't seem to matter to most consumers and in fact, many consider this a positive quality because the smaller size means fewer calories. Checking the numbers above, Hershey Milk **Chocolate Candy Bars** do have fewer calories than most other candy bars so consumers can eat a full bar without feeling too much guilt.

One other great quality of Hershey Milk **Chocolate candy bars** are their slightly better than average nutritional values. Chocolate is not a health food by any stretch, but the recipe for Hershey Milk **Chocolate candy bars** results in a piece of candy that offers 8 percent of the USRDA for calcium and 3 grams of protein. These are not incredible numbers, no. But considering that Hershey Milk **Chocolate candy bars** are an indulgence food, this is a pretty good level of nutrition.

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Another quality that many people like about Hershey Milk **Chocolate candy bars** is the fact that the bars are divided into twelve small rectangular pieces. This design wasn't really necessary, and it doesn't affect the taste in any way. But it was a smart idea on the part of Hershey to manufacture the Hershey Milk Chocolate Candy Bar in this fashion because the small shapes make it easy to break the bar into smaller pieces, both for sharing and baking. With these rectangular indentions, it is easy to make a clean break.

Overall, the Hershey Milk Chocolate Candy Bar is a timeless classic that will continue to satisfy consumers far into the future. The delicious taste of pure milk chocolate, the smooth creamy texture, and the slightly better than average nutrition make the Hershey Milk Chocolate bar a product that has stood and will continue to stand the test of time. It's as American as apple pie, but several times tastier.

Recommended:

Yes

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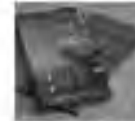
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Review » Food » Hershey's Milk Chocolate Snack Size Bars 10.78 ounce packages

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Hershey's Milk Chocolate Snack Size Bars 10.78 ounce packages

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Hershey's Milk Chocolate Snack Size Bars - 10.78 ounce package is a combination of goodness and delight.

The goodness comes from the delight and joy of eating milk chocolate of quality. The delight comes with the knowledge that these bars have not only shrunk but have increased in price.

For Halloween, I purchased just two packages, on sale, at a price of two for six dollars, or three dollars each. Now, yes, I'm sure that somewhere around town there was a better price, but I didn't want to spend the time and gas necessary to find it.

There was a time not long ago when you could find these prices at two for five dollars. That's a deal I haven't seen for a while now. Part of it is the high cost of cocoa. Hershey's has opted to keep the magic of their milk chocolate by using the real thing, and I agree with that. It just means you have to pay a bit for it anymore.

They really should do the environment a favor and use less packaging. They aren't fooling us about the size of the bars or how many are in a package. After all, a look at the nutrition facts pretty much tells the story for anyone who can't figure it out with a mere look.

These milk size bars are made with 100% milk chocolate that we made using only the finest ingredients. This comes together to create a delicious, smooth, and creamy taste, or a delicious treat for the big boys and adults. It's all Hershey's. There's no denying the taste; it's excellent, it's addictive, and it's milk chocolate that is delightful to the taste.

If only the price could be as wonderful.

Rating: 5

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Random article

Hershey's Milk Chocolate Fudge & Snack
Hershey's actually offers several different Fudge & Snack varieties, but the one I'm reviewing today is the Hershey's Milk Chocolate Fudge & Snack. These packages are promoted as a product that gives the consumer a delicious snack at work, at play, and at lunch. For me, though, ...

Hershey's Full Size Variety Pack: 20 count candy bars
I love chocolate. I love candy. I love it all probably too much, but I've grown up with a nice chocolate thumb. However, an individual candy bar is sky high in price now, and my love of the rich chocolate anything has to be tempered by ...

Neige Chocolate Full Size Packages - 160 count
In these difficult economic times, I don't really buy much candy even though I'm a devout chocolatee, but I do invest from time to time. When those times occur, I have to try to find the best deals. This usually means that I end up purchasing candies ...

Espresso Pie Snack Size Ice Cream Bars
Espresso Pies have been around forever, well, since 1928 anyway, and that's longer than I've been on this Earth so it's like forever to me. Recently, they came out with a new snack size product. Espresso Pie Snack Size Ice Cream Bars is a box of twelve individual bars, ...

Tesco 4-Wheel Huggie Caramel Milk Chocolate Bars
I think these are full size snack bars from Tesco's own range. I have tried several of their own brand confectionery that are direct rip offs of well known brands of chocolate bars, like Mars bar for instance. This one is a carbon copy of a Snickers bar, although they ...

Hershey's Fast Break Bar
I don't know if I am a chocolatee. I really like to eat candy bars as a snack. I love all kinds of chocolate bars, the apparent one you should definitely try is Hershey's Fast Break Bar. I often get them at Costco when ever they have a sale on individual candy bars, and they are ...

Hershey's Milk Chocolate Candy Bar
Sometimes I don't like change, and I sure hope the Hershey's Milk Chocolate Candy Bar remains unchanged. I say this because in Feb. 2006, the Hershey Company began replacing the very expensive cocoa butter which gives their chocolates that taste we all love and crave with vegetable oil. ...

Hershey's 300 calorie protein bars
Hershey's 300 calorie protein bars were something that I bought the last time I went on a shopping trip to Costco. These bars are simple and flavorful, and the best thing about them is the fact that they are only 300 calories. The bars are small, but ...

Hershey's Milk Chocolate
My mother's best friend is from Bosnia. She purchased my mother some Hershey's milk chocolate candy bars from a store that sells Eastern foods. I will first say that my mother loves the chocolate bars. I have another opinion on them though. I will say that the candy bars ...

Hershey's Sticks
I recently found Hershey's sticks at the candy aisle at the grocery store. I was looking for something with not too many carbohydrates that I could incorporate into my diet without doing too much damage. I know I shouldn't eat any sweet snacks, but every now and then I ...

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www.associatedcontent.com/article/1162416-... - Cached
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Tasty Recipes!

Tombstone Brownies



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Ingredients

- 1 pkg. brownie mix plus ingredients to prepare mix
- 1 cup chocolate fudge frosting
- 2 (1.55 oz.) milk chocolate candy bars
- White icing
- 3/4 cup flaked coconut, tinted green
- 12 pumpkin candies

Directions:

Preheat oven to 350 degrees. Line a 13x9 inch pan with foil, extending foil beyond edges of pan; grease foil.

Prepare brownie mix according to package directions. Spread in prepared pan. Bake 30-35 minutes. Do not over bake. Cool in pan on wire rack.

Using foil as handles, remove brownies from pan; peel off foil. Frost with chocolate frosting.

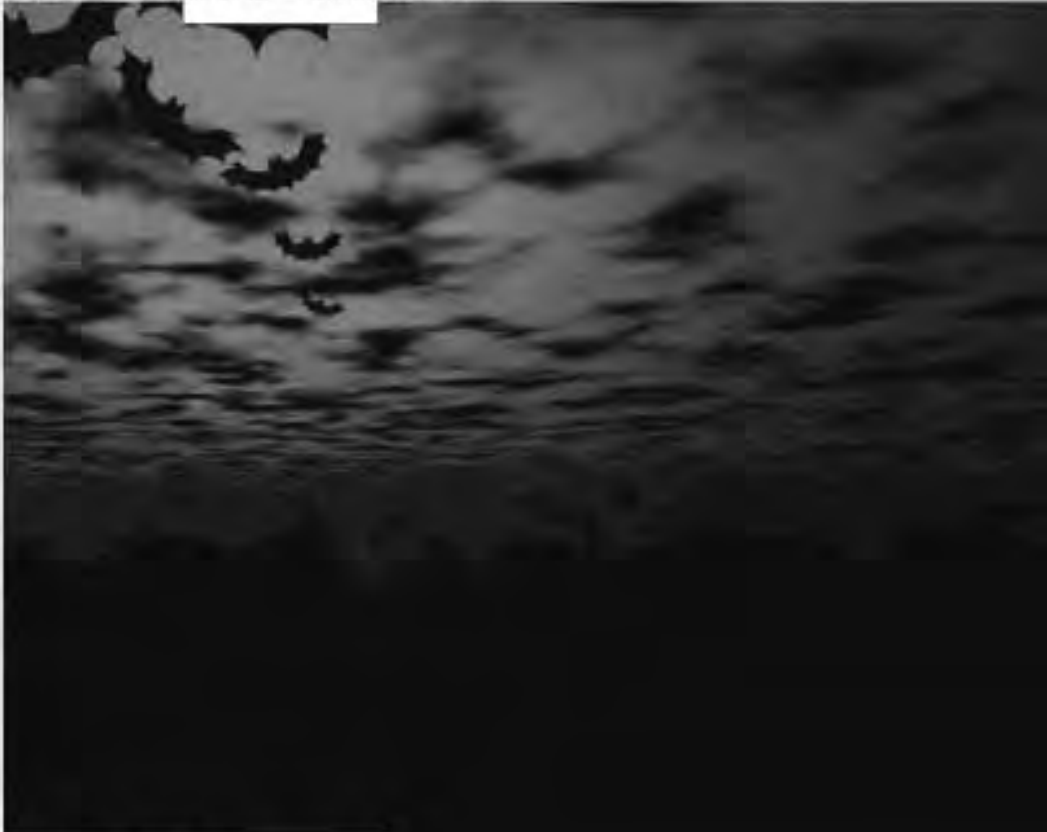
Cut brownies into twelve 4x2 inch bars. Break chocolate bars into pieces along scored lines. Using white icing, write R.I.P. on chocolate pieces. Let stand until set.

Press 1 chocolate piece into end of each brownie for tombstone. Sprinkle tinted coconut on each brownie for grass. Place 1 pumpkin candy on coconut.

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Hershey Bar with Dark Chocolate

Written Aug 12 10:0 Updated Aug 12 09

Product Rating: **★★★★** - **Pros:** It's chocolate.

Cons: Not bitter enough for dark, too waxy

The Bottom Line: I find this one not quite bitter enough, and it doesn't melt in your mouth like chocolate should. Too waxy.

About the Author



Epinions.com ID: [dizofz](#)

ADVISOR in [Home and Garden](#), [Business & Deals](#)

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elzora's Full Review: Hershey Special Dark Chocolate Bars 1.45 Oz 36 Bar

We haven't had any candy bars around our home for weeks, because I am dieting and having a lot of success. I've lost 20 pounds so far, and have actually lost a lot of my desire for sugar.

Last night two friends came over to watch the Olympics with us, as they have just moved into a new home and have no cable TV yet and cannot get any signal without it to watch television. They brought over a pound cake, makings for nachos, and Hershey's Special Dark **Chocolate candy bars**, and left one here when they went home.

Description

This is about the same size as the Hershey's milk chocolate candy bar, consisting of 1.45 ounces. The wrapper is the familiar dark brown, but the bottom portion is colored red. It says "SPECIAL DARK Mildly Sweet Chocolate", and there is a gold circle on the left that reads *natural source of flavanol antioxidants*.

Just like with the milk chocolate Hershey's bar, this one is also scored so that you can easily break off small sections of the candy bar.

Nutrition Facts

This one bar contains 180 calories, and 110 of those are fat calories. The total fat is 12 grams, 8 of which are saturated fats, but there are none of the even healthier trans fats.

There are less than 5 mg of cholesterol, 15 mg of sodium, 25 grams of carbohydrates, 21 grams of sugar, and the good news is there is actually some fiber (3 grams) and protein (2 grams) included, so the candy bar does not consist entirely of empty calories.

Ingredients

Sugar, chocolate, cocoa butter, cocoa processed with alkali, milk fat, lactose (milk), soy lecithin, PGPR, emulsifier, vanillin, artificial flavor, milk.

Taste

To be quite honest, I have tasted better dark chocolate. I am not a huge fan of dark chocolate, my husband is, and I prefer milk chocolate even though dark chocolate is said to be better for you.

When I bite into the candy, it has an almost waxy consistency that I was a little put off by, and the taste didn't seem to be as much of the dark chocolate taste as I had hoped for. The candy bar says that it contains 45% cacao dark chocolate, which seems like a significant portion to me, but I have tasted more flavorful dark **chocolate candy bars**.

There is a good amount of sweetness in this one as well, but if I'm going to eat dark chocolate, I want an even darker chocolate taste. The Hershey website describes this candy bar as being a *special blend of rich, delicious velvety dark chocolate that offers a mildly sweet taste that milk chocolate lovers are sure to cherish*.

The dark **chocolate candy bars** that I have enjoyed in the past have a more bitter taste, and I don't think this one has enough of the bitterness for a dark chocolate candy bar. It's even a little too sweet in my opinion. It melts quite easily (the candy bar was melted so you could barely make out the score lines), so this is a softer chocolate.

When I want a dark chocolate candy bar, I want more of a bitterness kick and less sweetness, and this one just doesn't give that to me. It doesn't have the smooth taste of the Hershey's milk **chocolate candy bars**, and is too waxy in its consistency. I only rate this one 3 out of 5 stars.

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Mercken' s Bars Milk Chocolate- Break Up **\$6.99**


Mercken' s Bars Milk Chocolate- Break (1.1 LB) Several years ago, The Chocolate Report did an extensive blind-tasting. With a crew of top chefs, Merckens was ranked #1 in both bitter-sweet chocolate and milk chocolate, and #2 in white chocolate. The scoring is based upon 100-point pieces. Store cool & dry 1 year. Available in a 2-pound bar made in the USA. *Because these bars are scored to break apart easily, they may do so in the course of shipping. Due to the potential for melting in shipment during warmer months, delivery of solid chocolate is at the buyers risk.

List of ingredients:


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Break Up Block Baking Chocolate - Dark Chocolate, 7.5 lb box
 Blocks of rich dark chocolate made by Asher's. Each bar is scored so it's easy to break up! Great for baking and for chocolate lovers, too!
 Comes in a 7.5 pound box. Dark chocolate only, pictured on the right.
 Also available in white chocolate, milk ch

\$59.40

\$59.40

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1		Break Up Block Baking Chocolate - Dark Chocolate, 7.5 lb box Blocks of rich dark chocolate made by Asher's. Each bar is scored so it's easy to break .	CandyDirect.com This store is rated: 	\$59.40 tax & shipping not included	<input type="button" value="Add to Cart"/>
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3		Break Up Block Baking Chocolate - Sugar Free - Dark, 7.5 pounds Blocks of sugar free chocolate made by Asher's. Each bar is scored so it's easy to break .	CandyDirect.com This store is rated: 	\$59.38 tax & shipping not included	<input type="button" value="Add to Cart"/>
4		Break Up Block Baking Chocolate - Sugar Free - Milk, 7.5 pounds Blocks of sugar free chocolate made by Asher's. Each bar is scored so it's easy to break .	CandyDirect.com This store is rated: 	\$59.38 tax & shipping not included	<input type="button" value="Add to Cart"/>

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	<p>Athers. Each bar is scored so it's easy to break .</p>		not rated	
4	<p> Eiffel Chewy Bon Bon Bars 1.25-ounce Packs 24CT Box Succulent fruit flavors burst from these yummy chewy bon bon candy balls. Firm and ...</p>	CandyWarehouse.com	\$24.00 This store is rated	for shipping not included
6	<p> Blenheim Marzipan Fruit Candy 16 Piece Gift Box Celebrate the holidays in style with these gourmet marzipan fruit packs imported from ...</p>	CandyWarehouse.com	\$15.00 This store is rated	for shipping not included
7	<p> Bison Window Candy Boxes 100 lb Simple, yet elegant, design suitable for use year round. Oval window to display candies ...</p>	Kitchen Krafts	\$5.25 This store is rated	for shipping not included
8	<p> C. Howard's Violet Mints 24ct Box An old time classic - Smells and tastes just like violets. Box of 24</p>	The Candy City	\$13.67 This store is not yet rated	for shipping not included
9	<p> Lindt Lindor Truffles - Milk Chocolate Individually wrapped 120 count display Lindor Truffles made by Lindt. A delicious Imperial Swiss milk chocolate with a smooth ...</p>	CandyDirect.com	\$54.35 This store is rated	for shipping not included
10	<p> Fuffy Stuff Cotton Candy Pops 36ct The popcorn for the kid in all of us. Cotton candy flavored suckers will wake up .</p>	ACandyStore.com	\$9.99 This store is rated	for shipping not included
11	<p> Ferrer Rocher SPECIAL 40CT BOX Ferrer Rocher, 40ct box in decorative plastic container.</p>	The Candy City	\$16.99 This store is not yet rated	for shipping not included
17	<p> Watermelon Buds Box 24 Count Watermelon flavored hard candies! Each box weighs</p>	Candy.com	\$81.99 This store is rated	for shipping not included

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13		Twizzlers sweet & sour filed twist 1.5oz - 18 ct box Tangy inside! Assorted Twizzlers sweet & sour filed twists filled with either citrus...	Groovy Candies This store is not yet rated. View?	\$15.99 No shipping included
14		Mardipan Fruit Box 24 Count Mardipan Fruit Box 24 Count An assortment of fruit flavored mardipan in a shiny display...	Candy.com Candy.com This store is rated	\$24.99 No shipping included
15		Nestle Butterfingers Concession Candy 3.5 Oz Box 12 ct Nestle Butterfingers Concession Candy is a unique combination of crispy, crunchy...	AmericaRx.com This store is rated	\$19.99 No shipping included
16		Ribbon Assorted Box - 20ct Ribbon Assorted Box 20ct	ACandyStore.com This store is rated	\$9.99 No shipping included
17		Perugia's Pecol - Dark Chocolate & Hazelnut 16 Count display box Perugia's Pecol, Rich dark chocolate with whole and chopped hazelnuts in a beautiful silver...	CandyDirect.com This store is rated	\$26.95 No shipping included
18		Tootsie Roll Pops Tootsie Roll Candy Pops with chewy Tootsie Roll center, Assorted flavors.	Quik This store is rated	\$15.99 No shipping included
19		Booster Twist Watermelon - 160 ct box Individually wrapped small watermelon flavor hard candy.	Groovy Candies This store is not yet rated. View?	\$7.99 No shipping included
20		Candy Cigarettes (24 Ct) An old time classic. Keep the environment fresh and stay healthy with candy.	CandyCentral This store is not yet rated.	\$9.51 No shipping included

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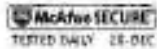
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Solo Marshmallow Creme

Solo Brand Marshmallow Creme. This is an ideal cream for baking. It is not the fluffy marshmallow stuff, but rather Solo Marshmallow Cream is used in baking.

7 ounces

\$2.50 each
\$2.20 each with 6 or more

Quantity:

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Italbrand Superfine 00 Wheat Flour

Italbrand's incredible Superfine 00 Wheat Flour from Italy. Superfine flour worth it's weight in gold.

Product of Italy. 500 grams (17.6 ounces)

\$2.50 each
\$2.30 each with 24 or more

Quantity:

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- Treasure Hunt



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India Tree Decoratifs

India Tree makes the most wonderful decoratifs — decorative sprinkles in many innovative and festive shapes. Sprinkle these on cakes, cookies and cupcakes for a festive holiday look.

1.9 – 3.45 ounces

\$4.20 each
\$4.00 each with 12 or more

Selection:

Quantity:

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India Tree Sparkling Sugars, 7.5 ounces

India Tree Sparkling Sugars are decorative sugars to sparkle up all you baking. Great for the Holidays, India Tree Sparkling Sugars dresses up your cakes, cookies and cupcakes.

7.5 ounces

\$5.25 each
\$5.00 each with 12 or more

Selection:

Quantity:

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e+candy+bars%24+522scoed%22&hl=en&ct=cta&usq= 13/28/2010 04:44:37 PM



India Tree Sparkling Sugars, 3.5 oz.

India Tree Sparkling Sugars are decorative sugars to sparkle up all you baking. Great for the Holidays, India Tree Sparkling Sugars dresses up your cakes, cookies and cupcakes.

3.5 ounces

\$9.45 each
\$3.25 each with 12 or more

Selection:

Quantity:



Lyle's Golden Syrup

For cooking and baking. Great on pancakes and waffles, too! Click for our great European Butterscotch Sauce recipe.

Product of England... 11 ounces (325 milliliters)

\$6.00 each
\$4.70 each with 6 or more

Quantity:



Goldrush Sourdough Bread Starter

With Goldrush Sourdough Starter and the included recipes, it's easy to create the tangy flavor and hearty aroma of sourdough bread anywhere in the world. It works in bread machines, too.

14 grams (0.5 ounces)

\$9.50 each
\$2.15 each with 6 or more

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\$2.15 each with 6 or more

Quantity:

Bob's Red Mill Flours

Bob's Red Mill Flours are known in the Pacific North West as a national leader in stone milled flours and meals. Bob's Red Mill offers a wide variety of whole grains, with a motto "Whole grain foods for every meal of the day".

Each bag 20 - 28 ounces (568 - 798 grams)

\$3.75 each

\$2.50 each with 8 or more

Selection:

Quantity:

Nellie & Joe's Key West Lime Juice

The distinctive flavor of Nellie & Joe's Famous Key West Lime Juice has long been the favorite choice to make the best Key Lime Pie. But it's also an easy and delicious marinade for seafood, meat, and poultry, an ideal bar mix for tropical cocktails, and perfect for any recipe that calls for freshly squeezed lemon or lime.

16 ounces (473 milliliters)

\$4.00 each

\$2.40 each with 6 or more

Quantity:

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et+candy+bars%24+5.22scored%22&hl=en&icr=ch&gl=us 12/28/2010 04:44:37 PM



Alter Eco Organic Unrefined Ground Cane Sugar

Unrefined Ground Cane Sugar is naturally moist and has a rich taste, with hints of vanilla. The sugar crystals are enveloped in a thick coat of molasses and are loaded with the richness of Unrefined nutrients and minerals. This Fair Trade product contains up to fifty times more minerals than a refined sugar, white or brown.

16 ounces (454 grams)

\$5.50 each
\$5.00 each with 6 or more

Quantity:

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Scharffen Berger Baking Chocolate

Available in semisweet. Scharffen Berger's Home Chef Chocolate Bars are pure dark chocolate, scored for easy measuring.

275 grams (9.7 ounces)

\$6.50 each
\$5.00 each with 3 or more

Selector:

Quantity:

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Ibarra Mexican Chocolate

Ibarra Mexican chocolate is used in the traditional Mexican kitchen to enhance recipes, including the dish "Mole". The most traditional and best loved way to use this product is in making a cup of delicious hot chocolate.

Product of Mexico. 18.6 ounces (527 grams)

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\$4.25 each
\$3.35 each with 6 or more

Quantity:

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Nielsen-Massey Madagascar Bourbon Pure Vanilla Powder

Madagascar Bourbon Pure Vanilla Powder by Nielsen-Massey is a free-flowing sugar and alcohol-free, dry product which may be used as a replacement for pure vanilla in any recipe.

3.5 ounces (70 grams)

\$14.00 each
\$13.90 each with 3 or more

Quantity:

[Add to Cart](#)



Nielsen-Massey Madagascar Bourbon Pure Vanilla Extract

Nielsen-Massey's Madagascar Bourbon Pure Vanilla Extract has a creamy, sweet, velvety flavor that blends beautifully with a variety of foods. Nielsen-Massey starts with the finest vanilla beans available, hand-picked for perfection. Next, an exclusive cold extraction process slowly and gently draws the delicate and distinctive flavor from the vanilla beans. The result is the finest pure vanilla in the world, perfect for the home cook or the discriminating chef.

4 ounces

\$12.00 each
\$10.90 each with 3 or more

Quantity:

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Nielsen-Massey Organic Madagascar Bourbon Pure Vanilla Extract

Nielsen-Massey Organic Madagascar Bourbon Pure Vanilla Extract is made from the highest quality certified organic vanilla beans and pure, certified organic alcohol. This product is made using Nielsen-Massey's unique cold extraction process, a procedure which slowly and gently extracts the maximum flavor from the vanilla beans without heat, damaging the delicate flavors. The result is an organic vanilla extract with the creamy, sweet, smooth, mellow vanilla flavor that customers worldwide have come to expect from Nielsen-Massey.

4 ounces (118 milliliters)

\$18.50 each
\$17.00 each with 3 or more

Quantity:

[Add to Cart](#)



Nielsen-Massey Madagascar Bourbon Pure Vanilla Bean Paste

Nielsen-Massey Madagascar Bourbon Pure Vanilla Bean Paste is a convenient replacement for vanilla beans in any recipe. Because it contains vanilla bean seeds, the paste adds an all natural, gourmet appearance to any recipe.

4 ounces (118 milliliters)

\$12.50 each
\$11.50 each with 3 or more

Quantity:

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Nielsen-Massey Pure Tahitian Vanilla Extract

Tahitian vanilla beans are known for their aromatic, fruity, cherry, anise-like flavor profile. Tahitian Pure Vanilla is especially symbiotic with fruit-based foods, such as fruited yogurt, sorbets, and fruit toppings.

4 ounces (118 milliliters)

\$20.90 each
\$19.10 each with 3 or more

Quantity:

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Nielsen-Massey Madagascar Bourbon Vanilla Beans

Nielsen-Massey Vanilla Beans -- prime gourmet-quality vanilla beans from the finest cultivars in the world.

3 pods

\$9.10 each
\$7.50 each with 3 or more

Quantity:

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Odenise Marzipan

Marzipan by Odense. This Danish Marzipan is known for its exquisite flavor and texture.

Product of Denmark

7 ounces (198 grams)

\$6.00 each

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40.00 each
\$5.00 each with 6 or more

Quantity:

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Kirkland Marcona Almonds

Treasured by the Spanish, Marcona Almonds originate from the Mediterranean coast of Spain. These large, fat, heart-shaped nuts have a crunchy texture and a naturally sweet, delicate flavor. Roasted and seasoned with sea salt.

16 ounces (454 grams)

\$12.50 each
\$11.30 each with 3 or more

quantity:

Add to Cart



Rustichella d'Abruzzo Farro Flour

Farro Flour from Rustichella d'Abruzzo. Farro is one of the oldest grains in the world. Baked products made with Farro Flour have a deep, earthy and delicious flavor. Great for breads, cakes and muffins. Farro is also extremely healthy.

Product of Italy. 500 grams (17.6 ounces)

\$9.00 each
\$7.00 each with 6 or more

quantity:

Add to Cart



Rustichella d'Abruzzo Whole Grain Farro

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Ruschella d'Abruzzo Whole Grain Farro

Farro is an unhybridized ancestor of modern wheat. It has a hearty, nutty flavor and has been grown throughout Europe for centuries. Today, with the renewed interest in traditional and organic foods, farro is featured on the menus of many of the best restaurants in Italy and is rapidly gaining popularity in the United States.

Product of Tuscany, Italy. 500 grams (1.1 pounds)

\$11.00 each
\$9.00 each with 3 or more

Quantity:

[Add to Cart](#)



Gooseberries (Oregon Fruit Products)

Oregon Gooseberries are supplied by local growers, which means you'll enjoy these gooseberries at their peak of ripeness and freshness. Grown in one of the best geographical areas in the world for producing these preferred hand-harvested fruits, the gooseberries are packed only after they are vine ripened, so you can be assured you're getting the most flavorful fruit in a can.

15 ounces (425 grams)

\$6.00 each
Quantity:

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Certo Liquid Fruit Pectin by Kraft

Making homemade jams and jellies is a snap with Certo Fruit Pectin. Delicious recipes with quick and easy directions are included.

6 ounces (177 milliliters)

\$4.70 each
\$4.50 each with 6 or more

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La Perruche Rough Cut Sugar Cubes

Quantity:

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La Perruche Rough Cut Sugar Cubes

Pure cane rough cut sugar cubes from La Perruche, available in brown sugar and white sugar varieties.

500 grams (17.6 ounces)

\$12.00 each

\$9.90 each with 6 or more

Selection:

Quantity:

[Add to Cart](#)



Ghirardelli Premium Semi-Sweet Chocolate Chips

Ghirardelli's Premium Semi-Sweet Chocolate Chips are created from a precise blend of deep-roasted cocoa beans and hand-selected ingredients. Their rich, creamy, signature chocolate taste will make your desserts the ultimate chocolate indulgence.

11.5 ounces (326 grams)

\$5.40 each

\$4.60 each with 6 or more

Selection:

Quantity:

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Musselman's Red Spiced Apple Rings

What used to be called Musselman's Spiced Crab Apples is now called Musselman's Red Spiced Apple Rings. Same great product, same great flavor. Quality you can taste. Musselman's Red Spiced Apple Rings!

16 ounces (454 grams)

\$5.90 each
\$4.60 each with 6 or more

Quantity:

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African Baking Sugars (India Tree)

These unrefined brown sugars come from the island of Mauritius, off the coast of Africa. The sugar milled on Mauritius retains much of the unique flavor of the cane, which grows there on rich volcanic ash.

\$5.60 each
\$4.60 each with 6 or more

Selection:

Quantity:

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India Tree Caster Sugar

Caster or Superfine Sugar is the best sugar for cakes, cookies, meringues, custards, mousses, and sorbets. Its fine size makes it heavenly over fresh fruit. And because it dissolves quickly, it is also perfect for iced drinks.

1 pound (453 grams)

\$6.10 each
\$5.20 each with 6 or more

Quantity:

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Ghirardelli Premium Chocolate Candy Bars

Ghirardelli Chocolate's rich, legendary signature taste is created by a precise blend of deep-roasted cocoa beans and hand-selected ingredients. You'll savor every bite!

3 - 4 ounces

\$3.50 each
\$2.70 each with 6 or more.

Selection:

Quantity:

Add to Cart



Odense Pure Almond Paste

Pure Almond Paste by Odense is ideal for baking. Almond paste is often mistaken for marzipan. Odense Almond Paste has less sugar and more almond flavor than marzipan however. In baking, the two are interchangeable in recipes.

Product of Denmark.

7 ounces (198 grams)

\$6.20 each
\$6.00 each with 6 or more

Quantity:

Add to Cart

Scharffen Berger Natural Cocoa Powder

Scharffen Berger Cocoa Powder is a natural cocoa powder, perfect for baking.

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Scharffen Berger chocolate complement pastries and desserts in some of the best restaurants and bakeries in the country is an excellent choice for home chefs. Scharffen Berger Natural Cocoa Powder is a blend of perfectly roasted and well-fermented beans, with an intense chocolate flavor.

Choose from Sweetened (8 ounces) or Unsweetened (6 ounces) Cocoa Powder.

\$10.90 each
\$9.00 each with 6 or more

Selection:

Quantity:

[Add to Cart](#)

Imported Specialty Honey

Finding great honey is always a challenge. So we've assembled the finest collection of imported honey available.

Choices include Rigoni Di Asiago Organic Chestnut Honey, 14.1 ounce; Fanzoni Acacia Honey, 8.8 ounces; Franzoni Chestnut Honey (Castagno), 8.8 ounces; Franzoni Millefiori Honey, 8.8 ounces; and Franzoni Sulla (Nettle) Honey, 8.8 ounces. Product of Italy.

\$14.50 each
\$12.00 each with 12 or more

Selection:

Quantity:

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score

score [ˈskɔːr]

noun (plural scores)

Definition:

- points made:** the total number of points made by a player or team at the end of or during a match or game.
- tally of points made:** a record of the number of points made by a player or team in a match or game
 - *Who's keeping score?*
- gaining of point:** an action that leads to the gaining of a point or points in a match or game
- exam result:** the result of a test or examination, usually presented in numerical form

Also available:

World English Dictionary
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http://www.merriam-webster.com/dictionary/Score
12/28/2012 07:06:07 PM

5. (plural score or scores) **group of 20**: a group of twenty things or people (often used in combination)
• *A score of more people showed up.*

6. **printed music**: a written or printed copy of a musical composition
• *distributed copies of the score to the concert*

7. **music composed**: the music that has been composed for a movie, play, or musical
• *a movie with a breathtaking score*

8. **copy of choreographic notation**: a written record of the choreography for a dance or ballet

9. **notch cut onto surface**: a notch or incision cut into the surface of something

10. **partial cut**: a crease or superficial cut made in something such as a piece of paper to enable it to be folded or separated easily

11. **record of money owed**: a record of an amount of money due for payment

12. **money owed**: an amount of money due for payment

13. **festering grudge**: a grievance that is not resolved and incurs resentment
• *settling old scores*

14. **present situation**: the present state or actual facts of a situation (informal)
• *What's the score? Are you coming or not?*

15. **success**: a successful result or achievement, especially one that is significant (slang)
• *made a big score on the stock market*

← → ↻ ↺ ↻ ↺

https://www.merriam-webster.com/dictionary/compose?ref=1961707200
12/28/2010 07:06:27 PM

14. transitive verb **compose the music for something:** to write the music for a movie, play, or musical

15. transitive verb **write the choreography for something:** to write out the choreography for a dance or ballet

16. intransitive verb **do well:** to secure an advantage (*slang*)
• *She scores because she can communicate.*

17. transitive verb **get something:** to succeed in getting something (*slang*)
• *scored front-row tickets for the concert.*

18. transitive and intransitive verb **score buy drugs:** to buy illegal drugs (*slang*)

19. intransitive verb **have sex:** to succeed in having sex with somebody, especially a new sexual partner (*slang*)

20. transitive verb **criticize somebody:** to subject somebody to severe criticism (*informal*)

[Pre-12th century < Old Norse *skor* "notch, tally, 20"]

on this or that score as far as this or that is concerned
• *Her health is fine, so there's no need to worry on that score.*

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EXHIBIT 7

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant:	Hershey Chocolate & Confectionary Corporation)	Law Office: 116
)	
Serial No.:	77/809223)	Examining Attorney: John Dwyer
)	
Filed:	August 20, 2009)	
)	
Mark:	Miscellaneous Design (Recessed Rectangular Panels))	
)	

DECLARATION OF LOIS B. DUQUETTE, ESQ.

Lois Duquette, Esq., being duly sworn, deposes and states:

1. I declare the following information from my personal knowledge and if called upon to do so, could competently testify to the facts submitted in this declaration.

Background

1. I am Assistant Secretary of applicant Hershey Chocolate & Confectionery Corporation (“HCCC”), and Assistant General Counsel – Global Intellectual Property for The Hershey Company (“Hershey Company”), HCCC’s parent company and HCCC’s licensee with respect to the product configuration trademark at issue herein. HCCC is the owner of the product configuration trademark at issue herein (Serial No. 77/809223), as well as Registration No. 3,668,662 for a similar product configuration trademark with the additional mark HERSHEY’S, also referenced below. HCCC grants The Hershey Company a license to use such trademarks. (I refer to The Hershey Company and HCCC collectively herein as “Hershey.”) As set forth below, my responsibilities include enforcement, clearance, registration, maintenance and licensing of Hershey’s trademarks.

2. I submit this declaration in support of Hershey’s trademark application, Serial No. 77/809223, for a mark which consists of the configuration of a rectangular candy bar with twelve

(12) equally-sized recessed rectangular panels (each of which is of the same proportion, in terms of height and width, as the rectangular bar itself) arranged in a four panel by three panel format with each panel having its own raised border. I am familiar with the facts set forth in this declaration based upon my personal knowledge, my experience in clearing, registering and enforcing the Hershey's trademarks, my knowledge of business records relating to trademark registration and enforcement of trademarks maintained by Hershey in the ordinary course of business, and my general knowledge of the chocolate and confectionery industry and the well-known design of the famous HERSHEY'S chocolate bar gained through many years of employment at Hershey.

3. I have been employed by The Hershey Company as an attorney since 1997 and have held the position of Assistant General Counsel – Global Intellectual Property since December 2009. In my positions with Hershey since 1999, I have been responsible for clearing and enforcing trademarks of Hershey in the United States; since 2005, I also have been responsible for U.S. trademark registrations.

Facts in Support of Trademark Registration

The Well-Known HERSHEY'S Bar Design

4. The applied-for chocolate bar design has been in use for more than 42 years. Hershey began manufacturing, distributing, and selling chocolate bars embodying this design in 1968. Hershey's use of its applied-for design has been continuous and exclusive since 1968. The design has been and is used for Hershey's well-known HERSHEY'S chocolate bar, as well as other well-known chocolate bar products such as MR. GOODBAR, SPECIAL DARK and COOKIES - N- CREME candy bars.

5. The applied-for mark is not being claimed and has not been claimed in a design or utility patent belonging to Hershey.

Advertising Expenditures and Sales Success

6. Hershey's products embodying the applied-for design are sold throughout all fifty states. Since 1998 alone, aggregate or total sales to consumers in the United States of chocolate products embodying the applied-for design have exceeded \$4 billion.

7. Hershey heavily advertises and promotes its products embodying the applied-for design. As of 1986, Hershey Company has spent more than \$186 million nationwide in advertising such products.

8. Hershey's advertisements for products embodying the applied-for design appear in national publications, on national television, on the internet and in several other media outlets.

9. Many of Hershey's advertisements prominently depict the configuration of its chocolate bar. In addition, the design's individual segments are featured on many Hershey packages and in other advertising. Representative samples of such advertising and packages are attached hereto as Exhibit A.

10. To my knowledge, no advertising concerning Hershey's bars that embody the applied-for design, whether past or present, have promoted the design of the bar as having utilitarian advantages over any other configuration.

11. With such widespread and consistent use of the design, and given that Hershey continues to sell its chocolate bar embodying the applied-for design in mass quantities today, Hershey submits that acquired distinctiveness can be readily found. Based on its tremendous sales success and its significant advertising expenditures, Hershey submits that it has acquired a significant amount of goodwill in the applied-for mark — a fact further confirmed by the

secondary meaning survey conducted by Robert L. Klein, submitted herewith, as well as the additional evidence set forth below.

Attempts To Plagiarize Hershey's Design Mark, and Unsolicited Media Recognition of the Design

12. Hershey has, on several occasions, learned of attempts by others to use the applied-for design without permission, and taken steps to enforce its rights in the design. For example, a brownie baking pan described as a "chocolate bar brownie pan" recently was distributed and sold without Hershey's permission by retailer Williams Sonoma. On May 11, 2010, Hershey brought suit against Williams Sonoma for trademark infringement in the United States District Court for the Middle District of Pennsylvania, Civil Action No. 1:10-CV-1011. The parties ultimately resolved the dispute pursuant to the terms of the attached Settlement Agreement (see Exhibit B), pursuant to which Williams Sonoma agreed to pay a license fee in exchange for a limited license of Hershey's design.

13. Similarly, Hershey's design was copied by another candy company, R.M. Palmer Candy Co. ("R.M. Palmer"), which had produced a chocolate bar with the same configuration as the applied-for design, with the addition of a star in each segment. (*See* Exhibit C a photo of the R.M. Palmer product.) Hershey objected, and, in a conversation with on or around April 27, 2010, R.M. Palmer agreed to cease use of the objected-to design.

14. The shape and design of Hershey's chocolate bar has also been the subject of favorable unsolicited media recognition. On at least two separate occasions, the design of the bar has been highlighted and recognized by the consuming public.

15. For example, at the food blog <http://bakingbites.com/2009/01/chocolate-bar-brownie-pan>, a website devoted to baking and cooking, the author describes the brownie pan sold by Williams Sonoma (which does *not* include the HERSHEY'S trademark) as "use[ing] the

iconic look of the chocolate candy bar.” The writer associates the appearance of the pan’s brownies with the “iconic look” of Hershey’s chocolate bars, stating that “[w]hether you’re a fan of Hershey’s chocolate bars or not, it’s design is undeniably a classic confectionery icon: a flat, rectangular bar divided up into bite-sized pieces. . .” A printout from this website is attached as Exhibit D.

16. The Williams Sonoma brownie pan was featured on another blog, found at <http://www.chocolateysprinkles.com/2009/06/01/williams-sonoma/>, in which the author announces his excitement for the Williams Sonoma brownie pan and observes that “It’s like a Hershey’s bar with individual brownies.” A printout from this website is attached as Exhibit E.

17. The configuration of Hershey’s chocolate bar is also called to mind by others in connection with goods in a variety of other contexts. For example, one writer likened the size of a “silver metal slug” that is produced by a typesetting machine to “the size and shape of a Hershey’s chocolate bar,” while another reporter noted that posters for the Dave Matthews Band, that are “designed to look like a Hershey chocolate bar,” were for sale. Copies of these articles, and a picture of the Dave Matthews Band poster referenced in the second article, are attached as Exhibit F.

Federal Trademark Registration of the Well-Known Design of the Famous HERSHEY’S Chocolate Bar (with the word “HERSHEY’S”)

18. Hershey owns an existing registration, Registration No. 3668662, for a design and word mark in class 30, that consists of the subject design mark, plus letters spelling ‘Hershey’s’ in each recessed panel.” *See* Exhibit G. The only difference between the applied-for mark and this existing registration is the inclusion of the word “HERSHEY’S” on each chocolate bar segment; that is, the prior registration covers *both* the word “HERSHEY’S” and the design of the

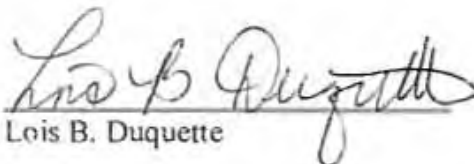
bar. The Trademark Office did not require Hershey to disclaim the design elements of the mark in Registration No. 3668662.

Hershey's Chocolate Bar Design is Not Functional and Other Chocolate Bars Exist in a Variety of Configurations

19. As set forth in the accompanying declaration of Volker Kramer, Hershey's applied-for design is not functional. As Mr. Kramer explains, there are many equally feasible designs used by other chocolate bars which do not feature most or all of the characteristics at issue in Hershey's application, which is significant evidence of the applied-for mark's non-functionality. For example, there are several other chocolate candy bars that are unsegmented, or that have segments that are different in shape, size, configuration and/or proportion than those of the Hershey design, and/or that have segments that do not include recessed panels or raised edges. Bars that exist in a variety of configurations are plentiful, as evidenced by the record. See Kramer Decl., Ex. B. Indeed, other chocolate bars manufactured and sold by Hershey, such as Hershey's Dagoba Organic Chocolate bar (an image of which is attached to the November 24, 2009 Office Action), use very different designs than the applied-for mark.

I declare under penalty of perjury that the foregoing is true and correct.

Dated: November 23, 2010

By: 
Lois B. Duquette

Assistant General Counsel – Global
Intellectual Property for The Hershey
Company & Assistant Secretary of Hershey
Chocolate & Confectionery Corporation

EXHIBIT A

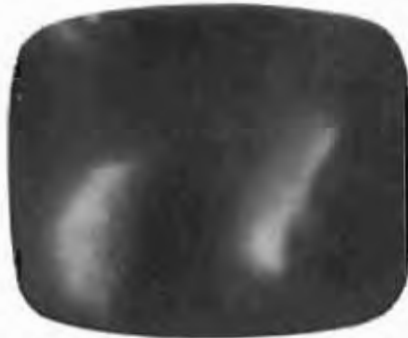
Ogilvy & Mather

2 East 48th Street, New York 10017

Client: HERSHEY CORPORATION
Product: MR. GOODBAR
Title: "PEANUTS & CHOCOLATE"
Comm'l No.: XHKG1013 (:30C)



TEEN-AGE VOICE: This is a big fat crunchy Mr. Goodbar peanut.



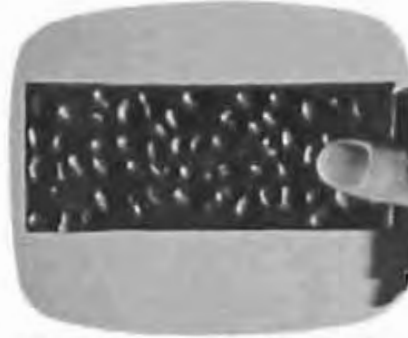
When you take dozens of them and surround them with chocolate,



you've got to make sure...



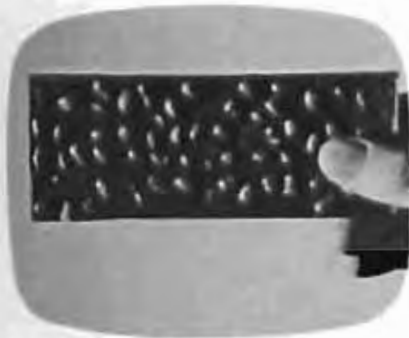
the chocolate taste doesn't get lost in the peanut taste.



They make sure -- with Mr. Goodbar.



They use a special chocolate -- Hershey's chocolate...



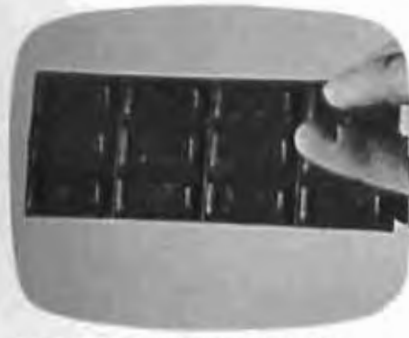
to go with all those peanuts.



And you know how chocolatey that is.



Big fat crunchy peanuts.



Chocolatey Hershey's chocolate.



So with Mr. Goodbar...



the chocolate taste doesn't get lost in the peanut taste. Mmmmm.

Ogilvy & Mather

2 East 48th Street, New York 10017

Client: HERSHEY CORPORATION

Product: MILK CHOCOLATE

Title: "ANIMATED FACES"

Commercial No.: OM27-0113-60C



MUSIC: INTRO
SINGER: There's nothing like the face...



of a kid eating a Hershey bar



There's nothing like it you'll ever see,



A face as happy as it can be.



There's nothing like the face of a kid...



When he's munchin' on the greatest taste around...



Hershey—the great American chocolate bar.
ANNCR (VO): The Hershey bar.



It's got something no other chocolate bar has.



Hershey's chocolate.



Pure milk chocolate.



That's why no other chocolate bar tastes...



quite like a Hershey bar. Hershey—



The Great American Chocolate Bar.



SINGER: There's nothing like the face of a kid...



When he's munchin' on the greatest taste around.



Hershey—the Great American Chocolate Bar.

Ogilvy & Mather

2 East 48th Street, New York, 10017

Client: HERSHEY CORPORATION
Product: MR. GOODBAR
Title: "MAGICIAN"
Comm'l No.: XHKG5033 (:30C)



(SILENT)



SFX: (MUSIC IN - UNDER & THROUGHOUT)
SINGER (VO): Dr. Mr. Goodbar
Your chocolate taste



doesn't get lost in the peanut taste.



Because you're packed with peanuts.



And Hershey's chocolate



Lots of peanuts.



And Hershey's chocolate.



Munchy peanuts.



And Hershey's chocolate



Crunchy peanuts.



And Hershey's chocolate.



Mr Goodbar.



your chocolate taste doesn't get lost . . .



in the peanut taste.

WITH HERSHEY'S IN THE MIDDLE YOU ALWAYS COME OUT ON TOP



THE OFFICIAL CHOCOLATE OF S'MORES.

Our HERSHEY'S 6-pack program has proven sales growth for four consecutive years. Get behind it for a sales season that's hard to top.

OPTIMAL RETAIL EXECUTION: 5/16/10 – 10/16/10


**WITH HERSHEY'S IN THE MIDDLE
YOU ALWAYS COME
OUT ON TOP**

Our HERSHEY'S 6-pack program has proven sales growth for four consecutive years. Get behind it for a sales season that's hard to top.

**OPTIMAL RETAIL EXECUTION:
5/16/10 – 10/16/10**

HERSHEY'S

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Pure Summer!

Delicious and fun-to-make S'mores with HERSHEY'S chocolate are a perfect treat to cap off any summer get-together!



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Make Every Occasion a S'mores Occasion



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Heart-warming Winter Treats



HERSHEY'S Corporate Information - FAQs - Contact Us - Search - Sign Up - PRIVACY POLICY - AD ALERT!

PRODUCTS SHOP RECIPES PROMOTIONS VISIT HERSHEY

Products

- products by category
- chocolate candy
 - sugar confectionery
 - gum & mint
 - snacks
 - pantry items
 - HERSHEY'S SOLUTION CENTER
 - kosher products
 - products a-z
 - product locator
- general nutrition information
- chocolate
 - antioxidants
 - low fat products
 - nutrition facts panels
 - nuts
 - fat
 - allergens
 - licarice
 - insulin resistance
 - diet & dental health
 - physical activity & young people
 - children's eating patterns
 - pets & candy
 - health & nutrition info for professionals



HERSHEY'S Kitchens
HERSHEY'S Chocolate Kitchens
[View all recipes >](#)

HERSHEY'S
SPECIAL DARK

HERSHEY'S
SPECIAL DARK

The Dark Chocolate for Milk Chocolate Lovers™

Learn about Dark Chocolate & Antioxidants >>

NEXT >>

HERSHEY'S SPECIAL DARK Candy Bar

- | | | |
|---------------------|--------------------------|------------|
|
Candy Bar |
Nuggets with Almonds |
KISSES |
|
Miniatures |
Syrup |
Cocoa |
|
Chocolate Chips |
Baking Bar | |



SPECIAL DARK Bar - A special blend of rich, delicious, velvety dark chocolate that offers a mildly sweet taste that milk chocolate lovers are sure to cherish.

click to expand
Nutrition Information

Links

- >> **HERSHEY'S EXTRA DARK product page**
"Smooth, rich dark chocolate from a select blend of cacao beans for just the right balance of taste, aroma and sweetness."
- >> **www.PureHersheys.com**
For more information on HERSHEY'S chocolate, please visit www.PureHersheys.com.

Dark Chocolate Facts

How is dark chocolate different from milk chocolate?



PRODUCTS

SHOP

RECIPES

PROMOTIONS

VISIT HERSHEY

Products

products by category

- ▶ chocolate candy
- ▶ sugar confectionery
- ▶ gum & mint
- ▶ snacks
- ▶ pantry items
- ▶ HERSHEY'S SOLUTION CENTER
- ▶ Hershey products
- ▶ products a-z
- ▶ product locator

general nutrition information

- ▶ chocolate
- ▶ anti-oxidants
- ▶ low fat products
- ▶ nutrition facts panels
- ▶ nuts
- ▶ fat
- ▶ allergens
- ▶ licorice
- ▶ insulin resistance
- ▶ diet & dental health
- ▶ physical activity & young people
- ▶ children's eating patterns
- ▶ pets & candy
- ▶ health & nutrition info for professionals



products by category

Click on the links below to get more information about HERSHEY'S products

Chocolate Candy

HERSHEY'S KISSES chocolates, REESE'S peanut butter cups, ...

Snacks

HERSHEY'S COOKIES, HERSHEY'S Sweet & Salty granola bars, ...

Sugar Confectionery

TWIZZLERS candy, JOLLY RANCHER hard candy, ...

HERSHEY'S SOLUTION CENTER

HERSHEY'S SUGAR FREE candy, HERSHEY'S 100 Calorie, ...

Pantry Items

HERSHEY'S syrup, HERSHEY'S cocoa, ...

Gum & Mint

ICE BREAKERS gum & mints, BREATHSAVERS mints, ...

Kosher Products

Find products that conform to Jewish dietary laws...

Products A-Z

A-G, H-N, O-S, T-Z

Can't find a product?

[Product Locator](#) ➔

Click these links to learn more about HERSHEY'S Fund Raising, HERSHEY'S Food Service, HERSHEY'S Concession, or HERSHEY'S Vending.

general nutrition information

Information on nutrition issues that relate to our products and eating patterns.

Chocolate

Ingredients in and types of chocolate

Low Fat Products

Low fat and fat-free snacking

Nutrition Facts Panels

Understanding the FDA product labels

Nuts

Nuts and health, peanuts, almonds

Fat

Learn more about fat and its health implications

Black Licorice

Licorice and glycyrrhizic acid

Insulin Resistance

Dietary management, insulin and diabetes

Diet and Dental Health

Healthy teeth and gums

Physical Activity and Young People

Increasing physical fitness and well-being

Children's Eating Patterns

Fostering healthy eating behaviors



**IT TAKES A SPECIAL
CHOCOLATE TO MAKE
EVERYONE HAPPY**



MILDLY SWEET
DARK CHOCOLATE.
AVAILABLE
EVERYWHERE.

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PURE HERSHEY'S™



The screenshot shows a web browser window displaying the Hershey's Milk Chocolate Bar product page. The browser's address bar shows the URL <http://www.hersheys.com/pizza-photos/bars/hersheys-milk-chocolate-bar.html>. The page features a large header for "HERSHEY'S Milk Chocolate Bar" and a central image of the chocolate bar with a white wrapper being peeled back to reveal the "HERSHEY'S Milk Chocolate" branding. To the left of the bar, the text reads "Pure and simple. Nothing can take the place of this classic." Below this is a button that says "Take a closer look". To the right of the bar, there is a "Nutrition Information" section. This section includes the following details: "Kosher Status: OU-D", "Serving Size: 1 bar (43.00 g)", "Total Calories", and "Calories from Fat". It also lists the "Amount Per Serving" for various nutrients: Total Fat (13 g), Saturated Fat (8 g), Cholesterol (10 mg), Sodium (35 mg), Total Carbohydrate (26 g), Dietary Fiber (1 g), Sugars (24 g), Protein (3 g), Vitamin C, Calcium, and Iron. At the bottom of the nutrition section, there is a table of percent daily values based on a 2,000 calorie diet, with columns for the nutrient name, the amount per serving, and the percent daily value. A disclaimer at the very bottom states: "Hershey's goal is to keep each product's nutrition information up-to-date accurate but please consult the label on the product's packaging before use. Note that something is different on a product's label than appears on our page call us for more information at (800) 495-1714."

HERSHEY'S Milk Chocolate Bar

Pure and simple. Nothing can take the place of this classic.

Take a closer look

Nutrition Information

Kosher Status: OU-D
Serving Size: 1 bar (43.00 g)
Total Calories
Calories from Fat

Amount Per Serving

Total Fat 13 g
Saturated Fat 8 g
Cholesterol 10 mg
Sodium 35 mg
Total Carbohydrate 26 g
Dietary Fiber 1 g
Sugars 24 g
Protein 3 g
Vitamin C
Calcium
Iron

*Percent Daily values are based on a diet of 2,000 calories. Your requirements may vary depending on your calorie needs.

Total Fat	Less than	25g	
Sat Fat	Less than	5g	
Cholesterol	Less than	30mg	
Sodium	Less than	2,400mg	
Total Carbohydrate		30g	37g
Dietary Fiber		2g	3g

Hershey's goal is to keep each product's nutrition information up-to-date accurate but please consult the label on the product's packaging before use. Note that something is different on a product's label than appears on our page call us for more information at (800) 495-1714.

HERSHEY'S | HERSHEY'S SPECIAL DARK Mildly Sweet Chocolate Bar - Windows Internet Explorer

http://www.hersheys.com/pure-products/hersheys-special-dark-mildly-sweet

File Edit View Favorites Tools Help

HERSHEY'S | HERSHEY'S SPECIAL DARK Mildly Sweet ...

HERSHEY'S PRODUCTS PROMOTIONS ADS & VIDEOS OUR STORY RECIPES SHOP VISIT US

HERSHEY'S SPECIAL DARK Mildly Sweet Chocolate Bar

Mildly sweet, perfectly
balanced, and overly
delicious.

Take a closer look

Nutrition Information	
Kosher Status: OU-D	
Serving Size: 1 bar (41.00 g)	
Total Calories	
Calories from Fat	
Amount Per Serving	
Total Fat	12 g
Saturated Fat	8 g
Cholesterol	5 mg
Sodium	15 mg
Total Carbohydrate	25 g
Dietary Fiber	3 g
Sugars	21 g
Protein	2 g
Vitamin C	
Calcium	
Iron	

*Percent Daily Values are based on a diet of 2,000 calories. Your daily intake may vary depending on your own needs.

Total Fat	Less than	2,000	60g
-----------	-----------	-------	-----

HERSHEY'S | HERSHEY'S COOKIES 'N' CRÈME Bar - Windows Internet Explorer

http://www.hersheys.com/.../products/hersheys-cookies-n-creme-bar/... Live Search


File Edit View Favorites Tools Help

HERSHEY'S | HERSHEY'S COOKIES 'N' CRÈME Bar

HERSHEY'S COOKIES 'N' CRÈME Bar

A unique twist on a classic with cookies in every bite.

Take a closer look >



Nutrition Information

Kosher Status: OU-D
Serving Size: 1 bar (43.00 g)
Total Calories
Calories from Fat

Amount Per Serving

Total Fat 11 g
Saturated Fat 7 g
Trans Fat .5 g
Cholesterol 5 mg
Sodium 110 mg
Total Carbohydrate 27 g
Sugars 19 g
Protein 3 g
Vitamin C
Calcium
Iron

*Percent Daily Values are based on a diet of other people's secrets. Your diet may be higher or lower depending on your calorie needs.

Total Fat	Less than	65g	
Sat Fat	Less than	10g	
Cholesterol	Less than	300mg	
Sodium	Less than	2,400mg	
Total Carbohydrate		300g	17g
Dietary Fiber		10g	30g

Hershey's goal is to keep each product's nutrition information up-to-date accurate but please consult the label on the product's packaging before.

HERSHEY'S | MR. GOODBAR Candy Bar - Windows Internet Explorer

http://www.hersheys.com/usa/products/mr-goodbar-candy-bar/standard/

File Edit View Favorites Tools Help

HERSHEY'S | MR. GOODBAR Candy Bar

MR. GOODBAR Candy Bar

The perfect crunchy blend of freshly roasted peanuts and chocolate candy.

Take a closer look



Nutrition Information

Kosher Status: OU-D
Serving Size: 1 bar (49.00 g)
Total Calories
Calories from Fat

Amount Per Serving

Total Fat	17 g
Saturated Fat	7 g
Cholesterol	5 mg
Sodium	65 mg
Total Carbohydrate	26 g
Dietary Fiber	2 g
Sugars	23 g
Protein	5 g
Vitamin C	
Calcium	
Iron	

*Percent Daily Values are based on a diet of 2,000 calories. Your diet may vary depending on your calorie needs.

Total Fat	Less than	65g	
Sat Fat	Less than	20g	
Cholesterol	Less than	300mg	
Sodium	Less than	2,400mg	
Total Carbohydrate		300g	97%
Dietary Fiber		25g	3%

Hershey's goal is to keep each product's nutrition information up-to-date. However, please consult the label on the product's packaging before use.

The screenshot shows a Windows Internet Explorer browser window displaying the Hershey's Fundraising website. The address bar shows the URL <http://www.hersheys.com/fundraising/products/>. The page features a navigation menu with links for Products, Incentives, Promotions, Seller Tips, and Co. The main heading is "Products".

Sweeten your sales by having everyone's favorite candies on hand.
HERSHEY'S brings you a variety of America's best-loved brands in bulk assortment carriers. The new \$2 Fundraising AssortmentSM is a 30-count carrier. The MAX + CHOCOLATETOWN Assortments comes in a 52-count carrier.

Product Name	Count	Price	Key Features
CHOCOLATETOWN PLUS Assortment	52 Bars	-	Includes Hershey's, KitKos, Reese's, Twixbars, and other brands.
\$2 Assortment SM	30 Bars	\$2.00	Includes Hershey's, KitKos, Reese's, Twixbars, and other brands. Promoted with "EARN MORE SELL LESS".
MAX Assortment	52 Bars	-	Includes Hershey's, KitKos, Reese's, Twixbars, and other brands.

CHOCOLATETOWN PLUS Assortment
Don't be caught empty-handed when a customer wants their HERSHEY'S

\$2 AssortmentSM
Big bars, big brands, big profits!
Earn big profits with HERSHEY'S new big bar \$2

MAX Assortment
Increase your profit by selecting the assortment that showcases six different

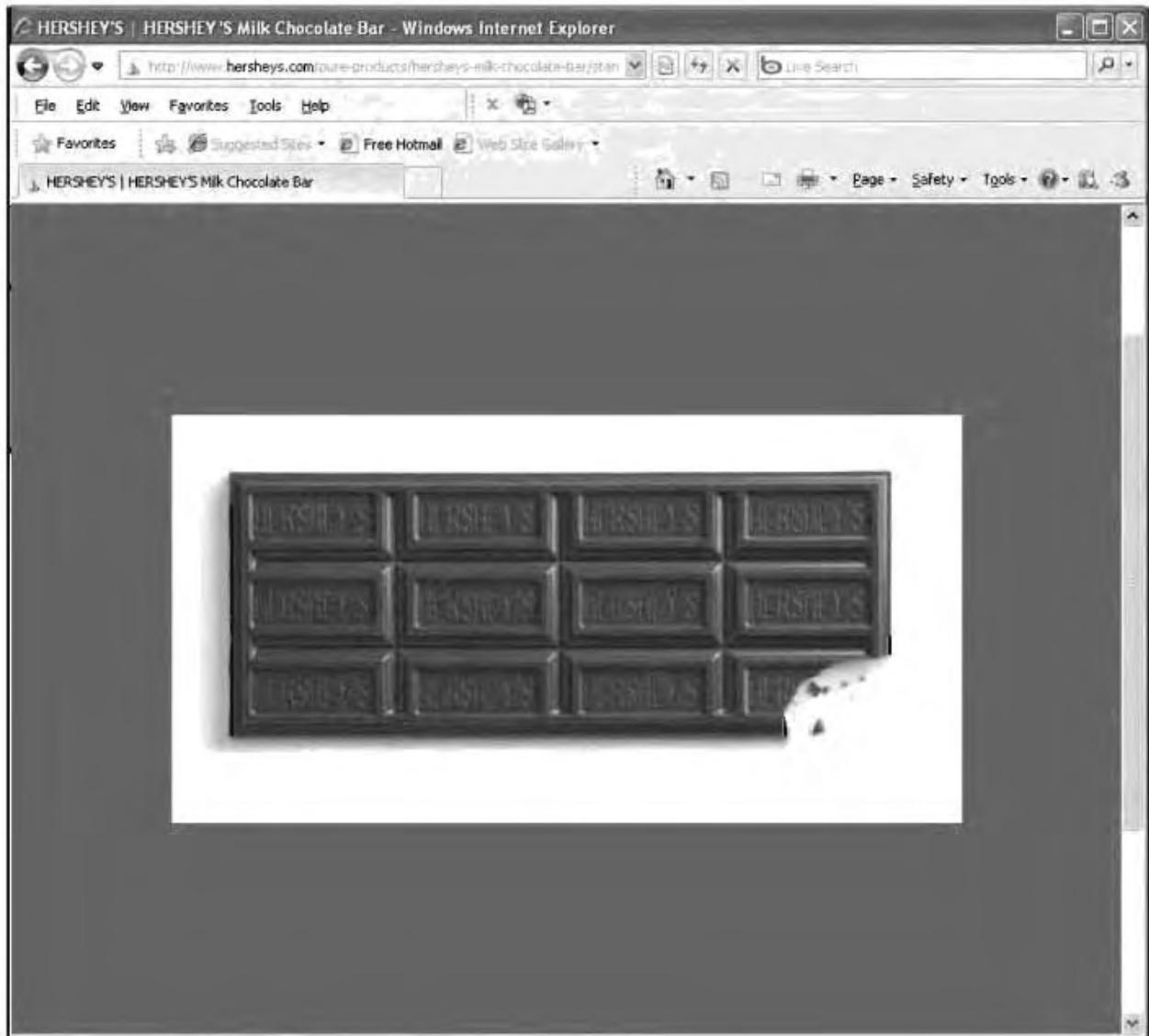


EXHIBIT B

CONFIDENTIAL SETTLEMENT AGREEMENT

This Settlement Agreement (“Agreement”), dated as of July 12, 2010, is entered into by and between The Hershey Company, a Delaware corporation with a place of business at 100 Crystal A Drive, Hershey, Pennsylvania 17033 and Hershey Chocolate & Confectionery Corporation, a Delaware corporation with a place of business at 4860 Robb Street, Wheat Ridge, Colorado 80033 (collectively referred to as “Hershey”), on the one part, and Williams Sonoma, Inc., a California corporation with a place of business at 3250 Van Ness Avenue, San Francisco, California 94109 (“WSI”), regarding WSI’s marketing and sale of its chocolate bar brownie pan, the configuration of which Hershey has asserted infringes and dilutes the trade dress of Hershey’s claimed Chocolate Bar Design Mark described herein.

WHEREAS, Hershey claims to have used for many years a product configuration of a chocolate bar that consists of, *inter alia*, a rectangle containing twelve equally-sized recessed rectangular panels arranged in a 4x3 format (the “claimed Chocolate Bar Design Mark”), variations of which are described by United States Trademark Registration No. 3,668,662 and United States Trademark Application Serial No. 77,809,223, and examples of which are attached as Exhibit A hereto; and

WHEREAS, WSI has distributed and sold in the United States a baking pan that WSI describes as a “chocolate bar brownie pan” (the “WSI Product”), which is depicted in Exhibit B hereto); and

WHEREAS, on May 11, 2010, in the United States District Court for the Middle District of Pennsylvania, Hershey commenced Civil Action No. 1:10-CV-1011 (the “Litigation”) against WSI, alleging, *inter alia*, that WSI’s distribution and sale of the WSI Product infringes and dilutes Hershey’s claimed Chocolate Bar Design Mark, and alleging claims for, *inter alia*,

trademark infringement, false designation of origin, trademark dilution and unfair competition relating to the use of the product configuration of the WSI Product; and

WHEREAS, WSI denies the foregoing assertions made against it by Hershey and denies that its alleged conduct violates Hershey's claimed rights or infringes or dilutes any trademark or trade dress; and

WHEREAS, the parties hereto wish to resolve their dispute and to terminate the Litigation pursuant to the terms of this Agreement, as set forth herein;

In consideration of the mutual representations, warranties and promises recited herein, the parties hereto agree as follows:

1. WSI represents and warrants that after the date of this Agreement, it will distribute or sell no more than 7,500 units of the WSI Product, which units it shall distribute or sell pursuant to this Agreement and the attached license agreement.

2. Hershey hereby grants WSI a nonexclusive, nontransferable license in the form attached as Exhibit C to use the claimed Chocolate Bar Design Mark as assertedly embodied in the WSI Product in connection with the distribution and sale in the United States of no more than 7,500 units of the WSI Product from the date of this Agreement through and including January 15, 2011. In consideration for the foregoing license and the other covenants set forth herein, WSI will pay Hershey, simultaneously with the execution of this Agreement, a licensing fee of \$2,000 (two thousand dollars).

3. WSI agrees that any WSI products sold under this license shall have been manufactured in accordance with the same quality standards as the units of WSI Product previously distributed by WSI, and that such products shall be advertised and promoted in a similar manner and in similar channels as WSI has previously used for WSI Product. If Hershey

has reasonable grounds for believing that this provision has been breached, upon written request by Hershey, WSI shall provide Hershey with a sample of the WSI Product and with representative samples of catalogs and packaging materials for the WSI Product.

4. Simultaneously with the execution of this Agreement, the parties shall execute the License Agreement attached as Exhibit C hereto (the "License Agreement").

5. WSI agrees that all use of the claimed Chocolate Bar Design Mark by WSI shall inure to the benefit of and be on behalf of Hershey, with the understanding that Hershey makes no claim to and will receive no benefit from other trademarks that are used in conjunction with the WSI Product. WSI agrees that nothing in this Agreement or the License Agreement shall give WSI any right, title or interest in the Chocolate Bar Design Mark other than the right to use that mark in accordance with this Agreement and the License Agreement. In connection with the WSI product and the License Agreement, WSI agrees that it will not attack the title of Hershey to the claimed Chocolate Bar Design Mark or attack the validity of the license granted herein and in the License Agreement.

6. Except as provided herein, WSI shall cease all use of, and all advertising, promotion, distribution and sale of any WSI Product.

7. Notwithstanding anything to the contrary in this Agreement or otherwise, Hershey reserves all rights to challenge any alleged use by WSI (other than in connection with the distribution and sale of the WSI Product as permitted by this Agreement) of the claimed Chocolate Bar Design Mark or any advertising, distribution or sale by WSI of any products bearing or embodying the claimed Chocolate Bar Design Mark or any design confusingly similar thereto.

8. WSI reserves the right to make and sell any product except as explicitly agreed in this Agreement and does not concede that any of Hershey's claimed registered or common law marks would apply to such products. Notwithstanding the foregoing, WSI hereby agrees not to challenge or contest in any manner whatsoever, the validity of and Hershey's ownership of:

a. United States Trademark Registration No. 3,668,662 or the mark embodied by that registration; or

b. in the event that United States Trademark Application Serial No. 77,809,223 matures into a registration, the registration resulting therefrom, or the mark embodied in that registration.

WSI further agrees not to challenge or oppose in any manner the maturation to registration of United States Trademark Application Serial No. 77,809,223.

9. In consideration of the representations, warranties and covenants by WSI contained herein, within five business days after execution of this Agreement and receipt of the payment by WSI provided for in Paragraph 2, Hershey will file a voluntary dismissal with prejudice, with each party to bear its own costs and attorneys' fees, of the action titled *The Hershey Company and Hershey Chocolate & Confectionery Corporation v. Williams Sonoma, Inc.*, No. 1:10-CIV-1011, that is pending in the United States District Court for the Middle District of Pennsylvania.

10. Except for any breach or violation, or claim of breach or violation, of this Agreement or the License Agreement, the parties each release and forever discharge each other, and each of their respective officers, directors, agents, servants, employees, attorneys, affiliates, subsidiaries, suppliers, customers, successors and assigns, from any and all claims, actions and causes of action concerning or in any way relating to the marketing of the WSI Product depicted in Exhibit B hereto. This specifically excludes from the release any claims related to other

products sold by WSI. The parties represent, warrant and agree that they have been fully advised by their respective attorneys regarding the contents of Section 1542 of the Civil Code of California. Section 1542 reads as follows:

A GENERAL RELEASE DOES NOT EXTEND TO CLAIMS WHICH THE CREDITOR DOES NOT KNOW OR SUSPECT TO EXIST IN HIS FAVOR AT THE TIME OF EXECUTING THE RELEASE, WHICH IF KNOWN BY HIM MUST HAVE MATERIALLY AFFECTED HIS SETTLEMENT WITH THE DEBTOR.

The parties expressly waive and relinquish all rights and benefits under the above section, and any similar law or common law principle of similar effect in any jurisdiction with respect to the released claims.

11. The existence and terms of this Agreement are confidential and shall be maintained in strict confidence by the parties, except to the extent that disclosure is required by an order of a court of competent jurisdiction or otherwise required by law. Notwithstanding the foregoing, (a) disclosure to the parties' legal/tax/financial advisors is permitted; and (b) disclosure is permitted to the extent necessary to respond to legitimate discovery requests, provided that such disclosure is designated as confidential pursuant to the terms of an appropriate protective order. Hershey may also disclose, during the pendency of the license, the fact that WSI's sale of the WSI Product is under license by Hershey, solely to third parties that Hershey has asserted are infringing the Chocolate Bar Design Mark, but shall not disclose this Agreement or the License Agreement except in discovery as set forth above. WSI agrees that Hershey may submit an executed version of the License Agreement to the United States Patent & Trademark Office to the extent Hershey deems it reasonably necessary to do so in connection with its efforts to register its rights in the Chocolate Bar Design Mark, including without limitation in connection with the pending United States Trademark Application Serial No. 77,809,223. The parties agree that they will not comment to the press if there are inquiries about the litigation or

Hershey's claims and that they will not disclose to anyone, directly or indirectly, that the License Agreement is publicly filed – if it is – with the United States Patent & Trademark Office.

12. This Agreement contains the entire agreement between the parties pertaining to the subject matter of this Agreement, and supersedes all prior or contemporaneous agreements, understandings and negotiations, whether written or oral, between the parties on or with respect to the issues addressed herein. This Agreement may not be waived, altered, modified, changed, amended, rescinded or terminated except by an instrument in writing signed by an authorized representative of each of the parties hereto. In reaching this Agreement, none of the parties to the Agreement have relied on any representation by any of the other parties to the Agreement or any attorney, agent or representative for any of the other parties to the Agreement, except as set forth herein.

13. The failure of a party to insist upon strict adherence to any term or obligation of this Agreement shall not be considered a waiver or deprive that party of the right thereafter to insist upon strict adherence to that term or obligation, or any other term or obligation, of this Agreement.

14. The parties agree that any ambiguity in this Agreement is not to be construed against any party to this Agreement on the grounds that such party drafted the Agreement, but shall be construed as if all parties jointly prepared this Agreement and any uncertainty or ambiguity shall not on that ground be interpreted against any one party.

15. In the event of a conflict between the terms of this Agreement and the terms of the License Agreement, this Agreement shall govern.

16. This Agreement shall be governed and construed under the laws of New York, without regard to its choice of law rules or conflict of law provisions, and any lawsuit brought to

enforce this Agreement or the License Agreement shall be brought in the United States District Court for the Southern District of New York. The parties hereby submit to personal jurisdiction in the United States District Court for the Southern District of New York with respect to any such lawsuit brought to enforce this Agreement or the License Agreement.

17. This Agreement shall inure to the benefit of, and be binding upon, the parties hereto and their successors, affiliates and assigns.

18. The parties hereto are executing this Agreement of their own free will and on the advice and recommendation of their own independently selected counsel. Hershey expressly acknowledges that WSI has not made any promises, agreements, or representations to it, whether written or oral, except as expressly set forth in this Agreement, including, but not limited to, any promises, agreements or representations inconsistent with the terms of this Agreement. WSI expressly acknowledges that Hershey has not made any promises, agreements or representations to it, whether written or oral, except as expressly set forth in this Agreement, including, but not limited to, any promises, agreements or representations inconsistent with the terms of this Agreement.

19. If any of the provisions, terms, clauses, or waivers or releases of claims or rights contained in this Agreement are declared illegal, unenforceable or ineffective in a legal or other forum or proceeding, such provisions, terms, clauses or waivers and releases of claims or rights shall be deemed severable, such that all other provisions, terms, clauses or waivers and releases of claims and rights contained in this Agreement shall remain valid and binding upon all parties to the Agreement.

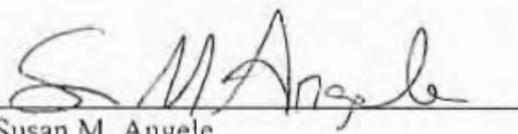
20. Each of the persons signing this Agreement represents and warrants that they have authority to bind their respective party or parties to this Agreement.

21. This Agreement may be executed in counterpart by original or facsimile signatures with the same force and effect as though the same document has been executed by all parties.

IN WITNESS WHEREOF, the parties hereto have caused this Agreement to be duly executed as of the date written above.

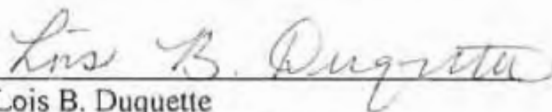
THE HERSHEY COMPANY

WILLIAMS SONOMA, INC.

By 
Susan M. Angele
Vice President, Deputy General Counsel
and Chief Governance Officer

By _____
[name]
[title]

HERSHEY CHOCOLATE &
CONFECTIONERY CORPORATION

By 
Lois B. Duquette
Assistant Corporate Secretary

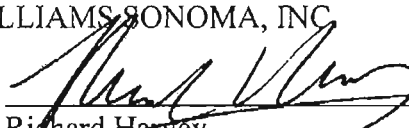
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THE HERSHEY COMPANY

By _____
Susan M. Angele
Vice President, Deputy General Counsel
and Chief Governance Officer

WILLIAMS SONOMA, INC

By 
Richard Harvey
President, Williams-Sonoma Brand

HERSHEY CHOCOLATE &
CONFECTIONERY CORPORATION

By _____
Lois B. Duquette
Assistant Corporate Secretary

EXHIBIT A

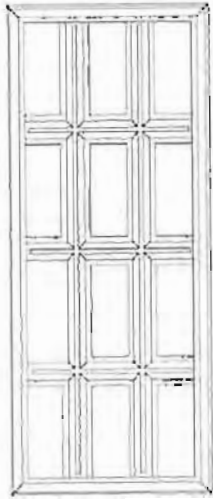


EXHIBIT B

WSI Product



EXHIBIT C

Trademark License Agreement

THIS AGREEMENT, effective as of the 12th day of July, 2010, by and between: Hershey Chocolate & Confectionery Corporation, a Delaware corporation with a place of business at 4860 Robb Street, Wheat Ridge, Colorado 80033 (hereinafter called "Licensor"), and Williams Sonoma, Inc., a California corporation with a place of business at 3250 Van Ness Avenue, San Francisco, California 94109 (hereinafter called "Licensee").

WHEREAS, Licensor represents it is the owner of the trademarks (hereinafter called "Marks") and registrations and applications therefore set forth in Exhibit 1 hereto;

WHEREAS, Licensee is desirous of using the Marks in connection with its business;

NOW, THEREFORE, in consideration of the foregoing and of the mutual promises hereinafter set forth, and for valuable consideration, the receipt and sufficiency of which Licensor hereby acknowledges, the parties agree as follows:

I. GRANT OF LICENSE

Licensor grants to Licensee a nonexclusive, nontransferable license to use the Marks in connection with Licensee's "chocolate bar brownie pan" product (the "WSI Product"), and Licensee accepts the license subject to the following terms and conditions.

II. OWNERSHIP OF MARKS

Licensee agrees that it will do nothing inconsistent with Licensor's ownership of the Marks and that all use of the Marks by Licensee shall inure to the benefit of and be on behalf of Licensor. Licensee agrees that nothing in this License shall give Licensee any right, title or interest in the Marks other than the right to use the Marks in accordance with this License and Licensee agrees that it will not attack the title of Licensor to the Marks or attack the validity of this License.

III. QUALITY STANDARDS

Licensee agrees that the nature and quality of all goods sold by Licensee under the Marks and all related advertising, promotional and other related uses of the Marks by Licensee shall conform to standards set by Licensor, and shall be maintained at at least as high a standard as previously maintained by Licensee in connection with the WSI Product.

IV. QUALITY MAINTENANCE

Licensee agrees to cooperate with Licensor in facilitating Licensor's control of such nature and quality, to permit reasonable inspection of Licensee products sold under the Marks,

and to supply Licensor with specimens of uses of the Marks and a sample WSI Product upon reasonable request. Licensee shall comply with all applicable laws and regulations pertaining to the sale, distribution and advertising of goods and services covered by this License.

V. INFRINGEMENT PROCEEDINGS

Licensor shall have the sole right and discretion to bring infringement or unfair competition proceedings involving the Marks.

VI. TERM

This Agreement shall continue in force and effect until January 15, 2011, unless renewed by mutual agreement of the parties by signed writing.

VII. TERMINATION FOR CAUSE

Licensor shall have the right to terminate this Agreement upon thirty (30) days' written notice to Licensee in the event of any affirmative act of insolvency by Licensee, or upon the appointment of any receiver or trustee to take possession of the properties of Licensee or upon the winding-up, sale, consolidation, merger or any sequestration by governmental authority of Licensee, or upon breach of any of the provisions hereof by Licensee.

VIII. EFFECT OF TERMINATION

Upon termination of this Agreement Licensee agrees to immediately discontinue all use of the Marks on the WSI Product, and that all rights in the Marks and the goodwill connected therewith shall remain the property of Licensor.

IN WITNESS WHEREOF, the parties hereto have caused this Agreement to be executed as of the day and year first above written.

HERSHEY CHOCOLATE &
CONFECTIONERY CORPORATION

WILLIAMS SONOMA, INC.

By Lois B. Duquette
Lois B. Duquette
Assistant Corporate Secretary

By _____
Name:
Title:

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HERSHEY CHOCOLATE &
CONFECTIONERY CORPORATION

WILLIAMS SONOMA, INC.

By _____
Lois B. Duquette
Assistant Corporate Secretary


By 
Richard Harvey
President, Williams-Sonoma Brand

EXHIBIT 1 to License Agreement

U.S. Trademark Registration No. 3,668,662

United States Trademark Application Serial No. 77,809,223

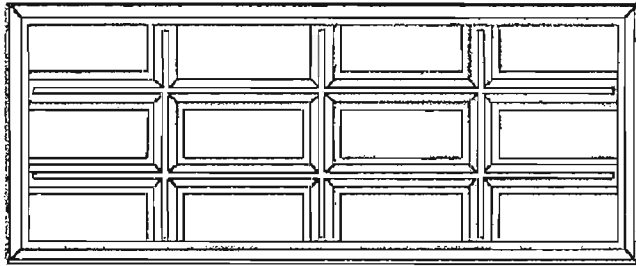
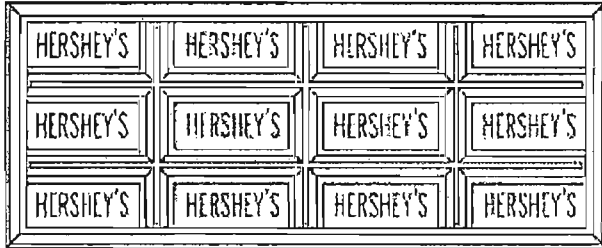


EXHIBIT C

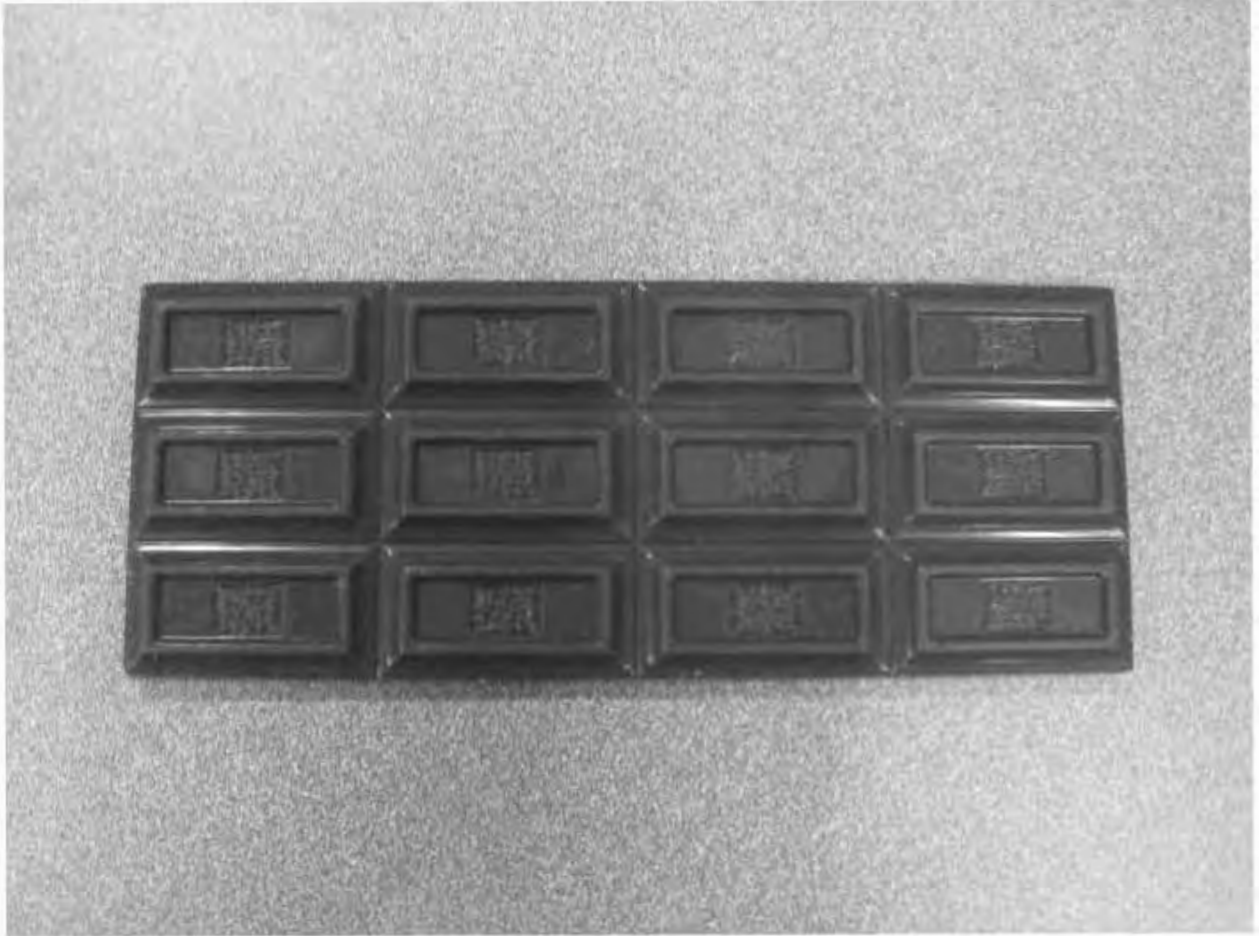
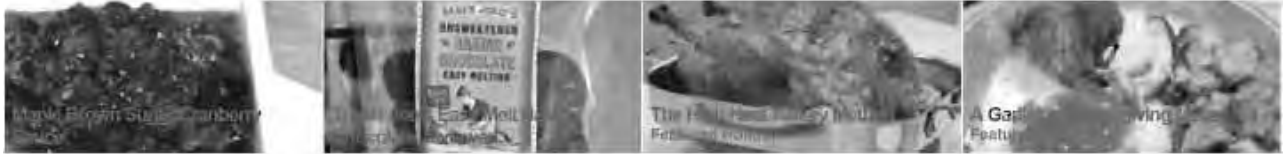


EXHIBIT D

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Chocolate Bar Brownie Pan

JANUARY 30, 2009 GEAR AND GADGETS, SWEET STUFF 8 COMMENTS

retweet



Whether you're a fan of Hershey's chocolate bars or not, it's design is undeniably a classic confectionery icon: a flat, rectangular bar divided up into bite-sized pieces that are easy to snap off. I don't know that Hershey's was the first chocolate maker to use this design, but it is the one that is certainly the most well known for it. Williams Sonoma is currently carrying a Chocolate Bar Brownie Pan that uses the iconic look of the chocolate candy bar to make brownies look even more chocolaty than they are to begin with.

The pan, which is made by NordicWare, is heavy duty cast aluminum and measures 13.5" x 8.5" x 1.5". It will work for a recipe scaled to a standard 9x13-inch pan. This pan will work best for denser recipes, like brownies (as the name of the pan suggests), fudge or flourless chocolate cake. Other cakes, while they will still bake up just fine, will not be left with as distinct an impression of the candy bar design and details will be more difficult to make out, even though the nonstick finish of the pan should help the cake release easily.



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STUMBLE THIS!

6 Comments



cybele

January 30, 2009 at 7:37 am

I got the pan for my birthday. It doesn't release quite easily (but I've only used it once so far), I don't think they should have put the little "chocolate" lettering on it - otherwise it'd be perfect.

We did a recipe for a 9x13 pan and felt it was a little too much (so we put the extra in a little pan). That was probably a good idea.



dawn

January 30, 2009 at 12:42 pm

I need to look for that...would love to try a layer of chocolate then the brownie layer.



Nicole

January 30, 2009 at 1:16 pm

Thanks for the review, Cybele!



Heaters

May 5, 2009 at 1:58 pm

Awesome review, will have to try this sometimes



replica watches

March 10, 2010 at 7:34 pm

Looks good



Sara

May 18, 2010 at 11:27 am

Hershey's is currently suing William Sonoma for trademark infringement because of this pan and has attached a copy of this entry to support their argument!
<http://www.law.com/jsp/article.jsp?id=1202458384694&rss=newswire>

Leave A Comment

Name (required):

Comment:

E-Mail (required):

Website:

ADD COMMENT

Author: Nicole

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- Food Beam
- Food Blogga
- Fresh from the Oven
- Grab Your Fork
- Habeas Brulee
- Jumbo Empanadas
- Kalyn's Kitchen
- La Tartine Gourmande
- Orangette
- Real Baking with Rose
- Simply Recipes
- Slow Like Honey
- Smitten Kitchen
- Tartelette
- The Girl Who Ate Everything
- The Scent of Green Bananas
- Vanilla Garlic

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In re Hershey Chocolate & Confectionary Corp., No. 77/809223 - Applicant's Exhibit 7 - Page 48 of 61

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YumSugar



NON FOOD SITES

Boing Boing

Consumerist

Cute Overload

Not Martha

TRR Sporthorses

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EXHIBIT E

Caro's Ramblings

never be afraid of anything with chocolate sprinkles

01
Jun

Williams-Sonoma

o

Blog Pages

- About
- Awesome Albums
- Fun Signs
- Good Reads

Blogs I Read

- Danielle's Travels
- EmmieBee
- Fictional Life of Penney
- Jess Loves Cupcakes
- Kate's Eurotrip
- krust gone wild
- Ninjas Ate My Lunch...
- The Simmons
- Zigzo Zlinks

Sites That Entertain Me

- Cafferty File
- f my life
- Fall Blog
- Lolcats
- matt, liz and madeline
- Snacks and Shit
- Texts From Last Night
- The Guild
- The Onion
- Tomatoes Are Evil
- Trailer Park Boys
- Work Doesn't Suck

Categories

animals

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a
Reply

I had the pleasure of sharing cookies with my friend and I found myself in LOVE with all of the items there. Let's start with the Sandwich Cookie Cake Pan. What's not to like? You end up with 2 cakes with frosting in the middle...a cake sandwich. YUM.



Then there's The Great Cupcake Pan. I know a few people that own this, but have never had the pleasure of feasting on the end result. Maybe I'll just have to bake myself a giant cupcake cake?



I can't just get cake pans; gotta do the brownies too!! The Chocolate Bar Brownie Pan:



It's like a Hershey's bar with individual brownies. I'm totally digging this! And the Gift Cakelet Pan...



Mini cakes. They look like little presents waiting for me to devour them. How can I resist? Especially when Williams-Sonoma makes my life 100x easier by selling the cake and brownie mixes right there!! I've never had a Sprinkles cupcake but I hear they're quite fabulous. Williams-Sonoma carries a variety of flavors of mixes, including Red Velvet (my favorite), dark chocolate (yes please!), vanilla, lemon, and banana.

Can someone please put me out of my misery and present me with a cupcake? I'm dying after looking at all this!

Posted by Caro in [discoveries](#), [food](#), [rants and raves](#), [shopping](#) | [Trackback](#)

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- discoveries
- dreams
- family
- fears
- food
- fun
- hilarious
- interesting
- Life
- money
- music
- news
- random
- rants and raves
- shoes
- shopping
- sports
- THE trip 2009
- things to do
- travel
- tv
- videos
- weird

Calendar

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« May			Jul »			

June 2009

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- August 2009
- July 2009

May 2009

April 2009

March 2009

February 2009

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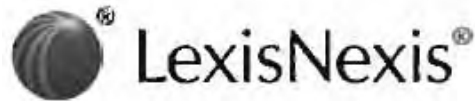
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EXHIBIT F

100215



4 of 445 DOCUMENTS

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June 17, 2010 Thursday 1:03 PM EST

LENGTH: 893 words

HEADLINE: Swan Songs: Rudy Lehman's Incredible Linotype Letterpress

BYLINE: Matthew Newton

BODY:

Jun. 17, 2010 (True/Slant delivered by Newstex) --

Rudy Lehman by Nate Boguszewski. (click to enlarge)

Swan Songs is a three-part narrative series examining the lives and work of Americas vanishing tradesmen.

The front door to Lehman Typesetting"located in Wilksburg, a small town outside of Pittsburgh" is either finicky or locked, its hard to tell. I assume the former to be true and set to fidgeting with the worn brass handle. A stranger in the same situation might deduce, based on outward appearance alone (sun-bleached sign; deteriorating paint), that the shop has been out of business for years, perhaps even decades. But as I peer through the dust-smearred window, I see the flicker of a ceiling-mounted fluorescent tube light.

Rudy Lehman by Nate Boguszewski. (click to enlarge)

Impatient, I double my efforts to finesse the uncooperative door handle, this time adding more torque to my twist-ing/pushing motion" which fails except for the fact that I make enough noise to capture the attention of someone inside. Thats when I see a short, white-haired man emerge from behind the shops counter.

oeHey there, says Rudy Lehman, the 72-year-old man who has just opened the front door and is looking at me with what can only be described as sincere skepticism (a reaction I seem to elicit from strangers more often than Id like), oehow can I help you?

I inform him that Im the journalist he spoke to on the phone last week, the one who wants to interview him about his experience working as a typesetter for the past 50 years"a proposal that, over the phone, was met with the response, oeYoure welcome to talk with me, I just dont know how interesting itll be.

Lehmans modesty is not surprising. Hes a polite, soft-spoken man who enjoys routine and seems awkwardly out of place in the 21st century. But the one critical detail hes overlooking, the one that makes his story compelling, is the remarkable fact that hes still operating a typesetting shop"over two decades since computers rendered mechanical-based typesetting almost entirely obsolete.

Rudy Lehman by Nate Boguszewski. (click to enlarge)

Once inside Lehman's shop, my eyes are drawn to a mammoth-sized black machine that's partially obscured by a door leading to the main work room. This mysterious-looking contraption, Lehman informs me, is called a Linotype, and its name does precisely what it infers: it spits out a line of type in the form of a metal slug that is then used to print sentences, paragraphs, or entire books on letterpress. When Lehman purchased the Linotype back in 1957, it cost \$15,000—a figure that no doubt rivaled the GDP of a small Eastern Bloc country of the time.

To describe the machine as grand would be unfair. More aptly, the Linotype is intimidating in appearance and mystifyingly complex in design.

Can you show me how it works? I ask.

Sure, Lehman says, as he motions for me to come in closer for a demonstration.

He sits down behind a peculiar-looking keyboard and rakes his wide fingers across the neatly lined rows of square metal keys, which are arranged in order of the frequency they occur in the English language (i.e. vowels first, followed by consonants, etc.). As Lehman randomly types, his hands hover over the keys between each strike. The machine is noisy and its small motor chugs to turn the belts and wheels that make its multiple mechanisms work.

Rudy Lehman by Nate Boguszewski. (click to enlarge)

Can you hear that? Lehman asks, talking loudly to be heard over the noise of the machine. That's the sound of the mats. They drop in from the magazine above and line up here on the assembler to create your text. He's pointing at a ruler-like ledge several inches above the keyboard. The mats he refers to (brass matrices that are stamped with a specific letter, font style, and size and notched with key-like teeth that guide them through the machine) make a sound that reminds me of the rhythmic clacking of Connect 4, Milton Bradley's vertical checkers game.

After the mats are lined up to create the desired text, they are thrust into a mold by way of a lever cranked by Lehman. Molten lead from a heated crucible in the machine's belly is squeezed into the mold. The mats are then retrieved from the assembler by a thin black metal arm that lowers itself from the left side of the machine. As the arm returns to its former position, the mats are fed back into the magazine atop the Linotype. Lastly, Lehman engages a portion of the machine called the knife block, which cuts and trims the injected lead. That's when the finished product—a silver metal slug approximately the size and shape of a Hershey's chocolate bar—drops into a galley tray several inches from Lehman's knee.

Here it is, he says, showing me the slug as he proudly holds it between his thumb and index finger.

And though I just witnessed the process first hand, it may as well be magic. As I look over at Lehman, who's still holding the slug in his right hand and explaining minute details of the Linotype, his voice vanishes into the background for a moment and I notice he's smiling, happy.

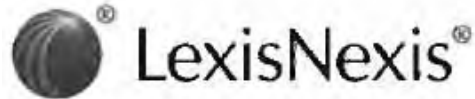
Authors note: A truncated (and heavily edited) version of this article was originally published in Swindle magazine back in 2007. The text that appears here is the original, unedited manuscript and is exclusive to Annals of Americus. All photographs by Nate Boguszewski.

Newstex ID: TRSL-7025-46175669

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LOAD-DATE: June 17, 2010



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Copyright 2009 The Patriot News Co.
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Patriot News (Harrisburg, Pennsylvania)

August 3, 2009 Monday
FINAL EDITION

SECTION: YOUR LIFE; Pg. B01

LENGTH: 158 words

HEADLINE: YOUR TIP SHEET

BODY:

Did you attend the Dave Matthews Band concert in Hershey the other week but weren't able to get a souvenir? You're in luck, provided you have some cash to spend.

For each concert, DMB sells a special, limited edition series of silk-screened posters, designed by Methane Studios.

For the Hershey concert this year, Methane created a poster that mimics the packaging on Reese's peanut butter cups.

Apparently Hershey had a bit of a problem with the band using their candy logo. According to the DMB message board at antsmarching.org, they initially pulled the posters around 3 p.m., only to give the band permission two hours later.

The posters sold for about \$35 at the concert, but you'll have to pay quite a bit more if you want one now. Prices on eBay range from \$45 to \$99.

If that one doesn't suit you, there's always the 2008 poster, which was designed to **look** like a **Hershey** chocolate **bar**. It's currently on sale on eBay for \$100.

-- From staff reports

LOAD-DATE: August 5, 2009

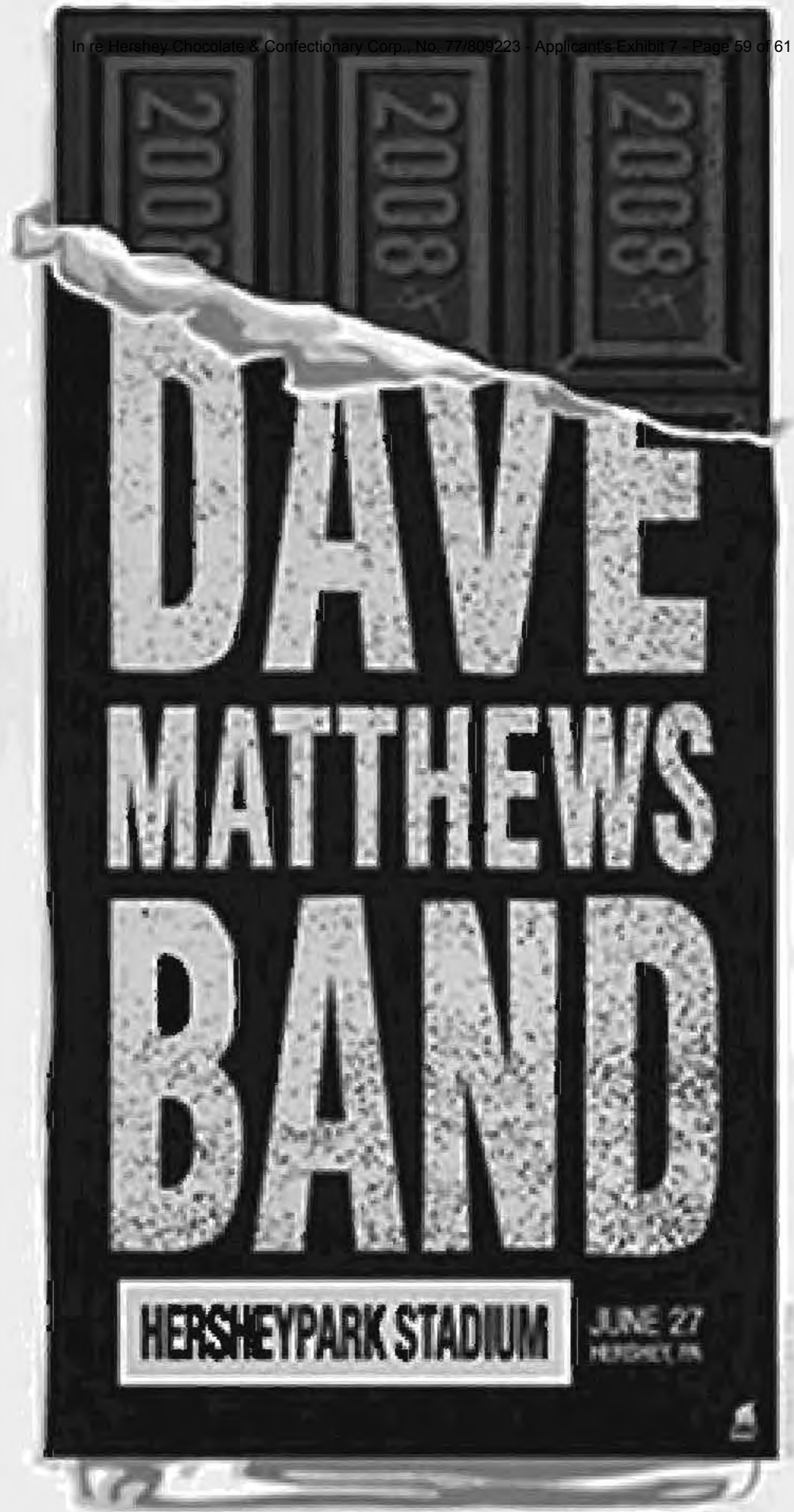


EXHIBIT G

Int. Cl.: 30

Prior U.S. Cl.: 46

United States Patent and Trademark Office

Reg. No. 3,668,662

Registered Aug. 18, 2009

**TRADEMARK
PRINCIPAL REGISTER**



HERSHEY CHOCOLATE & CONFECTIONERY
CORPORATION (DELAWARE CORPORATION)

4860 ROBB STREET, SUITE 204
WHEAT RIDGE, CO 80033

FOR: CANDY, IN CLASS 30 (U.S. CL. 46).

FIRST USE 12-31-1968; IN COMMERCE 12-31-1968.

OWNER OF U.S. REG. NOS. 54,041, 863,592, AND
1,367,943.

THE MARK CONSISTS OF TWELVE (12) EQUALLY-SIZED RECESSED RECTANGULAR PANELS ARRANGED IN A FOUR PANEL BY THREE PANEL FORMAT WITH EACH PANEL HAVING ITS OWN RAISED BORDER WITHIN A LARGE RECTANGLE WITH LETTERS SPELLING "HERSHEY'S" IN EACH RECESSED PANEL.

SEC. 2(F).

SER. NO. 77-581,348, FILED 9-29-2008.

ROBERT C. CLARK JR., EXAMINING ATTORNEY

has reasonable grounds for believing that this provision has been breached, upon written request by Hershey, WSI shall provide Hershey with a sample of the WSI Product and with representative samples of catalogs and packaging materials for the WSI Product.

4. Simultaneously with the execution of this Agreement, the parties shall execute the License Agreement attached as Exhibit C hereto (the "License Agreement").

5. WSI agrees that all use of the claimed Chocolate Bar Design Mark by WSI shall inure to the benefit of and be on behalf of Hershey, with the understanding that Hershey makes no claim to and will receive no benefit from other trademarks that are used in conjunction with the WSI Product. WSI agrees that nothing in this Agreement or the License Agreement shall give WSI any right, title or interest in the Chocolate Bar Design Mark other than the right to use that mark in accordance with this Agreement and the License Agreement. In connection with the WSI product and the License Agreement, WSI agrees that it will not attack the title of Hershey to the claimed Chocolate Bar Design Mark or attack the validity of the license granted herein and in the License Agreement.

6. Except as provided herein, WSI shall cease all use of, and all advertising, promotion, distribution and sale of any WSI Product.

7. Notwithstanding anything to the contrary in this Agreement or otherwise, Hershey reserves all rights to challenge any alleged use by WSI (other than in connection with the distribution and sale of the WSI Product as permitted by this Agreement) of the claimed Chocolate Bar Design Mark or any advertising, distribution or sale by WSI of any products bearing or embodying the claimed Chocolate Bar Design Mark or any design confusingly similar thereto.

8. WSI reserves the right to make and sell any product except as explicitly agreed in this Agreement and does not concede that any of Hershey's claimed registered or common law marks would apply to such products. Notwithstanding the foregoing, WSI hereby agrees not to challenge or contest in any manner whatsoever, the validity of and Hershey's ownership of:

a. United States Trademark Registration No. 3,668,662 or the mark embodied by that registration; or

b. in the event that United States Trademark Application Serial No. 77,809,223 matures into a registration, the registration resulting therefrom, or the mark embodied in that registration.

WSI further agrees not to challenge or oppose in any manner the maturation to registration of United States Trademark Application Serial No. 77,809,223.

9. In consideration of the representations, warranties and covenants by WSI contained herein, within five business days after execution of this Agreement and receipt of the payment by WSI provided for in Paragraph 2, Hershey will file a voluntary dismissal with prejudice, with each party to bear its own costs and attorneys' fees, of the action titled *The Hershey Company and Hershey Chocolate & Confectionery Corporation v. Williams Sonoma, Inc.*, No. 1:10-CIV-1011, that is pending in the United States District Court for the Middle District of Pennsylvania.

10. Except for any breach or violation, or claim of breach or violation, of this Agreement or the License Agreement, the parties each release and forever discharge each other, and each of their respective officers, directors, agents, servants, employees, attorneys, affiliates, subsidiaries, suppliers, customers, successors and assigns, from any and all claims, actions and causes of action concerning or in any way relating to the marketing of the WSI Product depicted in Exhibit B hereto. This specifically excludes from the release any claims related to other

products sold by WSI. The parties represent, warrant and agree that they have been fully advised by their respective attorneys regarding the contents of Section 1542 of the Civil Code of California. Section 1542 reads as follows:

A GENERAL RELEASE DOES NOT EXTEND TO CLAIMS WHICH THE CREDITOR DOES NOT KNOW OR SUSPECT TO EXIST IN HIS FAVOR AT THE TIME OF EXECUTING THE RELEASE, WHICH IF KNOWN BY HIM MUST HAVE MATERIALLY AFFECTED HIS SETTLEMENT WITH THE DEBTOR.

The parties expressly waive and relinquish all rights and benefits under the above section, and any similar law or common law principle of similar effect in any jurisdiction with respect to the released claims.

11. The existence and terms of this Agreement are confidential and shall be maintained in strict confidence by the parties, except to the extent that disclosure is required by an order of a court of competent jurisdiction or otherwise required by law. Notwithstanding the foregoing, (a) disclosure to the parties' legal/tax/financial advisors is permitted; and (b) disclosure is permitted to the extent necessary to respond to legitimate discovery requests, provided that such disclosure is designated as confidential pursuant to the terms of an appropriate protective order. Hershey may also disclose, during the pendency of the license, the fact that WSI's sale of the WSI Product is under license by Hershey, solely to third parties that Hershey has asserted are infringing the Chocolate Bar Design Mark, but shall not disclose this Agreement or the License Agreement except in discovery as set forth above. WSI agrees that Hershey may submit an executed version of the License Agreement to the United States Patent & Trademark Office to the extent Hershey deems it reasonably necessary to do so in connection with its efforts to register its rights in the Chocolate Bar Design Mark, including without limitation in connection with the pending United States Trademark Application Serial No. 77,809,223. The parties agree that they will not comment to the press if there are inquiries about the litigation or

Hershey's claims and that they will not disclose to anyone, directly or indirectly, that the License Agreement is publicly filed – if it is – with the United States Patent & Trademark Office.

12. This Agreement contains the entire agreement between the parties pertaining to the subject matter of this Agreement, and supersedes all prior or contemporaneous agreements, understandings and negotiations, whether written or oral, between the parties on or with respect to the issues addressed herein. This Agreement may not be waived, altered, modified, changed, amended, rescinded or terminated except by an instrument in writing signed by an authorized representative of each of the parties hereto. In reaching this Agreement, none of the parties to the Agreement have relied on any representation by any of the other parties to the Agreement or any attorney, agent or representative for any of the other parties to the Agreement, except as set forth herein.

13. The failure of a party to insist upon strict adherence to any term or obligation of this Agreement shall not be considered a waiver or deprive that party of the right thereafter to insist upon strict adherence to that term or obligation, or any other term or obligation, of this Agreement.

14. The parties agree that any ambiguity in this Agreement is not to be construed against any party to this Agreement on the grounds that such party drafted the Agreement, but shall be construed as if all parties jointly prepared this Agreement and any uncertainty or ambiguity shall not on that ground be interpreted against any one party.

15. In the event of a conflict between the terms of this Agreement and the terms of the License Agreement, this Agreement shall govern.

16. This Agreement shall be governed and construed under the laws of New York, without regard to its choice of law rules or conflict of law provisions, and any lawsuit brought to

enforce this Agreement or the License Agreement shall be brought in the United States District Court for the Southern District of New York. The parties hereby submit to personal jurisdiction in the United States District Court for the Southern District of New York with respect to any such lawsuit brought to enforce this Agreement or the License Agreement.

17. This Agreement shall inure to the benefit of, and be binding upon, the parties hereto and their successors, affiliates and assigns.

18. The parties hereto are executing this Agreement of their own free will and on the advice and recommendation of their own independently selected counsel. Hershey expressly acknowledges that WSI has not made any promises, agreements, or representations to it, whether written or oral, except as expressly set forth in this Agreement, including, but not limited to, any promises, agreements or representations inconsistent with the terms of this Agreement. WSI expressly acknowledges that Hershey has not made any promises, agreements or representations to it, whether written or oral, except as expressly set forth in this Agreement, including, but not limited to, any promises, agreements or representations inconsistent with the terms of this Agreement.

19. If any of the provisions, terms, clauses, or waivers or releases of claims or rights contained in this Agreement are declared illegal, unenforceable or ineffective in a legal or other forum or proceeding, such provisions, terms, clauses or waivers and releases of claims or rights shall be deemed severable, such that all other provisions, terms, clauses or waivers and releases of claims and rights contained in this Agreement shall remain valid and binding upon all parties to the Agreement.

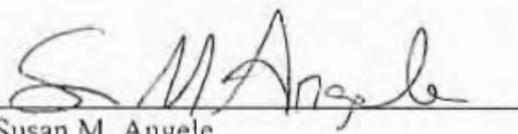
20. Each of the persons signing this Agreement represents and warrants that they have authority to bind their respective party or parties to this Agreement.

21. This Agreement may be executed in counterpart by original or facsimile signatures with the same force and effect as though the same document has been executed by all parties.

IN WITNESS WHEREOF, the parties hereto have caused this Agreement to be duly executed as of the date written above.

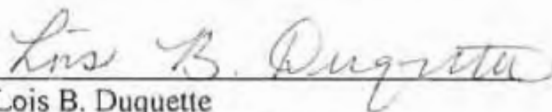
THE HERSHEY COMPANY

WILLIAMS SONOMA, INC.

By 
Susan M. Angele
Vice President, Deputy General Counsel
and Chief Governance Officer

By _____
[name]
[title]

HERSHEY CHOCOLATE &
CONFECTIONERY CORPORATION

By 
Lois B. Duquette
Assistant Corporate Secretary

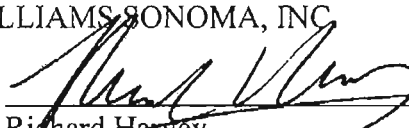
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THE HERSHEY COMPANY

By _____
Susan M. Angele
Vice President, Deputy General Counsel
and Chief Governance Officer

WILLIAMS SONOMA, INC

By 
Richard Harvey
President, Williams-Sonoma Brand

HERSHEY CHOCOLATE &
CONFECTIONERY CORPORATION

By _____
Lois B. Duquette
Assistant Corporate Secretary

EXHIBIT A

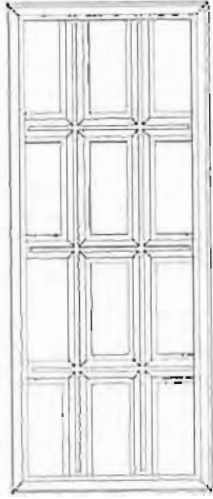


EXHIBIT B

WSI Product



EXHIBIT C

Trademark License Agreement

THIS AGREEMENT, effective as of the 12th day of July, 2010, by and between: Hershey Chocolate & Confectionery Corporation, a Delaware corporation with a place of business at 4860 Robb Street, Wheat Ridge, Colorado 80033 (hereinafter called "Licensor"), and Williams Sonoma, Inc., a California corporation with a place of business at 3250 Van Ness Avenue, San Francisco, California 94109 (hereinafter called "Licensee").

WHEREAS, Licensor represents it is the owner of the trademarks (hereinafter called "Marks") and registrations and applications therefore set forth in Exhibit 1 hereto;

WHEREAS, Licensee is desirous of using the Marks in connection with its business;

NOW, THEREFORE, in consideration of the foregoing and of the mutual promises hereinafter set forth, and for valuable consideration, the receipt and sufficiency of which Licensor hereby acknowledges, the parties agree as follows:

I. GRANT OF LICENSE

Licensor grants to Licensee a nonexclusive, nontransferable license to use the Marks in connection with Licensee's "chocolate bar brownie pan" product (the "WSI Product"), and Licensee accepts the license subject to the following terms and conditions.

II. OWNERSHIP OF MARKS

Licensee agrees that it will do nothing inconsistent with Licensor's ownership of the Marks and that all use of the Marks by Licensee shall inure to the benefit of and be on behalf of Licensor. Licensee agrees that nothing in this License shall give Licensee any right, title or interest in the Marks other than the right to use the Marks in accordance with this License and Licensee agrees that it will not attack the title of Licensor to the Marks or attack the validity of this License.

III. QUALITY STANDARDS

Licensee agrees that the nature and quality of all goods sold by Licensee under the Marks and all related advertising, promotional and other related uses of the Marks by Licensee shall conform to standards set by Licensor, and shall be maintained at at least as high a standard as previously maintained by Licensee in connection with the WSI Product.

IV. QUALITY MAINTENANCE

Licensee agrees to cooperate with Licensor in facilitating Licensor's control of such nature and quality, to permit reasonable inspection of Licensee products sold under the Marks,

and to supply Licensor with specimens of uses of the Marks and a sample WSI Product upon reasonable request. Licensee shall comply with all applicable laws and regulations pertaining to the sale, distribution and advertising of goods and services covered by this License.

V. INFRINGEMENT PROCEEDINGS

Licensor shall have the sole right and discretion to bring infringement or unfair competition proceedings involving the Marks.

VI. TERM

This Agreement shall continue in force and effect until January 15, 2011, unless renewed by mutual agreement of the parties by signed writing.

VII. TERMINATION FOR CAUSE

Licensor shall have the right to terminate this Agreement upon thirty (30) days' written notice to Licensee in the event of any affirmative act of insolvency by Licensee, or upon the appointment of any receiver or trustee to take possession of the properties of Licensee or upon the winding-up, sale, consolidation, merger or any sequestration by governmental authority of Licensee, or upon breach of any of the provisions hereof by Licensee.

VIII. EFFECT OF TERMINATION

Upon termination of this Agreement Licensee agrees to immediately discontinue all use of the Marks on the WSI Product, and that all rights in the Marks and the goodwill connected therewith shall remain the property of Licensor.

IN WITNESS WHEREOF, the parties hereto have caused this Agreement to be executed as of the day and year first above written.

HERSHEY CHOCOLATE &
CONFECTIONERY CORPORATION

WILLIAMS SONOMA, INC.

By Lois B. Duquette
Lois B. Duquette
Assistant Corporate Secretary

By _____
Name:
Title:

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WILLIAMS SONOMA, INC.

By _____
Lois B. Duquette
Assistant Corporate Secretary

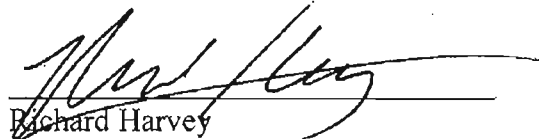
By 
Richard Harvey
President, Williams-Sonoma Brand

EXHIBIT 1 to License Agreement

U.S. Trademark Registration No. 3,668,662

United States Trademark Application Serial No. 77,809,223

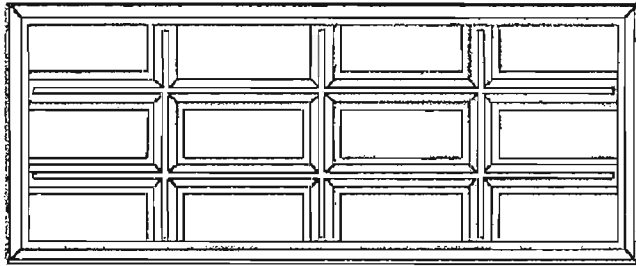
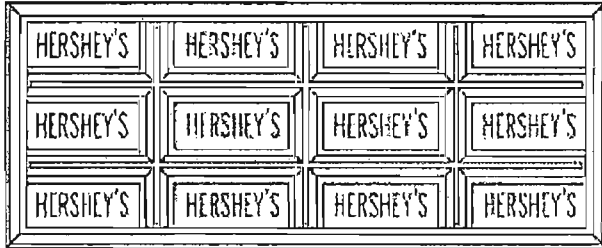


EXHIBIT C

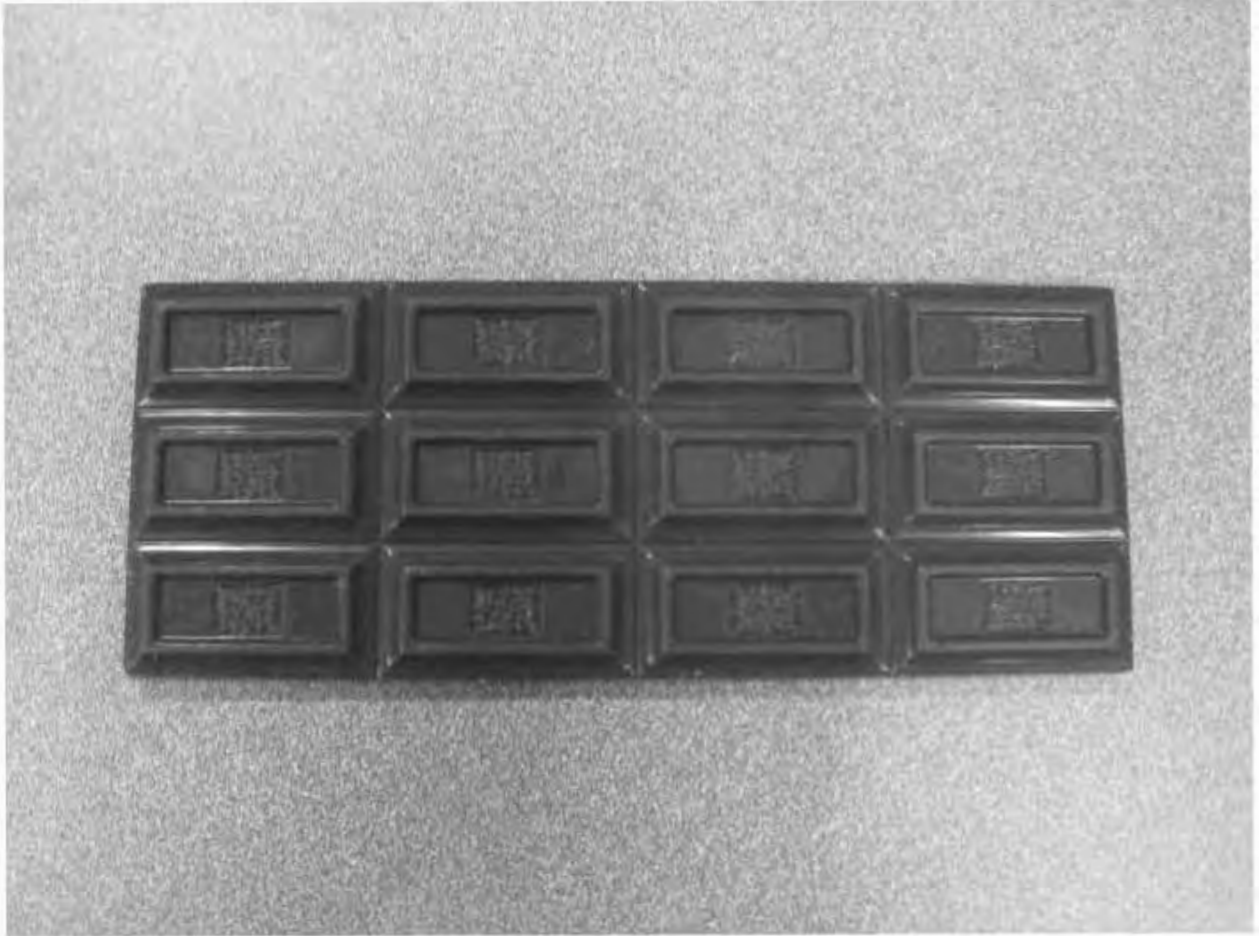
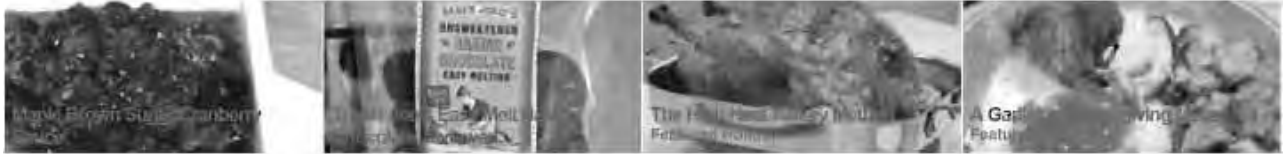


EXHIBIT D

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Chocolate Bar Brownie Pan

JANUARY 30, 2009 | GEAR AND GADGETS, SWEET STUFF | 8 COMMENTS

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Whether you're a fan of Hershey's chocolate bars or not, it's design is undeniably a classic confectionery icon: a flat, rectangular bar divided up into bite-sized pieces that are easy to snap off. I don't know that Hershey's was the first chocolate maker to use this design, but it is the one that is certainly the most well known for it. Williams Sonoma is currently carrying a Chocolate Bar Brownie Pan that uses the iconic look of the chocolate candy bar to make brownies look even more chocolaty than they are to begin with.

The pan, which is made by NordicWare, is heavy duty cast aluminum and measures 13.5" x 8.5" x 1.5". It will work for a recipe scaled to a standard 9x13-inch pan. This pan will work best for denser recipes, like brownies (as the name of the pan suggests), fudge or flourless chocolate cake. Other cakes, while they will still bake up just fine, will not be left with as distinct an impression of the candy bar design and details will be more difficult to make out, even though the nonstick finish of the pan should help the cake release easily.



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STUMBLE THIS!

6 Comments



cybele

January 30, 2009 at 7:37 am

I got the pan for my birthday. It doesn't release quite easily (but I've only used it once so far), I don't think they should have put the little "chocolate" lettering on it - otherwise it'd be perfect.

We did a recipe for a 9x13 pan and felt it was a little too much (so we put the extra in a little pan). That was probably a good idea.



dawn

January 30, 2009 at 12:42 pm

I need to look for that...would love to try a layer of chocolate then the brownie layer.



Nicole

January 30, 2009 at 1:16 pm

Thanks for the review, Cybele!



Heaters

May 5, 2009 at 1:58 pm

Awesome review, will have to try this sometimes



replica watches

March 10, 2010 at 7:34 pm

Looks good



Sara

May 18, 2010 at 11:27 am

Hershey's is currently suing William Sonoma for trademark infringement because of this pan and has attached a copy of this entry to support their argument!
<http://www.law.com/jsp/article.jsp?id=1202458384694&rss=newswire>

Leave A Comment

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ADD COMMENT

Author: Nicole

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EXHIBIT E

Caro's Ramblings

never be afraid of anything with chocolate sprinkles

01
Jun

Williams-Sonoma

o

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Categories

animals

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I had the pleasure of sharing cookies with my friend and I found myself in LOVE with all of the items there. Let's start with the Sandwich Cookie Cake Pan. What's not to like? You end up with 2 cakes with frosting in the middle...a cake sandwich. YUM.



Then there's The Great Cupcake Pan. I know a few people that own this, but have never had the pleasure of feasting on the end result. Maybe I'll just have to bake myself a giant cupcake cake?



I can't just get cake pans; gotta do the brownies too!! The Chocolate Bar Brownie Pan:



It's like a Hershey's bar with individual brownies. I'm totally digging this! And the Gift Cakelet Pan...



Mini cakes. They look like little presents waiting for me to devour them. How can I resist? Especially when Williams-Sonoma makes my life 100x easier by selling the cake and brownie mixes right there!! I've never had a Sprinkles cupcake but I hear they're quite fabulous. Williams-Sonoma carries a variety of flavors of mixes, including Red Velvet (my favorite), dark chocolate (yes please!), vanilla, lemon, and banana.

Can someone please put me out of my misery and present me with a cupcake? I'm dying after looking at all this!

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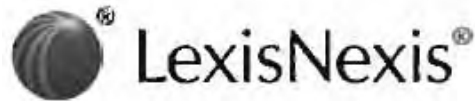
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EXHIBIT F

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June 17, 2010 Thursday 1:03 PM EST

LENGTH: 893 words

HEADLINE: Swan Songs: Rudy Lehman's Incredible Linotype Letterpress

BYLINE: Matthew Newton

BODY:

Jun. 17, 2010 (True/Slant delivered by Newstex) --

Rudy Lehman by Nate Boguszewski. (click to enlarge)

Swan Songs is a three-part narrative series examining the lives and work of Americas vanishing tradesmen.

The front door to Lehman Typesetting"located in Wilksburg, a small town outside of Pittsburgh" is either finicky or locked, its hard to tell. I assume the former to be true and set to fidgeting with the worn brass handle. A stranger in the same situation might deduce, based on outward appearance alone (sun-bleached sign; deteriorating paint), that the shop has been out of business for years, perhaps even decades. But as I peer through the dust-smearred window, I see the flicker of a ceiling-mounted fluorescent tube light.

Rudy Lehman by Nate Boguszewski. (click to enlarge)

Impatient, I double my efforts to finesse the uncooperative door handle, this time adding more torque to my twist-ing/pushing motion" which fails except for the fact that I make enough noise to capture the attention of someone inside. Thats when I see a short, white-haired man emerge from behind the shops counter.

oeHey there, says Rudy Lehman, the 72-year-old man who has just opened the front door and is looking at me with what can only be described as sincere skepticism (a reaction I seem to elicit from strangers more often than Id like), oehow can I help you?

I inform him that Im the journalist he spoke to on the phone last week, the one who wants to interview him about his experience working as a typesetter for the past 50 years"a proposal that, over the phone, was met with the response, oeYoure welcome to talk with me, I just dont know how interesting itll be.

Lehmans modesty is not surprising. Hes a polite, soft-spoken man who enjoys routine and seems awkwardly out of place in the 21st century. But the one critical detail hes overlooking, the one that makes his story compelling, is the remarkable fact that hes still operating a typesetting shop"over two decades since computers rendered mechanical-based typesetting almost entirely obsolete.

Rudy Lehman by Nate Boguszewski. (click to enlarge)

Once inside Lehman's shop, my eyes are drawn to a mammoth-sized black machine that's partially obscured by a door leading to the main work room. This mysterious-looking contraption, Lehman informs me, is called a Linotype, and its name does precisely what it infers: it spits out a line of type in the form of a metal slug that is then used to print sentences, paragraphs, or entire books on letterpress. When Lehman purchased the Linotype back in 1957, it cost \$15,000—a figure that no doubt rivaled the GDP of a small Eastern Bloc country of the time.

To describe the machine as grand would be unfair. More aptly, the Linotype is intimidating in appearance and mystifyingly complex in design.

Can you show me how it works? I ask.

Sure, Lehman says, as he motions for me to come in closer for a demonstration.

He sits down behind a peculiar-looking keyboard and rakes his wide fingers across the neatly lined rows of square metal keys, which are arranged in order of the frequency they occur in the English language (i.e. vowels first, followed by consonants, etc.). As Lehman randomly types, his hands hover over the keys between each strike. The machine is noisy and its small motor chugs to turn the belts and wheels that make its multiple mechanisms work.

Rudy Lehman by Nate Boguszewski. (click to enlarge)

Can you hear that? Lehman asks, talking loudly to be heard over the noise of the machine. That's the sound of the mats. They drop in from the magazine above and line up here on the assembler to create your text. He's pointing at a ruler-like ledge several inches above the keyboard. The mats he refers to (brass matrices that are stamped with a specific letter, font style, and size and notched with key-like teeth that guide them through the machine) make a sound that reminds me of the rhythmic clacking of Connect 4, Milton Bradley's vertical checkers game.

After the mats are lined up to create the desired text, they are thrust into a mold by way of a lever cranked by Lehman. Molten lead from a heated crucible in the machine's belly is squeezed into the mold. The mats are then retrieved from the assembler by a thin black metal arm that lowers itself from the left side of the machine. As the arm returns to its former position, the mats are fed back into the magazine atop the Linotype. Lastly, Lehman engages a portion of the machine called the knife block, which cuts and trims the injected lead. That's when the finished product—a silver metal slug approximately the size and shape of a Hershey's chocolate bar—drops into a galley tray several inches from Lehman's knee.

Here it is, he says, showing me the slug as he proudly holds it between his thumb and index finger.

And though I just witnessed the process first hand, it may as well be magic. As I look over at Lehman, who's still holding the slug in his right hand and explaining minute details of the Linotype, his voice vanishes into the background for a moment and I notice he's smiling, happy.

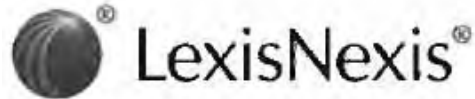
Authors note: A truncated (and heavily edited) version of this article was originally published in Swindle magazine back in 2007. The text that appears here is the original, unedited manuscript and is exclusive to Annals of Americus. All photographs by Nate Boguszewski.

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Patriot News (Harrisburg, Pennsylvania)

August 3, 2009 Monday
FINAL EDITION

SECTION: YOUR LIFE; Pg. B01

LENGTH: 158 words

HEADLINE: YOUR TIP SHEET

BODY:

Did you attend the Dave Matthews Band concert in Hershey the other week but weren't able to get a souvenir? You're in luck, provided you have some cash to spend.

For each concert, DMB sells a special, limited edition series of silk-screened posters, designed by Methane Studios.

For the Hershey concert this year, Methane created a poster that mimics the packaging on Reese's peanut butter cups.

Apparently Hershey had a bit of a problem with the band using their candy logo. According to the DMB message board at antsmarching.org, they initially pulled the posters around 3 p.m., only to give the band permission two hours later.

The posters sold for about \$35 at the concert, but you'll have to pay quite a bit more if you want one now. Prices on eBay range from \$45 to \$99.

If that one doesn't suit you, there's always the 2008 poster, which was designed to **look** like a **Hershey** chocolate **bar**. It's currently on sale on eBay for \$100.

-- From staff reports

LOAD-DATE: August 5, 2009

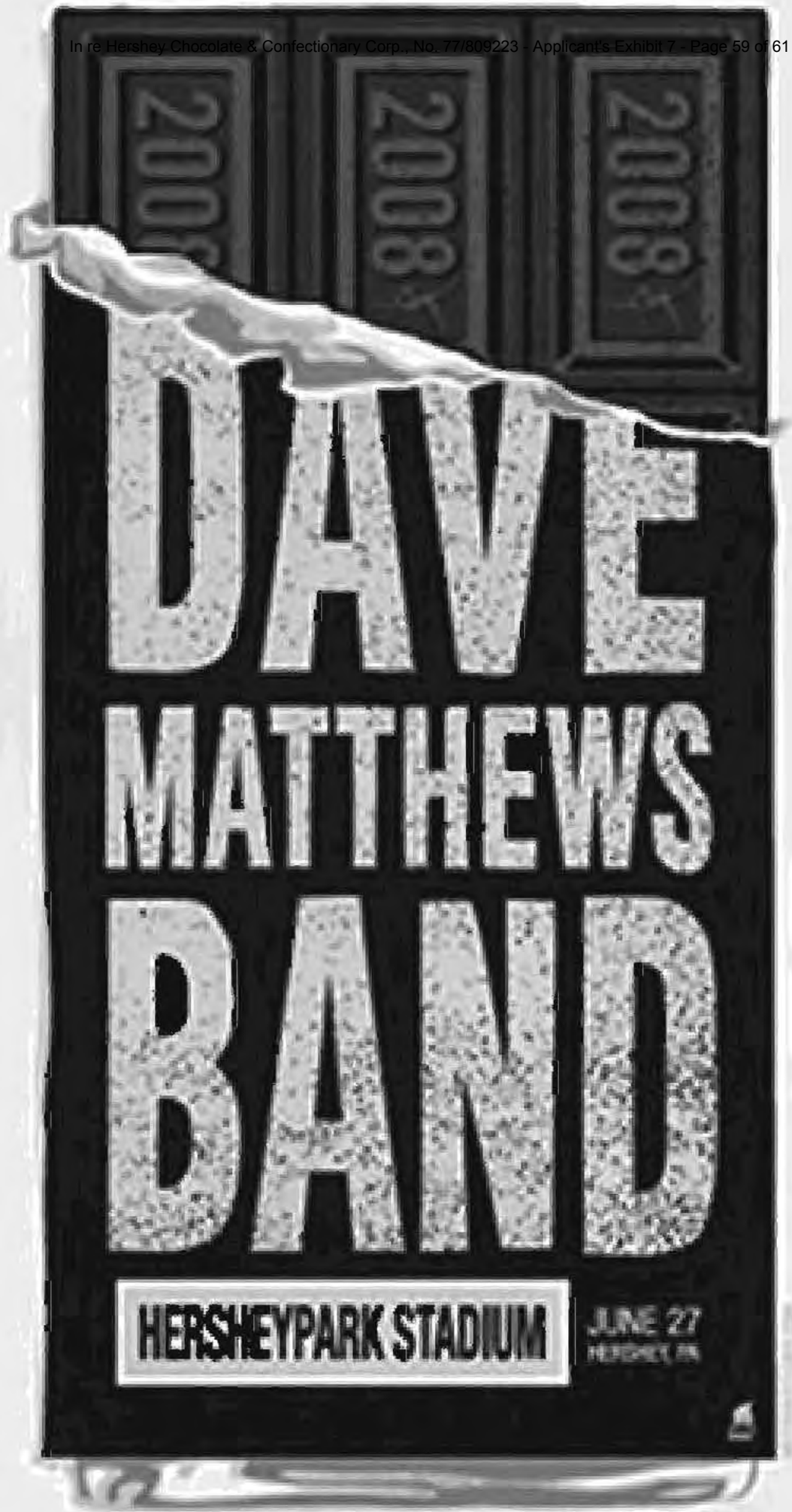


EXHIBIT G

Int. Cl.: 30

Prior U.S. Cl.: 46

United States Patent and Trademark Office

Reg. No. 3,668,662

Registered Aug. 18, 2009

**TRADEMARK
PRINCIPAL REGISTER**



HERSHEY CHOCOLATE & CONFECTIONERY CORPORATION (DELAWARE CORPORATION)

4860 ROBB STREET, SUITE 204
WHEAT RIDGE, CO 80033

FOR: CANDY, IN CLASS 30 (U.S. CL. 46).

FIRST USE 12-31-1968; IN COMMERCE 12-31-1968.

OWNER OF U.S. REG. NOS. 54,041, 863,592, AND 1,367,943.

THE MARK CONSISTS OF TWELVE (12) EQUALLY-SIZED RECESSED RECTANGULAR PANELS ARRANGED IN A FOUR PANEL BY THREE PANEL FORMAT WITH EACH PANEL HAVING ITS OWN RAISED BORDER WITHIN A LARGE RECTANGLE WITH LETTERS SPELLING "HERSHEY'S" IN EACH RECESSED PANEL.

SEC. 2(F).

SER. NO. 77-581,348, FILED 9-29-2008.

ROBERT C. CLARK JR., EXAMINING ATTORNEY

EXHIBIT 8

Applicant: Hershey Chocolate &) Law Office: 116
Confectionary Corporation)
)
Serial No.: 77/809223) Examining Attorney: John Dwyer
)
Filed: August 20, 2009)
)
Mark: Miscellaneous Design)
(Recessed Rectangular)
Panels))

DECLARATION OF VOLKER KRAMER

Volker Kramer, being duly sworn, deposes and states:

1. I declare the following information from my personal knowledge and if called upon to do so, could competently testify to the facts submitted in this declaration.

Background

2. I am the owner, President and Chief Executive Officer of Agathon GmbH & Co. KG ("Agathon"), based in Bottrop, Germany. I have held this position for almost ten years.

3. Agathon is a leading producer of chocolate moulds for large-scale industrial production worldwide and specializes in designing and producing chocolate moulds, a field in which I have worked for many years. As part of my job, I consult with chocolate manufacturers, including United States manufacturers, concerning the design and development of chocolate moulds for use in the production of chocolate products.

4. I am familiar with the well-known design of the HERSHEY'S chocolate bar, for which design (without the word "HERSHEY'S") I understand trademark protection is being sought in the United States Patent & Trademark Office in Application No. 77/809223. That design is depicted in Exhibit A hereto.



5. The design consists of a rectangular candy bar with twelve equally-sized recessed rectangular panels, each of which is of roughly the same proportions as the rectangular bar itself, and which are arranged in a four panel by three panel format with each panel having its own raised border.

6. As I explain more fully below, this particular candy bar design is not functional, because it is not cheaper to produce and does not result in a better-designed candy bar as compared to numerous other alternative designs.

7. First, the particular shapes and combination of the design elements comprising the Hershey design do not provide any utilitarian advantage over alternative designs. For example, if a bar is so divided, the individual segments do not need to be in the shape, size, number, proportions or configuration embodied in Hershey's design. A segmented bar can have more than 12 segments or less than 12, it could have square or triangular segments instead of rectangular, it could have segments that are not proportional to the bar's overall shape, it could have segments arranged in a different way than four by three, and so on. Nor is there any need for the segments to have recessed panels or raised edges; many segmented bars do not have these features. Attached as Exhibit B are examples of various chocolate candy bars that are unsegmented, or that have segments that are different in shape, size, configuration and/or proportion than those of the Hershey design, and/or that have segments that do not include recessed panels or raised edges.

8. Indeed, in some respects, the Hershey design is less functional than other designs. For example, the tooling and moulds for the framed segments of the Hershey design are more expensive to create than are the tooling and moulds for other chocolate bar designs.



9. Nor does the Hershey design result in lower manufacturing costs as compared to alternative bar designs.


10. The particular configuration of the Hershey design also is no less costly to manufacture than other alternative segmented bar designs. A bar with fewer or more than twelve segments, with square or triangular segments, with segments of different proportions, or with segments that do not have recessed panels or raised edges, would be no more costly to manufacture than a bar with the Hershey design. Put simply, there are many, many other ways that one could design a chocolate bar other than the Hershey design, without giving up any cost or efficiency advantage. In fact, we manufacture moulds for a number of other companies that are do not involve any greater manufacturing costs than bars using the iconic Hershey design.

11. I am familiar with innumerable other chocolate bars, besides the HERSHEY'S chocolate bar, that are marketed and sold by other companies and that do not mimic the Hershey design, and which are equally feasible design alternatives. In light of these many available alternative designs, and based on my experience in the chocolate mould business, it is my opinion that a prohibition on the copying of the design in Hershey's applied-for mark would not limit others' abilities to manufacture functional, desirable chocolate bars in a cost-effective manner.

I declare under the laws of *Germany* that the foregoing is true and correct.



Dated: November 23, 2010
Bottrop, Germany



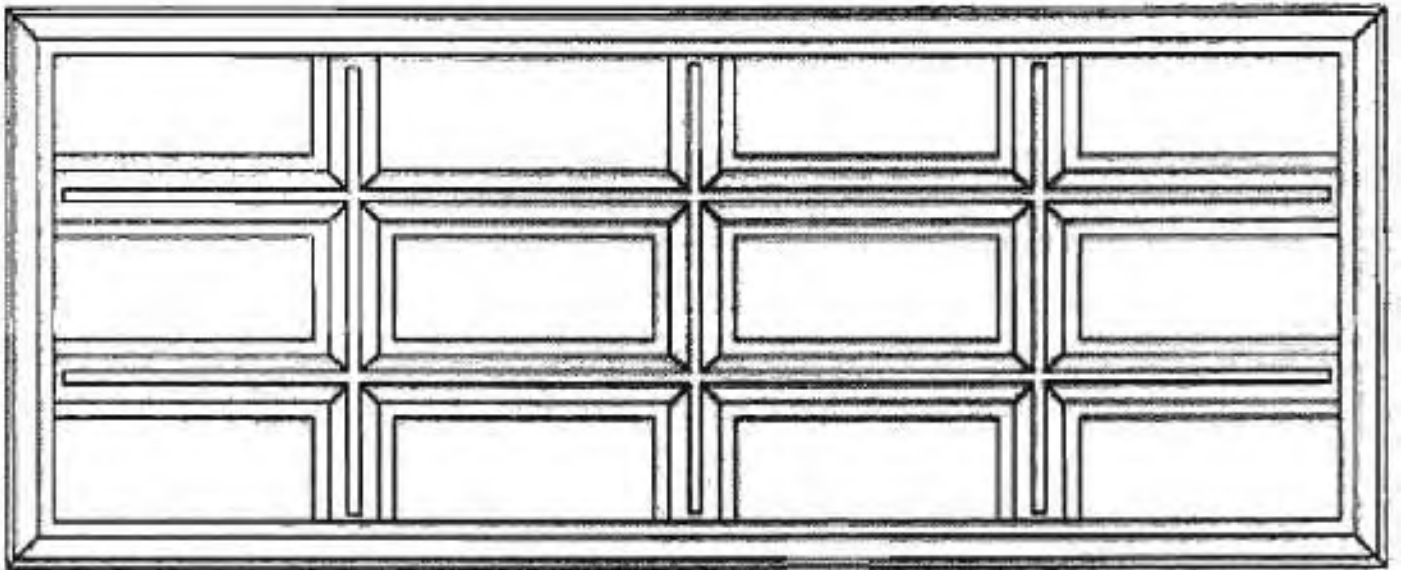
Volker Krauter

Date



EXHIBIT A

A handwritten signature or scribble, possibly initials, located in the bottom right corner of the page. The signature is written in black ink and consists of several overlapping, fluid strokes.

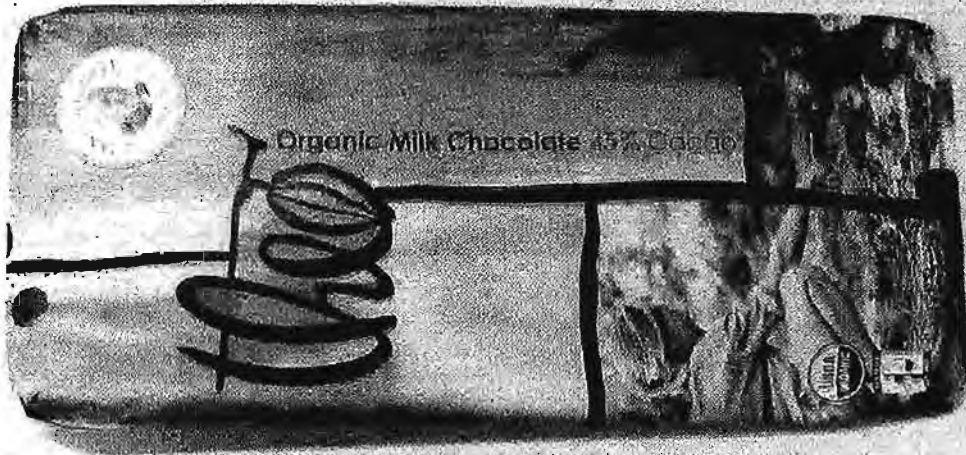


[Handwritten signature]

Exhibit 6



EXHIBIT B



A handwritten signature or mark in the bottom right corner of the page.



A handwritten signature or mark in the bottom right corner of the page, consisting of several overlapping, dark lines.



A handwritten signature or scribble in the bottom right corner of the page.



Handwritten signature or initials in the bottom right corner.





EXHIBIT 9

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CANDY CONFECTION AND PROCESS OF MAKING THE SAME Lord et al.

- Overview
- Abstract
- Drawing
- Description
- Claims



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Patent number: 1613231
Filing date: Jan 26, 1926
Issue date: Jan 1927

Jan. 4, 1927.

W. B. LORD ET AL

1,613,231

CANDY CONFECTION AND PROCESS OF MAKING THE SAME

Filed Jan. 26, 1926

Fig. 1.

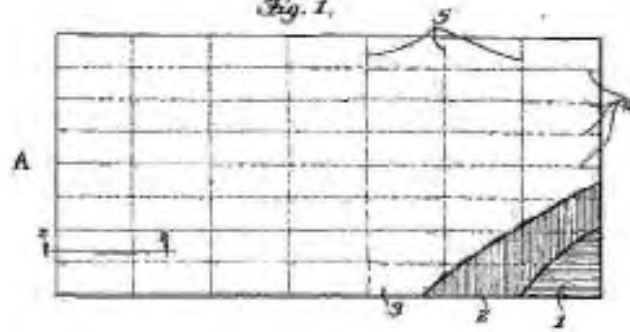


Fig. 2.



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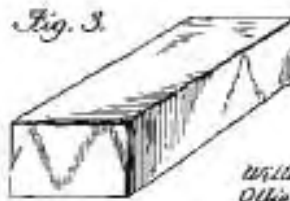
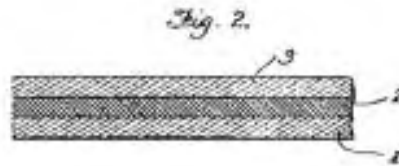
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CANDY CONFECTION AND PROCESS OF MAKING THE SAME Lord et al.

Overview
Abstract
Drawing
Description
Claims

1

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Inventors
William S. Lord and
Oliver Clyde Ashley
By *W. Elbert*
Att'y.

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CANDY CONFECTION AND PROCESS OF MAKING THE SAME Lord et al.

2

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Claims
Abstract
Drawing
Description
Claims

Patented Jan. 4, 1927.

1,613,231

UNITED STATES PATENT OFFICE.

WILLIAM S. LORD, OF EVANSTON, AND OLLIE CLYDE ASHLEY, OF CHICAGO HEIGHTS, ILLINOIS, ASSIGNORS TO WILLIAMSON CANDY COMPANY, OF CHICAGO, ILLINOIS, A CORPORATION OF ILLINOIS.

CANDY CONFECTION AND PROCESS OF MAKING THE SAME.

Application filed January 28, 1926. Serial No. 23,341.

This invention relates to candy confections and to an improved process of making the same.

The object of the invention is to produce a candy confection comprising a layer of hard, fragile candy, which may be cut into pieces which will, without dislodgment of pieces of said fragile sheet or layer of appreciable size, even though it is broken into pieces in the cutting operation, and without affecting the size and shape of the pieces into which the mat, as initially formed, is cut.

In accordance with our improved process, we attain the foregoing object by applying layers of candy having substantially the consistency of caramel candy, to both sides of a layer of hard, fragile candy, to form a composite mat of desired shape and size, and by then cutting said mat into pieces of desired shape and size, for commercial purposes, said outer layers forming holding means for holding pieces of said intermediate layer together and in position, in case it is broken in cutting, handling, or otherwise.

Improved process, comprising one form into which the composite mat, as initially formed, may be cut.

Describing our improved process and confection with reference to the drawings, A designates as a whole a composite mat consisting, as shown, of three layers of candy designated, respectively, 1, 2 and 3.

The middle layer 2 consists of hard, fragile candy, of greater brittleness, which cannot be cut, when cold, without being broken into pieces of irregular size and shape.

In accordance with our improved process, the layers 1 and 3 are applied to the bottom and top sides, respectively, of the layer 2 and consist of candy having substantially the consistency of a caramel candy, said layers forming holding means for holding pieces of said intermediate layer together and in position, in case it is broken in the cutting operation, or otherwise.

Heretofore, so far as we are aware, it has been considered impracticable, if not impossible, to cut layers of hard, fragile candy of the character of the layer 2 shown in the

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Overview
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2

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Patent number 1613231
Filing date Jan 28, 1926
Issue date Jan 1927

into which the mat, as initially formed, is cut.

In accordance with our improved process, we obtain the foregoing object by applying layers of candy having substantially the consistency of caramel candy, to both sides of a layer of hard, frangible candy, to form a composite mat of desired shape and size, and in then cutting said mat into pieces of desired shape and size, for commercial purposes, said outer layers forming bonding means for holding pieces of said intermediate layer together and in position, in case it is broken in cutting, handling, or otherwise.

Obviously, the character and consistency both of the intermediate and bonding layers of a composite candy confection embodying our invention and improvements may vary within a wide range, and we do not, therefore, limit ourselves to the use of any particular kinds or descriptions of candy, but desire to include within the scope of the invention any and all kinds and descriptions of candy possessing the characteristics and qualities requisite for the practice of our invention.

In the accompanying drawing, in which our improved confection and process are fully illustrated,

Figure 1 is a plan view of a composite mat of candy, exemplifying a mat adapted for the practice of our improved process, portions thereof being broken away to expose underlying layers thereof, contemplated lines of severance into pieces of merchantable size being indicated in dotted lines.

Figure 2 is a fragmentary sectional view on an enlarged scale, on the line 2-2 of Fig. 1; and

Figure 3 is a perspective view of a piece of candy embodying our invention and improvements, made, in accordance with our

pieces of irregular size and shape.

In accordance with our improved process, the layers 1 and 3 are applied to the bottom and top sides, respectively, of the layer 2 and consist of candy having substantially the consistency of a caramel candy, said layers forming bonding means for holding pieces of said intermediate layer together and in position, in case it is broken in the cutting operation, or otherwise.

Heretofore, so far as we are aware, it has been considered impracticable, if not impossible, to cut layers of hard, frangible candy of the character of the layer 2 shown in the drawing, for the reason that the action of the knives or cutters would break the candy into irregular pieces; and, where it is desired to subdivide a layer of such hard, frangible candy into pieces of desired small size, the universal practice, so far as we are aware, has been to score said layers on lines corresponding to the desired shapes and sizes of the pieces, before it is thoroughly cooled and while it is sufficiently plastic that it may be scored without breaking. The candy is then permitted to cool and may then readily be broken into pieces along the lines on which it is scored.

This method of manufacture could not be practiced in the case of our improved product, however, for the reason that it would necessitate applying the top and bottom layers 1 and 3 to the individual pieces after they had been formed, which, while not impossible, would involve such large expense that it would be practically prohibitive as a quantity manufacturing proposition.

With a confection embodying our invention and manufactured in accordance with our improved process, it is possible to form the mat A from layers 1, 2 and 3, of any convenient size for handling and cutting—cut-

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CANDY CONFECTION AND PROCESS OF MAKING THE SAME Lord et al.



Overview
Abstract
Drawings
Description
Claims



Print text Clip Copy Print Feedback

Search within this patent Go

Patent number: 1613231
Filing date: Jan 20, 1925
Issue date: Jan 1927

2

1,818,891

ting being performed in any suitable form of candy cutter, preferably a rotary cutter—thus reducing the cost of manufacture to a point where the goods can be sold commercially at a reasonable price and still yield a profit.

In Figure 1 of the drawings the dotted lines 4 and 5 indicate the lines on which the mat A is to be cut.

10 After the mat A has been cut into pieces, each piece will preferably be coated with chocolate or other desired coating material, which may be done in accordance with usual practice.

15 In Figure 2 of the drawings we have shown one form in which our improved product may conveniently be made up for sale. We do not, however, desire to limit ourselves to this particular form, as the

20 form of the piece may be varied or modified in any desired manner. Obviously, where the mat A is cut into pieces on a rotary cutter, it will be necessary to cut the mat A on straight lines.

25 Also, while we have herein shown and described our improved product as consisting of three layers, the number of layers may be increased without departure from our in-

vention, it merely being necessary, when additional layers are added, to alternate the 20 layers of hard, frangible material with the layers 1 and 2 of binding material.

We claim,—

1. The process of making a candy confection which consists in initially forming a composite mat comprising an intermediate layer of hard, frangible candy and bonding layers of candy having substantially the consistency of caramel candy applied to both sides of said intermediate layer, and in then 20 cutting said mat into pieces of desired size and shape for commercial purposes.

2. A candy confection consisting of a layer of frangible candy, layers of candy having substantially the consistency of caramel 25 candy applied to the top and bottom surfaces thereof, forming bonding means for holding pieces of the intermediate layer together should it be broken, thus providing for cutting the product into pieces.

3. In testimony that we claim the foregoing as our invention, we affix our signature this 30 22nd day of January, 1926.

WILLIAM S. JARD,
G. C. ASHLEY.

EXHIBIT 10

Int. Cl.: 30

Prior U.S. Cl.: 46

United States Patent and Trademark Office

Reg. No. 3,668,662

Registered Aug. 18, 2009

**TRADEMARK
PRINCIPAL REGISTER**



HERSHEY CHOCOLATE & CONFECTIONERY
CORPORATION (DELAWARE CORPORATION)

4860 ROBB STREET, SUITE 204
WHEAT RIDGE, CO 80033

FOR: CANDY, IN CLASS 30 (U.S. CL. 46).

FIRST USE 12-31-1968; IN COMMERCE 12-31-1968.

OWNER OF U.S. REG. NOS. 54,041, 863,592, AND
1,367,943.

THE MARK CONSISTS OF TWELVE (12) EQUALLY-SIZED RECESSED RECTANGULAR PANELS ARRANGED IN A FOUR PANEL BY THREE PANEL FORMAT WITH EACH PANEL HAVING ITS OWN RAISED BORDER WITHIN A LARGE RECTANGLE WITH LETTERS SPELLING "HERSHEY'S" IN EACH RECESSED PANEL.

SEC. 2(F).

SER. NO. 77-581,348, FILED 9-29-2008.

ROBERT C. CLARK JR., EXAMINING ATTORNEY

EXHIBIT 11



Report of Robert L. Klein

in the matter of

Hershey Trademark Application #77809223

**Secondary Meaning
Survey Methodology and Results**

November 22, 2010

Applied Marketing Science, Inc.
303 Wyman Street, Suite 205
Waltham, MA 02451

Credentials of Robert L. Klein and qualifications as an expert

I am president and co-founder of Applied Marketing Science, Inc. (AMS) a market research and consulting firm with offices in Waltham, Massachusetts.

I received a Bachelor of Science degree in Mechanical Engineering in 1966 from the Massachusetts Institute of Technology, Cambridge, Massachusetts, and a Master of Science degree in 1968 from the MIT Sloan School of Management. I served as a commissioned officer in the US Public Health Service from 1968 to 1970 and was stationed at the National Institutes of Health in Bethesda, Maryland.

I returned to the Boston area in 1970 to join three former professors in starting Management Decision Systems, Inc. (MDS). I was Senior Vice President responsible for the development of market research models and measurement tools to forecast new product success, to measure the impact of advertising and other promotions, and to help product managers increase the profitability of their brands. In 1985, MDS had 250 employees and offices in the U.S., Europe, and Asia.

In 1985, Information Resources, Inc. (IRI), then the 4th largest market research company in the world, acquired MDS. IRI specialized in the collection and analysis of data generated by supermarket scanners. I became Executive Vice President of IRI with responsibility for custom consulting and market research projects outside the world of consumer package goods.

In 1989, I left IRI to start Applied Marketing Science, Inc. with an MIT professor and a former client as partners. For the past 21 years we have conducted market research on a wide range of both consumer and business products and services. I am the president of AMS and we currently have over 15 employees working out of our office in suburban Boston.

I am a member of the American Society for Quality, the Product Development and Management Association, the Institute for Operations Research and Management Science, and I am a Certified Product Development Professional. For four years I was also a member of the Proof of Confusion Subcommittee of the International Trademark Association.

Background and Objective

The Hershey Chocolate & Confectionary Corporation (hereafter "Hershey") has filed an application to register the product configuration of its chocolate bar as a trademark (Application #77809223). Specifically, Hershey has applied to register the "configuration of a candy bar that consists of twelve (12) equally-sized recessed rectangular panels arranged in a four panel by three panel format with each panel having its own raised border within a large rectangle." I have been asked by counsel for Hershey to design, field and analyze a market research survey that would measure the extent to which consumers associate the "four panel by three panel" appearance of the candy bar with a single source – that is, has the product configuration acquired "secondary meaning."

My work is on-going and I may extend or revise my opinion should additional information become available.

Summary of Opinion

Based on the results of the survey I conducted, it is my opinion that the four by three panel product configuration is widely recognized by relevant consumers, has acquired secondary meaning and functions as a trademark for Hershey. Specifically, 83.8% of relevant consumers associate the four by three brick product configuration with a single source and identify Hershey as that source. After adjusting for guessing and other forms of noise using an appropriate Control Group, the net association of the four by three panel configuration with Hershey is 42.2%. It is my understanding that this "net association" is comparable to levels that courts have held to be probative of secondary meaning.

Survey Methodology

The survey was designed in accordance with the relevant factors outlined in the Manual for Complex Litigation (4th edition) published in 2004 by the Federal Judicial Center. These include:

- whether the population was properly chosen and defined;
- whether the sample chosen was representative of that population;
- whether the data gathered were accurately reported;
- whether the data were analyzed in accordance with accepted statistical principles;

- whether the questions asked were clear and not leading;
- whether the survey was conducted by qualified persons following proper interview procedures; and
- whether the process was conducted so as to ensure objectivity (e.g. that respondents were unaware of the sponsor of the survey and how the results would be used).

The Universe and Sample Selection

The appropriate population for measuring secondary meaning consists of the purchasers of the product category in question. In this case that would be purchasers of chocolate candy bars.

In order to reach a representative sample of this population, an Internet survey was developed that identified consumers in the United States who are aged 18 or older and have both purchased a chocolate bar in the past six months and also plan on purchasing a chocolate bar in the next six months.

Internet surveys are an increasingly common form of market research. Over 77.3% of the U.S. population has access to the Internet.¹ The largest corporations use Internet surveys to support multi-million dollar marketing decisions.² Courts accept the results of Internet surveys in a wide range of cases.^{3,4}

An Internet survey is conducted by contracting with one of the numerous companies that have pre-recruited potential respondents who have indicated their willingness to participate in market research surveys. In this case, I selected e-Rewards, a well-established international market research service firm that maintains a panel of over 3.6 million consumers in the United States. AMS has worked with e-Rewards on a number of other projects and has found them to be a consistently reliable and high quality supplier of qualified survey respondents. As part of e-Reward's panel recruitment process, each potential panel member completes a demographic questionnaire. Using this information, e-Rewards was able to send survey invitations to a population of e-Rewards panel members that mirrored U.S. census demographics in various areas (age, gender, location, etc) (see Appendix C). This invitation included a link to the actual survey which was hosted on a website maintained by Applied Marketing Science, Inc. This link contained an embedded identification number that assured that each respondent

¹ <http://www.internetworldstats.com/stats14.htm> as of June 30, 2010 (viewed 10/6/2010)

² According to an annual study conducted by Inside Research®, 46% of the dollars spent for survey research in the U.S. was conducted online in 2010.

³ Robert H. Thornburg, *Trademark Surveys: Development of Computer-Based Survey Methods*, 4 J. Marshall Rev. Intell. Prop. L. 91 (2005)

⁴ Gabriel M. Gelb and Betsy D. Gelb, "Internet Surveys for Trademark Litigation: Ready or Not, Here They Come," *The Trademark Reporter*, Vol. 97, No. 5, Sept-Oct, 2007, p. 1073

could only complete the survey once. Respondents who qualified and completed the survey were awarded \$1.50 in e-Rewards currency.

In the survey I designed, respondents were shown a picture of a chocolate bar with the four by three panel product configuration in Hershey's trademark application. The picture contained no other indication of its brand or origin.⁵ Next, respondents were asked if they associate the appearance or design of the product with one or more particular companies. If the respondent said "Yes" to this question, they were asked which company or companies do they associate with the design and appearance of the product. Finally they were probed as to why they made the association or associations that they did.

In order to establish whether significant secondary meaning exists (meaning that consumers associate the four by three panel configuration with a single source, Hershey), it was necessary to use a Control Group of respondents to account for guessing and other forms of noise. This is analogous to the use of a placebo in the test of, say, a new drug. The effect of the drug is measured by the difference in response between those receiving the test drug (the "Test" Group) and those receiving the placebo (the "Control" Group.) Similarly, a control was used in this case to account for guessing and other forms of noise, and the "net" result is the difference between the response in the Test Group and the response in the Control Group.

"In designing a control group study, the expert should select a stimulus for the control group that shares as many characteristics with the experimental stimulus as possible, with the key exception of the characteristic whose influence is being assessed."⁶ In this case, an appropriate control product was a segmented chocolate bar that did not have the four by three panel design. Instead, of the four by three panel design shown to the Test Group, the Control Group was shown a three by one panel segmented chocolate bar.⁷ The secondary meaning attributed to the four by three panel design can be measured by the difference in the response between the Test Group that was exposed to the four by three panel design and the Control Group that was exposed to the three by one panel design. Pictures of the stimuli shown to the Test Group and the Control Group are displayed in Exhibit 1.

⁵ The Hershey® Chocolate Bar found in the market has the word "Hershey's" inscribed in each panel of the bar. The image used as the stimulus in the Test Group was a photograph of a chocolate bar that I understand was specially produced by Hershey without the Hershey name.

⁶ Diamond, Shari Seidman, "Reference Guide on Survey Research," *Reference Manual on Scientific Evidence, Second Edition*, Federal Judicial Center 2000, p.258

⁷ This control stimulus was created using computer software to digitally alter the image shown to the Test Group.



Test Group Stimulus



Control Group Stimulus

Exhibit 1 – Chocolate bars used in Test and Control Group

Another important factor is that the experiment should be "double-blind." In the test of a new drug or new treatment, this means that neither the patient nor the doctor (or the person administering the treatment) should be aware of which product is the test and which product is the control. With an Internet survey there is no interviewer and the survey will be double-blind when nothing alerts the respondent to the particular feature or issue being tested. In this case, the questions were identical for the Test and Control Groups and only the stimulus was different. Because respondents had no way of telling which stimulus was the test and which was the control, the experiment was double-blind.

The survey began with a series of screening questions to determine if a respondent were a member of the target population and qualified to participate in the survey. Screenshots taken from the survey are included in Appendix D as well as a text version of the questionnaire.

Prior to first screening question, respondents were asked to enter the code shown on the screen exactly as it is shown in a CAPTCHA image box. This is a standard question used in all AMS internet surveys to ensure that only actual people, as opposed to computer programs, take the survey. Respondents were not allowed to begin the survey until they entered the correct code. Next (QS0) respondents were asked what type of electronic device they were using to complete the survey. If they selected anything other than "Desktop Computer" or "Laptop Computer" then they were not allowed to continue. This ensured that respondents completed the survey on a device that had a screen large enough for them to easily view the images and make a proper assessment.

The next screening questions asked the sex of the respondent (QS1) and their age (QS2). Anyone that selected "Under 18" was not permitted to continue. The sex and age information was also used to validate that the person taking the survey was the same person who had originally enrolled with e-Rewards. Respondents whose answers were different from the information on file with e-Rewards were not allowed to continue.

The next screening question asked:

- QS3. Do you or any member of your family work for
- A company that makes or sells candy (Terminate)
 - A company that makes or sells automobiles
 - A company that makes or sells personal computers
 - A market research company (Terminate)
 - A law firm (Terminate)
 - None of the Above

The order of the response options was randomized (“None of the Above” was always last) to avoid any order bias. The purpose of this question was to eliminate respondents who might have a specialized knowledge of chocolate bars, market research surveys, or trademark law. If a respondent indicated that they or a family member worked in one of these three industries then they were eliminated from the survey.

The next screening question asked:

- QS4. Which of the following products have you purchased in the past 6 months? (*Select all that apply*)
- Chocolate candy bars
 - Chewing gum
 - Peanuts
 - Popcorn
 - Carbonated Soft Drinks
 - Donuts
 - Snack Cakes
 - None of the above (terminate)

This question was then followed up with a very similar question regarding their likely purchasing behavior in the future:

- QS5. Which of the following products are you likely to purchase in the next 6 months?
- Chocolate candy bars
 - Chewing gum
 - Peanuts
 - Popcorn
 - Carbonated Soft Drinks
 - Donuts
 - Snack Cakes
 - None of the above (terminate)

Again, the order of the list of items in each question was randomized to avoid any order bias. Only respondents who answered that they have purchased a chocolate candy bar in the past six months and that they are likely to purchase a chocolate candy bar in the next six months were allowed to continue.

The main survey began by showing a picture of either the four by three paneled chocolate bar or the three by one paneled chocolate bar (see Exhibit 1). The picture (Test or Control) was shown to each respondent for 10 seconds before they could continue on to the rest of the survey. The picture of the bar was visible to respondents throughout the rest of the survey.

After viewing the image for 10 seconds, respondents were asked:

Q1. Do you associate the design and appearance of this chocolate candy bar with one particular company, more than one company, no particular company or do you not know or have no opinion?⁸ (*Select One*)

- One particular company
- More than one company
- No particular company (End of interview)
- Don't know/no opinion (End of Interview)

If they indicated they associated the design and appearance of the chocolate bar with either one particular company or more than one company, they continue with the survey. Otherwise, the survey was complete.

If they answered "One particular company", they were asked the opened ended question:

Q2. With what particular company do you associate the design and appearance of this chocolate candy bar?

Respondents were given space to type in their answers and then in order to clarify their previous response they were asked (Q3), "Why do you say that?"

If a respondent indicated "More than one company" in Q1, they were asked the open ended question of:

Q4. With what companies do you associate the design and appearance of this chocolate candy bar?

This question was also followed up with a question that asks (Q5) "Why do you say that?"

⁸ To avoid an order bias, this question was asked in two different ways and rotated evenly among participants. In place of to the version seen above, respondents could have seen a version that read, "Do you associate the design and appearance of this chocolate candy bar with no particular company, one particular company, more than one company or do you not know or have no opinion?"

Once respondents had given their answers in either Q3 or Q5, the survey was complete.

Survey Data and Analysis

A total of 695 potential respondents visited the survey website on November 9 and 10, 2010 in response to the invitations sent by eRewards and 406 qualified for the survey. The detailed screening statistics are shown in Appendix E. Of the 406 interviews completed, two interviews were removed from the final data set based on the amount of time these respondents spent on specific substantive questions.⁹ The final data set consisted of 204 in the Test Group and 202 respondents in the Control Group.

Table 1 below shows the results of the tabulation of responses to questions Q1 and Q2.

	Test Group	Control Group
Total number of respondents	204	202
Associate design and appearance with one particular company	178	94
Identify "Hershey" as that company	171	84
% naming Hershey	83.8%	41.6%
Difference between test and control	42.2%	

Summary

It is my opinion that the four by three panel design has achieved secondary meaning and functions as a trademark for Hershey. An overwhelming majority of respondents identified the four by three panel design as coming from Hershey. After adjusting for guessing and other forms of noise, the level of association with a single source is consistent with levels that have been held to be probative of secondary meaning.



Robert L. Klein

⁹ In addition to the total elapsed time for the questionnaire, the amount of time spent on each individual question is also captured. There are many valid reasons why a survey may take an unusually long time to complete (interruptions due to phone call, family responsibilities, etc.) but a respondent who takes an inordinate amount of time on one of the substantive questions may have used their computer to search for a "right" answer. These respondents were excluded from the final analysis database.

Appendices

- A. Curriculum Vitae of Robert L. Klein
- B. Documents reviewed
- C. Survey invitation email sent to potential respondents
- D. Screenshots and text of questionnaire
- E. Response statistics
- F. Data glossary
- G. Data listing

Appendix A - Curriculum Vitae of Robert L. Klein

Business Address: Applied Marketing Science, Inc.
303 Wyman Street, Suite 205
Waltham, MA 02451
(781) 250-6301
fax: (781) 684-0075

E-mail: bklein@ams-inc.com

Home Address: 203 Windsor Road
Newton, MA 02468
(617) 965-0605

Education: MASSACHUSETTS INSTITUTE OF TECHNOLOGY, SLOAN SCHOOL
OF MANAGEMENT, Master of Science in Management, June 1968.
Teaching Assistantship 2nd year.

MASSACHUSETTS INSTITUTE OF TECHNOLOGY, Bachelor of
Science in Mechanical Engineering, June 1966, Dean's List 4 terms.

Career Positions:
1989-present

APPLIED MARKETING SCIENCE, INC., Waltham, MA
Co-founder and President. AMS is a marketing research and consulting organization with offices in Waltham, MA. AMS helps clients in a broad range of product and service industries identify and use the Voice of the Customer to develop new products and services and understand customer behavior. Developed the VOCALYST® system of market research and analysis to efficiently collect and structure customer wants and needs. Serves as an expert witness in cases related to trademark infringement, confusion, patent damages, class certification, trade secrets, sales forecasting and others issues.

1985-1988

INFORMATION RESOURCES, INC., Waltham, MA
Executive Vice President. Founded and led the Custom Projects Group, a custom marketing science analysis and consulting organization emphasizing non-consumer packaged goods applications of management science models and measurement systems. Participated in the early development and popularization of Quality Function Deployment (QFD) in the United States and promoted its use through articles and speeches.

1970-1985

MANAGEMENT DECISION SYSTEMS, INC., Waltham, MA
Senior Vice President. Participated in the founding of this prestigious software and marketing science consulting firm. Held a variety of positions during its growth to a \$25M company including Chief Financial Officer, Head of Models Development Division, member of Executive and Compensation Committees, Head of various client service and consulting groups prior to its merger with Information Resources. Responsible for the development and commercialization of numerous marketing science models including ASSESSOR, BRANDAID II, CATALYST, Coupon Laboratory, and DEFENDER.

1968-1970 U.S. PUBLIC HEALTH SERVICE, National Institutes of Health, Division of Computer Research and Technology, Bethesda, MD, Commissioned Officer (rank equivalent to Army Capt.) Original member of a management science consulting group founded to apply these principles to the operations of the National Institutes of Health. Responsible for various projects in both the medical research area and the business and grants management area.

Publications:
(Past 10 years)

"How Much Is An Infringing Feature *Really* Worth," *Intellectual Today*, October 2002

"Good Data Drives Out Bad Cases," *Intellectual Property Today*, May 2006

"Dilution Through the Looking Glass: A Marketing Look at the Trademark Dilution Revision Act of 2005," (with Joel H. Steckel, and Shelley Schussheim) *The Trademark Reporter*, Vol. 96, No. 3, May-June 2006

"Expert Witnesses: When Are They Necessary and Does Daubert/Kumho Make a Difference?," (with Leslie J. Lott and Jose Rojas) *IP Litigator*, March/April 2007

Expert Witness
(past 4 years)

9 Squared, Inc. v. Moviso, LLC and Infospace, Inc.
Civil Action No. 05-N-267 (PAC), District of CO
Trademark Survey (2006 Report and deposition)

Bay State Savings Bank v. Baystate Financial Services
Case No. CIV.A.03-40273-NMG, C.D. of MA
Trademark Confusion and Secondary Meaning (2006 Report and deposition)

Albert v. Zabin, et al.
Case No. 03-2830, Massachusetts Superior Court
Sales Forecasting, (2006 Report)

Commerce Insurance Co. v. Commerce Bancorp, et al.
Case No. 06-10326-PBS, E.D. of MA
Trademark Confusion and Secondary Meaning (2006 Report and 2007 deposition)

Merisant Company v. McNeil Nutritionals, LLC and McNeil-PPC, Inc.
Civil Action No. 04-CV-5504, ED of Pennsylvania
False Advertising (2006 Report, deposition and testimony)

Chanel Chambers, et al. v. Daimler Chrysler Corporation
File No: 01 CVS 1555, Pitt County, North Carolina Superior Court
Class Certification (2006 Report)
Similarly:
Teresa Palace, et al v. Daimler Chrysler Corporation

Case No. 01 CH 13168, Cook County, Illinois County Department,
Chancery Division (2006 Report and 2007 deposition)

PPC Techs, Inc. v. Boxwave Corporation, et al.
Case NO. SACV05-622 CJC (Anx), C.D. of California, Santa Ana Branch
Trademark Confusion (2006 Report and deposition)

Urban Outfitters, Inc., et al. v. BCBG Max Azria Group, et al.
Civil Action No. 06-04003, E.D. of Pennsylvania
Trademark Confusion (2006 Report, deposition and testimony)

The Procter & Gamble Company v. Oli, LLC
TTAB Opposition No. 91168649, Cancellation No. 92046511
Trademark Confusion (2007 Report)

Solvay Pharma, Inc. and Altana Pharma AG v. Apotex Inc. and The
Minister of Health, Federal Court, Toronto, Canada, File No. T-427-06
Product Forecasting (2007 Report and testimony)

The Sugar Association v. McNeil Nutritionals, LLC and McNeil-PPC, Inc.
Case No. CV 04-10077 DSF (RZX), C.D. of California
False Advertising (2007 Report and deposition)

Educational Insights, Inc. v. SAS Group, Inc. et al.
Civil Action No.: 06 CV 13760 (RCC), S.D. of New York
Trademark Confusion (2007 Report)

SAS Group, Inc. et al. v. Faber-Castell USA, Inc.
Civil Action No.: 07-CV-00876-KMO, N.D. of Ohio
Trademark Confusion (2007 Report)

Solidworks Corporation v. Autodesk, Inc.
TTAB Opposition No. 91175197 (consolidated)
Secondary Meaning (2007 Report)

Eliminator Custom Boats et al. v. American Marine Holdings et al.
Case Number ED CV 06-15 VAP(Ex), C.D. of California
Trademark Confusion (2007 Report and deposition)

Board of Regents, University of Texas v. KST Electric, Ltd.
Civil Action No. A06CA950 LY, W.D. of Texas, Austin Division
Secondary Meaning (2007 Report and deposition)

National Pork Board et al v. Supreme Lobster and Seafood Company
TTAB Opposition No.91166701
Trademark dilution (2007 Report, deposition and testimony)

Capitol Federal Savings Bank v. Eastern Bank Corporation
Case No: 1:07-cv-11342-RCL, Massachusetts District Court
Trademark Confusion (2007 Report)

Hana Financial, Inc. v. Hana Bank and Hana Financial Group
Case No. CV-07-1534, C.D. of California, Los Angeles Division
Trademark Confusion (2007 Report and deposition)

ComponentOne, LLC v. ComponentArt, Inc. et al.
Civil Action Number: 05-1122, W. D. of Pennsylvania
Trademark Confusion (2007 Report and deposition)

PUMA AG v. Payless ShoeSource, Inc.
Civil Action No. 06-11493-RGS, Massachusetts District Court
Trademark Confusion (2008 Report)

Unleashed Magazine, Inc. v. Orange County, Florida
Case No. 6:06-CV-1690-ORL-28JGG, M.D. of Florida, Orlando Division
Trademark Confusion (2008 Report and deposition)

Kennedy et al. v. Natural Balance Pet Foods, Inc. et al.
Case No. 07 CV 1082 H(RBB), S. D. of California
Class Certification (2008 Report)

Rexall Sundown, Inc. v. Perrigo Company
Case No. 07 CV 3397, E.D. of New York
False Advertising (2008 Report, deposition and 2010 testimony)

In Re Pet Food Products Liability Litigation
Civil Action No. 07-2867, MLD Docket No. 1850, New Jersey
Class Action (2008 Declaration)

UnitedHealth Group, et al. v. American Multispecialty Group
American Arbitration Association, Case No. 57 193 Y 00004 08
Consumer Behavior Survey (2009 Report, deposition and testimony)

CytoSport, Inc. v. Vital Pharmaceuticals
Case No. 2:08-CV-02632-FCD-GGH, E.D. of California
Trademark confusion (2009 Report and deposition)

Makers Mark Distillery, Inc. v. Diageo North America, Inc. et al.
Civil Act. No. 3:03 CV-93-H, W.D. of Kentucky at Louisville
Trademark confusion (2009 Report, deposition and testimony)

Sara Lee v. Sycamore Family Bakery, Inc. and Leland Sycamore
Case No. 2:09-CV-523, Utah
Trademark confusion (2009 Report and deposition)

Holley Performance Products, Inc. v. Quick Fuel Technology, Inc. et al.
Docket No. 1:07-CV-185-M, W.D. of Kentucky
Trademark Confusion (2009 Report)

Sam's Riverside, Inc. v. Intercon Solutions, Inc. et al.
Civil Action No 09-20, S.D. of Iowa, Central Division
Trademark Confusion (2009 Report)

Philip Morris Products S.A. et al. v. Marlboro Canada Ltd et al.
Court No. 1784-06, Federal Court of Canada
Trademark Confusion (2009 Report and 2010 testimony)

Hansen Beverage Company v. Vital Pharmaceutical, Inc.
Civil No. 08cv1545 IEG (POR), S.D. of California
False Advertising (2010 Report and deposition)

Zurco, Inc. and Zurn Industries v. Sloan Valve Company
Civil Action No. 1:08-CV-185, W.D. of Pennsylvania
Trademark Confusion (2010 Report and deposition)

Perfetti Van Melle v. Cadbury Adams USA
Civil Action No. 2:10-CV-35-DLB, E.D. of Kentucky
Trademark Confusion (2010 Report and testimony)

Empire Today v. National Floors Direct et al.
Case No. 1:08-CV-11999-JLT, Massachusetts, Boston Division
False Advertising (2010 Report and testimony)

The Steak umm Company v. Steak 'Em Up, Inc
Civil Action 5:09-cv-02857-LS, E.D. of Pennsylvania
Trademark Confusion (2010 Report)

Schlesinger et al. v. Ticketmaster
Case No: BC 304565, Superior Court of CA, County of LA
False Advertising (2010 Report and deposition)

Professional:

Member INFORMS, PDMA, INTA, CASRO, AAPOR
Certified New Product Development Professional

Appendix B – Documents Reviewed and Considered

Trademark application #77809223, filing date of August, 20, 2009

Robert H. Thornburg, *Trademark Surveys: Development of Computer-Based Survey Methods*, 4 J. Marshall Rev. Intell. Prop. L. 91 (2005)

Gabriel M. Gelb and Betsy D. Gelb, “Internet Surveys for Trademark Litigation: Ready or Not, Here They Come,” *The Trademark Reporter*, Vol. 97, No. 5, Sept-Oct, 2007, p. 1073

McCarthy, Thomas J., *McCarthy on Trademarks and Unfair Competition*, 4th Edition

Diamond, Shari Seidman, “Reference Guide on Survey Research,” *Reference Manual on Scientific Evidence*, Second Edition, Federal Judicial Center 2000

Appendix C—Survey Invitation

Subject line

Get Rewarded for Your Time - Study about Construction

Email body

Dear <%First%>,

Based on your e-Rewards(R) profile, you are invited to earn e-Rewards Currency for participating in a research survey. If you qualify and complete the survey:

Full reward amount: \$1.50 in e-Rewards Currency

Full survey length: approximately 5 minutes

To complete the survey and earn e-Rewards Currency, simply click the link below, or copy the URL into your browser:

<http://<%website%>/pro.do?FT=<%uniqueid%>>

We encourage you to respond quickly -- this e-Rewards invitation will be available only until a predetermined number of responses have been received. Please Note: you will only receive e-Rewards credit for taking the survey once.

Continue to check your inbox and your Member home page for future opportunities to earn e-Rewards Currency.

We value your time,

The e-Rewards Team

Appendix D – Text of Questionnaire and Screenshots

Questionnaire Text

[PROGRAMMER NOTES IN BOLD CAPS AND BRACKETS]

Notes to respondent in italics

Thank you for your willingness to participate in our study. The responses you give to our questions are very important to us. If you don't know an answer to a question or if you don't have an opinion, please indicate this in your response.

Your answers will be kept in confidence. The results of this study will not be used to try to sell you anything.

When you are ready to get started, please click the "NEXT" button.

["ARROW" BUTTON TAKES RESPONDENT TO QUESTION D1]

[TEXT FOR TERMINATES "Thank you for your interest in our study. We are no longer looking for people who match your characteristics. We appreciate your time."]

[NEXT PAGE]

D1) Please enter the code exactly as in the image above, and then click "NEXT" to continue.

**** code is case sensitive ****

[NEXT PAGE]

D2) What type of electronic device are you using to complete this survey? *(Select one only)* **[RANDOMIZE LIST; OTHER MOBILE OR ELECTRONIC DEVICE SHOULD REMAIN LAST]**

- Desktop computer **[CONTINUE]**
- Laptop computer **[CONTINUE]**
- iPhone **[TERMINATE]**
- Blackberry **[TERMINATE]**
- Other mobile or electronic device **[TERMINATE]**

[NEXT PAGE]

QS1: Into which of the following categories does your age fall? *(Select one only)*

- Under 18 **[TERMINATE]**
- 18-34 **[CONTINUE]**
- 35-49 **[CONTINUE]**
- 50-64 **[CONTINUE]**
- 65+ **[CONTINUE]**

[NEXT PAGE]

QS2: Are you...? *(Select one only)*

- Male
- Female

[NEXT PAGE]

QS3: Do you or any member of your family work for... *(Select all that apply)* **[RANDOMIZE LIST; NONE OF THE ABOVE LAST]**

- A company that makes or sells candy **[TERMINATE]**
- A company that makes or sells automobiles
- A company that makes or sells personal computers
- A market research company **[TERMINATE]**
- A law firm **[TERMINATE]**
- None of the above **[DESELECT ALL OTHERS]**

[NEXT PAGE]

QS4: Which of the following products have you purchased in the past 6 months? *(Select all that apply)*
[MUST SELECT CHOCOLATE CANDY BARS IN BOTH QS4 AND QS5 TO CONTINUE]
[RANDOMIZE LIST; NONE OF THE ABOVE LAST]

- Chocolate candy bars
- Chewing gum
- Peanuts
- Popcorn
- Carbonated soft drinks
- Donuts
- Snack cakes
- None of the above **[DESELECT ALL OTHERS]**

[NEXT PAGE]

QS5: Which of the following products are you likely to purchase in the next 6 months? *(Select all that apply)*
[MUST SELECT CHOCOLATE CANDY BARS IN BOTH QS4 AND QS5 TO CONTINUE]
[KEEP SAME ORDER AS IN QS4; NONE OF THE ABOVE LAST]

- Chocolate candy bars
- Chewing gum
- Peanuts
- Popcorn
- Carbonated soft drinks
- Donuts
- Snack cakes
- None of the above **[DESELECT ALL OTHERS]**

[NEXT PAGE]

Please look at this picture of a chocolate candy bar. When you are finished, click the "Next" button at the bottom of the page to continue. **[SHOW STIMULI TEST AND CONTROL]**

Test Stimulus



Control Stimulus



[10 SECONDS BEFORE NEXT BUTTON APPEARS]

[NEXT PAGE]

[DISPLAY STIMULU1 ABOVE QUESTIONS Q1 - Q5]

Q1. Do you associate the design and appearance of this chocolate candy bar with [one particular company, more than one company, no particular company] [no particular company, more than one company or one particular company] or do you not know or have no opinion? **[ROTATE THE TWO VERSIONS; KEEP ANSWERS ORDERED SAME AS THE QUESTION]** *(Select only one)*

- One particular company **[CONTINUE]**
- More than one company **[CONTINUE]**
- No particular company **[SKIP TO Q4]**
- Don't Know/No Opinion **[SKIP TO Q4]**

[NEXT PAGE]

Q2. With what particular company do you associate the design and appearance of this chocolate candy bar?

[OPEN END; ALLOW 1000 CHARACTERS]: _____
Please answer as completely as possible. You are not limited by the size of the answer box.

[NEXT PAGE]

Q3. Why do you say that?

[OPEN END; ALLOW 1000 CHARACTERS]: _____
Please answer as completely as possible. You are not limited by the size of the answer box.

[SKIP TO THANK YOU TEXT]

[NEXT PAGE]

Q4. With what companies do you associate the design and appearance of this chocolate candy bar?

[OPEN END; ALLOW 1000 CHARACTERS]: _____
Please answer as completely as possible. You are not limited by the size of the answer box.

[NEXT PAGE]

Q5. Why do you say that?

[OPEN END; ALLOW 1000 CHARACTERS]: _____
Please answer as completely as possible. You are not limited by the size of the answer box.

[NEXT PAGE]

[THANK YOU TEXT] Thank you for taking the time to complete this survey today.

Screenshots

Intro 1)

Food Shoppers Survey

Applied
Marketing
Science, Inc.

Thank you for your willingness to participate in our study. The responses you give to our questions are very important to us. If you don't know an answer to a question or if you don't have an opinion, please indicate this in your response.

Your answers will be kept in confidence. The results of this study will not be used to try to sell you anything.

When you are ready to get started, please click the "NEXT" button.

NEXT

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0% 100%
% complete

CAPTCHA)

Food Shoppers Survey

Applied
Marketing
Science, Inc.



Please enter the code exactly as in the image above, and then click "NEXT" to continue.

** code is case sensitive **

NEXT

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0% 100%
% complete

QS0)

Food Shoppers Survey

Applied
Marketing
Science, Inc.

What type of electronic device are you using to complete this survey?

(Select one only)

- Blackberry
- iPhone
- Desktop computer
- Laptop computer
- Other mobile or electronic device

NEXT

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0%  100%
% complete

QS1)

Food Shoppers Survey

Applied
Marketing
Science, Inc.

Into which of the following categories does your age fall?

(Select one only)

- Under 18
- 18 - 34
- 35 - 49
- 50 - 64
- 65+

NEXT

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0%  100%
% complete

QS2)

Food Shoppers Survey



Are you...?

(Select one only)

- Male
- Female

NEXT

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QS3)

Consumer Purchasing Survey



Do you or any member of your family work for...

(Select all that apply)

- A company that makes or sells candy
- A company that makes or sells automobiles
- A company that makes or sells personal computers
- A law firm
- A market research company
- None of the Above

NEXT

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QS4)

Consumer Purchasing Survey Applied Marketing Science, Inc.

Which of the following products have you purchased in the past 6 months?
(Select all that apply)

- Chocolate candy bars
- Peanuts
- Donuts
- Popcorn
- Chewing gum
- Carbonated Soft Drinks
- Snack Cakes
- None of the Above

NEXT

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0%  100%
% complete

QS5)

Consumer Purchasing Survey Applied Marketing Science, Inc.

Which of the following products are you likely to purchase in the next 6 months?
(Select all that apply)

- Chocolate candy bars
- Peanuts
- Donuts
- Popcorn
- Chewing gum
- Carbonated Soft Drinks
- Snack Cakes
- None of the Above

NEXT

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0%  100%
% complete

Intro 2 - Test)

Consumer Purchasing Survey

Applied
Marketing
Science, Inc.

Please look at this picture of a chocolate candy bar. When you are finished click the "Next" button at the bottom of the page to continue.



NEXT

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75% 100%

Intro 2 - Control)

Consumer Purchasing Survey

Applied
Marketing
Science, Inc.

Please look at this picture of a chocolate candy bar. When you are finished click the "Next" button at the bottom of the page to continue.



NEXT

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50% 100%

Q1 – Test)

Consumer Purchasing Survey



Do you associate the design and appearance of this chocolate candy bar with one particular company, more than one company, no particular company or do you not know or have no opinion?

(Select one only)

- One particular company
- More than one company
- No particular company
- Don't know/No Opinion

NEXT

Q1 – Control)

Consumer Purchasing Survey



Do you associate the design and appearance of this chocolate candy bar with one particular company, more than one company, no particular company or do you not know or have no opinion?

(Select one only)

- One particular company
- More than one company
- No particular company
- Don't know/No Opinion

NEXT

Q2 – Test)

Consumer Purchasing Survey

Applied
Marketing
Science, Inc.



With what company do you associate the design and appearance of this chocolate candy bar?

(Please answer as completely as possible. You are not limited by the size of the answer box.)

NEXT

Q2 – Control)

Consumer Purchasing Survey

Applied
Marketing
Science, Inc.



With what company do you associate the design and appearance of this chocolate candy bar?

(Please answer as completely as possible. You are not limited by the size of the answer box.)

NEXT

Q3 – Test)

Consumer Purchasing Survey



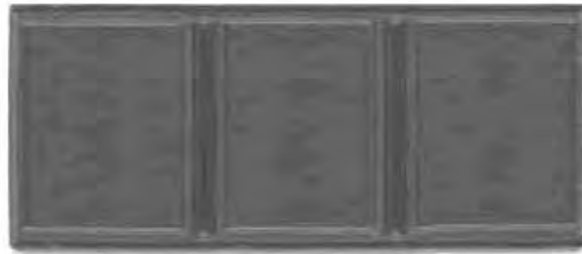
Why do you say that?

(Please answer as completely as possible. You are not limited by the size of the answer box.)

NEXT

Q3 - Control)

Consumer Purchasing Survey



Why do you say that?

(Please answer as completely as possible. You are not limited by the size of the answer box.)

NEXT

Q4 - Test)

Consumer Purchasing Survey

Applied
Marketing
Science, Inc.



With what companies do you associate the design and appearance of this chocolate candy bar?

(Please answer as completely as possible. You are not limited by the size of the answer you.)

NEXT

Q4 - Control)

Consumer Purchasing Survey

Applied
Marketing
Science, Inc.



With what companies do you associate the design and appearance of this chocolate candy bar?

(Please answer as completely as possible. You are not limited by the size of the answer you.)

NEXT

Q5 - Test)

Consumer Purchasing Survey

Applied
Marketing
Science, Inc.



Why do you say that?

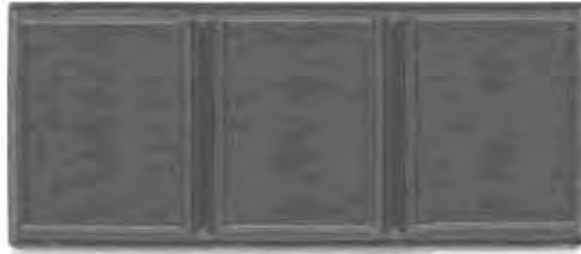
(Please answer as completely as possible. You are not limited by the size of the answer box.)

NEXT

Q5 – Control)

Consumer Purchasing Survey

Applied
Marketing
Science, Inc.



Why do you say that?

(Please answer as completely as possible. You are not limited by the size of the answer box.)

NEXT

Appendix E - Response Statistics

(A) Invitations sent	16,784
(B) Completed surveys	408
(C) Disqualified	284
<i>Terminates</i>	241
<i>Failed Gender and/or Age Validation</i>	43
(D) Incomplete/Breakoffs	3
(E) Total responding	695
Qualification Rate = (E-C)/(E)	59.1%
Completion Rate = (B)/(B+D)	99.2%
Response Rate = (E)/(A)	4.1%

Appendix F – Data Glossary

Variable	Description	Code
ID	Survey ID	
AMS ID	AMS ID	
QS0	Electronic Device Used to Take Survey	1= Desktop computer, 2= Laptop computer, 3= iPhone, 4= Blackberry, 5=Other mobile or electronic device
QS1	Age	1= Under 18, 2=18-34, 3= 35-49, 4= 50-64, 5= 65+
QS2	Gender	1=Male, 2=Female
QS3_1	Do you or a family member work for any of the following:	1=A company that sells candy
QS3_2	Do you or a family member work for any of the following:	1=A company that makes or sells automobiles
QS3_3	Do you or a family member work for any of the following:	1=A company that makes or sells personal computers
QS3_4	Do you or a family member work for any of the following:	1=A market research company
QS3_5	Do you or a family member work for any of the following:	1=A law firm
QS3_6	Do you or a family member work for any of the following:	1=None of the above
QS4_1	Which of the following have you purchased in the last six months:	1=Chocolate candy bars
QS4_2	Which of the following have you purchased in the last six months:	1=Chewing gum
QS4_3	Which of the following have you purchased in the last six months:	1=Peanuts
QS4_4	Which of the following have you purchased in the last six months:	1=Popcorn
QS4_5	Which of the following have you purchased in the last six months:	1=Carbonated soft drinks
QS4_6	Which of the following have you purchased in the last six months:	1=Donuts
QS4_7	Which of the following have you purchased in the last six months:	1=Snack cakes
QS4_8	Which of the following have you purchased in the last six months:	1=None of the above
QS5_1	Which of the following are you likely to purchase in the next six months:	1=Chocolate candy bars
QS5_2	Which of the following are you likely to purchase in the next six months:	1=Chewing gum
QS5_3	Which of the following are you likely to purchase in the next six months:	1=Peanuts
QS5_4	Which of the following are you likely to purchase in the next six months:	1=Popcorn
QS5_5	Which of the following are you likely to purchase in the next six months:	1=Carbonated soft drinks
QS5_6	Which of the following are you likely to purchase in the next six months:	1=Donuts

QS5_7	Which of the following are you likely to purchase in the next six months:	1=Snack cakes
QS5_8	Which of the following are you likely to purchase in the next six months:	1=None of the above
Q1	Do you associate the design and appearance of this chocolate candy bar with one particular company, more than one company, no particular company?	1=One particular company, 2=More than one company 3=No one particular company 4=Don't Know/No opinion
Hershey's Only	People who only indicated that they associated the stimulus with Hershey's	1=Hershey's Only 2=Not Hershey's/More than just Hershey's
Q2	With what particular company do you associate the design and appearance of this chocolate candy bar?	
Q3	Why do you say that?	
Q4	With what companies do you associate the design and appearance of this chocolate candy bar?	
Q5	Why do you say that?	
Img2Ver	Test or Control Image Shown	T= Test C=Control
VAge	Age Verification	
vGender	Gender Verification	
Status	Survey Status	
StartDate	Date Survey Was Taken	
StartTime	Start Time	
End Time	End Time	
Elapsed Time	Time it took to complete the survey	
NextURL	URL shown after survey was finished	

Consumer Purchasing Survey Report: Survey Data created on 11/9/2010 at 10:52:35 PM

ID	ANSID	Qs0	Qs1	Qs2	Qs3_1	Qs3_2	Qs3_3	Qs3_4	Qs3_5	Qs3_6	Qs4_1	Qs4_2	Qs4_3	Qs4_4	Qs4_5	Qs4_6	Qs4_7	Qs4_8	Qs5_1	
21	ERQDSH4UMQUR0	1	5	2																
22	ERQDSH4UMQTR0	1	3	2						1	1	1	1	1	1	1	1			
23	ERQDSH4UMQUR0	2	4	2						1	1		1	1	1	1	1			
24	ERQDSH4UMQUR0	2	4	1						1				1	1	1	1			1
25	ERQDSH4UMQUR0	1	4	1						1		1	1	1					1	
26	ERQDSH4UMQUR0	2	3	1																
27	ERQDSH4UMQUR0	2	2	2						1	1	1	1	1	1	1	1			1
28	ERQDSH4UMQUR0	1	3	2																
29	ERQDSH4UMQUR0	1	3	2						1	1	1	1	1	1	1				1
30	ERQDSH4UMQUR0	2	2	2						1	1	1			1	1				1
31	ERQDSH4UMQUR0	2	2	2						1	1	1			1					1
32	ERQDSH4UMQUR0	2	5	2																
33	ERQDSH4UMQUR0	2	2	2						1	1	1		1	1					1
34	ERQDSH4UMQUR0	1	3	1						1	1		1	1	1	1				1
35	ERQDSH4UMQUR0	2	4	2						1	1	1	1		1					1
36	ERQDSH4UMQUR0	1	5	1																
37	ERQDSH4UMQUR0	2	2	2						1	1	1		1		1	1			1
38	ERQDSH4UMQUR0	1	5	1																
39	ERQDSH4UMQUR0	2	3	1																
42	ERQDSH4UMQUR0	1	3	2						1	1	1	1	1	1	1				1
43	ERQDSH4UMQUR0	2	2	2						1	1			1	1	1	1			1
44	ERQDSH4UMQUR0	1	4	2						1	1	1		1	1					1
45	ERQDSH4UMQUR0	1	3	2						1	1	1			1		1			1

Con

ID	Qx5_2	Qx5_3	Qx5_4	Qx5_5	Qx5_6	Qx5_7	Qx5_8	Q1	Hershey Only	Q2	Q3
21											
22	1		1	1	1	1					
23			1	1	1	1					
24			1	1	1						
25	1	1	1								
26											
27	1	1	1	1	1	1		1	1		
28											
29	1	1	1	1	1	1		1	1	HERSHEY'S	THIS IS WHAT THEIR BARS LOOK LIKE
30	1			1				4	1		
31	1			1	1			1	1	HERSHEY'S	I've eaten many... it's a Hershey's bar without the name "Hershey's" in each
32											
33	1		1	1				3	1		
34		1	1	1	1	1		1	1	KINDERS	Used in baking.
35	1			1				1	1	KINDERS	is used for the Hershey's chocolate bar you use to make candy.
36											
37	1		1	1	1	1		1	1	KINDERS	Little blocks of chocolate
38											
39											
42	1			1				1	1		
43			1					1	1	Hershey's	is used for the Hershey's chocolate bar. I've eaten enough to recognize the distinct shape even with the name photostopped off.
44	1		1	1				1	1	Hershey	Because I recognize the design
45	1			1				1	1	HERSHEY	Look

Con

ID	Q4	Q5	ImgVer	vID	vAge	vGender	Status	StartDate	StartTime
21				OP0W7E702 Y31	89	F	TERM-User/Info	11/9/2010	7:58:39 AM
22				OP0W7E702 P58	36	F	TERM-QoS	11/9/2010	7:57:57 AM
23				OP0W7E702 S89	54	F	TERM-QoS	11/9/2010	7:57:52 AM
24				OP0W7E702 Q0	50	M	TERM-QoS	11/9/2010	7:58:01 AM
25				OP0W7E702 Q26	59	M	TERM-QoS	11/9/2010	7:47:05 AM
26				OP0W7E702 Z71	50	F	TERM-User/Info	11/9/2010	7:58:34 AM
27	HERSHEY'S, Wonka, Nevele, Deva	HERSHEY'S, Wonka, Nevele, Deva bar.	C	OP0W7E702 V8	32	F	COMPLETE	11/9/2010	8:00:54 AM
28				OP0W7E702 S07	34	M	TERM-User/Info	11/9/2010	8:01:31 AM
29			T	OP0W7E702 ZM1	48	F	COMPLETE	11/9/2010	8:00:21 AM
30			C	OP0W7E702 K2	31	F	COMPLETE	11/9/2010	8:00:20 AM
31			T	OP0W7E702 X74	34	F	COMPLETE	11/9/2010	8:00:49 AM
32				OP0W7E702 SK3	70	F	TERM-User/Info	11/9/2010	8:00:27 AM
33			C	OP0W7E702 D7	29	F	COMPLETE	11/9/2010	8:00:48 AM
34			T	OP0W7E702 Q7	38	M	COMPLETE	11/9/2010	12:55 AM
35			C	OP0W7E702 Z9	55	F	COMPLETE	11/9/2010	7:56:58 AM
36				OP0W7E702 F0	72	M	TERM-User/Info	11/9/2010	7:56:40 AM
37			T	OP0W7E702 X60	32	F	COMPLETE	11/9/2010	8:00:29 AM
38				OP0W7E702 Y54	88	M	TERM-user/Info	11/9/2010	7:57:41 AM
39				OP0W7E702 W3	72	M	TERM-User/Info	11/9/2010	8:01:11 AM
42			C	OP0W7E702 H8	27	F	COMPLETE	11/9/2010	11:27:41 AM
43			C	OP0W9SPVH H38	31	F	COMPLETE	11/9/2010	11:27:49 AM
44			T	OP0W9SPVH 353	59	F	COMPLETE	11/9/2010	11:27:17 AM
45			T	OP0W9SPVH S26	24	F	COMPLETE	11/9/2010	11:27:11 AM

Con

ID	EndTime	Elapsed Time	NextURL
21	7:00:00 PM	0:00:00	process_exit.asp?cat=1&id=ERCQSM4WINDUR0
22	7:00:01 PM	0:00:01	process_exit.asp?cat=1&id=ERCQSM4WINDTFS
23	7:00:02 PM	0:00:02	process_exit.asp?cat=1&id=ERCQSM4WINDU00
24	7:00:03 PM	0:00:03	process_exit.asp?cat=1&id=ERCQSM4WINDHE9
25	7:00:04 PM	0:00:04	process_exit.asp?cat=1&id=ERCQSM4WINDI84
26	7:00:05 PM	0:00:05	process_exit.asp?cat=1&id=ERCQSM4WINDS01
27	7:00:06 PM	0:00:06	process_exit.asp?cat=1&id=ERCQSM4WIND63
28	7:00:07 PM	0:00:07	process_exit.asp?cat=1&id=ERCQSM4WINDH09
29	7:00:08 PM	0:00:08	process_exit.asp?cat=1&id=ERCQSM4WINDJW0
30	7:00:09 PM	0:00:09	process_exit.asp?cat=1&id=ERCQSM4WINDT49
31	7:00:10 PM	0:00:10	process_exit.asp?cat=1&id=ERCQSM4WINDP77
32	7:00:11 PM	0:00:11	process_exit.asp?cat=1&id=ERCQSM4WINDQ58
33	7:00:12 PM	0:00:12	process_exit.asp?cat=1&id=ERCQSM4WINDS55
34	7:00:13 PM	0:00:13	process_exit.asp?cat=1&id=ERCQSM4WINDJLA
35	7:00:14 PM	0:00:14	process_exit.asp?cat=1&id=ERCQSM4WINDT09
36	7:00:15 PM	0:00:15	process_exit.asp?cat=1&id=ERCQSM4WINDQ03
37	7:00:16 PM	0:00:16	process_exit.asp?cat=1&id=ERCQSM4WINDT83
38	7:00:17 PM	0:00:17	process_exit.asp?cat=1&id=ERCQSM4WINDJ59
39	7:00:18 PM	0:00:18	process_exit.asp?cat=1&id=ERCQSM4WINDH93
42	11:22:53 AM	0:00:00	process_exit.asp?cat=1&id=ERCQSM4WINDP00
43	11:22:54 AM	0:00:00	process_exit.asp?cat=1&id=ERCQSM4WINDQV81
44	11:22:55 AM	0:00:00	process_exit.asp?cat=1&id=ERCQSM4WINDVU1
45	11:22:56 AM	0:00:00	process_exit.asp?cat=1&id=ERCQSM4WINDQ303

ID	AMSTO	Qs0	Qs1	Qs2	Qs3_1	Qs3_2	Qs3_3	Qs3_4	Qs3_5	Qs3_6	Qs4_1	Qs4_2	Qs4_3	Qs4_4	Qs4_5	Qs4_6	Qs4_7	Qs4_8	Qs5_1	
45	ЕКРСМННУОРЗБ	3																		
47	ЕКРСМННМЕТРЗ	1	4	2						1	1		1	1	1		1			1
48	ЕКРСМННМОРТЗ	1	5	2						1	1		1		1					1
49	ЕКРСМННМОРТД	2	4	2						1	1		1	1	1	1	1	1		1
50	ЕКРСМННМОРД	2	2	2						1	1	1	1		1					
51	ЕКРСМННМОРВ	1	3	2						1		1			1		1			1
52	ЕКРСМННМОРВ	1	2	2					1											
53	ЕКРСМННМОРВ	2	4	2																
54	ЕКРСМННМЕТРВ	1	2	2						1	1	1	1	1	1	1	1	1		1
55	ЕКРСМННМЕТРЗ	1	4	1																
56	ЕКРСМННМОРВ	1	5	2																
57	ЕКРСМННМЕТРВ	3																		
58	ЕКРСМННМОРВ	1	3	2				1												
59	ЕКРСМННМОРВ	1	4	2						1	1	1			1		1			1
60	ЕКРСМННМОРВ	2	2	1						1	1	1	1	1	1	1	1	1		1
61	ЕКРСМННМОРВ	1	2	2						1	1		1	1	1	1	1	1		1
62	ЕКРСМННМОРВ	5																		
63	ЕКРСМННМОРВ	2	3	1						1	1	1		1	1	1	1			1
64	ЕКРСМННМОРВ	2	3	2						1	1	1		1	1	1	1			1
65	ЕКРСМННМОРВ	2	4	2																
66	ЕКРСМННМОРВ	1	5	1					1											
67	ЕКРСМННМОРВ	3	2	1						1	1	1	1	1	1	1	1			1
68	ЕКРСМННМОРВ	2	2	2						1	1	1	1	1	1	1	1	1		1
69	ЕКРСМННМОРВ	1	3	1						1	1			1			1			1
70	ЕКРСМННМОРВ	1	2	1						1	1	1	1	1	1	1	1	1		1

ID	QeS_2	QeS_3	QeS_4	QeS_5	QeS_6	QeS_7	QeS_8	Q1	Hershey Only	Q2	Q3
46											
47		1	1	1	1	1		3		2	
48		1		1				1		2	
49		1	1	1	1	1		1	1	Hershey's	because hershey uses the factory segmented like that
50	1	1		1							
51	1	1	1	1	1	1					
52											
53											
54	1	1	1	1	1	1		1	2	Nestle	1/2 of the over it looks
55											
56											
57											
58											
59	1			1		1		4		3	
60	1	1	1	1	1	1		1	1	Hershey's	Their chocolate bars have this shape
61	1	1	1	1	1	1		2		1	
62											
63	1		1	1	1			3		2	
64	2		1	1	1			1	1	Hershey's dark chocolate	The rectangle pattern
65											
66											
67	1	1		1	1			1	2	Nestle	long like it
68	1	1	1	1	1	1		2		2	
69			1					1	1	Hershey's	their design
70	1	1	1	1	1	1		1	1	Hershey's	usually when chocolate products are sold to share with others

ID	Q1	Q5	ImgVar	VTD	vAge	vGender	Status	StartDate	StartTime
46				OPW933MCH Z1X0	64	F	TERM-Qs0	11/9/2010	11:20:00 AM
47			C	OPW933G7H NQS	50	F	COMPLETE	11/9/2010	11:26:00 AM
48			C	OPW933F9G QS	67	F	COMPLETE	11/9/2010	11:26:53 AM
49			T	OPW933M1G RCS	59	F	COMPLETE	11/9/2010	11:27:25 AM
50				OPW933M1G W71	30	F	TERM-Qs3	11/9/2010	11:27:30 AM
51				OPW933G0G BM1	16	F	TERM-Qs5	11/9/2010	11:31:55 AM
52				OPW933M3S CQ8	22	F	TERM-Qs1	11/9/2010	11:31:55 AM
53				OPW933M1H TM2	72	F	TERM-OverInfo	11/9/2010	11:31:55 AM
54			T	OPW933G071 25F	31	F	COMPLETE	11/9/2010	11:37:08 AM
55				OPW933M1H RL3	65	M	TERM-OverInfo	11/9/2010	11:37:11 AM
56				OPW933M1H RX4	65	M	TERM-OverInfo	11/9/2010	11:39:36 AM
57				OPW933M1H 42	63	M	TERM-Qs0	11/9/2010	11:40:17 AM
58				OPW933G0S J24	36	F	TERM-Qs3	11/9/2010	11:41:17 AM
59			C	OPW933G0J H26	57	F	COMPLETE	11/9/2010	11:46:45 AM
60			T	OPW933G0G YF0	13	M	COMPLETE	11/9/2010	11:47:58 AM
61	HERSHEY, WOMCA	THE SQUARES	C	OPW933M1Z HF7	29	F	COMPLETE	11/9/2010	11:50:11 AM
62				OPW933G0J VB2	41	F	TERM-Qs0	11/9/2010	11:56:02 AM
63			C	OPW933M1G 55	39	M	COMPLETE	11/9/2010	11:56:21 AM
64			T	OPW933F2H TW6	43	F	COMPLETE	11/9/2010	11:56:35 AM
65				OPW933M1H FA	65	F	TERM-OverInfo	11/9/2010	11:56:37 AM
66				OPW933M1C D5	54	M	TERM-Qs3	11/9/2010	11:58:10 AM
67			C	OPW933M1G H23	24	M	COMPLETE	11/9/2010	11:58:33 AM
68			C	OPW933G0G WB	23	F	COMPLETE	11/9/2010	11:58:43 AM
69			T	OPW933M1H KV1	40	F	COMPLETE	11/9/2010	11:58:53 AM
70			T	OPW933M1C G8	12	F	COMPLETE	11/9/2010	11:59:26 AM

ID	EndTime	Elapsed Time	NextURL
716	1:53:40 PM	0:00:34	process_exit.asp?cat=tblid=ERCQSN4WV63U5
717	1:53:46 PM	0:00:36	process_exit.asp?cat=tblid=ERCQSN4WV1954
718	1:54:43 PM	0:01:35	process_exit.asp?cat=tblid=ERCQSN4WQV0H1
719	1:54:49 PM	0:01:41	process_exit.asp?cat=tblid=ERCQSN4WV05E7

ID	EndTime	Elapsed Time	NextURL
45	11:28:00 AM	0:00:11	process_exit.asp?cat=1816=ERCQSM4WNG520
47	11:29:52 AM	0:01:06	process_exit.asp?cat=1816=ERCQSM4WNETP2
48	11:30:19 AM	0:01:20	process_exit.asp?cat=1816=ERCQSM4WNETK71
49	11:31:04 AM	0:01:37	process_exit.asp?cat=1816=ERCQSM4WNG4J4
50	11:32:09 AM	0:02:50	process_exit.asp?cat=1816=ERCQSM4WNG6Q2
51	11:33:30 AM	0:03:44	process_exit.asp?cat=1816=ERCQSM4WNETS8
52	11:35:17 AM	0:05:27	process_exit.asp?cat=1816=ERCQSM4WNG456
53	11:36:46 AM	0:06:41	process_exit.asp?cat=1816=ERCQSM4WNGQMS
54	11:38:11 AM	0:08:22	process_exit.asp?cat=1816=ERCQSM4WNETM9
55	11:39:34 AM	0:09:45	process_exit.asp?cat=1816=ERCQSM4WNETJ1
56	11:40:57 AM	0:10:59	process_exit.asp?cat=1816=ERCQSM4WNETN2
57	11:42:46 AM	0:12:20	process_exit.asp?cat=1816=ERCQSM4WNET6V4
58	11:43:34 AM	0:13:17	process_exit.asp?cat=1816=ERCQSM4WNETV67
59	11:45:43 AM	0:15:00	process_exit.asp?cat=1816=ERCQSM4WNETJ07
60	11:46:27 AM	0:15:32	process_exit.asp?cat=1816=ERCQSM4WNETP9
61	11:48:55 AM	0:17:54	process_exit.asp?cat=1816=ERCQSM4WNG4G0
62	11:51:31 AM	0:20:30	process_exit.asp?cat=1816=ERCQSM4WNETU48
63	11:53:47 AM	0:22:46	process_exit.asp?cat=1816=ERCQSM4WNETK13
64	11:55:41 AM	0:24:40	process_exit.asp?cat=1816=ERCQSM4WNETF27
65	11:57:09 AM	0:26:17	process_exit.asp?cat=1816=ERCQSM4WNETV35
66	12:00:13 PM	0:30:03	process_exit.asp?cat=1816=ERCQSM4WNETL18
67	12:02:07 PM	0:31:57	process_exit.asp?cat=1816=ERCQSM4WNETI07
68	12:03:04 PM	0:32:54	process_exit.asp?cat=1816=ERCQSM4WNETEP9
69	12:04:11 PM	0:34:21	process_exit.asp?cat=1816=ERCQSM4WNETV49
70	12:05:06 PM	0:35:16	process_exit.asp?cat=1816=ERCQSM4WNETX5

ID	ANSID	Qx0	Qx1	Qx2	Qx3_1	Qx3_2	Qx3_3	Qx3_4	Qx3_5	Qx3_6	Qx4_1	Qx4_2	Qx4_3	Qx4_4	Qx4_5	Qx4_6	Qx4_7	Qx4_8	Qx5_1
71	EKQDSM4M245	1	1	1						1	1		1	1	1	1			1
72	EKQDSM4M221	1	2	1						1	1	1	1		1	1	1		1
73	EKQDSM4M204	1	4	2						1	1	2	1	1	1	1	1		1
74	EKQDSM4M148	2	2	1						1	1			1	1	1			1
75	EKQDSM4M127	1	5	1						1			1	1	1				
76	EKQDSM4M104	1																	
77	EKQDSM4M029	1	4	2															
78	EKQDSM4M029	1	2	2						1		1			1				1
79	EKQDSM4M024	1	3	1						1									1
80	EKQDSM4M018	1	2	2						1									1
81	EKQDSM4M014	1	3	2						1	1	1	1	1	1	1	1	1	1
82	EKQDSM4M009	2	4	2						1	1	1	1	1	1	1	1		1
83	EKQDSM4M008	1	2	2	1														
84	EKQDSM4M005	1	4	1						1	1	1	1	1	1	1	1		
85	EKQDSM4M000	1	4	2						1	1		1	1	1				1
86	EKQDSM4M000	2	5	2						1	1		1	1	1				1
87	EKQDSM4M000	2	5	1						1	1	1	1		1				1
88	EKQDSM4M000	2	2	2						1	1							1	1
89	EKQDSM4M000	1	3	2						1	1	1	1		1				1
90	EKQDSM4M000	1	4	2						1	1		1	1	1	1	1	1	1
91	EKQDSM4M000	1	4	2						1		1	1		1				
92	EKQDSM4M000	1	1	2						1	1	1	1	1	1	1	1		1
93	EKQDSM4M000	1	5	1						1			1	1					
94	EKQDSM4M000	2	3	1						1	1		1	1	1	1	1	1	1
95	EKQDSM4M000	2	2	2						1	1	1		1	1	1	1		1

ID	Qx5_2	Qx5_3	Qx5_4	Qx5_5	Qx5_6	Qx5_7	Qx5_8	Q1	Hershey Only	Q2	Q3
71		1	1	1				2		2	
72	1	1		1	1	1		1	1	Hershey's	it is what they look like
73	1	1	1	1	1	1		1	2		
74	1	1	1	1	1	1		1	2		
75		1		1							
76											
77											
78	1			1							
79								1			
80								1			
81	1	1	1	1	1	1		1	2		
82	2		1	1				1	1	Hershey's	a candy by the shape that it is a Hershey bar however it could be Cadbury, too.
83											
84	1		1	1							
85	1	1	1	1	1			1	1	Hershey	It looks like a Hershey chocolate bar
86		1	1	1				1	1	Hershey's	Hershey's makes sectioned bars
87	1	1							2	2	
88						1		2	2		
89	1	1	1	1				1	1	the only	it looks like a Hershey bar without the writing
90	1	1	1	1	1	1		1	1	Hershey's	It's shaped like a Hershey's dandy bar.
91	1	1		1							
92	1	1	1	1				1	1	Hershey	looks like the big Hershey bar I have
93		1	1								
94		1	1	1	1	1		1	2		
95	1			1	1			1	1	Hershey	it looks exactly like the Hershey bars, design and size

ID	Q4	Q5	ImgVar	VID	vAge	vGender	Status	StartDate	StartTime
71	Orini, Lindt, Hershey, Nestle, Guittard, Scharfenburger	Most chocolate bars are in this shape:	T	OPWV50271 G0	56	M	COMPLETE	11/9/2010	12:04:35 PM
72			T	OPWV50272 S8	32	M	COMPLETE	11/9/2010	12:04:36 PM
73			C	OPWV50273 7D0	58	F	COMPLETE	11/9/2010	12:05:00 PM
74			C	OPWV50274 G51	24	M	COMPLETE	11/9/2010	12:05:01 PM
75				OPWV50275 X7	68	M	TERM-Q45	11/9/2010	12:05:17 PM
76				OPWV50276 W80	32	F	TERM-Q40	11/9/2010	12:05:37 PM
77				OPWV50277 Z84	24	F	TERM-UserInfo	11/9/2010	12:05:08 PM
78				OPWV50278 W71	22	F	TERM-Q45	11/9/2010	12:05:28 PM
79				OPWV50279 7B	39	M	TERM-Q45	11/9/2010	12:05:01 PM
80				OPWV50280 N88	33	F	TERM-Q45	11/9/2010	12:05:21 PM
81			C	OPWV50281 9X1	46	F	COMPLETE	11/9/2010	12:05:26 PM
82			T	OPWV50282 W61	63	F	COMPLETE	11/9/2010	12:05:23 PM
83				OPWV50283 W35	33	F	TERM-Q43	11/9/2010	12:05:25 PM
84				OPWV50284 N54	60	M	TERM-Q45	11/9/2010	12:05:20 PM
85			T	OPWV50285 R1	64	F	COMPLETE	11/9/2010	12:05:08 PM
86			C	OPWV50286 5Z7	70	F	COMPLETE	11/9/2010	12:05:29 PM
87	Goldony, Nestle	I know the type of bar	C	OPWV50287 W90	70	M	COMPLETE	11/9/2010	12:05:34 PM
88	Hershey's	It's one of the few chocolate bar companies that makes chocolate in this type of square with thin borders.	C	OPWV50288 Q3	38	F	COMPLETE	11/9/2010	12:05:27 PM
89			T	OPWV50289 598	45	F	COMPLETE	11/9/2010	12:05:03 PM
90			T	OPWV50290 73	58	F	COMPLETE	11/9/2010	12:05:51 PM
91				OPWV50291 7D1	52	F	TERM-Q45	11/9/2010	12:05:00 PM
92			T	OPWV50292 34	50	F	COMPLETE	11/9/2010	12:05:16 PM
93				OPWV50293 5B6	71	M	TERM-Q45	11/9/2010	12:05:51 PM
94			C	OPWV50294 93	45	M	COMPLETE	11/9/2010	12:05:41 PM
95			T	OPWV50295 L4	32	F	COMPLETE	11/9/2010	12:05:56 PM

ID	EndTime	Cleared Time	NextURL
71	12:00:16 PM	002:00	process_exit.asp?cat=c&id=ERCQSM4WNR298
72	12:00:33 PM	002:00	process_exit.asp?cat=c&id=ERCQSM4WNR295
73	12:00:36 PM	002:00	process_exit.asp?cat=c&id=ERCQSM4WNR294
74	12:00:53 PM	002:00	process_exit.asp?cat=c&id=ERCQSM4WNR404
75	12:00:54 PM	002:00	process_exit.asp?cat=c&id=ERCQSM4WNR791
76	12:01:01 PM	002:00	process_exit.asp?cat=c&id=ERCQSM4WNR648
77	12:01:24 PM	002:00	process_exit.asp?cat=c&id=ERCQSM4WNR223
78	12:01:30 PM	002:00	process_exit.asp?cat=c&id=ERCQSM4WNR709
79	12:01:51 PM	002:00	process_exit.asp?cat=c&id=ERCQSM4WNR114
80	12:01:25 PM	002:00	process_exit.asp?cat=c&id=ERCQSM4WNR919
81	12:01:30 PM	002:00	process_exit.asp?cat=c&id=ERCQSM4WNR634
82	12:01:35 PM	002:00	process_exit.asp?cat=c&id=ERCQSM4WNRQ46E
83	12:01:51 PM	002:00	process_exit.asp?cat=c&id=ERCQSM4WNRV13
84	12:02:28 PM	002:00	process_exit.asp?cat=c&id=ERCQSM4WNRH00
85	12:02:40 PM	002:00	process_exit.asp?cat=c&id=ERCQSM4WNRD098
86	12:03:08 PM	002:00	process_exit.asp?cat=c&id=ERCQSM4WNRPW6E
87	12:03:11 PM	002:00	process_exit.asp?cat=c&id=ERCQSM4WNR989
88	12:03:10 PM	002:00	process_exit.asp?cat=c&id=ERCQSM4WNR663
89	12:03:11 PM	002:00	process_exit.asp?cat=c&id=ERCQSM4WNRD5L5
90	12:03:21 PM	002:00	process_exit.asp?cat=c&id=ERCQSM4WNR55B1
91	12:03:50 PM	002:00	process_exit.asp?cat=c&id=ERCQSM4WNRG515
92	12:03:51 PM	002:00	process_exit.asp?cat=c&id=ERCQSM4WNR6Q3
93	12:03:59 PM	002:00	process_exit.asp?cat=c&id=ERCQSM4WNRDHT1
94	12:04:06 PM	002:00	process_exit.asp?cat=c&id=ERCQSM4WNR934
95	12:04:11 PM	002:00	process_exit.asp?cat=c&id=ERCQSM4WNR635

ID	AMSTD	Qs0	Qs1	Qs2	Qs3_1	Qs3_2	Qs3_3	Qs3_4	Qs3_5	Qs3_6	Qs4_1	Qs4_2	Qs4_3	Qs4_4	Qs4_5	Qs4_6	Qs4_7	Qs4_8	Qs5_1
96	ERCQSM4WNNH769	2	3	1						1	1			1	1		1		1
97	ERCQSM4WNNH772	1	4	1						1	1				1	1	1		1
98	ERCQSM4WNNH786	1	3	2						1	1	1	1	1	1	1	1		1
99	ERCQSM4WNNH789	1	5	1						1	1	1	1	1	1	1	1		1
100	ERCQSM4WNNH788	1	4	1						1	1	1	1	1	1				
101	ERCQSM4WNNH790	3																	
102	ERCQSM4WNNH799	1	2	1						1	1	1	1	1	1	1	1		1
103	ERCQSM4WNNH852	1	5	1						1	1		1		1	1			1
104	ERCQSM4WNNH872	2	3	2															
105	ERCQSM4WNNH874	1	3	2						1	1	1	1	1	1	1	1		1
106	ERCQSM4WNNH901	1	4	1						1	1				1	1	1		1
107	ERCQSM4WNNH909	2	3	2						1	1	1	1	1	1	1	1		1
108	ERCQSM4WNNH953	2	5	2						1	1		1	1	1				1
109	ERCQSM4WNNH975	2	3	2						1	1								1
110	ERCQSM4WNNH981	1	4	2						1	1				1				1
111	ERCQSM4WNNH982	1	5	2						1	1				1				1
112	ERCQSM4WNNH986	1	4	1						1		1	1		1				
113	ERCQSM4WNNH984	2	3	1						1	1	1	1	1	1				1
114	ERCQSM4WNNH985	1	3	2						1	1	1		1	1				1
115	ERCQSM4WNNH983	1	4	2					1										
116	ERCQSM4WNNH988	2	2	2					1										
117	ERCQSM4WNNH989	2	3	2						1	1	1	1	1	1	1			1
118	ERCQSM4WNNH990	2	2	2						1	1	1	1	1	1	1	1		1
119	ERCQSM4WNNH991	1	3	1						1	1	1	1	1	1	1			1
120	ERCQSM4WNNH992	1	5	1						1		1			1		1		

ID	Qs5_2	Qs5_3	Qs5_4	Qs5_5	Qs5_6	Qs5_7	Qs5_8	Q1	HERSHEY Only	Q2	Q3
96			1	1	1	1		1	1	hershey	that's what it looks like
97	1			1	1	1		1	1		
98	1	1	1					1	1	Hershey's	looks like what I am used to seeing
99	1	1	1	1	1	1		1	1	HERSHEY	FIRST NAME THAT CAME TO MIND.
100	1	1	1	1							
101											
102	1	1	1	1	1	1		1	1	Hershey's	Hershey chocolate has the prettiest for you.
103		1		1	1			1	1	Hersheys	because the small chocolate Hershey's without the emboss. It's been the design for years.
104											
105	1	1	1	1	1	1		1	1	Hershey	Because of the sections in the candy bar (because I break the bar into the small squares)
106				1	1	1		1	1	Hershey	
107	1	1	1	1	1			1	1	Hersheys	because of the candy bar Hershey's candy bar. It looks great smooth!
108	1	1	1					1	1		
109								1	1	milkway	delicious
110								1	1	HERSHEY	BECAUSE IT IS
111	1	1		1				1	1	Hershey's	the appearance of the bar, embossed rectangular sections
112	1	1		1							
113		1		1				1	1		
114	1	1	1	1				1	1	Hershey's	Sectioned paper.
115											
116											
117	1	1	1	1	1			1	1	Hershey's	It looks like a Hershey bar.
118	1	1	1	1	1	1		1	1	Hershey's	regular Hershey's bars are broken into small squares like these
119	1	1	1	1	1	1		1	1	Hershey	because of the rectangle shape
120				1							

ID	Q1	Q3	ImgVar	VTD	vAge	vGender	Status	StartDate	StartTime
96			C	OPSW95FQ W75	38	M	COMPLETE	11/9/2010	12:08:04 PM
97			C	OPSW95FQ S23	54	M	COMPLETE	11/9/2010	1:00:07 PM
98			T	OPSW95FQ 7L6	35	F	COMPLETE	11/9/2010	1:22:23 PM
99			T	OPSW95FQ 6H4	31	M	COMPLETE	11/9/2010	1:42:15 PM
100				OPSW95FQ H5	58	M	TERM-Q67	11/9/2010	1:44:07 PM
101				OPSW95FQ 3J	54	F	TERM-Q60	11/9/2010	1:54:08 PM
102			C	OPSW95FQ W75	31	F	COMPLETE	11/9/2010	1:54:08 PM
103			T	OPSW95FQ C7	70	M	COMPLETE	11/9/2010	1:58:14 PM
104				OPSW95FQ P51	60	F	TERM-Q66/Info	11/9/2010	1:58:14 PM
105			C	OPSW95FQ Q7	43	F	COMPLETE	11/9/2010	2:11:38 PM
106			T	OPSW95FQ Q2	64	M	COMPLETE	11/9/2010	2:15:32 PM
107			T	OPSW95FQ 7H8	44	F	COMPLETE	11/9/2010	2:16:12 PM
108			C	OPSW95FQ 67	74	F	COMPLETE	11/9/2010	2:16:28 PM
109			C	OPSW95FQ Q54	42	F	COMPLETE	11/9/2010	2:46:07 PM
110			T	OPSW95FQ X4	61	F	COMPLETE	11/9/2010	2:51:37 PM
111			C	OPSW95FQ 8X8	65	F	COMPLETE	11/9/2010	2:51:07 PM
112				OPSW95FQ 74	57	M	TERM-Q65	11/9/2010	2:54:47 PM
113			T	OPSW95FQ W47	39	M	COMPLETE	11/9/2010	3:05:53 PM
114			C	OPSW95FQ HQ5	40	F	COMPLETE	11/9/2010	3:05:15 PM
115				OPSW95FQ L55	63	F	TERM-Q63	11/9/2010	2:08:09 PM
116				OPSW95FQ 4G1	26	F	TERM-Q61	11/9/2010	2:10:04 PM
117			T	OPSW95FQ S5	29	F	COMPLETE	11/9/2010	2:23:05 PM
118			C	OPSW95FQ X9	33	F	COMPLETE	11/9/2010	2:27:04 PM
119			T	OPSW95FQ 6R6	49	F	COMPLETE	11/9/2010	2:31:14 PM
120				OPSW95FQ Gk2	31	M	TERM-Q65	11/9/2010	2:31:17 PM

ID	EndTime	Cleared Time	NextURL
96	1:05:11 PM	0:05:47	process_exit.asp?cat=c&id=ERCQSM4WNR7E9
97	1:05:23 PM	0:05:55	process_exit.asp?cat=c&id=ERCQSM4WNRK7B
98	1:05:24 PM	0:05:56	process_exit.asp?cat=c&id=ERCQSM4WNRQ16
99	1:05:29 PM	0:05:54	process_exit.asp?cat=c&id=ERCQSM4WNR7R8
100	1:05:35 PM	0:05:59	process_exit.asp?cat=c&id=ERCQSM4WNR043
101	1:05:37 PM	0:05:59	process_exit.asp?cat=c&id=ERCQSM4WNR0H4
102	1:05:48 PM	0:06:10	process_exit.asp?cat=c&id=ERCQSM4WNRQ799
103	1:05:54 PM	0:06:16	process_exit.asp?cat=c&id=ERCQSM4WNRH651
104	1:05:57 PM	0:06:19	process_exit.asp?cat=c&id=ERCQSM4WNR0V57
105	1:06:03 PM	0:06:25	process_exit.asp?cat=c&id=ERCQSM4WNRG514
106	1:06:04 PM	0:06:27	process_exit.asp?cat=c&id=ERCQSM4WNR0F01
107	1:06:11 PM	0:06:34	process_exit.asp?cat=c&id=ERCQSM4WNR0V99
108	1:06:16 PM	0:06:39	process_exit.asp?cat=c&id=ERCQSM4WNRX53
109	1:06:28 PM	0:06:51	process_exit.asp?cat=c&id=ERCQSM4WNR0TY5
110	1:06:29 PM	0:06:52	process_exit.asp?cat=c&id=ERCQSM4WNR0VG1
111	1:06:30 PM	0:06:53	process_exit.asp?cat=c&id=ERCQSM4WNR05X8
112	1:06:33 PM	0:06:56	process_exit.asp?cat=c&id=ERCQSM4WNR0B6
113	1:06:38 PM	0:07:01	process_exit.asp?cat=c&id=ERCQSM4WNRH124
114	1:06:45 PM	0:07:08	process_exit.asp?cat=c&id=ERCQSM4WNR0UE6
115	1:06:51 PM	0:07:14	process_exit.asp?cat=c&id=ERCQSM4WNR0T03
116	1:06:54 PM	0:07:17	process_exit.asp?cat=c&id=ERCQSM4WNR0Q46
117	1:06:54 PM	0:07:17	process_exit.asp?cat=c&id=ERCQSM4WNR0QX6
118	1:06:58 PM	0:07:21	process_exit.asp?cat=c&id=ERCQSM4WNR03Y5
119	1:06:59 PM	0:07:22	process_exit.asp?cat=c&id=ERCQSM4WNR0F51
120	1:07:04 PM	0:07:27	process_exit.asp?cat=c&id=ERCQSM4WNR0256

ID	ANSID	Qx0	Qx1	Qx2	Qx3_1	Qx3_2	Qx3_3	Qx3_4	Qx3_5	Qx3_6	Qx4_1	Qx4_2	Qx4_3	Qx4_4	Qx4_5	Qx4_6	Qx4_7	Qx4_8	Qx5_1
121	ЕКРСН4ИМР1А	1	2	2						1	1	1		1	1				1
122	ЕКРСН4ИМР1В	1	4	2						1		1		1	1	1			
123	ЕКРСН4ИМР1С	4	4	1						1		1	1				1		
124	ЕКРСН4ИМР1СВ	1	5	2						1	1		1		1	1	1		1
125	ЕКРСН4ИМР1СГ	2	5	2						1	1				1				1
126	ЕКРСН4ИМР1СД	2	2	1						1	1	1			1	1			1
127	ЕКРСН4ИМР1СВВ	1	2	1						1		1		1	1		1		
128	ЕКРСН4ИМР1СВГ	1	4	2															
129	ЕКРСН4ИМР1СВД	2	2	1						1		1			1				
130	ЕКРСН4ИМР1СВЕ	1	3	2															
131	ЕКРСН4ИМР1СВЖ	1	2	1						1			1		1	1	1		1
132	ЕКРСН4ИМР1СВЗ	1	2	1						1	1	1	1	1	1	1	1	1	1
133	ЕКРСН4ИМР1СВГ	2	5	1						1	1	2	1	1	1	1	1	1	1
134	ЕКРСН4ИМР1СВД	2	3	1						1	1		1	1	1				1
135	ЕКРСН4ИМР1СВЕ	2	2	1															
136	ЕКРСН4ИМР1СВЖ	1	2	1						1	1	1	1	1	1	1	1	1	1
137	ЕКРСН4ИМР1СВЗ	1	5	1						1	1				1	1	1	1	1
138	ЕКРСН4ИМР1СВГ	1	3	1						1		1	1		1	1	1	1	1
139	ЕКРСН4ИМР1СВД	2	4	1						1	1	1		1	1	1	1	1	1
140	ЕКРСН4ИМР1СВЕ	2	3	2						1	1	2	1	1	1				1
141	ЕКРСН4ИМР1СВЖ	2	4	1						1			1	1	1				
142	ЕКРСН4ИМР1СВЗ	1	3	1						1		1	1	1					
143	ЕКРСН4ИМР1СВГ	1	2	1						1	1	1	1		1	1			1
144	ЕКРСН4ИМР1СВД	1	5	1						1			1			1			
145	ЕКРСН4ИМР1СВЕ	1	3	1						1	1	1	1	1	1				1

ID	Qx5_2	Qx5_3	Qx5_4	Qx5_5	Qx5_6	Qx5_7	Qx5_8	Q1	Hershey Only	Q2	Q3
121	1			1				3		2	
122	1		1	1	1						
123	1	1				1					
124		1		1	1	1		1	1	Hershey	BECAUSE THAT'S WHAT IT IS!
125			1	1				4		3	
126	1	1	1	1	1			1	1	HERSHEY	BECAUSE THAT'S WHAT IT LOOKS LIKE
127	1		1	1		1					
128											
129	1			1							
130											
131	1			1							
132	1	1		1	1	1		1	1	HERSHEY'S	Horizontal lines dividing bar into segments
133	1	1	1	1	1	1		1	1	Hershey	that's what their candy looks like
134		1		1				1	1	Hershey's	Squares
135											
136	1	1	1	1	1	1		1	1	HERSHEY	the tall tale rectangles
137	1			1	1	1		2		2	
138	1	1	1	1	1	1					
139	1	1	1	1	1	1		1	1	Hershey	The design of the bar
140	1	1	1	1				1	1	Hershey's	Looks like it.
141		1		1							
142	1	1	1								
143	1	1		1	1			1	1	Hershey	Past experience from eating a Hershey bar
144		1			1						
145		1	1	1				1	1	Hershey's	Because they use chocolate squares.

ID	Q4	Q5	ImgVar	VID	vAge	vGender	Status	StartDate	StartTime
121			C	DF0W725G910 H0	29	F	COMPLETE	11/9/2010	2:52:54 PM
122				DF0W725G910 R58	51	F	TERM-Qs5	11/9/2010	2:58:07 PM
123				DF0W725G910 925	61	M	TERM-Qs5	11/9/2010	3:07:54 PM
124			T	DF0W725G910 70	74	F	COMPLETE	11/9/2010	3:12:04 PM
125			C	DF0W725G910 C83	70	F	COMPLETE	11/9/2010	3:17:01 PM
126			T	DF0W725G910 WB2	28	M	COMPLETE	11/9/2010	3:27:52 PM
127				DF0W725G910 NY1	31	M	TERM-Qs5	11/9/2010	3:32:10 PM
128				DF0W725G910 8H8	77	M	TERM-UserInfo	11/9/2010	3:38:34 PM
129				DF0W725G910 C2	28	M	TERM-Qs5	11/9/2010	3:39:00 PM
130				DF0W725G910 MM5	40	M	TERM-UserInfo	11/9/2010	3:39:00 PM
131				DF0W725G910 YH2	25	M	TERM-Qs5	11/9/2010	3:39:13 PM
132			C	DF0W725G910 54	49	M	COMPLETE	11/9/2010	3:39:28 PM
133			C	DF0W725G910 L40	65	M	COMPLETE	11/9/2010	3:40:13 PM
134			C	DF0W725G910 YH0	41	M	COMPLETE	11/9/2010	3:40:10 PM
135				DF0W725G910 325	50	M	TERM-UserInfo	11/9/2010	3:40:28 PM
136			T	DF0W725G910 B4E	29	M	COMPLETE	11/9/2010	3:40:30 PM
137	Hershey and Nestle's	I've purchased them	T	DF0W725G910 76	71	M	COMPLETE	11/9/2010	3:41:27 PM
138				DF0W725G910 59	40	M	TERM-Qs5	11/9/2010	3:41:52 PM
139			T	DF0W725G910 Q7	50	M	COMPLETE	11/9/2010	3:42:03 PM
140			T	DF0W725G910 G93	43	F	COMPLETE	11/9/2010	3:42:09 PM
141				DF0W725G910 6Q6	56	M	TERM-Qs5	11/9/2010	3:42:10 PM
142				DF0W725G910 98	49	M	TERM-Qs5	11/9/2010	3:42:51 PM
143			T	DF0W725G910 GN3	30	M	COMPLETE	11/9/2010	3:43:21 PM
144				DF0W725G910 3F2	66	M	TERM-Qs5	11/9/2010	3:43:33 PM
145			C	DF0W725G910 V46	41	M	COMPLETE	11/9/2010	3:43:57 PM

ID	EndTime	Elapsed Time	NextURL
121	1:24:34 PM	0:01:30	process_exit.asp?cac=c&id=ERCQSM4WNREJ3
122	1:25:05 PM	0:00:31	process_exit.asp?cac=r&id=ERCQSM4WNYFTP1
123	1:25:36 PM	0:00:31	process_exit.asp?cac=r&id=ERCQSM4WNYZFB
124	1:26:07 PM	0:00:31	process_exit.asp?cac=c&id=ERCQSM4WNYR25
125	1:26:38 PM	0:00:31	process_exit.asp?cac=c&id=ERCQSM4WNYT05
126	1:27:09 PM	0:00:31	process_exit.asp?cac=c&id=ERCQSM4WNYMPO5
127	1:27:40 PM	0:00:31	process_exit.asp?cac=r&id=ERCQSM4WNYLSV8
128	1:28:11 PM	0:00:31	process_exit.asp?cac=l&id=ERCQSM4WNYOZ1
129	1:28:42 PM	0:00:31	process_exit.asp?cac=l&id=ERCQSM4WNYUB7
130	1:29:13 PM	0:00:31	process_exit.asp?cac=l&id=ERCQSM4WNYR45
131	1:29:44 PM	0:00:31	process_exit.asp?cac=l&id=ERCQSM4WNY924
132	1:30:15 PM	0:00:31	process_exit.asp?cac=c&id=ERCQSM4WNYMH1
133	1:30:46 PM	0:00:31	process_exit.asp?cac=c&id=ERCQSM4WNYBM7
134	1:31:17 PM	0:00:31	process_exit.asp?cac=c&id=ERCQSM4WNYN91
135	1:31:48 PM	0:00:31	process_exit.asp?cac=c&id=ERCQSM4WNYG64
136	1:32:19 PM	0:00:31	process_exit.asp?cac=c&id=ERCQSM4WNY517
137	1:32:50 PM	0:00:31	process_exit.asp?cac=c&id=ERCQSM4WNYLS95
138	1:33:21 PM	0:00:31	process_exit.asp?cac=c&id=ERCQSM4WNYX73
139	1:33:52 PM	0:00:31	process_exit.asp?cac=c&id=ERCQSM4WNYR81
140	1:34:23 PM	0:00:31	process_exit.asp?cac=c&id=ERCQSM4WNYF5H5
141	1:34:54 PM	0:00:31	process_exit.asp?cac=r&id=ERCQSM4WNYZB2
142	1:35:25 PM	0:00:31	process_exit.asp?cac=r&id=ERCQSM4WNYN34
143	1:35:56 PM	0:00:31	process_exit.asp?cac=c&id=ERCQSM4WNYKE4
144	1:36:27 PM	0:00:31	process_exit.asp?cac=c&id=ERCQSM4WNYKX8
145	1:36:58 PM	0:00:31	process_exit.asp?cac=c&id=ERCQSM4WNYX63

ID	AMSTD	Qs0	Qs1	Qs2	Qs3_1	Qs3_2	Qs3_3	Qs3_4	Qs3_5	Qs3_6	Qs4_1	Qs4_2	Qs4_3	Qs4_4	Qs4_5	Qs4_6	Qs4_7	Qs4_8	Qs5_1
146	ERCQSM4WVHBF7	1	4	1						1	1	1	1	1	1	1	1		1
147	ERCQSM4WVNP733	1	5	1						1	1								1
148	ERCQSM4WVY6H3	2	3	2						1		1	1	1	1				1
149	ERCQSM4WVNF5H4	1	3	1						1	1								1
150	ERCQSM4WVJRH81	1	5	1						1		1	1		1				
151	ERCQSM4WVJ3G04	2	2	1						1	1	1	1		1	1			1
152	ERCQSM4WVY4CB	1	3	1						1	1			1					1
153	ERCQSM4WVNR857	1	4	1						1	1			1	1				
154	ERCQSM4WVYLR6	1	5	1						1	1		1	1	1	1			1
155	ERCQSM4WVW509	1	5	1						1	1		1						
156	ERCQSM4WVNRV85	1	5	1						1			1	1	1				
157	ERCQSM4WVNZ8P0	2	3	1						1	1	1		1					1
158	ERCQSM4WVJ0WQ7	2	3	2						1	1	1	1	1	1	1	1	1	1
159	ERCQSM4WVNRQ3M	2	5	1						1	1	1	1	1	1				
160	ERCQSM4WVNP0AE	2	2	1						1		1		1	1				
161	ERCQSM4WVJ031H	2	3	1						1	1		1	1	1	1			1
162	ERCQSM4WVW2C6	1	2	2						1	1		1						1
163	ERCQSM4WVW5520	1	3	1						1	1	1	1	1	1				1
164	ERCQSM4WV771H	1	3	2						1	1	1	1	1	1	1	1	1	1
165	ERCQSM4WV28712	2	3	2						1	1	1		1	1				1
166	ERCQSM4WVPOSLE	1	4	2						1	1		1		1				1
167	ERCQSM4WVNRQE42	1	4	1						1	1				1	1			1
168	ERCQSM4WV733W	1	3	2						1	1		1	1	1	1	1		
169	ERCQSM4WVNRK140	1	4	1						1	1		1	1	1	1	1	1	1

ID	Qs5_2	Qs5_3	Qs5_4	Qs5_5	Qs5_6	Qs5_7	Qs5_8	Q1	Hershey Only	Q2	Q3
146	1	1	1	1	1	1		4	2		
147		1				1		3	2		
148	1	1	1	1							
149								1	1	Hershey	just what I recall
150	1	1		1							
151	1	1	1	1	1			2	2		
152					1			1	1	hence	the shape
153			1	1							
154			1	1	1			1	1	Hershey	That is the way they appear
155		1									
156		1	1	1							
157	1		1					1	1	Hershey	I don't remember seeing those rectangles when I've opened their packs so what it looks like except it doesn't say Hershey's in each square
158	1	1	1	1	1	1		1	1	Hershey's Milk Chocolate	
159	1	1	1	1							
160	1		1	1							
161		1	1	1				1	1	Hersheys	it just looks like a Hershey bar without lettering
162								4	2		
163	1	1	1	1	1			1	1	HERSHEY	UNIQUE DESIGN
164			1	1	1			2	2		
165	1	1	1	1				1	1	Hershey's	It sells segmented chocolate bars.
166		1						2	2		
167		1		1	1			1	1	Hersheys	familiar pattern
168			1	1	1	1					
169		1	1	1	1	1		1	1	Hershey's	I have eaten their chocolate bars before and they look like this.

ID	Q#	Q5	ImgVer	vID	vAge	vGender	Status	StartDate	SortTime
146			C	DPWBVC07 K4	54	M	COMPLETE	11/9/2010	4:41:11 PM
147			C	DPWBVC07 Q95	37	M	COMPLETE	11/9/2010	4:41:25:150
148				DPWBVC07 D3	38	F	TERM-Q#5	11/9/2010	4:41:31:660
149			T	DPWBVC07 6V9	36	M	COMPLETE	11/9/2010	4:41:37:880
150				DPWBVC07 3L7	32	M	TERM-Q#5	11/9/2010	4:41:43:750
151	Hershey's, Nestle	is sold for the typical chocolate bar type found in Hershey's and Nestle's chocolate bar offerings	C	DPWBVC07 BX7	34	M	COMPLETE	11/9/2010	4:41:51:140
152			T	DPWBVC07 FS3	47	M	COMPLETE	11/9/2010	4:41:57:560
153				DPWBVC07 WD	61	M	TERM-Q#5	11/9/2010	4:42:07:150
154			T	DPWBVC07 Q94	32	M	COMPLETE	11/9/2010	4:42:14:710
155				DPWBVC07 FS	35	M	TERM-Q#5	11/9/2010	4:42:19:750
156				DPWBVC07 FS2	68	M	TERM-Q#5	11/9/2010	4:42:25:760
157			T	DPWBVC07 H30	43	M	COMPLETE	11/9/2010	4:42:31:750
158			T	DPWBVC07 HVI	44	F	COMPLETE	11/9/2010	4:42:37:760
159				DPWBVC07 F8	37	M	TERM-Q#5	11/9/2010	4:42:43:760
160				DPWBVC07 WX4	28	M	TERM-Q#5	11/9/2010	4:42:49:760
161			C	DPWBVC07 N1	44	M	COMPLETE	11/9/2010	4:42:55:760
162			C	DPWBVC07 V9	25	F	COMPLETE	11/9/2010	4:43:01:760
163			C	DPWBVC07 89	44	M	COMPLETE	11/9/2010	4:43:07:760
164	Hershey's & Ghirardelli	is sold for the typical chocolate bar type (though more rectangular), and Ghirardelli comes in ridged squares (though not break apart).	C	DPWBVC07 P39	30	F	COMPLETE	11/9/2010	4:43:13:760
165			C	DPWBVC07 432	17	F	COMPLETE	11/9/2010	4:43:19:760
166	Alphab	is sold for the typical chocolate as opposed to eating.	T	DPWBVC07 AL4	61	F	COMPLETE	11/9/2010	4:43:25:760
167			T	DPWBVC07 ZK7	63	M	COMPLETE	11/9/2010	4:43:31:760
168				DPWBVC07 826	46	F	TERM-Q#5	11/9/2010	4:43:37:760
169			T	DPWBVC07 DMS	62	M	COMPLETE	11/9/2010	4:43:43:760

ID	EndTime	Classed Time	NextURL
146	1:45:31 PM	0:01:30	process_exit.asp?cat=c5id=ERCQSM4WNY5R7
147	1:45:16 PM	0:01:18	process_exit.asp?cat=c5id=ERCQSM4WNY755
148	1:45:08 PM	0:01:25	process_exit.asp?cat=c5id=ERCQSM4WNY0X01
149	1:44:57 PM	0:01:27	process_exit.asp?cat=c5id=ERCQSM4WNY6V4
150	1:44:51 PM	0:01:24	process_exit.asp?cat=c5id=ERCQSM4WNY0H8
151	1:44:41 PM	0:01:29	process_exit.asp?cat=c5id=ERCQSM4WNY1G6+
152	1:44:35 PM	0:01:47	process_exit.asp?cat=c5id=ERCQSM4WNY4C5
153	1:44:30 PM	0:01:16	process_exit.asp?cat=c5id=ERCQSM4WNY45T
154	1:44:21 PM	0:01:41	process_exit.asp?cat=c5id=ERCQSM4WNY4K6
155	1:44:14 PM	0:01:58	process_exit.asp?cat=c5id=ERCQSM4WNY5D3
156	1:44:07 PM	0:01:54	process_exit.asp?cat=c5id=ERCQSM4WNY5R5
157	1:44:01 PM	0:01:47	process_exit.asp?cat=c5id=ERCQSM4WNY2RP0
158	1:43:51 PM	0:01:22	process_exit.asp?cat=c5id=ERCQSM4WNYWQ7
159	1:43:52 PM	0:01:57	process_exit.asp?cat=c5id=ERCQSM4WNY6G18
160	1:43:39 PM	0:01:17	process_exit.asp?cat=c5id=ERCQSM4WNYFC46
161	1:43:31 PM	0:01:11	process_exit.asp?cat=c5id=ERCQSM4WNY02M4
162	1:43:21 PM	0:01:14	process_exit.asp?cat=c5id=ERCQSM4WNYW2C6
163	1:43:01 PM	0:01:33	process_exit.asp?cat=c5id=ERCQSM4WNY5SX0
164	1:42:54 PM	0:01:56	process_exit.asp?cat=c5id=ERCQSM4WNY7314
165	1:42:42 PM	0:01:35	process_exit.asp?cat=c5id=ERCQSM4WNY2BN7
166	1:42:33 PM	0:01:26	process_exit.asp?cat=c5id=ERCQSM4WNY6SL8
167	1:42:23 PM	0:01:11	process_exit.asp?cat=c5id=ERCQSM4WNYQ631
168	1:42:16 PM	0:01:17	process_exit.asp?cat=c5id=ERCQSM4WNY02B74
169	1:42:07 PM	0:01:37	process_exit.asp?cat=c5id=ERCQSM4WNYW1M60

ID	AMSTD	Qs0	Qs1	Qs2	Qs3_1	Qs3_2	Qs3_3	Qs3_4	Qs3_5	Qs3_6	Qs4_1	Qs4_2	Qs4_3	Qs4_4	Qs4_5	Qs4_6	Qs4_7	Qs4_8	Qs5_1
170	ERCQSM4WPOUG1	2	4	2						1	1	1	1	1	1	1	1		1
171	ERCQSM4WPKZ7D	1	5	2						1	1		1	1		1			1
172	ERCQSM4WOF6L3	1	4	2						1	1		1	1	1	1			1
173	ERCQSM4WPF462	1	4	2						1	1	1		1	1				1
174	ERCQSM4WINKQV1	1	5	2															
175	ERCQSM4WNT4Y0	1	5	1						1	1				1				1
176	ERCQSM4WIP2986	1	3	2	1														
177	ERCQSM4WPF25TD	1	3	2						1	1		1	1	1		1		1
178	ERCQSM4WPS471	2	2	1															
179	ERCQSM4WJNSF7	2	2	1					1										
180	ERCQSM4WNNW62	2	2	1						1	1		1		1	1	1	1	1
181	ERCQSM4WOP2V0	1	2	2						1		1						1	
182	ERCQSM4WINKQ90	2	5	1						1						1			
183	ERCQSM4WPD3S	1	2	2						1	1	1	1	1	1	1	1	1	1
184	ERCQSM4WLG2G2	2	4	1						1		1	1						
185	ERCQSM4WNS2E3	1	3	1					1										
186	ERCQSM4WJNSF5	2	5	2															
187	ERCQSM4WJQ7M3	1	3	2						1	1	1		1	1	1	1	1	1
188	ERCQSM4WV94P1	1	3	2						1	1	1	1	1	1	1	1	1	1
189	ERCQSM4WPA9J0	2	3	2					1										
190	ERCQSM4WNUQE4	1	5	1						1								1	
191	ERCQSM4WNO046	2	2	1						1	1	1	1	1	1	1	1	1	1
192	ERCQSM4WHP6E4	1	4	1						1	1		1	1	1	1			
193	ERCQSM4W0YHU6	1	2	2						1	1	1	1		1				1
194	ERCQSM4W10YH6	1	3	2						1	1				1				1

ID	Q4S_2	Q4S_3	Q4S_4	Q4S_5	Q4S_6	Q4S_7	Q4S_8	Q1	Hershey Only	Q2	Q3
170	1	1	1	1	1	1		1		1 Hershey	They have silver apart packaging and Hershey chocolate bar
171		1	1		1			1		1 Hershey	I think that is Hershey Bar
172		1	1	1	1			1		1 Hershey's	It looks familiar
173	1	1	1	1				1		2	
174											
175				1		1		1		1 Hershey	Because I think the shape of the shape
176											
177		1	1	1				1		2	
178											
179											
180				1	1			1		2	
181	1		1		1	1					
182								1			
183	1	1	1	1	1	1		1		1 Hershey	They have their chocolate bars divided into square/rectangles
184		1									
185											
186											
187	1			1	1			1		2	
188	1	1	1	1	1	1		1		1 Hershey's	The square block
189											
190								1			
191	1	1	1	1	1	1		1		2	
192		1		1	1						
193	1	1	1	1	1			1		1 Hershey's	Because Hershey's candy bars have the same design, only it has "Hershey's" written on each of the rectangles.
194	1			1				1		1 Hershey's	shade of chocolate bar

ID	Q4	Q5	ImgVar	vID	vAge	vGender	Status	StartDate	StartTime
170			T	OPWBW02VL7	54	F	COMPLETE	11/9/2010	3:03:36 PM
171			T	OPWBW02XB5	81	F	COMPLETE	11/9/2010	3:03:37 PM
172			T	OPWBW02CVO	80	F	COMPLETE	11/9/2010	3:03:38 PM
173			C	OPWBW02ZV7	63	F	COMPLETE	11/9/2010	3:03:38 PM
174				OPWBW02GD9	73	M	TERM-UserInfo	11/9/2010	3:03:38 PM
175			C	OPWBW02PR	74	M	COMPLETE	11/9/2010	3:03:38 PM
176				OPWBW02ZK6	39	F	TERM-Q43	11/9/2010	3:03:38 PM
177			C	OPWBW02J20	35	F	COMPLETE	11/9/2010	3:03:38 PM
178				OPWBW02J36	30	F	TERM-UserInfo	11/9/2010	3:03:38 PM
179				OPWBW02L9	29	M	TERM-Q43	11/9/2010	3:03:38 PM
180			C	OPWBW02L5	33	M	COMPLETE	11/9/2010	3:03:38 PM
181				OPWBW02TR7	28	F	TERM-Q45	11/9/2010	3:03:38 PM
182				OPWBW029M9	66	M	TERM-Q45	11/9/2010	3:03:38 PM
183			C	OPWBW02XRD	28	F	COMPLETE	11/9/2010	3:03:38 PM
184				OPWBW02Q3	63	M	TERM-Q45	11/9/2010	3:03:38 PM
185				OPWBW02Q25	35	M	TERM-Q43	11/9/2010	3:03:38 PM
186				OPWBW02420	67	M	TERM-UserInfo	11/9/2010	3:03:38 PM
187			C	OPWBW025X5	38	F	COMPLETE	11/9/2010	3:03:38 PM
188			C	OPWBW02K7	39	F	COMPLETE	11/9/2010	3:03:38 PM
189				OPWBW02WYU7	46	F	TERM-Q43	11/9/2010	3:03:38 PM
190				OPWBW02G89	71	M	TERM-Q45	11/9/2010	3:03:38 PM
191			T	OPWBW02F8	31	M	COMPLETE	11/9/2010	3:03:38 PM
192				OPWBW02C41	64	M	TERM-Q45	11/9/2010	3:03:38 PM
193			F	OPWBW02JKa	30	F	COMPLETE	11/9/2010	3:03:38 PM
194			T	OPWBW029TQ	35	F	COMPLETE	11/9/2010	3:03:38 PM

ID	EndTime	Elapsed Time	NextURL
170	1:51:01 PM	0:00:00	process_exit.asp?cat=c&id=ERCQSM4W03UG1
171	1:50:59 PM	0:00:00	process_exit.asp?cat=c&id=ERCQSM4W0XZ78
172	1:50:58 PM	0:00:00	process_exit.asp?cat=c&id=ERCQSM4W0XCL9
173	1:50:57 PM	0:00:00	process_exit.asp?cat=c&id=ERCQSM4W04P62
174	1:50:56 PM	0:00:00	process_exit.asp?cat=c&id=ERCQSM4W07QV3
175	1:50:54 PM	0:00:00	process_exit.asp?cat=c&id=ERCQSM4W094Y9
176	1:50:53 PM	0:00:00	process_exit.asp?cat=c&id=ERCQSM4W0P2GB6
177	1:50:52 PM	0:00:00	process_exit.asp?cat=c&id=ERCQSM4W0P2E18
178	1:50:50 PM	0:00:00	process_exit.asp?cat=c&id=ERCQSM4W09X71
179	1:50:49 PM	0:00:00	process_exit.asp?cat=c&id=ERCQSM4W0V5P7
180	1:50:47 PM	0:00:00	process_exit.asp?cat=c&id=ERCQSM4W0VW63
181	1:50:46 PM	0:00:00	process_exit.asp?cat=c&id=ERCQSM4W0V5B40
182	1:50:44 PM	0:00:00	process_exit.asp?cat=c&id=ERCQSM4W0RQ98
183	1:50:43 PM	0:00:00	process_exit.asp?cat=c&id=ERCQSM4W0P3D35
184	1:50:41 PM	0:00:00	process_exit.asp?cat=c&id=ERCQSM4W0UJ2G1
185	1:50:40 PM	0:00:00	process_exit.asp?cat=c&id=ERCQSM4W0S3G9
186	1:50:38 PM	0:00:00	process_exit.asp?cat=c&id=ERCQSM4W0Q5F5
187	1:50:37 PM	0:00:00	process_exit.asp?cat=c&id=ERCQSM4W0Z1v43
188	1:50:35 PM	0:00:00	process_exit.asp?cat=c&id=ERCQSM4W04D91
189	1:50:34 PM	0:00:00	process_exit.asp?cat=c&id=ERCQSM4W04838
190	1:50:32 PM	0:00:00	process_exit.asp?cat=c&id=ERCQSM4W07aQE4
191	1:50:31 PM	0:00:00	process_exit.asp?cat=c&id=ERCQSM4W0QD46
192	1:50:29 PM	0:00:00	process_exit.asp?cat=c&id=ERCQSM4W0R8E4
193	1:50:28 PM	0:00:00	process_exit.asp?cat=c&id=ERCQSM4W07H408
194	1:50:26 PM	0:00:00	process_exit.asp?cat=c&id=ERCQSM4W07H86

ID	AMSTO	Qs0	Qs1	Qs2	Qs3_1	Qs3_2	Qs3_3	Qs3_4	Qs3_5	Qs3_6	Qs4_1	Qs4_2	Qs4_3	Qs4_4	Qs4_5	Qs4_6	Qs4_7	Qs4_8	Qs5_1	
195	ERQDSH48N07M	1	5	1						1			1	1						
196	ERQDSH48N08L	2	3	2						1					1	1				
197	ERQDSH48N10P	1	2	2						1		1			1					
198	ERQDSH48N10M	1	5	1						1	1	1	1	1						1
199	ERQDSH48N10N	1	5	1		1					1		1		1		1			1
200	ERQDSH48N10E	2	3	1						1		1			1					
201	ERQDSH48N10E1	1	3	1						1				1	1	1				
202	ERQDSH48N10G	1	2	2						1	1	1		1	1					1
203	ERQDSH48N10H	2	4	2						1	1	1		1	1					
204	ERQDSH48N10J	1	5	2						1	1		1		1					1
205	ERQDSH48N10K	2	3	2						1	1	1		1	1					1
206	ERQDSH48N10L	1	3	2						1	1	1		1	1	1				1
207	ERQDSH48N10M	2	2	1						1	1	1	1		1	1	1			1
208	ERQDSH48N10N	2	4	1																
209	ERQDSH48N10O	1	2	2						1	1	1		1						1
210	ERQDSH48N10P	2	4	2						1	1				1					1
211	ERQDSH48N10Q	1	2	2						1	1	1	1	1	1	1				1
212	ERQDSH48N10R	1	3	2						1	1	1	1	1	1		1			1
213	ERQDSH48N10S	1	2	2						1		1			1	1	1			1
214	ERQDSH48N10T	1	5	1						1	1		1	1	1	1	1	1		1
215	ERQDSH48N10U	1	5	1						1	1				1		1			1
216	ERQDSH48N10V	1	2	2						1	1		1	1	1	1	1			1
217	ERQDSH48N10W	1	2	2						1				1	1	1				
218	ERQDSH48N10X	1	2	2						1	1	1	1		1					1
219	ERQDSH48N10Y	1	4	1						1	1		1		1	1				

ID	Qa5_2	Qa5_3	Qa5_4	Qa5_5	Qa5_6	Qa5_7	Qa5_8	Q1	Hershey Only	Q2	Q3
195		1	1								
196				1	1						
197	1		1	1							
198	1	1	1					1	2	Nestle	similar to nestles chocolate bars
199				1		1		1	1	Hershey's	Shape of the squares.
200	1	1	1	1							
201			1	1	1	1					
202	1	1	1	1	1			1	1	Hershey	that's how this chocolate hershey bar looks. always had and probably always will look
203	1			1							
204		1	1	1				1	1	Hershey	That's what it looks like.
205	1	1	1	1	1			1	1	Hersheys	classic Hersheys chocolate bar
206	1		1	1	1			1	1	Hershey's	The number of rectangles and their shape.
207	1	1		1	1	1		1	1	Hershey	Bars break off, recognizable
208											
209	1		1		1			1	2	Nestle	Looks like a Nestle bar.
210				1				3	2		
211	1	1	1		1			3	2		
212	1	1	1	1	1	1		1	1	Hershey	Similar characteristics
213								1			
214		1	1	1	1	1		2	2		
215		1		1		1		1	1	Hershey's	That's what it reminds me of
216	1	1	1	1	1	1		3	2		
217		1	1	1	1						
218	1			1				3	3		
219					1						

ID	Q4	Q5	ImgVar	VID	vAge	vGender	Status	StartDate	StartTime
195				OPWBDWCH 5B5	57	M	TERM-Qs5	11/9/2010	1:04:45 PM
196				OPWBDWCH V67	40	F	TERM-Qs5	11/9/2010	1:12:16 PM
197				OPWBDWCH Q9	25	F	TERM-Qs5	11/9/2010	1:53:48 PM
198			T	OPWBDWCH QQ7	67	M	COMPLETE	11/9/2010	1:52:45 PM
199			T	OPWBDWCH B2	48	M	COMPLETE	11/9/2010	1:52:54 PM
200				OPWBDWCH 7V5	39	M	TERM-Qs5	11/9/2010	1:23:07 PM
201				OPWBDWCH RKY	67	M	TERM-Qs5	11/9/2010	1:44:21 PM
202			T	OPWBDWCH OKY5	25	F	COMPLETE	11/9/2010	2:54:47 PM
203				OPWBDWCH XW2	53	F	TERM-Qs5	11/9/2010	1:55:40 PM
204			T	OPWBDWCH H4	44	F	COMPLETE	11/9/2010	1:54:53 PM
205			T	OPWBDWCH GB5	36	F	COMPLETE	11/9/2010	1:52:52 PM
206			T	OPWBDWCH ON6	39	F	COMPLETE	11/9/2010	1:51:39 PM
207			T	OPWBDWCH GK7	16	M	COMPLETE	11/9/2010	1:41:12 PM
208				OPWBDWCH H4	80	M	TERM-User Info	11/9/2010	1:54:13 PM
209			C	OPWBDWCH K5	24	F	COMPLETE	11/9/2010	1:44:50 PM
210			C	OPWBDWCH TX4	53	F	COMPLETE	11/9/2010	1:55:45 PM
211			C	OPWBDWCH R6	32	F	COMPLETE	11/9/2010	1:50:09 PM
212			C	OPWBDWCH JV3	46	F	COMPLETE	11/9/2010	1:50:48 PM
213				OPWBDWCH B6	29	F	TERM-Qs5	11/9/2010	1:52:36 PM
214	HARGES	looks like it.	C	OPWBDWCH 2N4	76	M	COMPLETE	11/9/2010	1:50:38 PM
215			C	OPWBDWCH Z0	66	M	COMPLETE	11/9/2010	1:58:49 PM
216			C	OPWBDWCH H2	13	F	COMPLETE	11/9/2010	1:50:43 PM
217				OPWBDWCH QH5	25	F	TERM-Qs5	11/9/2010	1:55:10 PM
218			C	OPWBDWCH BR1	33	F	COMPLETE	11/9/2010	1:49:11 PM
219				OPWBDWCH H5	52	M	TERM-Qs5	11/9/2010	1:54:11 PM

ID	EndTime	Elapsed Time	NextURL
195	1:51:11 PM	0:01:07	process_exit.asp?cac=tblid=ERCQSM4WV0YV6
196	1:51:13 PM	0:01:17	process_exit.asp?cac=tblid=ERCQSM4WV6D08
197	1:51:14 PM	0:01:18	process_exit.asp?cac=tblid=ERCQSM4WV16P9
198	1:51:17 PM	0:01:17	process_exit.asp?cac=tblid=ERCQSM4WVW1J47
199	1:51:25 PM	0:01:21	process_exit.asp?cac=tblid=ERCQSM4WVW3M2
200	1:51:25 PM	0:01:19	process_exit.asp?cac=tblid=ERCQSM4WVWV95
201	1:51:27 PM	0:01:21	process_exit.asp?cac=tblid=ERCQSM4WVWZ11
202	1:51:28 PM	0:01:20	process_exit.asp?cac=tblid=ERCQSM4WVW1973
203	1:51:29 PM	0:01:18	process_exit.asp?cac=tblid=ERCQSM4WVW3944
204	1:51:31 PM	0:02:00	process_exit.asp?cac=tblid=ERCQSM4WVW0X154
205	1:51:35 PM	0:01:21	process_exit.asp?cac=tblid=ERCQSM4WVW1U10
206	1:51:34 PM	0:01:19	process_exit.asp?cac=tblid=ERCQSM4WVW1CQ9
207	1:51:34 PM	0:01:22	process_exit.asp?cac=tblid=ERCQSM4WVW45Y1
208	1:51:37 PM	0:01:23	process_exit.asp?cac=tblid=ERCQSM4WVW1554
209	1:51:39 PM	0:01:14	process_exit.asp?cac=tblid=ERCQSM4WVW26Z1
210	1:51:45 PM	0:01:21	process_exit.asp?cac=tblid=ERCQSM4WVW7H03
211	1:51:47 PM	0:01:16	process_exit.asp?cac=tblid=ERCQSM4WVW0YV9
212	1:51:48 PM	0:01:16	process_exit.asp?cac=tblid=ERCQSM4WVW3Q30
213	1:51:51 PM	0:01:14	process_exit.asp?cac=tblid=ERCQSM4WVW7M92
214	1:51:59 PM	0:01:20	process_exit.asp?cac=tblid=ERCQSM4WVW1RE5
215	1:52:09 PM	0:01:17	process_exit.asp?cac=tblid=ERCQSM4WVW1L37
216	1:52:27 PM	0:01:48	process_exit.asp?cac=tblid=ERCQSM4WVW1LV5
217	1:52:29 PM	0:01:47	process_exit.asp?cac=tblid=ERCQSM4WVW1M0
218	1:52:30 PM	0:01:48	process_exit.asp?cac=tblid=ERCQSM4WVW2H9
219	1:52:37 PM	0:01:51	process_exit.asp?cac=tblid=ERCQSM4WVW320

ID	AMSTD	Qs0	Qs1	Qs2	Qs3_1	Qs3_2	Qs3_3	Qs3_4	Qs3_5	Qs3_6	Qs4_1	Qs4_2	Qs4_3	Qs4_4	Qs4_5	Qs4_6	Qs4_7	Qs4_8	Qs5_1
220	ERCQSM4WNVMQ2	1	4	1						1	1		1	1	1				1
221	ERCQSM4WP0Y30	2	2	2						1	1			1	1		1		1
222	ERCQSM4WP1303	1	2	2	1														
223	ERCQSM4WP4NPS	2	2	2						1	1	1			1	1			1
224	ERCQSM4VP8SD0	1	3	2						1		1	1	1	1				
225	ERCQSM4WNME00	1	5	1						1	1	1	1	1	1	1			1
226	ERCQSM4VNS8TE	2	3	1	1														
227	ERCQSM4WP29E2	1	2	2					1										
228	ERCQSM4W0ZQ74	1	4	2			1		1										
229	ERCQSM4WP3906	2	2	2						1	1	1	1	1	1	1	1		1
230	ERCQSM4VUNWYF3	2	3	1						1		1	1	1	1	1			
231	ERCQSM4WP29E1	1	2	2						1	1	1			1				1
232	ERCQSM4VNP8B1	1	1																
233	ERCQSM4WNS5Q4	2	3	1						1								1	1
234	ERCQSM4WP2X1T0	2	3	2						1	1		1	1	1	1	1		1
235	ERCQSM4WP62X0	1	3	2						1	1	1	1	1	1		1		1
236	ERCQSM4WNT703	3																	
237	ERCQSM4WNKSP2	2	5	1						1	1	1	1	1		1	1		1
238	ERCQSM4WP8HP9	2	4	2						1	1	1	1	1	1	1	1		1
239	ERCQSM4WP2GC9	1	5	2						1	1	1	1	1					1
240	ERCQSM4V0VWB3	2	2	2						1	1	1	1	1	1	1			
241	ERCQSM4WP40B7	1	3	2						1	1	1	1			1			1
242	ERCQSM4WNKGN8	1	5	1						1	1				1	1			1
243	ERCQSM4WP34D1	2	3	2						1	1	1		1	1	1	1		1
244	ERCQSM4WNKL46	1	4	1						1	1	1	1	1	1	1	1		1

ID	Qe5_2	Qe5_3	Qe5_4	Qe5_5	Qe5_6	Qe5_7	Qe5_8	Q1	Hershey Only	Q2	Q3
220		1	1	1				1	1	Hershey	because I know I recognize Hershey does squares similar to this in their candy bars.
221	1		1	1	1	1		1	1	Hershey's	The square design
222											
223	1		1	1	1			1	1	Hershey	It looks like a Hershey's chocolate bar
224	1	1	1	1	1						
225	1	1	1	1	1			1	1	HERSHEY	because it is the Hershey's way of making candy bars.
226											
227											
228											
229	1	1	1	1	1	1		1	2	Candy	the division of sections
230	1		1								
231	1			1				1	1	Hershey's	because they are very like that of Hershey's bars.
232											
233					1						
234		1	1	1	1	1		1	1	Hershey	Because of the breakable squares
235	1	1	1	1		1		1	1	Hershey	because that is the shape of the Hershey bars that I buy.
236											
237	1	1	1		1	1		2	2		
238	1	1	1	1	1	1		1	1	Hershey's	My kids like their milk chocolate bars. I don't know what I know though, but I think the logo
239		1	1					1	1	Hershey's	
240	1			1	1						
241	1	1			1			1	1	Hershey	because they look like Hershey's bars. Hershey written on every square
242					1			1	1		
243	1	1	1	1	1	1		1	1	Hershey	it is similar to Hershey bars and other that this is what they look like.
244	1	1	1	1	1	1		1	1	Hershey's	Because of the design of the candy bar

ID	Q#	Q5	ImuVer	VID	vAge	vGender	Status	StartDate	SortTime
220			C	CPWBC001-2115	54	M	COMPLETE	11/9/2010	1:50:34 PM
221			T	CPWBC001-2143	25	F	COMPLETE	11/9/2010	1:50:36 PM
222				CPWBC001-922	27	F	TERM-Q#3	11/9/2010	1:50:38 PM
223			C	CPWBC001-212	12	F	COMPLETE	11/9/2010	1:50:37 PM
224				CPWBC001-359	42	F	TERM-Q#3	11/9/2010	1:50:38 PM
225			C	CPWBC001-1135	74	M	COMPLETE	11/9/2010	1:50:40 PM
226				CPWBC001-VH1	46	M	TERM-Q#5	11/9/2010	1:50:39 PM
227				CPWBC001-112	25	F	TERM-Q#1	11/9/2010	1:50:39 PM
228				CPWBC001-VQ1	52	F	TERM-Q#1	11/9/2010	1:50:41 PM
229			C	CPWBC001-GV2	33	F	COMPLETE	11/9/2010	1:50:45 PM
230				CPWBC001-G92	30	M	TERM-Q#5	11/9/2010	1:50:44 PM
231			C	CPWBC001-G7	24	F	COMPLETE	11/9/2010	1:50:44 PM
232				CPWBC001-YW1	40	M	TERM-Q#1	11/9/2010	1:50:47 PM
233				CPWBC001-ST1	46	M	TERM-Q#5	11/9/2010	1:50:49 PM
234			T	CPWBC001-026	36	F	COMPLETE	11/9/2010	1:50:47 PM
235			T	CPWBC001-VV5	40	F	COMPLETE	11/9/2010	1:50:47 PM
236				CPWBC001-PK5	34	M	TERM-Q#0	11/9/2010	1:50:49 PM
237	Hershey and Kit	How the rectangles are laid out.	T	CPWBC001-15	55	M	COMPLETE	11/9/2010	1:50:54 PM
238			T	CPWBC001-9V5	53	F	COMPLETE	11/9/2010	1:50:46 PM
239			T	CPWBC001-579	45	F	COMPLETE	11/9/2010	1:50:47 PM
240				CPWBC001-113	28	F	TERM-Q#5	11/9/2010	1:50:45 PM
241			T	CPWBC001-QC8	43	F	COMPLETE	11/9/2010	1:50:49 PM
242			T	CPWBC001-JV1	72	M	COMPLETE	11/9/2010	1:50:49 PM
243			T	CPWBC001-SB4	39	F	COMPLETE	11/9/2010	1:50:46 PM
244			T	CPWBC001-137	60	M	COMPLETE	11/9/2010	1:50:49 PM

ID	EndTime	Elapsed Time	NextURL
220	3:54:54 PM	0:00:20	process_exit.asp?cat=c&id=ERCQSM4W1902
221	3:55:14 PM	0:00:20	process_exit.asp?cat=c&id=ERCQSM4W1938
222	3:55:36 PM	0:00:22	process_exit.asp?cat=r&id=ERCQSM4W19101
223	3:55:57 PM	0:00:20	process_exit.asp?cat=c&id=ERCQSM4W19492
224	3:56:16 PM	0:00:19	process_exit.asp?cat=r&id=ERCQSM4W19500
225	3:56:37 PM	0:00:21	process_exit.asp?cat=c&id=ERCQSM4W19500
226	3:56:58 PM	0:00:21	process_exit.asp?cat=r&id=ERCQSM4W19585
227	3:57:16 PM	0:00:18	process_exit.asp?cat=c&id=ERCQSM4W19552
228	3:57:35 PM	0:00:19	process_exit.asp?cat=r&id=ERCQSM4W192024
229	3:57:54 PM	0:00:19	process_exit.asp?cat=c&id=ERCQSM4W19200
230	3:58:14 PM	0:00:20	process_exit.asp?cat=r&id=ERCQSM4W19492
231	3:58:34 PM	0:00:20	process_exit.asp?cat=c&id=ERCQSM4W19281
232	3:58:53 PM	0:00:19	process_exit.asp?cat=r&id=ERCQSM4W19481
233	3:59:14 PM	0:00:21	process_exit.asp?cat=r&id=ERCQSM4W19554
234	3:59:33 PM	0:00:19	process_exit.asp?cat=c&id=ERCQSM4W19719
235	3:59:53 PM	0:00:20	process_exit.asp?cat=c&id=ERCQSM4W19200
236	4:00:13 PM	0:00:20	process_exit.asp?cat=r&id=ERCQSM4W19709
237	4:00:33 PM	0:00:20	process_exit.asp?cat=c&id=ERCQSM4W19592
238	4:00:53 PM	0:00:20	process_exit.asp?cat=c&id=ERCQSM4W19492
239	4:01:13 PM	0:00:20	process_exit.asp?cat=c&id=ERCQSM4W19200
240	4:01:33 PM	0:00:20	process_exit.asp?cat=r&id=ERCQSM4W19481
241	4:01:53 PM	0:00:20	process_exit.asp?cat=c&id=ERCQSM4W19487
242	4:02:13 PM	0:00:20	process_exit.asp?cat=c&id=ERCQSM4W19481
243	4:02:33 PM	0:00:20	process_exit.asp?cat=c&id=ERCQSM4W19481
244	4:02:53 PM	0:00:20	process_exit.asp?cat=c&id=ERCQSM4W19200

ID	ANSID	Qx0	Qx1	Qx2	Qx3_1	Qx3_2	Qx3_3	Qx3_4	Qx3_5	Qx3_6	Qx4_1	Qx4_2	Qx4_3	Qx4_4	Qx4_5	Qx4_6	Qx4_7	Qx4_8	Qx5_1
245	ЕКРСРННКСМЧ	1	3	7						1	1	2	1	1	1	1	1		1
246	ЕКРСРННКСМЧР	1	3	2						1	1		1	1	1	1	1		1
247	ЕКРСРННКСМЧРК	1																	
248	ЕКРСРННКСМЧРЧ	1	3	1						1	1								
249	ЕКРСРННКСМЧРЧР	2	4	2						1	1	1		1	1	1	1		
250	ЕКРСРННКСМЧРЧРЧ	1	4	1						1	1								
251	ЕКРСРННКСМЧРЧРК	1	4	2						1		2	1	1	1			1	
252	ЕКРСРННКСМЧРЧРЧ	2	4	1						1		2	1		1				
253	ЕКРСРННКСМЧРЧРЧР	1	5	2						1					1				1
254	ЕКРСРННКСМЧРЧРЧРК	1	2	2					1										
255	ЕКРСРННКСМЧРЧРЧРЧ	2	5	1						1	2							1	1
256	ЕКРСРННКСМЧРЧРЧРЧК	1																	
260	ЕКРСРННКСМЧРЧРЧРЧР	2	2	2						1	1	1			1		1		1
261	ЕКРСРННКСМЧРЧРЧРЧРК	1	5	1						1		1	1		1				
262	ЕКРСРННКСМЧРЧРЧРЧРЧ	1	4	2						1	1			1	1				1
263	ЕКРСРННКСМЧРЧРЧРЧРЧК	1	3	1			1						1		1				
264	ЕКРСРННКСМЧРЧРЧРЧРЧР	1	2	1						1	1				1		1		1
265	ЕКРСРННКСМЧРЧРЧРЧРЧРК	1	4	2						1	1		1		1				
266	ЕКРСРННКСМЧРЧРЧРЧРЧРЧ	1																	
267	ЕКРСРННКСМЧРЧРЧРЧРЧРЧК	1	4	1						1	1	2	1	1	1				1
268	ЕКРСРННКСМЧРЧРЧРЧРЧРЧР	2	2	2					1										
269	ЕКРСРННКСМЧРЧРЧРЧРЧРЧРК	1	2	2						1	1	1			1				1
270	ЕКРСРННКСМЧРЧРЧРЧРЧРЧРЧ	1																	
271	ЕКРСРННКСМЧРЧРЧРЧРЧРЧРЧК	2	4	2						1			1			1			
272	ЕКРСРННКСМЧРЧРЧРЧРЧРЧРЧР	1	2	1						1		1	1	1	1		1		

ID	QxS_2	QxS_3	QxS_4	QxS_5	QxS_6	QxS_7	QxS_8	Q1	HERSHEY'S Only	Q2	Q3
245	1	1	1	1	1	1		1	1	Hershey's	Because of the break off pieces.
246		1	1	1	1	1		1	1		
247											
248							1				
249	1		1	1							
250								1			
251	1	1	1	1		1					
252	1	1		1	1						
254			1								
256											
257					1			1	1		
258											
260	1			1	1	1		1	1	HERSHEY'S	because you can't break apart THE CHOCOLATE
261	1	1		1							
262			1	1				1	1	Hershey's	because of the squares
263		1		1							
264				1		1		1	1	Hershey	img
265				1							
266											
267	1	1	1	1				1	1	Hershey	It looks like a Hershey chocolate bar.
268											
269	1			1				1	1		
270											
271		1			1						
272	1	1				1					

ID	Q4	Q5	ImgVar	VTD	vAge	vGender	Status	StartDate	SortTime
245			T	0PWB0000 XW4	41	F	COMPLETE	11/9/2010	4:09:47 PM
246			C	0PWB0000 HW9	34	F	COMPLETE	11/9/2010	3:04:20 PM
247				0PWB0000 JK7	43	F	TERM-Q40	11/9/2010	4:01:05 PM
248				0PWB0000 M36	44	M	TERM-Q45	11/9/2010	4:02:00 PM
249				0PWB0000 J21	33	F	TERM-Q45	11/9/2010	4:01:13 PM
250				0PWB0000 923	59	M	TERM-Q45	11/9/2010	4:01:32 PM
251				0PWB0000 344	54	F	TERM-Q45	11/9/2010	4:01:53 PM
252				0PWB0000 6L5	61	M	TERM-Q45	11/9/2010	4:02:50 PM
254				0PWB0000 3M4	34	F	TERM-Q45	11/9/2010	4:02:01 PM
256				0PWB0000 WG49	31	F	TERM-Q41	11/9/2010	4:01:07 PM
257			C	0PWB0000 K29	72	M	COMPLETE	11/9/2010	4:01:11 PM
258				0PWB0000 BH1	50	F	TERM-Q40	11/9/2010	4:02:43 PM
260			C	0PWB0000 BFS	21	F	COMPLETE	11/9/2010	4:02:53 PM
261				0PWB0000 RJ1	60	M	TERM-Q45	11/9/2010	4:01:10 PM
262			C	0PWB0000 SP7	50	F	COMPLETE	11/9/2010	4:02:14 PM
263				0PWB0000 Y43	71	M	TERM-Q45	11/9/2010	4:04:20 PM
264			C	0PWB0000 J3	33	M	COMPLETE	11/3/2010	4:04:48 PM
265				0PWB0000 SL6	64	F	TERM-Q45	11/9/2010	4:05:25 PM
266				0PWB0000 V24	66	F	TERM-Q40	11/9/2010	4:05:31 PM
267			C	0PWB0000 3K7	50	M	COMPLETE	11/9/2010	4:04:13 PM
268				0PWB0000 NC2	29	F	TERM-Q45	11/9/2010	4:03:43 PM
269			C	0PWB0000 BG6	28	F	COMPLETE	11/9/2010	4:03:24 PM
270				0PWB0000 ZS7	40	M	TERM-Q40	11/9/2010	4:05:22 PM
271				0PWB0000 VX5	64	F	TERM-Q45	11/9/2010	4:05:54 PM
272				0PWB0000 2X1	40	M	TERM-Q45	11/9/2010	4:05:37 PM

ID	EndTime	Closed Time	NextURL
245	4:02:20 PM	002:10	process_exit.asp?cat=c5id=ERCQSM4WP7W3
246	4:02:51 PM	002:50	process_exit.asp?cat=c5id=ERCQSM4WPTD5
247	4:03:04 PM	003:35	process_exit.asp?cat=c5id=ERCQSM4WQZQA3
248	4:03:54 PM	003:40	process_exit.asp?cat=c5id=ERCQSM4WVW4YD
249	4:04:00 PM	003:47	process_exit.asp?cat=c5id=ERCQSM4WQZ3F4
250	4:04:12 PM	003:47	process_exit.asp?cat=c5id=ERCQSM4WVQZV6
251	4:04:23 PM	004:16	process_exit.asp?cat=c5id=ERCQSM4WP7EAS
252	4:04:39 PM	004:13	process_exit.asp?cat=c5id=ERCQSM4WVW11YE
254	4:05:03 PM	004:20	process_exit.asp?cat=c5id=ERCQSM4W92F5B
256	4:05:16 PM	004:13	process_exit.asp?cat=c5id=ERCQSM4WVZ3F3
257	4:05:16 PM	004:13	process_exit.asp?cat=c5id=ERCQSM4WVZ9F9
258	4:05:51 PM	004:10	process_exit.asp?cat=c5id=ERCQSM4WP7MY7
260	4:05:51 PM	004:10	process_exit.asp?cat=c5id=ERCQSM4WVQ1K14
261	4:06:20 PM	004:10	process_exit.asp?cat=c5id=ERCQSM4WVW3Y65
262	4:06:28 PM	004:30	process_exit.asp?cat=c5id=ERCQSM4WP2CF9
263	4:06:39 PM	004:00	process_exit.asp?cat=c5id=ERCQSM4WVZK23
264	4:06:56 PM	004:10	process_exit.asp?cat=c5id=ERCQSM4WVWVQ49
265	4:06:59 PM	004:11	process_exit.asp?cat=c5id=ERCQSM4WV8IF2
266	4:07:04 PM	004:11	process_exit.asp?cat=c5id=ERCQSM4WVQZHY4
267	4:07:04 PM	004:27	process_exit.asp?cat=c5id=ERCQSM4WVWVQD6
268	4:08:14 PM	003:41	process_exit.asp?cat=c5id=ERCQSM4WP7QK4
269	4:08:35 PM	004:00	process_exit.asp?cat=c5id=ERCQSM4WVPS1D5
270	4:08:58 PM	004:58	process_exit.asp?cat=c5id=ERCQSM4WVW6UX2
271	4:12:11 PM	007:58	process_exit.asp?cat=c5id=ERCQSM4WV8VRS
272	4:08:58 PM	003:51	process_exit.asp?cat=c5id=ERCQSM4WVNS7A6

ID	AMSTD	Qs0	Qs1	Qs2	Qs3_1	Qs3_2	Qs3_3	Qs3_4	Qs3_5	Qs3_6	Qs4_1	Qs4_2	Qs4_3	Qs4_4	Qs4_5	Qs4_6	Qs4_7	Qs4_8	Qs5_1
273	ERCQSM4W0YJUD	2	5	2						1	1		1	1	1				
274	ERCQSM4W0HLO1	1	5	1						1	1		1		1				1
275	ERCQSM4W0YFV6	1	3	2						1	1	1	1		1				1
276	ERCQSM4W0NAFA9	2	5	1						1	1	1	1	1		1			
277	ERCQSM4W0QZDZ	2	5	1						1	2				1		1		1
278	ERCQSM4W0YVUS	1	2	2						1	1			1	1		1		1
279	ERCQSM4W0PQC9	2	4	2						1	1		1	1			1		1
280	ERCQSM4W0P7NPE	2	4	2						1	1				1	1	1		1
281	ERCQSM4W0ZHU3	2	4	2						1	2	1	1	1	1	1	1		1
282	ERCQSM4W0VPC3	2	3	1						1	1	1	1	1	1	1	1		1
283	ERCQSM4W0YXQB	2	3	2						1	1				1				1
284	ERCQSM4W0K056	1	4	1						1	3		1		1	1			1
285	ERCQSM4W0P2BWA	1	4	2						1	2	1		1	1				1
286	ERCQSM4W0P7HNS	1	4	2						1	1			1	1				1
287	ERCQSM4W0P81E0	1	5	2						1	1	1			1	1			1
288	ERCQSM4W0F4TMC	2	3	2						1		1		1		1	1		
289	ERCQSM4W0N2LA1	1	5	1						1	1		1			1			1
290	ERCQSM4W0YES1	2	4	2						1	1	1			1	1			
291	ERCQSM4W0X2W5	2	3	2						1	1	1		1	1				
292	ERCQSM4W0NLT20	1	5	1						1	2				1				
293	ERCQSM4W0KJPS1	1	5	1						1									
294	ERCQSM4W0K2L7	2	2	2						1		1	1		1				1
295	ERCQSM4W0X014	2	2	2						1	1	1		1					1
296	ERCQSM4W0P730S	2	2	2						1	1	1	1	1	1	1	1		1
297	ERCQSM4W0P7NNS	2	4	2						1	1				1	1			1

ID	Qs5_2	Qs5_3	Qs5_4	Qs5_5	Qs5_6	Qs5_7	Qs5_8	Q1	HERSHEY Only	Q2	Q3
273			1	1	1						
274		1		1				3	2		
275	1	1		1				1	1	Hershey	That's they design of their chocolate bars
276		1	1		1						
277						1		1	1	Hersheys	It is chocolate and squares
278				1				1	1	Hershey's	because it is a nice chocolate bar that you can break pieces off. It comes plain and with almonds
279		1	1			1		1	1	Hershey's	they have a bar where you can break off pieces.
280				1		1		2	3		
281	1	1	1	1	1	1		2	2		
282	1		1	1	1	1		3	2		
283			1	1				1	1	Hershey	It is there chocolate bar
284		1		1	1			1	1	Hershey's	THIS IS WHAT THEIR CHOCOLATE BAR LOOKS LIKE
285	1		1	1				3	2		
286			1	1		1		1	1	Hershey	The way it is scored into pieces
287	1	1		1	1			1	1	Hershey	It looks like a Hershey bar
288	1		1		1	1					
289					1			1	1	Hersheys	I've been buying them for years and recognize the pattern
290	1			1							
291	1		1	1							
292				1							
293											
294	1			1							
295	1		1					1	1	hershey's	that's the shape a hershey's bar is.
296	1	1	1	1	1	1		1	1	Hershey	It looks like a Hershey chocolate bar
297				1				1	1	Hersheys	the rectangular pieces

ID	Q4	Q5	InvYear	VTD	vAge	vGender	Status	StartDate	StartTime
273				ORWBSLCP MV2	67	F	TERM-Qs5	11/9/2010	4:00:00 PM
274			T	ORWBSLCP T7	39	M	COMPLETE	11/9/2010	4:00:10 PM
275			T	ORWBSLCP ZL2	43	F	COMPLETE	11/9/2010	4:00:24 PM
276				ORWBSLCP KK2	74	M	TERM-Qs5	11/9/2010	4:00:31 PM
277			C	ORWBSLCP V24	68	M	COMPLETE	11/9/2010	4:00:35 PM
278			C	ORWBSLCP D55	30	F	COMPLETE	11/9/2010	4:00:37 PM
279			C	ORWBSLCP RQ2	61	F	COMPLETE	11/9/2010	4:00:39 PM
280	about hershey	looks like a marshmallow	C	ORWBSLCP FQ3	59	F	COMPLETE	11/9/2010	4:00:40 PM
281	Hershey, Charisani	Looks similar shape of some of their bars	C	ORWBSLCP S92	59	F	COMPLETE	11/9/2010	4:00:41 PM
282			C	ORWBSLCP BK4	43	M	COMPLETE	11/9/2010	4:00:42 PM
283			C	ORWBSLCP WQ9	38	F	COMPLETE	11/9/2010	4:00:43 PM
284			T	ORWBSLCP D5	58	M	COMPLETE	11/9/2010	4:00:44 PM
285			C	ORWBSLCP SQ3	61	F	COMPLETE	11/9/2010	4:00:45 PM
286			T	ORWBSLCP CY1	61	F	COMPLETE	11/9/2010	4:00:45 PM
287			T	ORWBSLCP TC7	35	F	COMPLETE	11/9/2010	4:00:46 PM
288				ORWBSLCP SK3	44	F	TERM-Qs5	11/9/2010	4:00:46 PM
289			T	ORWBSLCP K6	71	M	COMPLETE	11/9/2010	4:00:47 PM
290				ORWBSLCP JC2	57	F	TERM-Qs5	11/9/2010	4:00:48 PM
291				ORWBSLCP H51	46	F	TERM-Qs5	11/9/2010	4:00:49 PM
292				ORWBSLCP O1	56	M	TERM-Qs5	11/9/2010	4:00:50 PM
293				ORWBSLCP G47	66	M	TERM-Qs5	11/9/2010	4:00:51 PM
294				ORWBSLCP V46	28	F	TERM-Qs5	11/9/2010	4:00:52 PM
295			T	ORWBSLCP S43	26	F	COMPLETE	11/9/2010	4:00:52 PM
296			T	ORWBSLCP D3	27	F	COMPLETE	11/9/2010	4:00:53 PM
297			T	ORWBSLCP ZK7	53	F	COMPLETE	11/9/2010	4:00:54 PM

ID	EndTime	Classed Time	NextURL
273	4:07:24 PM	00:15	process_exit.asp?cat=tblid=ERCQSM4W0R1U0
274	4:08:03 PM	00:16	process_exit.asp?cat=tblid=ERCQSM4W0R1U0
275	4:08:01 PM	00:15	process_exit.asp?cat=tblid=ERCQSM4W0R1P6
276	4:08:53 PM	00:16	process_exit.asp?cat=tblid=ERCQSM4W0R1M9
277	4:09:03 PM	00:17	process_exit.asp?cat=tblid=ERCQSM4W0R2Q2
278	4:09:41 PM	00:15	process_exit.asp?cat=tblid=ERCQSM4W0YWU5
279	4:09:46 PM	00:15	process_exit.asp?cat=tblid=ERCQSM4W0P3Q5
280	4:09:54 PM	00:16	process_exit.asp?cat=tblid=ERCQSM4W0P7W5
281	4:10:21 PM	00:16	process_exit.asp?cat=tblid=ERCQSM4W0ZHU2
282	4:10:28 PM	00:17	process_exit.asp?cat=tblid=ERCQSM4W0YPC3
283	4:10:34 PM	00:15	process_exit.asp?cat=tblid=ERCQSM4W0R3G8
284	4:10:38 PM	00:16	process_exit.asp?cat=tblid=ERCQSM4W0Q666
285	4:10:39 PM	00:16	process_exit.asp?cat=tblid=ERCQSM4W0P2BW4
286	4:10:38 PM	00:16	process_exit.asp?cat=tblid=ERCQSM4W0P7H45
287	4:10:38 PM	00:16	process_exit.asp?cat=tblid=ERCQSM4W0R1H68
288	4:10:37 PM	00:17	process_exit.asp?cat=tblid=ERCQSM4W0P4TH2
289	4:10:37 PM	00:16	process_exit.asp?cat=tblid=ERCQSM4W0Q1A3
290	4:10:37 PM	00:16	process_exit.asp?cat=tblid=ERCQSM4W0Y653
291	4:10:38 PM	00:16	process_exit.asp?cat=tblid=ERCQSM4W0X2N5
292	4:10:37 PM	00:15	process_exit.asp?cat=tblid=ERCQSM4W0L2B
293	4:10:37 PM	00:16	process_exit.asp?cat=tblid=ERCQSM4W0X75T
294	4:10:37 PM	00:16	process_exit.asp?cat=tblid=ERCQSM4W0X2L7
295	4:10:38 PM	00:16	process_exit.asp?cat=tblid=ERCQSM4W0Y614
296	4:10:37 PM	00:16	process_exit.asp?cat=tblid=ERCQSM4W0P3D5
297	4:10:38 PM	00:16	process_exit.asp?cat=tblid=ERCQSM4W0P7W69

ID	AMST0	Qs0	Qs1	Qs2	Qs3_1	Qs3_2	Qs3_3	Qs3_4	Qs3_5	Qs3_6	Qs4_1	Qs4_2	Qs4_3	Qs4_4	Qs4_5	Qs4_6	Qs4_7	Qs4_8	Qs5_1
298	ERCQSM4WVLDN9	1	5	1						1	1		1	1	1	1	1		1
299	ERCQSM4WVAPK0	1	2	2						1		1			1				
300	ERCQSM4WV3DF4	1	4	2						1	1		1		1	1	1		1
301	ERCQSM4WVNLW7	1	5	1						1	1		1	1					
302	ERCQSM4WV54L4	1	2	2				1	1										
303	ERCQSM4WVY6M0	2	4	1						1		1	1	1	1				
304	ERCQSM4WV76Q0	2	2	2						1	1	1		1	1			1	1
305	ERCQSM4WVJ6R11	1	5	1						1	1	1		1	1	1	1		1
306	ERCQSM4WV64B2	1	4	2						1	1		1		1	1	1		1
307	ERCQSM4WV90L8	1	5	1						1	1	1		1	1				
308	ERCQSM4WVXKSD8	1	4	1						1	1	1	1	1	1	1	1		1
309	ERCQSM4WV91LH3	2	2	2						1	1	1			1				1
310	ERCQSM4WVW3Q4	1	5	1						1	1	1	1	1	1	1	1		
311	ERCQSM4WV92C07	2	4	2						1	1	1	1	1					1
312	ERCQSM4WV37M4	2	2	2					1										
313	ERCQSM4WV0373	2	2	2					1										
314	ERCQSM4WVY4Z6	1	3	1						1	1	1		1	1	1	1		1
315	ERCQSM4WVZ672	1	4	2						1	1			1	1				1
316	ERCQSM4WVY7E8	1	5	1						1					1				
317	ERCQSM4WV98L2	1	2	2						1	1	1			1				1
318	ERCQSM4WV37J2	1	2	2						1	1	1	1	1	1	1			1
319	ERCQSM4WV0VZ05	2	2	2						1	1	1		1	1	1	1		1
320	ERCQSM4WV70Z4	1	5	2						1	1		1	1	1	1	1		1
321	ERCQSM4WV6X1E	1	4	2						1					1	1			

ID	Qx5_2	Qx5_3	Qx5_4	Qx5_5	Qx5_6	Qx5_7	Qx5_8	Q1	Hershey Only	Q2	Q3
299		1	1	1	1	1		1		1 Hershey	It is a Hershey bar
299	1			1							
300		1		1	1	1		1		1 Hershey	because it looks like a Hershey bar
301		1	1	1				1		1	
302											
303		1	1	1							
304	1		1	1				1		1 Hershey	The design above shows the design above the squares around the squares because it looks like a Hershey CANDY BAR
305	1		1	1				1		1 HERSHEY	
306			1	1		1		1		1 Hershey	Sincerely, I am submitting the five rectangular segments (A-D) with a Hershey bar even though I'm not sure that these are actually the correct
307	1		1	1							
308	1			1				1		1	
309	1			1				1		1 Hershey's	The rectangles with "perforations"
310					1						
311	1	1	1					1		1	
312											
313											
314	1		1	1	1	1		1		1	
315			1	1				1		1	
316				1							
317	1		1	1				1		1 Hershey	Only bar I've seen this design on
318	1	1	1	1	1			1		1 Hersheys	The shaded rectangles enclosed the squares where Hershey is written
319	1		1	1	1			1		1 Hershey	
320		1	1	1	1			1		1	
321		1		1	1						

ID	Q4	Q5	EngVar	vID	vAge	vGender	Status	Start/Date	Start/Time
298			F	0P9820118 871	66	M	COMPLETE	11/9/2010	1:12:21 PM
299				0P9820118 72	34	F	TERM-Q45	11/9/2010	1:13:30 PM
300			F	0P9820118 972	50	F	COMPLETE	11/9/2010	1:13:44 PM
301			T	0P9820118 90	75	M	COMPLETE	11/9/2010	1:13:57 PM
302				0P9820118 C3	23	F	TERM-Q47	11/9/2010	1:14:07 PM
303				0P9820118 C1	52	M	TERM-Q45	11/9/2010	1:14:14 PM
304			C	0P9820118 KA2	25	F	COMPLETE	11/9/2010	1:14:17 PM
305			F	0P9820118 G370	74	M	COMPLETE	11/9/2010	1:14:31 PM
306			T	0P9820118 V378	50	F	COMPLETE	11/9/2010	1:15:11 PM
307				0P9820118 E7	61	M	TERM-Q45	11/9/2010	1:15:16 PM
308			C	0P9820118 579	61	M	COMPLETE	11/9/2010	1:15:41 PM
309			C	0P9820118 594	27	F	COMPLETE	11/9/2010	1:15:45 PM
310				0P9820118 C48	30	M	TERM-Q45	11/9/2010	1:15:51 PM
311			C	0P9820118 9132	20	F	COMPLETE	11/9/2010	1:15:58 PM
312				0P9820118 K50	34	F	TERM-Q45	11/9/2010	1:15:59 PM
313				0P9820118 92	26	F	TERM-Q45	11/9/2010	1:16:17 PM
314			C	0P9820118 438	35	M	COMPLETE	11/9/2010	1:16:43 PM
315			T	0P9820118 812	54	F	COMPLETE	11/9/2010	1:16:44 PM
316				0P9820118 901	73	M	TERM-Q45	11/9/2010	1:16:56 PM
317			T	0P9820118 285	30	F	COMPLETE	11/9/2010	1:16:57 PM
318			T	0P9820118 L91	27	F	COMPLETE	11/9/2010	1:17:20 PM
319			T	0P9820118 N78	29	F	COMPLETE	11/9/2010	1:17:34 PM
320			C	0P9820118 E27	77	F	COMPLETE	11/9/2010	1:17:41 PM
321				0P9820118 H978	63	F	TERM-Q45	11/9/2010	1:17:51 PM

ID	EndTime	Elapsed Time	NextURL
298	4:11:28 PM	00:00:00	process_exit.asp?taskid=ERCQSH4WNE189
299	4:11:29 PM	00:00:01	process_exit.asp?taskid=ERCQSH4WNE190
300	4:11:30 PM	00:00:01	process_exit.asp?taskid=ERCQSH4WNE191
301	4:11:31 PM	00:00:01	process_exit.asp?taskid=ERCQSH4WNE192
302	4:11:32 PM	00:00:01	process_exit.asp?taskid=ERCQSH4WNE193
303	4:11:33 PM	00:00:01	process_exit.asp?taskid=ERCQSH4WNE194
304	4:11:34 PM	00:00:01	process_exit.asp?taskid=ERCQSH4WNE195
305	4:11:35 PM	00:00:01	process_exit.asp?taskid=ERCQSH4WNE196
306	4:11:36 PM	00:00:01	process_exit.asp?taskid=ERCQSH4WNE197
307	4:11:37 PM	00:00:01	process_exit.asp?taskid=ERCQSH4WNE198
308	4:11:38 PM	00:00:01	process_exit.asp?taskid=ERCQSH4WNE199
309	4:11:39 PM	00:00:01	process_exit.asp?taskid=ERCQSH4WNE200
310	4:11:40 PM	00:00:01	process_exit.asp?taskid=ERCQSH4WNE201
311	4:11:41 PM	00:00:01	process_exit.asp?taskid=ERCQSH4WNE202
312	4:11:42 PM	00:00:01	process_exit.asp?taskid=ERCQSH4WNE203
313	4:11:43 PM	00:00:01	process_exit.asp?taskid=ERCQSH4WNE204
314	4:11:44 PM	00:00:01	process_exit.asp?taskid=ERCQSH4WNE205
315	4:11:45 PM	00:00:01	process_exit.asp?taskid=ERCQSH4WNE206
316	4:11:46 PM	00:00:01	process_exit.asp?taskid=ERCQSH4WNE207
317	4:11:47 PM	00:00:01	process_exit.asp?taskid=ERCQSH4WNE208
318	4:11:48 PM	00:00:01	process_exit.asp?taskid=ERCQSH4WNE209
319	4:11:49 PM	00:00:01	process_exit.asp?taskid=ERCQSH4WNE210
320	4:11:50 PM	00:00:01	process_exit.asp?taskid=ERCQSH4WNE211
321	4:11:51 PM	00:00:01	process_exit.asp?taskid=ERCQSH4WNE212

ID	AMSTD	Qs0	Qs1	Qs2	Qs3_1	Qs3_2	Qs3_3	Qs3_4	Qs3_5	Qs3_6	Qs4_1	Qs4_2	Qs4_3	Qs4_4	Qs4_5	Qs4_6	Qs4_7	Qs4_8	Qs5_1
322	ERCQSM4WPR5K1	1	3	2		1					1	1	1	1	1				1
323	ERCQSM4WWR6T1	1	3	1						1	1	1	1	1	1	1			1
324	ERCQSM4WNPDS1	2	2	1						1	1	1	1	1	1	1			1
325	ERCQSM4WNLQ07	1	5	1															
326	ERCQSM4WPS171	1	4	2						1	1	1		1	1				
327	ERCQSM4WNL672	1	5	1						1	1	1	1				1		
328	ERCQSM4WXR6T2	1	3	1															
329	ERCQSM4WHLR23	2	4	1						1	1		1	1					1
330	ERCQSM4WPRQWB	2	2	2		1					1	1		1	1				1
331	ERCQSM4WPCU7	2	4	2						1	1	1			1				1
332	ERCQSM4WPDVSA	1	4	2						1	1	1		1	1				1
333	ERCQSM4WQW106	2	2	2						1	1	1	1	1	1	1			1
334	ERCQSM4WP779F	1	4	2						1	1		1	1					1
335	ERCQSM4WPLAT3	1	3	2						1	1	1	1	1	1	1	1	1	1
336	ERCQSM4WHznd5	2	4	2						1	1	1	1			1	1		1
337	ERCQSM4WNL6L4	1	5	1						1			1	1	1				1
338	ERCQSM4WFDH13	2	4	2						1	1	1	1	1	1		1		1
339	ERCQSM4WPR30ML	1	3	2						1	1	1		1	1	1	1	1	1
340	ERCQSM4WFD4V3	1	2	2	1	1	1	1	1										
341	ERCQSM4WQV5E2	2	3	2						1	1		1	1	1				1
342	ERCQSM4WPS44E	2	2	2						1	1	1	1	1	1	1	1	1	1
343	ERCQSM4WPTM3T	1	4	2						1								1	
344	ERCQSM4WNRK12B	1	4	1						1	1	1		1					1
345	ERCQSM4WUGV7B7	3																	
346	ERCQSM4WPS22C	2	2	2						1	1	1	1	1	1				

ID	Qe5_2	Qe5_3	Qe5_4	Qe5_5	Qe5_6	Qe5_7	Qe5_8	Q1	Hershey Only	Q2	Q3
322	1	1	1	1				3	2		
323	1	1	1	1	1			3	2		
324	1	1	1	1	1	1		1	1	Hersheyz	by the design
325											
326	1			1							
327		1			1						
328											
329		1	1			1		2	2		
330	1	1	1	1				3	2		
331	1	1	1	1				1	1	Hershey	Hershey always has the chocolate sectioned.
332	1		1	1				3	2		
333	1	1	1	1				2	2		
334		1	1					3	2		
335	1	1	1	1	1	1		1	1	hershey	the backs are similar to the hershey bar but the words 'hershey' are not printed on either side of the bar. instead they read 'HERSHEY'S' and 'THEIR' (THE DESIGN)
336	1	1		1	1	1		1	1	HERSHEY	
337		1	1								
338	1	1	1	1		1		1	1	Hershey's	Just ate one
339	1		1	1	1	1		1	1	Hershey	Looks exactly like there candy bars.
340											
341		1	1	1	1			1	1	Hershey's	because it looks like a Hershey's Kiss Chocolate bar.
342	1	1	1	1	1	1		1	1	HERSHEY	because the square shape and perforated lines reminds me of them.
343	1	1	1								
344				1				1	1	Hershey	This is what their candy bar looks like.
345											
346	1	1	1	1							

ID	Q4	Q5	ImgVar	VID	vAge	vGender	Status	StartDate	StartTime
322			C	OPRWBW30 DX1	44	F	COMPLETE	11/9/2010	1:14:44 PM
323			C	OPRWBW31 QK2	36	M	COMPLETE	11/9/2010	1:15:40 PM
324			C	OPRWBW32 LL0	29	M	COMPLETE	11/9/2010	1:16:24 PM
325				OPRWBW33 GS9	40	M	TERM-UserInfo	11/9/2010	1:16:53 PM
326				OPRWBW34 JL7	53	F	TERM-Q45	11/9/2010	1:17:14 PM
327				OPRWBW35 H3	41	M	TERM-Q45	11/9/2010	1:17:21 PM
328				OPRWBW36 Q52	77	M	TERM-UserInfo	11/9/2010	1:18:01 PM
329	Milkis Hersays	Looks like their kind of chocolate bar	T	OPRWBW37 9B0	52	M	COMPLETE	11/9/2010	1:18:01 PM
330			C	OPRWBW38 RB2	24	F	COMPLETE	11/9/2010	1:18:11 PM
331			C	OPRWBW39 835	64	F	COMPLETE	11/9/2010	1:18:01 PM
332			C	OPRWBW40 726	60	F	COMPLETE	11/9/2010	1:18:11 PM
333	Ghirardelli Marshav	Looks like the kind of chocolate bar that Hershey's and Ghirardelli are like this	C	OPRWBW41 K08	27	F	COMPLETE	11/9/2010	1:18:51 PM
334			C	OPRWBW42 KK9	55	F	COMPLETE	11/9/2010	1:19:11 PM
335			T	OPRWBW43 W4M	36	F	COMPLETE	11/9/2010	1:19:31 PM
336			T	OPRWBW44 WQ2	60	F	COMPLETE	11/9/2010	1:19:51 PM
337				OPRWBW45 3N6	37	M	TERM-Q45	11/9/2010	1:20:11 PM
338			T	OPRWBW46 FS4	53	F	COMPLETE	11/9/2010	1:20:31 PM
339			T	OPRWBW47 71	39	F	COMPLETE	11/9/2010	1:20:51 PM
340				OPRWBW48 X6	23	F	TERM-Q45	11/9/2010	1:21:11 PM
341			T	OPRWBW49 829	49	F	COMPLETE	11/9/2010	1:21:31 PM
342			C	OPRWBW50 3B0	24	F	COMPLETE	11/9/2010	1:21:51 PM
343				OPRWBW51 C8	57	F	TERM-Q45	11/9/2010	1:22:11 PM
344			T	OPRWBW52 RP7	51	M	COMPLETE	11/9/2010	1:22:31 PM
345				OPRWBW53 SD0	30	F	TERM-Q45	11/9/2010	1:22:51 PM
346				OPRWBW54 ND3	23	F	TERM-Q45	11/9/2010	1:23:11 PM

ID	EndTime	Classed Time	NextURL
322	4:19:08 PM	0:01:58	process_exit.asp?cat=c5id=ERCQSM4WP65N7
323	4:19:09 PM	0:01:59	process_exit.asp?cat=c5id=ERCQSM4WWWT1
324	4:19:10 PM	0:01:59	process_exit.asp?cat=c5id=ERCQSM4WNP51
325	4:19:54 PM	0:02:17	process_exit.asp?cat=c5id=ERCQSM4WVQ07
326	4:20:08 PM	0:02:44	process_exit.asp?cat=c5id=ERCQSM4WVPR171
327	4:20:18 PM	0:01:27	process_exit.asp?cat=c5id=ERCQSM4WVU672
328	4:21:18 PM	0:02:38	process_exit.asp?cat=c5id=ERCQSM4WV6178
329	4:20:28 PM	0:01:35	process_exit.asp?cat=c5id=ERCQSM4WVLF21
330	4:20:38 PM	0:01:50	process_exit.asp?cat=c5id=ERCQSM4WVPS0W8
331	4:21:31 PM	0:01:22	process_exit.asp?cat=c5id=ERCQSM4WP1CU7
332	4:21:21 PM	0:01:27	process_exit.asp?cat=c5id=ERCQSM4WVOK54
333	4:21:01 PM	0:02:04	process_exit.asp?cat=c5id=ERCQSM4WVW1D6
334	4:22:01 PM	0:01:30	process_exit.asp?cat=c5id=ERCQSM4WP7795
335	4:22:31 PM	0:02:06	process_exit.asp?cat=c5id=ERCQSM4WP1AT1
336	4:22:54 PM	0:01:37	process_exit.asp?cat=c5id=ERCQSM4WV2VGS
337	4:22:21 PM	0:01:14	process_exit.asp?cat=c5id=ERCQSM4WVW564
338	4:21:31 PM	0:01:58	process_exit.asp?cat=c5id=ERCQSM4WP6H13
339	4:21:11 PM	0:01:41	process_exit.asp?cat=c5id=ERCQSM4WP1CM1
340	4:21:14 PM	0:01:24	process_exit.asp?cat=c5id=ERCQSM4WV14Q83
341	4:21:08 PM	0:01:35	process_exit.asp?cat=c5id=ERCQSM4WVQV52
342	4:20:48 PM	0:01:14	process_exit.asp?cat=c5id=ERCQSM4WVPS447
343	4:20:28 PM	0:01:43	process_exit.asp?cat=c5id=ERCQSM4WP7MS0
344	4:20:48 PM	0:01:29	process_exit.asp?cat=c5id=ERCQSM4WVXN129
345	4:22:08 PM	0:01:30	process_exit.asp?cat=c5id=ERCQSM4WVQX287
346	4:21:11 PM	0:02:48	process_exit.asp?cat=c5id=ERCQSM4WV1522

ID	ANSID	Qx0	Qx1	Qx2	Qx3_1	Qx3_2	Qx3_3	Qx3_4	Qx3_5	Qx3_6	Qx4_1	Qx4_2	Qx4_3	Qx4_4	Qx4_5	Qx4_6	Qx4_7	Qx4_8	Qx5_1
347	AKQDSH4W73P1	1	5	2						1	1	2			1				
348	AKQDSH4W82D1T	2	4	2						1			1		1				
349	AKQDSH4W82M1T	2	4	2															
350	AKQDSH4W857H9	1	3	2					1										
351	AKQDSH4W82D1H8	1	5	2						1	1	2	1	1	1	1	1	1	1
352	AKQDSH4W82Y2S	1	2	2						1	1	1		1	1				1
353	AKQDSH4W85N1T	3																	
354	AKQDSH4W73E3	1	4	2						1	1			1	1		1		1
355	AKQDSH4W852F2	1	2	2						1	1	1			1				1
356	AKQDSH4W85C23	1	4	2						1	1				1				1
357	AKQDSH4W86L21	1	4	2				1			2			1	1	1	1		
358	AKQDSH4W85N1K3	2	2	2						1	1		1	1	1				1
359	AKQDSH4W86112	2	3	1						1			1		1				
360	AKQDSH4W85Q2F	1	4	1						1	1	1	1	1	1				1
361	AKQDSH4W862V2	1	4	1						1		1	1	1	1				1
362	AKQDSH4W7311T	3																	
363	AKQDSH4W85L9K	1	5	1						1	1		1	1	1				1
364	AKQDSH4W87K46	1	5	2						2	1		1	1					
365	AKQDSH4W872M1	1	4	2				1											
366	AKQDSH4W7302C	1	3	2						1	1			1	1				
367	AKQDSH4W872V3	1	5	1						1	1		1	1	1	1			1
368	AKQDSH4W86N1K	2	4	2						1	1		1	1	1	1			1
369	AKQDSH4W86V1H	2	3	2						1	1	1		1	1				1
370	AKQDSH4W733H	2	4	2						1		1		1	1				

ID	Qx5_2	Qx5_3	Qx5_4	Qx5_5	Qx5_6	Qx5_7	Qx5_8	Q1	Hershey's Only	Q2	Q3
347	1			1							
348		1		1							
349											
350											
351	1	1	1	1	1	1	1	1	1	1	
352	1		1	1					1	1	
353											
354			1	1	1	1	1	1	1	1	It looks like Esker's with sweet chocolate
355	1	1		1	1	1	1	1	1	1	
356		1		1					1	1	Hershey's design
357			1	1	1	1					
358		1		1					1	1	Hershey's
359		1	1	1							
360	1	1	1	1	1			1	1	1	Hershey's
361	1		1	1							
362											
363		1	1	1					1	1	
364		1	1								
365											
366			1	1							
367		1	1	1	1			1	1	1	Hershey's
368	1	1			1			1	1	1	Hershey's
369	1			1				1	1	1	Hershey's
370	1			1							

ID	Q4	Q5	ImgVar	VTO	vAge	vGender	Status	StartDate	StartTime
347				OPWBUH12RV7	73	F	TERM-Q45	11/9/2010	4:23:00 PM
348				OPWBUH12R12	64	F	TERM-Q45	11/9/2010	4:24:00 PM
349				OPWBUH120Y26	70	M	TERM-User/Infs	11/9/2010	4:24:00 PM
350				OPWBUH120ZK9	38	F	TERM-Q45	11/9/2010	4:25:00 PM
351			C	OPWBUH120N02	79	F	COMPLETE	11/9/2010	4:25:00 PM
352			C	OPWBUH1200DL6	34	F	COMPLETE	11/9/2010	4:25:00 PM
353				OPWBUH120107	36	F	TERM-Q40	11/9/2010	4:26:00 PM
354			T	OPWBUH12018H6	53	F	COMPLETE	11/9/2010	4:26:00 PM
355			C	OPWBUH1201941	32	F	COMPLETE	11/9/2010	4:26:00 PM
356			T	OPWBUH12019V4	54	F	COMPLETE	11/9/2010	4:26:00 PM
357				OPWBUH12019X3	55	F	TERM-Q45	11/9/2010	4:26:00 PM
358			T	OPWBUH12019V0	49	F	COMPLETE	11/9/2010	4:26:00 PM
359				OPWBUH12019Q8	38	M	TERM-Q45	11/9/2010	4:26:00 PM
360			T	OPWBUH12019H3	55	M	COMPLETE	11/9/2010	4:26:00 PM
361				OPWBUH12019H5	52	M	TERM-Q45	11/9/2010	4:27:00 PM
362				OPWBUH12019N6	27	F	TERM-Q40	11/9/2010	4:27:00 PM
363			C	OPWBUH12019X4	69	M	COMPLETE	11/9/2010	4:27:00 PM
364				OPWBUH1201905	68	F	TERM-Q45	11/9/2010	4:28:00 PM
365				OPWBUH1201941	59	F	TERM-Q40	11/9/2010	4:28:00 PM
366				OPWBUH12019V8	49	F	TERM-Q45	11/9/2010	4:28:00 PM
367			T	OPWBUH1201969	67	M	COMPLETE	11/9/2010	4:28:00 PM
368			T	OPWBUH12019G4	55	F	COMPLETE	11/9/2010	4:28:00 PM
369			T	OPWBUH12019X1	40	F	COMPLETE	11/9/2010	4:28:00 PM
370				OPWBUH12019K4	58	F	TERM-Q45	11/9/2010	4:29:00 PM

ID	EndTime	Elapsed Time	NextURL
347	4:24:11 PM	0:01:00	process_exit.asp?cac=0&id=ERCQSM4W975F1
348	4:24:58 PM	0:00:57	process_exit.asp?cac=0&id=ERCQSM4W975F2
349	4:25:28 PM	0:00:59	process_exit.asp?cac=0&id=ERCQSM4W975F3
350	4:25:57 PM	0:00:58	process_exit.asp?cac=0&id=ERCQSM4W975F4
351	4:26:33 PM	0:00:58	process_exit.asp?cac=0&id=ERCQSM4W975F5
352	4:27:08 PM	0:00:58	process_exit.asp?cac=0&id=ERCQSM4W975F6
353	4:27:43 PM	0:00:57	process_exit.asp?cac=0&id=ERCQSM4W975F7
354	4:28:18 PM	0:00:58	process_exit.asp?cac=0&id=ERCQSM4W975F8
355	4:28:53 PM	0:00:58	process_exit.asp?cac=0&id=ERCQSM4W975F9
356	4:29:28 PM	0:00:58	process_exit.asp?cac=0&id=ERCQSM4W975F10
357	4:29:58 PM	0:00:58	process_exit.asp?cac=0&id=ERCQSM4W975F11
358	4:30:33 PM	0:00:57	process_exit.asp?cac=0&id=ERCQSM4W975F12
359	4:31:08 PM	0:00:58	process_exit.asp?cac=0&id=ERCQSM4W975F13
360	4:31:43 PM	0:00:58	process_exit.asp?cac=0&id=ERCQSM4W975F14
361	4:32:18 PM	0:00:58	process_exit.asp?cac=0&id=ERCQSM4W975F15
362	4:32:53 PM	0:00:57	process_exit.asp?cac=0&id=ERCQSM4W975F16
363	4:33:28 PM	0:00:58	process_exit.asp?cac=0&id=ERCQSM4W975F17
364	4:34:03 PM	0:00:58	process_exit.asp?cac=0&id=ERCQSM4W975F18
365	4:34:38 PM	0:00:58	process_exit.asp?cac=0&id=ERCQSM4W975F19
366	4:35:13 PM	0:00:58	process_exit.asp?cac=0&id=ERCQSM4W975F20
367	4:35:48 PM	0:00:58	process_exit.asp?cac=0&id=ERCQSM4W975F21
368	4:36:23 PM	0:00:58	process_exit.asp?cac=0&id=ERCQSM4W975F22
369	4:36:58 PM	0:00:58	process_exit.asp?cac=0&id=ERCQSM4W975F23
370	4:37:33 PM	0:00:58	process_exit.asp?cac=0&id=ERCQSM4W975F24

ID	AMSID	Qs0	Qs1	Qs2	Qs3_1	Qs3_2	Qs3_3	Qs3_4	Qs3_5	Qs3_6	Qs4_1	Qs4_2	Qs4_3	Qs4_4	Qs4_5	Qs4_6	Qs4_7	Qs4_8	Qs5_1
371	ERCQSM4WPT422	1	2	2						1	1	1	1	1	1	1	1		1
372	ERCQSM4WHLW75	5																	
373	ERCQSM4WQZU12	2	2	2	1			1											
374	ERCQSM4W91076	2	2	2						1	1	1							1
375	ERCQSM4WPHV7	2	2	2						1	1	1		1	1	1			1
376	ERCQSM4WJH562	1	4	1															
377	ERCQSM4WPR058	2	3	2				1			1	1		1	1	1	1		1
378	ERCQSM4WHLQ34	1	5	1						1	1		1		1	1			1
379	ERCQSM4WVH0547	1	3	2															
380	ERCQSM4WNNWY60	1	5	1						1			1	1					
381	ERCQSM4WQVQ27	1	4	2						1	1		1	1	1	1	1		1
382	ERCQSM4WPAQ69	1	5	2						1	1			1	1	1	1		1
383	ERCQSM4WNGP07	1	5	1						1			1						
384	ERCQSM4WNP215	1	4	1						1	1	1	1		1				1
385	ERCQSM4WPF445	2	2	2						1	1	1	1	1	1	1			1
386	ERCQSM4WQV7119	2	5	2						1	1	1		1	1				1
387	ERCQSM4WPF413	5																	
388	ERCQSM4WF1D715	1	3	2						1		1			1	1	1		
389	ERCQSM4WNNWQ49	1	3	1						1		1	1	1	1				
390	ERCQSM4WIKKUY2	2	4	1			1								1				
391	ERCQSM4WPL41	1	5	2						1	1	1	1	1	1	1	1		1
392	ERCQSM4WPSA7	1	1	2						1	1				1				
393	ERCQSM4WHL5F0	1	5	1						1	1	1	1	1	1	1			
394	ERCQSM4WNNW138	2	4	1						1	1		1	1	1	1			1

ID	Qx5_2	Qx5_3	Qx5_4	Qx5_5	Qx5_6	Qx5_7	Qx5_8	Q1	Hershey Only	Q2	Q3
371	1	1	1	1	1	1	1	1	1	Hershey	Hershey bars always come wrapped in this.
372											
373											
374	1				1			1	1	Hershey's	The fact that it is called Hershey's chocolate squares is Hershey's even if it is not actually the Hershey square.
375	1		1	1	1			1	1	Hershey's	Hershey's chocolate bars are typically designed in this fashion with separate blocks within the chocolate bar.
376											
377			1	1				1	1	Hershey's	Have identified Hershey's chocolate bars many times and they are in these.
378	1	1		1	1			4	2		
379											
380		1	1								
381		1	1	1	1	1		1	1	Hershey's Chocolate	The shape of the candy bar and the packaging.
382			1	1	1	1		9	2		
383		1		1							
384	1	1		1				1	3		
385	1	1	1	1				1	3		
386	1		1	1				1	1	Hershey's	I know the larger bars break off into pieces. Use them for smokers.
387											
388	1			1	1	1					
389		1	1	1							
390				1							
391	1	1	1	1	1	1		1	1	Hershey's	because its wavy
392				1							
393		1	1	1	1						
394		1	1	1	1			1	1	Hershey's	that's what the Hershey's chocolate bar looks like.

ID	Q4	Q5	ImgVar	VTD	vAge	vGender	Status	StartDate	StartTime
371			T	DPWBK394 VT9	34	F	COMPLETE	11/9/2010	8:03:00 PM
372				DPWBK398 Y65	55	M	TERM-Q40	11/9/2010	8:03:00 PM
373				DPWBK398 ZP6	21	F	TERM-Q43	11/9/2010	8:03:00 PM
374			C	DPWBK455 T6	20	F	COMPLETE	11/9/2010	8:03:00 PM
375			T	DPWBK456 5X9	34	F	COMPLETE	11/9/2010	8:03:00 PM
376				DPWBK456 V85	67	M	TERM-UserInfo	11/9/2010	8:03:00 PM
377			F	DPWBK456 9P4	47	F	COMPLETE	11/9/2010	8:03:00 PM
378			C	DPWBK456 H5	67	M	COMPLETE	11/9/2010	8:03:00 PM
379				DPWBK456 YC3	61	F	TERM-userInfo	11/9/2010	8:03:00 PM
380				DPWBK456 C5	49	M	TERM-Q45	11/9/2010	8:03:00 PM
381			C	DPWBK456 GP7	51	F	COMPLETE	11/9/2010	8:03:00 PM
382			C	DPWBK456 964	48	F	COMPLETE	11/9/2010	8:03:00 PM
383				DPWBK456 V12	80	M	TERM-Q45	11/9/2010	8:03:00 PM
384			C	DPWBK456 97	51	M	COMPLETE	11/9/2010	8:03:00 PM
385			C	DPWBK456 4K1	27	F	COMPLETE	11/9/2010	8:03:00 PM
386			T	DPWBK456 9L5	75	F	COMPLETE	11/9/2010	8:03:00 PM
387				DPWBK456 4F3	30	F	TERM-Q40	11/9/2010	8:03:00 PM
388				DPWBK456 2K7	47	F	TERM-Q45	11/9/2010	8:03:00 PM
389				DPWBK456 94	47	M	TERM-Q45	11/9/2010	8:03:00 PM
390				DPWBK456 R6	56	M	TERM-Q45	11/9/2010	8:03:00 PM
391			C	DPWBK456 T9	37	F	COMPLETE	11/9/2010	8:03:00 PM
392				DPWBK456 3L5	56	F	TERM-Q45	11/9/2010	8:03:00 PM
393				DPWBK456 R6D	73	M	TERM-Q45	11/9/2010	8:03:00 PM
394			F	DPWBK456 71	62	M	COMPLETE	11/9/2010	8:03:00 PM

ID	EndTime	Elapsed Time	NextURL
371	4:11:41 PM	0:00:26	process_exit.asp?cac=c&id=ERCQSM4WP74Z1
372	4:12:08 PM	0:00:27	process_exit.asp?cac=c&id=ERCQSM4WV9LW35
373	4:12:31 PM	0:00:26	process_wait.asp?cac=c&id=ERCQSM4WQZU12
374	4:13:01 PM	0:00:28	process_wait.asp?cac=c&id=ERCQSM4WP1079
375	4:13:30 PM	0:00:29	process_exit.asp?cac=c&id=ERCQSM4WV9LW35
376	4:13:59 PM	0:00:27	process_exit.asp?cac=c&id=ERCQSM4WV9LW35
377	4:14:11 PM	0:00:28	process_wait.asp?cac=c&id=ERCQSM4WV9LW35
378	4:14:31 PM	0:00:28	process_exit.asp?cac=c&id=ERCQSM4WV9LW35
379	4:14:53 PM	0:00:24	process_exit.asp?cac=c&id=ERCQSM4WV9LW35
380	4:15:12 PM	0:00:24	process_exit.asp?cac=c&id=ERCQSM4WV9LW35
381	4:15:35 PM	0:00:23	process_exit.asp?cac=c&id=ERCQSM4WV9LW35
382	4:15:58 PM	0:00:23	process_exit.asp?cac=c&id=ERCQSM4WV9LW35
383	4:16:21 PM	0:00:23	process_exit.asp?cac=c&id=ERCQSM4WV9LW35
384	4:16:44 PM	0:00:23	process_wait.asp?cac=c&id=ERCQSM4WV9LW35
385	4:17:07 PM	0:00:23	process_wait.asp?cac=c&id=ERCQSM4WV9LW35
386	4:17:30 PM	0:00:23	process_exit.asp?cac=c&id=ERCQSM4WV9LW35
387	4:17:53 PM	0:00:23	process_exit.asp?cac=c&id=ERCQSM4WV9LW35
388	4:18:16 PM	0:00:23	process_exit.asp?cac=c&id=ERCQSM4WV9LW35
389	4:18:39 PM	0:00:23	process_exit.asp?cac=c&id=ERCQSM4WV9LW35
390	4:19:02 PM	0:00:23	process_wait.asp?cac=c&id=ERCQSM4WV9LW35
391	4:19:25 PM	0:00:23	process_exit.asp?cac=c&id=ERCQSM4WV9LW35
392	4:19:48 PM	0:00:23	process_exit.asp?cac=c&id=ERCQSM4WV9LW35
393	4:20:11 PM	0:00:23	process_exit.asp?cac=c&id=ERCQSM4WV9LW35
394	4:20:34 PM	0:00:23	process_exit.asp?cac=c&id=ERCQSM4WV9LW35

ID	AMSID	Qs0	Qs1	Qs2	Qs3_1	Qs3_2	Qs3_3	Qs3_4	Qs3_5	Qs3_6	Qs4_1	Qs4_2	Qs4_3	Qs4_4	Qs4_5	Qs4_6	Qs4_7	Qs4_8	Qs5_1	
395	ERCQSM4WNRG17	1	4	1						1	1			1	1	1				1
396	ERCQSM4WNRD1Z	1	4	1					1											
397	ERCQSM4WNRD1W5	1	4	2						1		1			1					1
398	ERCQSM4WNRD133	1	5	2						1			1							
399	ERCQSM4WNRD41	2	5	1						1			1	1	1					
400	ERCQSM4WNRD146	2	4	2						1	1		1	1	1					1
401	ERCQSM4WNRD02	2	2	2						1	1	1		1	1	1				1
402	ERCQSM4WNRD01	1	4	2						1	1		1	1	1	1				1
403	ERCQSM4WNRD12	1	3	2			1				1	1	1	1	1	1	1	1		1
404	ERCQSM4WNRD09	1	5	1						1	1		1	1	1					1
405	ERCQSM4WNRD037	2	3	1					1											
406	ERCQSM4WNRD07	1	2	2						1	1	1		1	1					
407	ERCQSM4WNRD05	1	5	1						1					1					
408	ERCQSM4WNRD00	1	2	2						1	1	1	1		1	1				1
409	ERCQSM4WNRD140	2	3	1						1									1	
410	ERCQSM4WNRD547	1	5	1						1	1		1	1	1		1			1
411	ERCQSM4WNRD02	2	4	2						1	1		1		1	1				1
412	ERCQSM4WNRD00	3																		
413	ERCQSM4WNRD153	1	4	2						1					1					
414	ERCQSM4WNRD09	2	2	2						1		1		1	1	1	1			
415	ERCQSM4WNRD014	1	5	1						1				1						
416	ERCQSM4WNRD144	2	2	2						1	1	1	1	1	1	1				1
417	ERCQSM4WNRD43	1	5	1						1		1	1	1			1			
418	ERCQSM4WNRD029	2	2	2						1		1	1		1					1

ID	Qa5_2	Qa5_3	Qa5_4	Qa5_5	Qa5_6	Qa5_7	Qa5_8	Q1	Hershey Only	Q2	Q3
395			1	1	1			4		2	
396											
397	1			1	1						
398								1			
399		1	1	1							
400		1	1	1				3		2	
401	1		1	1				3		2	
402	1	1	1	1				1	1	Hershey	I've eaten enough of them
403	1	1	1	1	1	1		1	1	Hersheys	The size of the rectangles and the number of them
404		1	1	1				1	1	Hershey's Candy Bar	That is how they form their candy bars
405											
406	1		1	1							
407	1	1		1	1						
408	1	1		1	1	1		1	1	Hershey	Because their candy bars has the squares
409	1										
410		1	1		1	1		1	2	Ghirardelli	Shape of the portions breakaway.
411		1		1	1			1	1	HERSHEY	I LOVE THIS COMPANY BECAUSE I LOVE THEM REGULARLY, I RECOGNIZE THE HERSHEY MILK CHOCOLATE SQUARES.
412											
413				1							
414	1			1							
415			1								
416	1	1	1	2	1			1	2	Can't remember the name, square or one of the fancier brands, Lindt? Can't remember	The three large pieces is a distinctive bar
417	1	1	1								
418	1	1		1							

ID	Q4	Q5	ImgVar	vID	vAge	vGender	Status	StartDate	StartTime
395			T	DPWBV77U RX4	64	M	COMPLETE	11/9/2010	9:01:17 PM
396				DPWBV64Z T5	53	M	TERM-Q42	11/9/2010	9:01:36 PM
397				DPWBV100 56	53	F	TERM-Q45	11/9/2010	9:01:46 PM
398				DPWBV60A CQ9	60	F	TERM-Q43	11/9/2010	9:02:09 PM
399				DPWBV60P W25	74	M	TERM-Q43	11/9/2010	9:02:51 PM
400			C	DPWBV60J 260	40	F	COMPLETE	11/9/2010	9:02:54 PM
401			C	DPWBV114 LW2	24	F	COMPLETE	11/9/2010	9:03:15 PM
402			T	DPWBV60V HK1	53	F	COMPLETE	11/9/2010	9:03:30 PM
403			T	DPWBV60V QD0	45	F	COMPLETE	11/9/2010	9:03:40 PM
404			C	DPWBV60K 699	67	M	COMPLETE	11/9/2010	9:03:55 PM
405				DPWBV60U 80	46	M	TERM-Q43	11/9/2010	9:04:08 PM
406				DPWBV11V 21	24	F	TERM-Q45	11/9/2010	9:04:56 PM
407				DPWBV60Y 8M1	74	M	TERM-Q45	11/9/2010	9:05:17 PM
408			C	DPWBV60I N34	31	F	COMPLETE	11/9/2010	9:05:18 PM
409				DPWBV750 R63	48	M	TERM-Q45	11/9/2010	9:05:43 PM
410			C	DPWBV607 NR1	69	M	COMPLETE	11/9/2010	9:06:04 PM
411			C	DPWBV60F6 H55	59	F	COMPLETE	11/9/2010	9:06:19 PM
412				DPWBV638 R90	32	F	TERM-Q48	11/9/2010	9:06:29 PM
413				DPWBV1100 63	51	F	TERM-Q45	11/9/2010	9:07:15 PM
414				DPWBV60V 679	33	F	TERM-Q45	11/9/2010	9:07:15 PM
415				DPWBV110 220	67	M	TERM-Q45	11/9/2010	9:07:34 PM
416			C	DPWBV150 L80	22	F	COMPLETE	11/9/2010	9:07:38 PM
417				DPWBV10K W43	80	M	TERM-Q45	11/9/2010	9:08:22 PM
418				DPWBV60E CV6	29	F	TERM-Q45	11/9/2010	9:08:33 PM

ID	EndTime	Elapsed Time	NextURL
395	5:13:31 PM	00:00:00	process_exit.asp?cat=c&id=ERCQSM4WNRGJ6
396	5:13:31 PM	00:00:00	process_exit.asp?cat=c&id=ERCQSM4WNRJ12
397	5:13:35 PM	00:00:00	process_exit.asp?cat=r&id=ERCQSM4WQVY95
398	5:13:35 PM	00:00:00	process_exit.asp?cat=r&id=ERCQSM4WPF1913
399	5:13:41 PM	00:00:00	process_exit.asp?cat=r&id=ERCQSM4WPH043
400	5:13:41 PM	00:00:00	process_exit.asp?cat=c&id=ERCQSM4WQZJ48
401	5:13:41 PM	00:00:00	process_exit.asp?cat=c&id=ERCQSM4WQXD32
402	5:13:42 PM	00:00:00	process_exit.asp?cat=c&id=ERCQSM4WPH4501
403	5:13:42 PM	00:00:00	process_exit.asp?cat=c&id=ERCQSM4WPH0F6
404	5:13:42 PM	00:00:00	process_exit.asp?cat=c&id=ERCQSM4WPH060
405	5:13:42 PM	00:00:00	process_exit.asp?cat=r&id=ERCQSM4WPHU17
406	5:13:48 PM	00:00:00	process_exit.asp?cat=r&id=ERCQSM4WPH563
407	5:13:48 PM	00:00:00	process_exit.asp?cat=r&id=ERCQSM4WPHRSUS
408	5:13:48 PM	00:00:00	process_exit.asp?cat=c&id=ERCQSM4WQW3U5
409	5:13:48 PM	00:00:00	process_exit.asp?cat=c&id=ERCQSM4WPH9H40
410	5:13:50 PM	00:00:00	process_exit.asp?cat=c&id=ERCQSM4WPHLS47
411	5:13:50 PM	00:00:00	process_exit.asp?cat=c&id=ERCQSM4WPH78N2
412	5:13:50 PM	00:00:00	process_exit.asp?cat=r&id=ERCQSM4WPH4FF0
413	5:13:50 PM	00:00:00	process_exit.asp?cat=r&id=ERCQSM4WPH0N89
414	5:13:50 PM	00:00:00	process_exit.asp?cat=r&id=ERCQSM4WPH5PN5
415	5:13:51 PM	00:00:00	process_exit.asp?cat=r&id=ERCQSM4WPHPD14
416	5:13:50 PM	00:00:00	process_exit.asp?cat=c&id=ERCQSM4WPH7L44
417	5:13:50 PM	00:00:00	process_exit.asp?cat=r&id=ERCQSM4WPH0H41
418	5:13:51 PM	00:00:00	process_exit.asp?cat=r&id=ERCQSM4WPH2429

ID	AMSTD	Qs0	Qs1	Qs2	Qs3_1	Qs3_2	Qs3_3	Qs3_4	Qs3_5	Qs3_6	Qs4_1	Qs4_2	Qs4_3	Qs4_4	Qs4_5	Qs4_6	Qs4_7	Qs4_8	Qs5_1
419	ERCQSM4W45R81	2	5	1						1	1		1	1	1		1		1
420	ERCQSM4W42J01	1	5	1						1			1	1	1				
421	ERCQSM4W4V751	1	5	1						1			1		1	1			
422	ERCQSM4W4H8P4	2	4	2															
423	ERCQSM4W4HJ01	2	4	1															
424	ERCQSM4W4O1V99	1	3	2						1	1				1		1		1
425	ERCQSM4W4P31G8	2	4	2					1										
426	ERCQSM4W4P52R5	1	5	2						1								1	1
427	ERCQSM4W4J2T43	1	4	2						1	1	1			1	1	1		1
428	ERCQSM4W4O005	2	4	1															
429	ERCQSM4W4N1L04	2	4	1															
430	ERCQSM4W4P374	1	3	2						1	1	1		1	1				1
431	ERCQSM4W4O1B45	2	5	2						1	1		1	1	1	1	1	1	1
432	ERCQSM4W4P64H4	2	2	2						1	1	1		1	1	1	1	1	1
433	ERCQSM4W4P394	2	4	2						1	1	1	1	1	1				1
434	ERCQSM4W4F1327	1	4	2						1		1	1	1	1				
435	ERCQSM4W4N1G40	1	5	1						1	1	1			1	1			
436	ERCQSM4W4M15H0	2	4	1															
437	ERCQSM4W4N1V44	2	2	2						1	1	1			1	1	1		
438	ERCQSM4W4P1685	1	2	2						1									
439	ERCQSM4W4N1Q41	2	4	1						1	1				1	1			
440	ERCQSM4W4N1Q02	2	5	1						1	1			1	1	1			1
441	ERCQSM4W4N1S22	2	4	1						1	1	1	1	1	1				1
442	ERCQSM4W4P3L19	1	4	2						1	1	1	1			1			
443	ERCQSM4W4N1P324	1	4	1						1	1	1	1						1

ID	Qa5_2	Qa5_3	Qa5_4	Qa5_5	Qa5_6	Qa5_7	Qa5_8	Q1	Hershey Only	Q2	Q3
419			1	1		1		1		1 Hershey	I think their large candy bars look like this
420		1	1	1							
421		1		1	1						
422											
423											
424				1		1		1		1 Hersheys	the squares
425											
426			1	1							
427	1			1	1	1		1		1 Hershey	Because of the squares.
428											
429											
430	1	1		1	1			1		1 Hershey's	It has the same shape as the Hershey's candy bar.
431		1	1	1	1			1		1 Hersheys	Experience with them. The three bars and the smooth consistency of the chocolate.
432	1	1	1	1	1	1		1		1 Hershey Chocolate	I seem to remember that their bars are shaped somewhat like this.
433	1	1	1	1				1		1 Ghirardelli	
434		1	1	1							
435				1		1					
436											
437	1			1	1						
438											
439				1	1						
440			1	1	1			3		2	
441	1	1	1	1				1		1 Hershey	looks
442	1	1									
443	1	1						3		2	

ID	Q4	Q5	ImgVar	VID	vAge	vGender	Status	StartDate	StartTime
419			F	0956B03Q V68	77	M	COMPLETE	11/9/2010	4:38:49 PM
420				0956B03Q E70	73	M	TERM-Q45	11/9/2010	5:18:14 PM
421				0956B03Q 55	69	M	TERM-Q45	11/9/2010	5:41:15 PM
422				0956B03Q CG4	58	M	TERM-UserInfo	11/9/2010	5:52:55 PM
423				0956B03Q B37	28	M	TERM-UserInfo	11/9/2010	5:53:54 PM
424			T	0956B03Q H3	41	F	COMPLETE	11/9/2010	6:05:17 PM
425				0956B03Q G5	51	F	TERM-Q45	11/9/2010	6:05:42 PM
426				0956B03Q S17	66	F	TERM-Q45	11/9/2010	6:21:04 PM
427			T	0956B03Q N65	52	F	COMPLETE	11/9/2010	6:28:05 PM
428				0956B03Q L60	70	M	TERM-UserInfo	11/9/2010	6:31:06 PM
429				0956B03Q G49	38	M	TERM-UserInfo	11/9/2010	6:33:03 PM
430			T	0956B03Q CS4	37	F	COMPLETE	11/9/2010	6:37:42 PM
431			T	0956B03Q YZ5	67	F	COMPLETE	11/9/2010	6:41:14 PM
432			C	0956B03Q 435	19	F	COMPLETE	11/9/2010	6:41:14 PM
433			C	0956B03Q N11	50	F	COMPLETE	11/9/2010	6:42:08 PM
434				0956B03Q 5542	51	F	TERM-Q45	11/9/2010	6:46:32 PM
435				0956B03Q BN7	66	M	TERM-Q45	11/9/2010	6:56:01 PM
436				0956B03Q KW9	55	M	TERM-UserInfo	11/9/2010	6:56:52 PM
437				0956B03Q G0	39	F	TERM-Q45	11/9/2010	6:56:52 PM
438				0956B03Q G85	19	F	TERM-Q45	11/9/2010	6:56:52 PM
439				0956B03Q CWE	61	M	TERM-Q45	11/9/2010	6:57:07 PM
440			C	0956B03Q V18	71	M	COMPLETE	11/9/2010	6:57:54 PM
441			T	0956B03Q 610E	54	M	COMPLETE	11/9/2010	6:57:54 PM
442				0956B03Q CS	53	F	TERM-Q45	11/9/2010	6:57:54 PM
443			T	0956B03Q 250	56	M	COMPLETE	11/9/2010	6:57:54 PM

ID	EndTime	Elapsed Time	NextURL
419	5:21:28 PM	0:02:39	process_exit.asp?cat=c&id=ERCQSM4WNWRE1
420	5:20:27 PM	0:01:02	process_exit.asp?cat=t&id=ERCQSM4WNZJU1
421	5:20:53 PM	0:01:03	process_exit.asp?cat=t&id=ERCQSM4WNVTS3
422	5:20:08 PM	0:00:13	process_exit.asp?cat=t&id=ERCQSM4WNH8P6
423	5:20:23 PM	0:00:25	process_exit.asp?cat=t&id=ERCQSM4WNKJU1
424	5:21:26 PM	0:01:19	process_exit.asp?cat=c&id=ERCQSM4WQYWK9
425	5:21:28 PM	0:01:26	process_exit.asp?cat=t&id=ERCQSM4WP53G5
426	5:21:51 PM	0:00:47	process_exit.asp?cat=t&id=ERCQSM4WP92R6
427	5:22:52 PM	0:01:47	process_exit.asp?cat=c&id=ERCQSM4WNETK3
428	5:21:47 PM	0:00:27	process_exit.asp?cat=t&id=ERCQSM4WNO005
429	5:22:29 PM	0:00:18	process_exit.asp?cat=t&id=ERCQSM4WNKL04
430	5:22:14 PM	0:01:32	process_exit.asp?cat=c&id=ERCQSM4WP3PJ4
431	5:22:49 PM	0:01:26	process_exit.asp?cat=c&id=ERCQSM4WQYBR6
432	5:22:17 PM	0:01:18	process_exit.asp?cat=c&id=ERCQSM4WP6AH6
433	5:22:01 PM	0:01:13	process_exit.asp?cat=c&id=ERCQSM4WP2994
434	5:22:23 PM	0:01:20	process_exit.asp?cat=t&id=ERCQSM4WP1327
435	5:22:59 PM	0:00:38	process_exit.asp?cat=t&id=ERCQSM4WNP6M0
436	5:22:19 PM	0:00:22	process_exit.asp?cat=t&id=ERCQSM4WNP5HB
437	5:22:50 PM	0:01:47	process_exit.asp?cat=t&id=ERCQSM4WPDWO4
438	5:22:34 PM	0:00:21	process_exit.asp?cat=t&id=ERCQSM4WP3B35
439	5:22:48 PM	0:00:41	process_exit.asp?cat=t&id=ERCQSM4WNKQ41
440	5:22:19 PM	0:02:45	process_exit.asp?cat=c&id=ERCQSM4WNN2O2
441	5:22:34 PM	0:02:04	process_exit.asp?cat=c&id=ERCQSM4WNSWZ2
442	5:22:45 PM	0:00:43	process_exit.asp?cat=c&id=ERCQSM4WP2L19
443	5:22:55 PM	0:01:16	process_exit.asp?cat=c&id=ERCQSM4WNP326

ID	AMSTD	Qs0	Qs1	Qs2	Qs3_1	Qs3_2	Qs3_3	Qs3_4	Qs3_5	Qs3_6	Qs4_1	Qs4_2	Qs4_3	Qs4_4	Qs4_5	Qs4_6	Qs4_7	Qs4_8	Qs5_1
444	ERCQSM4WNRVE7	2	2	1						1	1	1			1	1	1		1
445	ERCQSM4WFP051	2	2	2						1	1	1	1	1	1	1			1
446	ERCQSM4WNVH47	2	5	1						1	1	1	1	1	1	1	1		
447	ERCQSM4WOYE41	2	5	2						1	1		1	1	1	1	1		1
448	ERCQSM4WOZL30	1	2	2					1										
449	ERCQSM4WNVUE0	2	4	1						1			1		1				
450	ERCQSM4WVX941	1	5	1						1	1			1	1	1			
451	ERCQSM4WNP42	2	5	1						1	1	1	1	1	1				1
452	ERCQSM4WR3B12	1	5	2						1	1		1	1	1		1		1
453	ERCQSM4WNP276	2	5	1						1									1
454	ERCQSM4WVQC47	2	3	1						1								1	
455	ERCQSM4WVFK5	2	4	1						1	1				1				1
456	ERCQSM4WNBRT9	2	5	2						1	2	1			1		1		1
457	ERCQSM4WVNB34	2	5	1						1			1		1				1
458	ERCQSM4WQZWD1	1	5	2						1	1						1		1
459	ERCQSM4WVNR73	1	5	1						1	1		1	1	1	1			1
460	ERCQSM4WVNT45	2	5	1						1	1		1	1	1				1
461	ERCQSM4WVNRK74	1	4	2															
462	ERCQSM4WVPS51	2	5	2						1	1			1	1				
463	ERCQSM4WVNRW06	1	5	1						1					1	1			
465	ERCQSM4WVFM91	1	3	2						1	1	1	1	1	1	1	1		1
466	ERCQSM4WQW4G7	2	2	2						1					1				
467	ERCQSM4WVNMU50	2	5	1						1	1			1	1	1	1		
468	ERCQSM4WQXE38	1	3	2					1										
469	ERCQSM4VPR4M6	1	4	2						1	1			1	1	1			1

ID	Qx5_1	Qx5_2	Qx5_3	Qx5_4	Qx5_5	Qx5_6	Qx5_7	Qx5_8	Q1	Hershey Only	Q2	Q3
444	1		1	1	1				1		1	Hershey's The word "Hershey's" across the top of the individual segments.
445	1	1	1	1	1				2		2	
446		1	1	1								
447				1	1				3		2	
448												
449								1				
450			1	1	1							
451	1	1	1	1					3		3	
452		1		1	1	1			3		2	
453								1				
454								1				
455		1		1	1				1		1	Hershey Hershey only are the only company marks from that side the stripe
456	1								1		1	Hershey
457		1		1								
458	1								1		1	Hershey I usually buy Hershey Bars
459		1	1	1	1				1		1	Hershey's Looks a bit like a Hershey bar
460		1	1	1					3		2	
461												
462				1								
463		1		1	1							
465	1	1	1	1	1	1			1		1	Hershey's Hershey's makes the world recognize their candy bars
466				1								
467			1	1	1							
468												
469			1	1					1		1	Hershey Because of the consistent shape.

ID	Q#	Q5	ImgVar	VID	vAge	vGender	Status	StartDate	StartTime
444			T	OPWBVCLH T29	29	M	COMPLETE	11/9/2010	5:27:42 PM
445	Nestle, Hershey's	cookies are made chocolate, instead of milk than Hershey's cookies and cream or milk chocolate but similar	F	OPWBVHGGN HV2	25	F	COMPLETE	11/9/2010	5:27:46 PM
446				OPWBVQVSD SD5	60	M	TERM-Q#5	11/9/2010	5:27:54 PM
447			C	OPWBVWVCH HRS	69	F	COMPLETE	11/9/2010	5:28:36 PM
448				OPWBVWVZL TP5	33	F	TERM-Q#1	11/9/2010	5:29:19 PM
449				OPWBVWVBE GVH	52	N	TERM-Q#5	11/9/2010	5:29:15 PM
450				OPWBVWVDE GS1	72	M	TERM-Q#5	11/9/2010	5:29:52 PM
451			C	OPWBVWVDSJ K9	69	M	COMPLETE	11/9/2010	5:29:59 PM
452			C	OPWBVWVDMG SH5	73	F	COMPLETE	11/9/2010	5:30:11 PM
453				OPWBVWVDMH BM0	75	M	TERM-Q#5	11/9/2010	5:30:37 PM
454				OPWBVWVDMK C49	45	M	TERM-Q#5	11/9/2010	5:31:08 PM
455			T	OPWBVWVDMQ SS9	59	M	COMPLETE	11/9/2010	5:31:14 PM
456			T	OPWBVWVDMR H21	67	F	COMPLETE	11/9/2010	5:32:39 PM
457				OPWBVWVDMU N2	74	M	TERM-Q#5	11/9/2010	5:32:55 PM
458			C	OPWBVWVDMV Q92	67	F	COMPLETE	11/9/2010	5:33:35 PM
459			T	OPWBVWVDMW Q82	66	M	COMPLETE	11/9/2010	5:34:37 PM
460			C	OPWBVWVDMX Z29	75	M	COMPLETE	11/9/2010	5:34:50 PM
461				OPWBVWVDMY H9	67	M	TERM-user/ita	11/9/2010	5:35:24 PM
462				OPWBVWVDMZ V88	48	F	TERM-Q#5	11/9/2010	5:35:14 PM
463				OPWBVWVDM1 C33	69	M	TERM-Q#5	11/9/2010	5:36:48 PM
465			T	OPWBVWVDM2 LS9	40	F	COMPLETE	11/9/2010	5:36:58 PM
466				OPWBVWVDM3 R40	33	F	TERM-Q#5	11/9/2010	5:38:05 PM
467				OPWBVWVDM4 VL2	67	M	TERM-Q#5	11/9/2010	5:38:08 PM
468				OPWBVWVDM5 SC8	39	F	TERM-Q#5	11/9/2010	5:38:59 PM
469			C	OPWBVWVDM6 OX5	64	F	COMPLETE	11/9/2010	5:39:55 PM

ID	EndTime	Elapsed Time	NextURL
444	5:29:04 PM	0:02:00	process_exit.asp?cac=c&id=ERCQSM4WHRVE7
445	5:29:05 PM	0:01:04	process_exit.asp?cac=c&id=ERCQSM4WP2CS3
446	5:29:21 PM	0:01:29	process_exit.asp?cac=t&id=ERCQSM4WY9M4L2
447	5:29:43 PM	0:01:33	process_exit.asp?cac=c&id=ERCQSM4WQYEN1
448	5:29:48 PM	0:00:32	process_exit.asp?cac=t&id=ERCQSM4WQZT30
449	5:30:09 PM	0:01:02	process_exit.asp?cac=t&id=ERCQSM4WVWJ20
450	5:30:19 PM	0:01:10	process_exit.asp?cac=t&id=ERCQSM4WVXSV1
451	5:30:35 PM	0:01:36	process_exit.asp?cac=c&id=ERCQSM4WVXKP43
452	5:30:50 PM	0:01:22	process_exit.asp?cac=c&id=ERCQSM4WP2BE2
453	5:31:01 PM	0:01:26	process_exit.asp?cac=t&id=ERCQSM4WV9Q76
454	5:31:18 PM	0:01:20	process_exit.asp?cac=t&id=ERCQSM4WVQ047
455	5:31:17 PM	0:02:09	process_exit.asp?cac=c&id=ERCQSM4WVWPK5
456	5:31:39 PM	0:02:01	process_exit.asp?cac=c&id=ERCQSM4WVWER19
457	5:32:33 PM	0:01:01	process_exit.asp?cac=t&id=ERCQSM4WVWV5E
458	5:32:31 PM	0:01:58	process_exit.asp?cac=c&id=ERCQSM4WQZWD1
459	5:32:45 PM	0:01:47	process_exit.asp?cac=c&id=ERCQSM4WVWR73
460	5:34:09 PM	0:01:38	process_exit.asp?cac=c&id=ERCQSM4WVWVTH5
461	5:33:41 PM	0:01:22	process_exit.asp?cac=t&id=ERCQSM4WVWKC14
462	5:34:34 PM	0:01:32	process_exit.asp?cac=t&id=ERCQSM4WVW6TB1
463	5:35:04 PM	0:02:04	process_exit.asp?cac=t&id=ERCQSM4WVWCV65
465	5:35:44 PM	0:02:06	process_exit.asp?cac=c&id=ERCQSM4WP3T91
466	5:36:05 PM	0:01:34	process_exit.asp?cac=t&id=ERCQSM4WQW467
467	5:37:34 PM	0:01:26	process_exit.asp?cac=t&id=ERCQSM4WVW4J50
468	5:37:11 PM	0:01:50	process_exit.asp?cac=t&id=ERCQSM4WQXE28
469	5:38:10 PM	0:01:51	process_exit.asp?cac=c&id=ERCQSM4WP64ND

ID	AMSTO	Qx0	Qx1	Qx2	Qx3_1	Qx3_2	Qx3_3	Qx3_4	Qx3_5	Qx3_6	Qx4_1	Qx4_2	Qx4_3	Qx4_4	Qx4_5	Qx4_6	Qx4_7	Qx4_8	Qx5_1
470	EPQDSM4W07180	1	3	2						1	1			1	1				1
471	EPQDSM4W07552	1	2	2						1	1	1	1		1	1			
472	EPQDSM4W08072	4	5	2						1	1		1		1				1
473	EPQDSM4W08404	2	2	2															
474	EPQDSM4W08677	2	5	1						1	1	1	1	1	1				
475	EPQDSM4W09094	1	2	2						1	1	1	1	1	1	1			1
476	EPQDSM4W09428	1	4	2						1	1				1	1	1		1
477	EPQDSM4W09742	2	4	1															
478	EPQDSM4W10027	2	2	1						1	1		1	1	1	1			1
479	EPQDSM4W10332	1	4	2						1	1		1	1	1	1			1
480	EPQDSM4W10692	1	3	2															
481	EPQDSM4W11046	1	5	2						1	1		1	1					1
482	EPQDSM4W11302	1	4	2						1	1	1	1	1	1	1	1	1	1
483	EPQDSM4W11640	1	3	2						1	1			1	1	1	1	1	1
484	EPQDSM4W11976	1	2	2						1					1				
485	EPQDSM4W12346	2	5	2						1				1					1
486	EPQDSM4W12624	1	3	2						1	1		1		1	1			1
487	EPQDSM4W12956	2	3	2						1	1	1	1	1	1	1			
488	EPQDSM4W13284	2	5	1						1	1		1	1	1	1	1	1	1
489	EPQDSM4W13610	1	5	1						1				1		1	1		
490	EPQDSM4W13938	1	2	2						1	1	1			1				1
491	EPQDSM4W14266	1	4	2					1										
492	EPQDSM4W14594	1	2	1						1	1	1	1	1	1				1
493	EPQDSM4W14922	1	5	1						1			1		1				
494	EPQDSM4W15250	1	4	2						1	1	1			1		1		

ID	QxS_2	QxS_3	QxS_4	QxS_5	QxS_6	QxS_7	QxS_8	Q1	Q2	Q3
470			1	1				3	2	
471	1	1	1							
472		1	1	1				1	1	Baked.
473										
474		1	1							
475	1	1	1	1	1			1	1	Hershey
476			1	1	1	1		1	1	HERSHEY I REMEMBER THE FIRST AMERICAN CHOCOLATE BAR SINCE I WAS A LITTLE CHILD.
477										
478		1	1	1	1			1	1	Hershey's
479	1	1	1	1	1	1		1	1	Hershey The Hershey bar has always been breakable into squares.
480										
481		1	1					1	1	Hershey
482				1	1			3	2	
483			1	1		1		1	1	Hershey / Cadbury
484							1			
485		1	1							
486	1	1	1	1	1	1		3	2	
487	1	1	1	1	1					
488		1	1	1	1	1		1	1	HERSHEYS
489			1			1				
490	1	1		1	1			3	2	
491										
492	1	1	1	1				3	2	
493		1	1	1						
494	1			1						

ID	Q4	Q5	ImgVar	VFO	vAge	vGender	Status	StartDate	StartTime
470			C	OPW0337 W59	41	F	COMPLETE	11/5/2010	5:06:01 PM
471				OPW0337 B05	34	F	TERM-Q45	11/5/2010	5:06:17 PM
472			T	OPW0337 J23	80	F	COMPLETE	11/5/2010	5:06:45 PM
473				OPW0337 P4	43	F	TERM-UserInfo	11/5/2010	5:06:52 PM
474				OPW0337 V73	47	M	TERM-Q45	11/5/2010	5:07:05 PM
475			T	OPW0337 P8	29	F	COMPLETE	11/9/2010	2:00:37 PM
476			T	OPW0456 XW6	53	F	COMPLETE	11/9/2010	2:00:44 PM
477				OPW0456 CC0	35	M	TERM-UserInfo	11/9/2010	2:00:59 PM
478			T	OPW0456 J29	30	M	COMPLETE	11/9/2010	2:01:07 PM
479			C	OPW0456 N65T	59	F	COMPLETE	11/9/2010	2:01:43 PM
480				OPW0456 C35	50	M	TERM-UserInfo	11/9/2010	2:02:31 PM
481			C	OPW0456 J67	58	F	COMPLETE	11/9/2010	2:03:06 PM
482			C	OPW0456 427	50	F	COMPLETE	11/9/2010	2:03:14 PM
483			C	OPW0456 D81	42	F	COMPLETE	11/9/2010	2:04:10 PM
484				OPW0456 728	30	F	TERM-Q45	11/9/2010	2:05:15 PM
485				OPW0456 XK0	66	F	TERM-Q45	11/9/2010	2:05:39 PM
486			C	OPW0456 G02	38	F	COMPLETE	11/9/2010	2:05:42 PM
487				OPW0456 RR7	40	F	TERM-Q45	11/9/2010	2:06:08 PM
488			T	OPW0456 H21	71	M	COMPLETE	11/9/2010	2:06:46 PM
489				OPW0456 W85	67	M	TERM-Q45	11/9/2010	2:06:55 PM
490			T	OPW0456 VC2	18	F	COMPLETE	11/9/2010	2:06:57 PM
491				OPW0456 573	54	F	TERM-Q45	11/9/2010	2:07:47 PM
492	herhey	because	C	OPW0456 753	31	M	COMPLETE	11/9/2010	2:08:00 PM
493				OPW0456 C7	31	M	TERM-Q45	11/9/2010	2:09:00 PM
494				OPW0456 G08	50	F	TERM-Q45	11/9/2010	2:09:08 PM

ID	EndTime	Cleared Time	NextURL
470	5:35:12 PM	0:01:07	process_exit.asp?cas=c&id=ERCQSM4W0V009
471	5:35:12 PM	0:01:29	process_exit.asp?cas=t&id=ERCQSM4W0P9652
472	5:35:11 PM	0:02:30	process_exit.asp?cas=c&id=ERCQSM4W0Z772
473	5:35:51 PM	0:02:20	process_exit.asp?cas=t&id=ERCQSM4W0P4Q06
474	5:35:12 PM	0:02:30	process_exit.asp?cas=t&id=ERCQSM4W0W0717
475	5:40:28 PM	0:01:50	process_exit.asp?cas=c&id=ERCQSM4W0P4Q95
476	5:40:03 PM	0:01:50	process_exit.asp?cas=c&id=ERCQSM4W0W0205
477	5:39:17 PM	0:01:52	process_exit.asp?cas=t&id=ERCQSM4W0W0V42
478	5:37:14 PM	0:01:50	process_exit.asp?cas=c&id=ERCQSM4W0P7C7
479	5:43:14 PM	0:07:01	process_exit.asp?cas=c&id=ERCQSM4W0P8X37
480	5:42:43 PM	0:00:50	process_exit.asp?cas=t&id=ERCQSM4W0P093
481	5:45:23 PM	0:02:05	process_exit.asp?cas=c&id=ERCQSM4W0P3P08
482	5:45:23 PM	0:01:50	process_exit.asp?cas=c&id=ERCQSM4W0E092
483	5:45:25 PM	0:01:47	process_exit.asp?cas=c&id=ERCQSM4W0P1046
484	5:35:11 PM	0:00:54	process_exit.asp?cas=t&id=ERCQSM4W0P8W09
485	5:46:09 PM	0:01:49	process_exit.asp?cas=t&id=ERCQSM4W0P8W06
486	5:46:07 PM	0:01:50	process_exit.asp?cas=c&id=ERCQSM4W0P6524
487	5:47:04 PM	0:01:51	process_exit.asp?cas=t&id=ERCQSM4W0T2798
488	5:45:10 PM	0:01:50	process_exit.asp?cas=c&id=ERCQSM4W0N0544
489	5:47:03 PM	0:00:57	process_exit.asp?cas=t&id=ERCQSM4W0P0C0
490	5:45:30 PM	0:01:51	process_exit.asp?cas=c&id=ERCQSM4W0V0209
491	5:37:15 PM	0:00:20	process_exit.asp?cas=t&id=ERCQSM4W0Y0D00
492	5:50:21 PM	0:01:21	process_exit.asp?cas=c&id=ERCQSM4W0N0B01
493	5:50:11 PM	0:01:47	process_exit.asp?cas=t&id=ERCQSM4W0N0402
494	5:50:08 PM	0:01:00	process_exit.asp?cas=c&id=ERCQSM4W0P1005

ID	ANSID	Qx0	Qx1	Qx2	Qx3_1	Qx3_2	Qx3_3	Qx3_4	Qx3_5	Qx3_6	Qx4_1	Qx4_2	Qx4_3	Qx4_4	Qx4_5	Qx4_6	Qx4_7	Qx4_8	Qx5_1
495	ENCQSMHWPZKO	2	2	2						1	1	2		1	1	1			1
496	ENCQSMHWPXSA	2	4	2						1	1	2	1	1	2		1		1
497	ENCQSMHWPXSA	1	5	1						1								1	
498	ENCQSMHWPXK2	2																	
499	ENCQSMHWPZTS	1	5	2						1	1	2	1	1	1	1	1		
500	ENCQSMHWPXTE	1	5	1						1	1	1	1		1	1			
501	ENCQSMHWPXAZ	2	2	2						1	1	2	1	1					1
502	ENCQSMHWPXKI	2	3	2						1		2		1					
503	ENCQSMHWPXK7	2	4	2						1	1	2	1	1	1	1			1
504	ENCQSMHWPXW1	4	2	2						1	1	1	1	1	1	1	1	1	1
505	ENCQSMHWPXU7	1	4	2						1	1	1	1	1	1	1	1	1	1
506	ENCQSMHWPXN7	1	4	2				1			1				1	1	1	1	
507	ENCQSMHWPXSI	1	4	1						2					1	1			1
508	ENCQSMHWPXW0	2	5	2						1	1	2	1	1	1	1			1
509	ENCQSMHWPXW7	2	2	2						1	1	2	1	1	1		1		
510	ENCQSMHWPXTE	1	5	2						1	1	2	1	1	1				1
511	ENCQSMHWPXW5	1	4	2						1	1	2		1	1				1
512	ENCQSMHWPXTP	2	5	1						2	1		1	1	1				
513	ENCQSMHWPXN4	1	5	1						1		1	1	1	2	1	1		
514	ENCQSMHWPXW2	1	4	1						1	1	2	1	1					1
515	ENCQSMHWPXW1	2	2	2					1										
516	ENCQSMHWPXW1	1	2	2						1	1	2	1	1	1	1			1
517	ENCQSMHWPXW7	1	4	2						1	1	2		1	1		1		1
518	ENCQSMHWPXCY	2	4	1															
519	ENCQSMHWPXW3	1	2	1						1					1	1			1

ID	Qx5_2	Qx5_3	Qx5_4	Qx5_5	Qx5_6	Qx5_7	Qx5_8	Q1	Hershey Only	Q2	Q3
495	1		1	1	1			1	1	Hershey's	lines on the chocolate
496	1	1	1	1		1		1	1	Hershey	cause the Hershey bar looks just like this
497							1				
498											
499		1	1	1	1	1					
500	1	1		1							
501	1	1	1					1	1	Hershey's	come type-squares
502	1		1								
503	1	1	1	1	1			1	1	Hershey	Looks like a plain Hershey bar to me.
504	1	1	1	1	1	1		1	1	Hershey's	The rectangle shape
505	1	1		1	1	1		1	1	Hershey's	looks like Hershey bar
506		1	1	1	1						
507				1							
508	1	1	1	1	1	1		1	1		
509	1	1	1	1		1					
510		1		1	1			1	1	Hershey's	a just name it looks like the regular Chocolate Hershey Bar.
511	1							1	1	Hershey	box design
512		1		1							
513	1	1	1	1	1						
514	1	1	1					1	1	Hershey's	The shape and the individual rectangles
515											
516	1			1	1			1	1	Hershey's	because they have the rectangles
517	1		1	1	1	1		1	1		
518											
519	1		1	1							

ID	Q4	Q5	ImgVer	vID	vAge	vGender	Status	StartDate	StartTime
495			C	CPWB0700Y H51	34	F	COMPLETE	11/9/2010	3:31:01 PM
496			C	CPWB0700Z Z9	52	F	COMPLETE	11/9/2010	3:31:32 PM
497				CPWB07011 KX9	66	M	TERM-Q45	11/9/2010	3:31:34 PM
498				CPWB0701N S8	20	F	TERM-Q40	11/9/2010	3:31:37 PM
499				CPWB0701C Q79	65	F	TERM-Q43	11/9/2010	3:31:38 PM
500				CPWB0701N Z78	72	M	TERM-Q45	11/9/2010	3:31:37 PM
501			T	CPWB0701Z C3	33	F	COMPLETE	11/9/2010	3:31:44 PM
502				CPWB0701D F77	40	F	TERM-Q45	11/9/2010	3:31:45 PM
503			T	CPWB0701J B59	56	F	COMPLETE	11/9/2010	3:31:44 PM
504			T	CPWB0701H H23	25	F	COMPLETE	11/9/2010	3:31:46 PM
505			C	CPWB0701V S71	61	F	COMPLETE	11/9/2010	3:31:45 PM
506				CPWB0701T RQ8	52	F	TERM-Q45	11/9/2010	3:31:45 PM
507				CPWB0701S QL4	59	M	TERM-Q45	11/9/2010	3:31:44 PM
508			C	CPWB0701R PT1	74	F	COMPLETE	11/9/2010	3:31:47 PM
509				CPWB0701E BB1	16	F	TERM-Q45	11/9/2010	3:31:48 PM
510			C	CPWB0701M BL8	72	F	COMPLETE	11/9/2010	3:31:48 PM
511			T	CPWB0701Q PL8	51	F	COMPLETE	11/9/2010	3:31:44 PM
512				CPWB0701W SS9	67	M	TERM-Q45	11/9/2010	3:31:50 PM
513				CPWB0701Y Q6	66	M	TERM-Q45	11/9/2010	3:31:51 PM
514			T	CPWB0701L TH7	55	M	COMPLETE	11/9/2010	3:31:44 PM
515				CPWB0700P Z29	28	F	TERM-Q43	11/9/2010	3:31:46 PM
516			T	CPWB0701J SL6	35	F	COMPLETE	11/9/2010	3:31:52 PM
517	Unk. Godiva	CPWB0701S bars or is those bars.	C	CPWB0701Z 721	62	F	COMPLETE	11/9/2010	3:31:58 PM
518				CPWB0701W J0	69	M	TERM-UserInfo	11/9/2010	3:31:58 PM
519				CPWB0701N P5	28	M	TERM-Q45	11/9/2010	3:31:58 PM

ID	EndTime	Elapsed Time	NextURL
495	5:54:51 PM	00:01:17	process_exit.asp?cat=c&id=ERCQSM4WP20X0
496	5:54:58 PM	00:01:24	process_exit.asp?cat=c&id=ERCQSM4WP6K54
497	5:54:58 PM	00:01:24	process_exit.asp?cat=c&id=ERCQSM4WP6K54
498	5:54:59 PM	00:01:25	process_exit.asp?cat=c&id=ERCQSM4WP6K54
499	5:54:59 PM	00:01:25	process_exit.asp?cat=c&id=ERCQSM4WP6K54
500	5:54:59 PM	00:01:25	process_exit.asp?cat=c&id=ERCQSM4WP6K54
501	5:54:59 PM	00:01:25	process_exit.asp?cat=c&id=ERCQSM4WP6K54
502	5:54:59 PM	00:01:25	process_exit.asp?cat=c&id=ERCQSM4WP6K54
503	5:54:59 PM	00:01:25	process_exit.asp?cat=c&id=ERCQSM4WP6K54
504	5:54:59 PM	00:01:25	process_exit.asp?cat=c&id=ERCQSM4WP6K54
505	5:54:59 PM	00:01:25	process_exit.asp?cat=c&id=ERCQSM4WP6K54
506	5:54:59 PM	00:01:25	process_exit.asp?cat=c&id=ERCQSM4WP6K54
507	5:54:59 PM	00:01:25	process_exit.asp?cat=c&id=ERCQSM4WP6K54
508	5:54:59 PM	00:01:25	process_exit.asp?cat=c&id=ERCQSM4WP6K54
509	5:54:59 PM	00:01:25	process_exit.asp?cat=c&id=ERCQSM4WP6K54
510	5:54:59 PM	00:01:25	process_exit.asp?cat=c&id=ERCQSM4WP6K54
511	5:54:59 PM	00:01:25	process_exit.asp?cat=c&id=ERCQSM4WP6K54
512	5:54:59 PM	00:01:25	process_exit.asp?cat=c&id=ERCQSM4WP6K54
513	5:54:59 PM	00:01:25	process_exit.asp?cat=c&id=ERCQSM4WP6K54
514	5:54:59 PM	00:01:25	process_exit.asp?cat=c&id=ERCQSM4WP6K54
515	5:54:59 PM	00:01:25	process_exit.asp?cat=c&id=ERCQSM4WP6K54
516	5:54:59 PM	00:01:25	process_exit.asp?cat=c&id=ERCQSM4WP6K54
517	5:54:59 PM	00:01:25	process_exit.asp?cat=c&id=ERCQSM4WP6K54
518	5:54:59 PM	00:01:25	process_exit.asp?cat=c&id=ERCQSM4WP6K54
519	5:54:59 PM	00:01:25	process_exit.asp?cat=c&id=ERCQSM4WP6K54

ID	AMSTD	Qs0	Qs1	Qs2	Qs3_1	Qs3_2	Qs3_3	Qs3_4	Qs3_5	Qs3_6	Qs4_1	Qs4_2	Qs4_3	Qs4_4	Qs4_5	Qs4_6	Qs4_7	Qs4_8	Qs5_1
520	ERCQSM4WPT072	1	4	2						1	1	1		1	1	1	1		1
521	ERCQSM4WPC0P2	1	2	2						1	1				1				1
522	ERCQSM4WPE31A3	1	3	2						1	1			1	1	1			1
523	ERCQSM4WPT1E1	1	4	3						1	1		1	1					1
524	ERCQSM4WPSWK4	1	4	2						1	1								1
525	ERCQSM4WNG7M4	1	4	2						1	1	1	1	1	1				1
526	ERCQSM4WXP23	2	5	1						1	1				1	1	1		1
527	ERCQSM4WXP5E6	1	5	1						1									1
528	ERCQSM4WQX1E2	1	4	2						1	1	1		1		1	1		1
529	ERCQSM4WQW2A0	1	4	2						1	1		1	1	1				1
530	ERCQSM4WPD22	5																	
531	ERCQSM4WQVLD3	1	4	2						1	1	1							1
532	ERCQSM4WPS3W1	1	2	2						1	1			1	1	1	1		1
533	ERCQSM4WP3AA7	2	4	2						1	1			1	1				1
534	ERCQSM4WN2ML6	2	4	2						1	1		1		1				1
535	ERCQSM4WQK146	1	4	2						1	1	1	1	1	1	1			1
536	ERCQSM4WPEV20	2	4	2						1	1	1	1	1	1	1	1		1
537	ERCQSM4WQZG04	1	4	2						1	1			1					1
538	ERCQSM4WPT0W2	2	3	2						1	1			1	1		1		1
539	ERCQSM4WPT0Z8	1	3	2						1	1	1			1	1			1
540	ERCQSM4WNG6V0	2	2	2						1	1	1	1	1	1	1	1		1
541	ERCQSM4WQZE19	2	2	2						1	1	1		1	1				1
542	ERCQSM4WQZY00	2	4	2						1	1		1		1				1
543	ERCQSM4WPE342	1	2	2						1	1	1	1	1	1	1	1		1

ID	Qs5_2	Qs5_3	Qs5_4	Qs5_5	Qs5_6	Qs5_7	Qs5_8	Q1	Hershey Only	Q2	Q3
520	1	1	1	1	1	1		1	1	HERSHEYS	SHAPE AND EDGES
521				1	1			1	1	Hershey's	the shape of the chocolate bar
522			1		1			1	1	Hershey	because of the shape of the rectangles in the chocolate
523		1						3	2		
524								1	1	hershey	they make candy with square designs
525	1	1		1							
526					1	1		1	1	hersey	its very familiar
527											
528	1		1		1	1		1	1	Hershey's	hershey's can be broken up into smaller pieces.
529		1	1					1	1	Hershey's	The little squares
530											
531	1		1					4	2		
532			1	1	1	1		4	1		
533			1								
534						1		2	1		
535	1		1	1	1	1		3	2		
536	1	1	1	1	1	1					
537			1					1	1	Hersheys	That's what their bar looks like
538				1		1					
539				1	1			3	1		
540	1	1	1	1	1	1		2	2		
541	1	1	1	1				1	1	Hershey	The squares
542	1	1	1	1				1	1	Hershey's	It looks like their bars
543	1	1	1	1	1	1		1	2	WONKA bar manufactured by Nestle	because the hershey bar is thinner and longer

ID	Q4	Q5	ImvVaz	VTD	vAge	vGender	Status	StartDate	StartTime
520			C	DP6W9T7H H73	53	F	COMPLETE	11/9/2010	6:06:01 PM
521			T	DP6W9T7H H85	19	F	COMPLETE	11/9/2010	6:06:20 PM
522			T	DP6W9T7H H607	43	F	COMPLETE	11/9/2010	6:06:40 PM
523			C	DP6W9T7H CP3	63	F	COMPLETE	11/9/2010	6:06:49 PM
524			C	DP6W9T7H 305	36	F	COMPLETE	11/9/2010	6:06:49 PM
525				DP6W9T7H R94	55	F	TERM-Q45	11/9/2010	6:07:00 PM
526			T	DP6W9T7H L1	65	M	COMPLETE	11/9/2010	6:07:04 PM
527				DP6W9T7H H48	65	M	TERM-Q45	11/9/2010	6:07:04 PM
528			T	DP6W9T7H Y26	50	F	COMPLETE	11/9/2010	6:07:04 PM
529			T	DP6W9T7H 09	63	F	COMPLETE	11/9/2010	6:07:04 PM
530				DP6W9T7H K65	43	F	TERM-Q40	11/9/2010	6:07:27 PM
531			C	DP6W9T7H D48	53	F	COMPLETE	11/9/2010	6:07:38 PM
532			C	DP6W9T7H G3	21	F	COMPLETE	11/9/2010	6:07:47 PM
533				DP6W9T7H 8H5	63	F	TERM-Q45	11/9/2010	6:07:47 PM
534			C	DP6W9T7H Q32	50	F	COMPLETE	11/9/2010	6:07:50 PM
535			T	DP6W9T7H L0	51	F	COMPLETE	11/9/2010	6:07:53 PM
536				DP6W9T7H R50	51	F	TERM-Q45	11/9/2010	6:07:54 PM
537			T	DP6W9T7H 6P5	58	F	COMPLETE	11/9/2010	6:07:57 PM
538				DP6W9T7H P85	44	F	TERM-Q45	11/9/2010	6:07:57 PM
539			C	DP6W9T7H NK1	36	F	COMPLETE	11/9/2010	6:08:01 PM
540	garnwood symphony	both of these brands have the broad, flat, rectangular segments that this picture shows.	C	DP6W9T7H K27	26	F	COMPLETE	11/9/2010	6:08:46 PM
541			C	DP6W9T7H W55	33	F	COMPLETE	11/9/2010	6:08:50 PM
542			C	DP6W9T7H RHR	55	F	COMPLETE	11/9/2010	6:08:54 PM
543			C	DP6W9T7H Q64	24	F	COMPLETE	11/9/2010	6:08:54 PM

ID	EndTime	Elapsed Time	NextURL
520	8:07:54 PM	0:01:30	process_exit.asp?cac=c&id=ERCQSH4WP7671
521	8:08:05 PM	0:01:30	process_exit.asp?cac=c&id=ERCQSH4WP80P2
522	8:08:16 PM	0:01:30	process_exit.asp?cac=c&id=ERCQSH4WP61M3
523	8:08:25 PM	0:01:34	process_exit.asp?cac=c&id=ERCQSH4WP3111
524	8:08:45 PM	0:01:30	process_exit.asp?cac=c&id=ERCQSH4WP8W64
525	8:09:04 PM	0:01:30	process_exit.asp?cac=c&id=ERCQSH4WP87M5
526	8:09:28 PM	0:01:30	process_exit.asp?cac=c&id=ERCQSH4WP9532
527	8:09:51 PM	0:01:30	process_exit.asp?cac=c&id=ERCQSH4WP8566
528	8:10:16 PM	0:01:30	process_exit.asp?cac=c&id=ERCQSH4W031E3
529	8:10:39 PM	0:01:30	process_exit.asp?cac=c&id=ERCQSH4W027P6
530	8:11:05 PM	0:01:30	process_exit.asp?cac=c&id=ERCQSH4WP5822
531	8:11:30 PM	0:01:30	process_exit.asp?cac=c&id=ERCQSH4W0VL35
532	8:11:51 PM	0:01:30	process_exit.asp?cac=c&id=ERCQSH4WP57U3
533	8:12:12 PM	0:01:30	process_exit.asp?cac=c&id=ERCQSH4WP3AA7
534	8:12:30 PM	0:01:30	process_exit.asp?cac=c&id=ERCQSH4W02HL6
535	8:12:50 PM	0:01:30	process_exit.asp?cac=c&id=ERCQSH4W02845
536	8:13:11 PM	0:01:30	process_exit.asp?cac=c&id=ERCQSH4WP8V22
537	8:13:33 PM	0:01:30	process_exit.asp?cac=c&id=ERCQSH4W02GU3
538	8:13:54 PM	0:01:30	process_exit.asp?cac=c&id=ERCQSH4WP76U2
539	8:14:15 PM	0:01:30	process_exit.asp?cac=c&id=ERCQSH4WP3C25
540	8:14:35 PM	0:01:30	process_exit.asp?cac=c&id=ERCQSH4W0G6V8
541	8:14:56 PM	0:01:30	process_exit.asp?cac=c&id=ERCQSH4W02719
542	8:15:16 PM	0:01:30	process_exit.asp?cac=c&id=ERCQSH4W02Y00
543	8:15:37 PM	0:01:30	process_exit.asp?cac=c&id=ERCQSH4W03421

ID	ANSID	Qx0	Qx1	Qx2	Qx3_1	Qx3_2	Qx3_3	Qx3_4	Qx3_5	Qx3_6	Qx4_1	Qx4_2	Qx4_3	Qx4_4	Qx4_5	Qx4_6	Qx4_7	Qx4_8	Qx5_1
544	ENCQSHM00RPF2	2	4	2						1	1	1			1				1
545	ENCQSHM00U02H	1	2	1						1	1	1	1	1	1	1	1		1
546	ENCQSHM00V0Y1	1	4	2						1	1								1
547	ENCQSHM00W0M	1	5	1						1					1				
548	ENCQSHM00W0Q0	2	4	1						1	1		1		1	1			1
549	ENCQSHM00W0K0	2	3	1						1	1	1	1	1	1	1	1	1	1
550	ENCQSHM00W0Y2	1	4	1						1	1				1	1			1
551	ENCQSHM00W0T0G	1	4	1															
552	ENCQSHM00W0Y7	2	3	2						1	1	1		1	1	1	1		1
553	ENCQSHM00W0T0E	1	5	2						1	1	1			1				1
554	ENCQSHM00W0T01	2	5	1						1	1		1	1	1				
555	ENCQSHM00W0L0A	1	5	1						1	1		1	1	1	1			1
556	ENCQSHM00W0A04	1	3	1						1	1	1	1		1	1	1		1
557	ENCQSHM00W0T027	1	3	2						1	1				1	1	1		1
558	ENCQSHM00W0A0E	1	2	1						1	1	1			1	1			1
559	ENCQSHM00W0T0U0B	1	4	2						1	1	1	1		1				1
560	ENCQSHM00W0T0A	2	2	2						1	1	1	1		1	1			1
561	ENCQSHM00W0E02	2	2	2						1	1	1	1	1	1	1	1		1
562	ENCQSHM00W0Z09	1	4	1						1	1	1	1	1	1	1	1	1	1
563	ENCQSHM00W0E02	1	3	1						1	1		1		1				1
564	ENCQSHM00W0A01	1	4	1						1	1	1	1	1	1	1	1	1	
565	ENCQSHM00W0A00	2	4	1						1	1	1	1	1	1	1	1	1	1
566	ENCQSHM00W0E01	2	3	2						1	1	1	1		1		1		1
567	ENCQSHM00W0T00	2	4	2						1					1				

ID	Qs5_2	Qs5_3	Qs5_4	Qs5_5	Qs5_6	Qs5_7	Qs5_8	Q1	Hershey Only	Q2	Q3
S44								1		2 Nestle	Because I think that
S45	1	1	1	1	1	1		1		1 Hershey's	the shape
S46									1	1 Hershey	The shape, # of sections, size
S47				1		1					
S48		1							3	2	
S49	1	1	1	1	1	1		1		1 Hershey's	I eat Hershey Bars.
S50			1	1				1		1 Hershey	just because
S51											
S52	1		1	1	1	1		1		2 it looks a little like the sections of a hershey bar, except there are a lot more sections. typically, in a hershey	because the way chocolate candy (nuts, etc) are usually sectioned off like this so you can break it into pieces. But again, there are normally more sections.
S53	1			1				1		1 hersheys	/
S54		1		1							
S55		1	1	1	1			1		1 hersey	because it looked like one of their candy bars
S56	1	1		1	1			3		2	
S57				1	1	1		3		2	
S58	1			1	1			1		1 Hersheys	Same design
S59	1	1	1	1				2		2	
S60	1	1		1	1			3		2	
S61	1	1	1	1	1			1		1 Hersheys	previous purchase
S62	1	1	1	1	1	1		1		1 hersey	It's their design
S63				1				1		1 Hershey	design
S64	1		1	1	1						
S65	1	1	1	1	1	1		3		2	
S66	1	1		1		1		3		2	
S67			1								

ID	Q4	Q5	ImgVar	VID	vAge	vGender	Status	StartDate	StartTime
544			T	OPW9B0070 6TG	52	F	COMPLETE	11/9/2010	6:11:27 AM
545			T	OPW9B0009 DKG	28	M	COMPLETE	11/9/2010	6:22:35 PM
546			T	OPW9B0170 PV7	56	F	COMPLETE	11/9/2010	6:23:04 PM
547				OPW9B0010 FG	70	M	TERM-Q45	11/9/2010	6:23:34 PM
548			T	OPW9B0030 LHE	30	M	COMPLETE	11/9/2010	6:24:01 PM
549			T	OPW9B0001 TJ	37	M	COMPLETE	11/9/2010	6:24:06 PM
550			T	OPW9B0000 3HG	63	F	COMPLETE	11/9/2010	6:25:34 PM
551				OPW9B0000 Q7	46	M	TERM-UserDef	11/9/2010	6:25:37 PM
552			C	OPW9B0000 284	40	F	COMPLETE	11/9/2010	6:26:34 PM
553			C	OPW9B0000 K86	65	F	COMPLETE	11/9/2010	6:26:36 PM
554				OPW9B0000 X5	65	M	TERM-Q45	11/9/2010	6:26:48 PM
555			C	OPW9B0000 532	66	M	COMPLETE	11/9/2010	6:26:58 PM
556			T	OPW9B0000 Q8	74	M	COMPLETE	11/9/2010	6:27:08 PM
557			C	OPW9B0000 dhd5	66	F	COMPLETE	11/9/2010	6:28:13 PM
558			T	OPW9B0000 YND	10	M	COMPLETE	11/9/2010	6:28:48 PM
559	nestley	looks like c	C	OPW9B0000 RT5	54	F	COMPLETE	11/9/2010	6:28:50 PM
560			C	OPW9B0000 L63	29	F	COMPLETE	11/9/2010	6:29:04 PM
561			T	OPW9B0000 821	24	F	COMPLETE	11/9/2010	6:30:00 PM
562			T	OPW9B0000 54	52	M	COMPLETE	11/9/2010	6:30:15 PM
563			F	OPW9B0000 C37	74	M	COMPLETE	11/9/2010	6:32:03 PM
564				OPW9B0000 LC1	60	M	TERM-Q45	11/9/2010	6:32:08 PM
565			T	OPW9B0000 Q87	59	M	COMPLETE	11/9/2010	6:32:17 PM
566			C	OPW9B0000 JWV19	37	F	COMPLETE	11/9/2010	6:33:45 PM
567				OPW9B0000 HY6	61	F	TERM-Q45	11/9/2010	6:34:00 PM

ID	EndTime	Elapsed Time	NextURL
544	6:24:01 PM	0:07:38	process_exit.asp?cat=c&id=ERCQSM4W02HP2
545	6:24:08 PM	0:07:39	process_exit.asp?cat=c&id=ERCQSM4W03E24
546	6:24:17 PM	0:07:40	process_exit.asp?cat=c&id=ERCQSM4W03VY2
547	6:24:27 PM	0:07:41	process_exit.asp?cat=c&id=ERCQSM4W04QF4
548	6:24:34 PM	0:07:44	process_exit.asp?cat=c&id=ERCQSM4W05W00
549	6:24:44 PM	0:07:49	process_exit.asp?cat=c&id=ERCQSM4W05EK2
550	6:24:51 PM	0:07:50	process_exit.asp?cat=c&id=ERCQSM4W05YF2
551	6:24:59 PM	0:08:00	process_exit.asp?cat=c&id=ERCQSM4W06WY98
552	6:25:01 PM	0:07:59	process_exit.asp?cat=c&id=ERCQSM4W06FY7
553	6:25:08 PM	0:07:58	process_exit.asp?cat=c&id=ERCQSM4W06T35
554	6:25:16 PM	0:08:02	process_exit.asp?cat=c&id=ERCQSM4W06T03
555	6:25:24 PM	0:08:08	process_exit.asp?cat=c&id=ERCQSM4W06L58
556	6:25:32 PM	0:08:08	process_exit.asp?cat=c&id=ERCQSM4W06BA4
557	6:25:41 PM	0:08:09	process_exit.asp?cat=c&id=ERCQSM4W06Z17
558	6:25:49 PM	0:08:17	process_exit.asp?cat=c&id=ERCQSM4W06V08
559	6:25:56 PM	0:08:26	process_exit.asp?cat=c&id=ERCQSM4W06ZHU8
560	6:26:01 PM	0:08:30	process_exit.asp?cat=c&id=ERCQSM4W06S484
561	6:26:07 PM	0:08:33	process_exit.asp?cat=c&id=ERCQSM4W06J02
562	6:26:15 PM	0:08:38	process_exit.asp?cat=c&id=ERCQSM4W06N2P9
563	6:26:23 PM	0:08:46	process_exit.asp?cat=c&id=ERCQSM4W06BA2
564	6:26:31 PM	0:08:54	process_exit.asp?cat=c&id=ERCQSM4W06G47
565	6:26:39 PM	0:08:58	process_exit.asp?cat=c&id=ERCQSM4W06T58
566	6:26:47 PM	0:09:06	process_exit.asp?cat=c&id=ERCQSM4W06T05
567	6:26:54 PM	0:09:13	process_exit.asp?cat=c&id=ERCQSM4W06J03

ID	AMSTD	Qs0	Qs1	Qs2	Qs3_1	Qs3_2	Qs3_3	Qs3_4	Qs3_5	Qs3_6	Qs4_1	Qs4_2	Qs4_3	Qs4_4	Qs4_5	Qs4_6	Qs4_7	Qs4_8	Qs5_1
568	ERCQSM4WVH2NE	2	5	1						1	1								1
569	ERCQSM4WV2TE2	1	4	2						1	1	1	1	1	1	1			1
570	ERCQSM4WV6R05	1	4	1						1	1		1	1		1			1
571	ERCQSM4WV3RM6	1	4	2						1	1			1	1				
572	ERCQSM4WV1BB4	2	4	1						1	1				1	1			1
573	ERCQSM4WV6K4	2	2	2						1	1		1	1	1		1		1
574	ERCQSM4WV3F06	1	4	2						1	1	1		1	1	1			1
575	ERCQSM4WV1AFY7	1	4	1						1	1		1	1	1	1			1
576	ERCQSM4WV1EPSZ	1	4	1						1	1	1	1	1	1	1	1		1
577	ERCQSM4WV14EB4	1	2	2						1	1	1	1	1	1		1		1
578	ERCQSM4WV1K14	2	5	1						1	1		1	1	1	1			1
579	ERCQSM4WV1F04	4																	
580	ERCQSM4WV104E19	2	2	2						1	1	1							1
581	ERCQSM4WV10Q12	1	4	2						1	1			1	1				1
582	ERCQSM4WV14Q03	1	3	2						1	1				1	1			1
583	ERCQSM4WV1E7Q1	1	3	2						1	1	1	1	1	1	1	1		1
584	ERCQSM4WV10127	1	3	1						1	1	1			1	1	1		1
585	ERCQSM4WV121V3	2	4	2						1	1	1	1	1	1	1			1
586	ERCQSM4WV1017487	1	4	2															
587	ERCQSM4WV1020H7	2	4	2						1	1	1	1	1	1	1	1		1
588	ERCQSM4WV107A9	2	5	1						1	1		1		1				1
589	ERCQSM4WV12790	2	4	2						1	1			1	1				1
590	ERCQSM4WV10V99	1	3	2						1	1	1	1		1	1	1		1
591	ERCQSM4WV10500	2	5	1						1	1	1	1		1	1			1
592	ERCQSM4WV10W1A0	1	5	1						1			1		1				

ID	Qe5_2	Qe5_3	Qe5_4	Qe5_5	Qe5_6	Qe5_7	Qe5_8	Q1	Hershey Only	Q2	Q3
568		1						3		2	
569	1	1	1	1	1			1	1	Hershey	It has been packaged that way as long as I can remember
570		1	1		1			2		2	
571			1	1							
572		1	1	1	1			1		2	
573			1	1		1		1	1	Hershey	their bars are separated like this.
574	1		1	1				3		2	
575		1	1	1	1			1	1	Hershey	Hershey Chocolate
576	1	1	1	1	1	1		1	1	Hershey's	Experience
577	1			1	1	1		1	1	Hershey's	Shape, divided rectangles.
578		1		1	1			1	1	Hershey	Looks like milk chocolate Hershey bar
579											
580	1	1						1	1	Hershey's	They have one distinct shape that are rectangle.
581		1	1	1				1	1	Hershey's	Some question because it does not exist for the name.
582	1			1	1			1	1	Hershey's	The separated pieces
583	1	1	1	1	1	1		1	2	2	
584	1		1	1	1	1		1	2	2	
585	1	1	1	1				3	2	2	
586											
587	1	1	1	1	1	1		1	1	Hershey	Configuration
588								1	1	Hershey's	I have purchased these bars
589			1	1				1	1	HERSHEY	This is what Hershey bars look like.
590	1	1	1	1	1	1		1	1	Hershey's	cause on the side squares and the rectangle shape.
591	1	1		1	1			1	1	Hershey's	more common to see the easy rectangular pieces in the bar that you break off and eat one by one
592		1		1							

ID	Q4	Q5	ImgVer	VID	vAge	vGender	Status	StartDate	StartTime
568			C	OPWB04Q3 N3	68	M	COMPLETE	11/9/2010	6:11:36 PM
569			C	OPWB04PL3 Q9	50	F	COMPLETE	11/9/2010	6:24:04 PM
570	HERSHEY'S - TRADER JOE'S	THEY HAVE RECTANGLE PIECES	T	OPWB04R2 47	62	M	COMPLETE	11/9/2010	6:26:18 PM
571				OPWB04M SR50	55	F	TERM-Q43	11/9/2010	6:30:44 PM
572			C	OPWB0400 90	57	M	COMPLETE	11/9/2010	6:36:53 PM
573			C	OPWB0430 8Y2	32	F	COMPLETE	11/9/2010	6:38:55 PM
574			C	OPWB04ML TF6	62	F	COMPLETE	11/9/2010	6:42:03 PM
575			C	OPWB047Q 5N4	59	M	COMPLETE	11/9/2010	6:47:15 PM
576			T	OPWB0402 KN7	58	M	COMPLETE	11/9/2010	6:54:11 PM
577			T	OPWB0400 R5	27	F	COMPLETE	11/9/2010	6:58:11 PM
578			T	OPWB043H 6Y5	48	M	COMPLETE	11/9/2010	6:59:11 PM
579				OPWB0402 D88	30	F	TERM-Q40	11/9/2010	6:59:46 PM
580			T	OPWB0410 F03	32	F	COMPLETE	11/9/2010	6:59:47 PM
581			T	OPWB041H 3H0	62	F	COMPLETE	11/9/2010	6:57:11 PM
582			T	OPWB0408 Z06	26	F	COMPLETE	11/9/2010	6:42:47 PM
583			C	OPWB0400 RH6	48	F	COMPLETE	11/9/2010	6:51:01 PM
584			C	OPWB0400 Q6	35	M	COMPLETE	11/9/2010	6:51:50 PM
585			C	OPWB0400 Z28	60	F	COMPLETE	11/9/2010	6:55:52 PM
586				OPWB0402 4B5	48	F	TERM-Q40/44	11/9/2010	6:58:51 PM
587			T	OPWB0404 W0	59	F	COMPLETE	11/9/2010	6:42:22 PM
588			T	OPWB0404 L7	67	M	COMPLETE	11/9/2010	6:41:53 PM
589			T	OPWB0402 W02	50	F	COMPLETE	11/9/2010	6:53:08 PM
590			T	OPWB0404 Y8	43	F	COMPLETE	11/9/2010	6:45:18 PM
591			C	OPWB0404 F0	71	M	COMPLETE	11/9/2010	6:48:13 PM
592				OPWB0404 VP2	65	M	TERM-Q45	11/9/2010	6:45:11 PM

ID	EndTime	Elapsed Time	NextURL
568	6:17:14 PM	0:01:48	process_exit.asp?cac=c&id=ERCQ5H4WVH2N6
569	6:18:01 PM	0:01:08	process_exit.asp?cac=c&id=ERCQ5H4WP2813
570	6:18:14 PM	0:00:28	process_exit.asp?cac=c&id=ERCQ5H4WVDR46
571	6:18:29 PM	0:00:50	process_exit.asp?cac=c&id=ERCQ5H4WP28M6
572	6:18:34 PM	0:00:37	process_exit.asp?cac=c&id=ERCQ5H4WV3E88
573	6:18:54 PM	0:00:56	process_exit.asp?cac=c&id=ERCQ5H4WP56k4
574	6:19:15 PM	0:01:17	process_exit.asp?cac=c&id=ERCQ5H4WP75U9
575	6:19:33 PM	0:00:58	process_exit.asp?cac=c&id=ERCQ5H4WV9PY7
576	6:19:48 PM	0:00:36	process_exit.asp?cac=c&id=ERCQ5H4WV5M51
577	6:19:54 PM	0:00:41	process_exit.asp?cac=c&id=ERCQ5H4WP7ME8
578	6:20:04 PM	0:00:46	process_exit.asp?cac=c&id=ERCQ5H4WVNP19
579	6:20:21 PM	0:00:57	process_exit.asp?cac=c&id=ERCQ5H4WVPU88
580	6:20:37 PM	0:01:51	process_exit.asp?cac=c&id=ERCQ5H4WV3EK9
581	6:21:24 PM	0:01:45	process_exit.asp?cac=c&id=ERCQ5H4WV3Q72
582	6:21:37 PM	0:01:39	process_exit.asp?cac=c&id=ERCQ5H4WV4QD9
583	6:21:56 PM	0:02:05	process_exit.asp?cac=c&id=ERCQ5H4WV37Q3
584	6:22:11 PM	0:00:54	process_exit.asp?cac=c&id=ERCQ5H4WV4N23
585	6:22:33 PM	0:01:08	process_exit.asp?cac=c&id=ERCQ5H4WP12W3
586	6:22:48 PM	0:01:14	process_exit.asp?cac=c&id=ERCQ5H4WVQW487
587	6:23:24 PM	0:01:50	process_exit.asp?cac=c&id=ERCQ5H4WV3KH7
588	6:23:51 PM	0:00:00	process_exit.asp?cac=c&id=ERCQ5H4WVVT46
589	6:23:58 PM	0:00:07	process_exit.asp?cac=c&id=ERCQ5H4WP37MB
590	6:23:58 PM	0:01:35	process_exit.asp?cac=c&id=ERCQ5H4WV3VY58
591	6:24:01 PM	0:00:07	process_exit.asp?cac=c&id=ERCQ5H4WV3000
592	6:24:11 PM	0:00:47	process_exit.asp?cac=c&id=ERCQ5H4WV3LIA8

ID	AMSTD	Qs0	Qs1	Qs2	Qs3_1	Qs3_2	Qs3_3	Qs3_4	Qs3_5	Qs3_6	Qs4_1	Qs4_2	Qs4_3	Qs4_4	Qs4_5	Qs4_6	Qs4_7	Qs4_8	Qs5_1
593	ERCQSM4WQZFM4	1	4	2						1	1	1	1	1					1
594	ERCQSM4WVUUG6	2	2	1						1	1	1	1	1	1				1
595	ERCQSM4WNRTE2	1	5	1						1	1		1	1	1	1	1		1
596	ERCQSM4WIOZFW6	1	4	2						1		1							1
597	ERCQSM4WTF3A3	2	3	2						1	1	1	1		1				1
598	ERCQSM4WNNZD3	2	5	1						1	1	1	1	1			1	1	1
599	ERCQSM4WUP4PE	1	3	2		1					1	1	1	1	1	1	1	1	1
600	ERCQSM4WJIVQN4	1	3	1						1	1			1	1	1	1		1
601	ERCQSM4WJWQD4	2	2	1						1	1				1	1			1
602	ERCQSM4WTDKND	2	2	1						1	1		1	1	1	1	1	1	1
603	ERCQSM4WVNSQ7	1	5	1						1		1	1				1		
604	ERCQSM4WVVCU6	2	4	1						1	1				1		1		1
605	ERCQSM4WVPI0EE	2	5	2						1	1	2		1	1		1		1
606	ERCQSM4WVNDT10	1	5	2						1	1								1
607	ERCQSM4WVPC04	1	2	2						1	1	1	1	1	1	1	1		1
608	ERCQSM4WVNDJTE	1	2	1						1	1				1	1	1		1
609	ERCQSM4WVQZHZ3	1	2	2						1	1	1		1	1	1	1		1
610	ERCQSM4WVNL7OT	1	5	2															
611	ERCQSM4WVIOV9Q3	1	3	2					1										
612	ERCQSM4WVQVZQ0	2	2	2						1	1	1		1	1	1			1
613	ERCQSM4WVNP00E	1	5	1						1	1		1		1				1
614	ERCQSM4WVHK0G2	2	5	1						1	1		1	1	1				1
615	ERCQSM4WVABNVS	2	4	2						1	1				1	1	1		
616	ERCQSM4WVNSIQ3	2	4	1						1	1		1	1	1	1			1
617	ERCQSM4WVNDUVE	2	2	2	1														

ID	QxS_2	QxS_3	QxS_4	QxS_5	QxS_6	QxS_7	QxS_8	Q1	Hershey Only	Q2	Q3
593	1	1	1					3		2	
594	1	1	1	1	1			1	1	Hershey's	The squares
595		1	1	1	1	1		1	1	Hershey's	is looking like a Hershey's milk chocolate bar.
596	1	1	1								
597	1	1	1	1				1		2	
598	1	1	1		1	1		1		2	
599	1	1	1	1	1	1		2		3	
600			1	1	1	1		1	1	Hershey	looks like there is rectangular
601				1	1			3		2	
602		1	1	1	1	1		2		2	
603	1	1			1						
604		1		1	1	1		1	1	Hershey's	its so recognizable.
605	1	1	1	1	1			1	1	Hershey	It looks like a Hershey Candy bar
606		1						1	1	Hershey it seems their candy bars are always in blocks	that is one way it looks to me when I buy one.
607	1	1	1	1	1	1		1	1	Hershey	The layout of how the chocolate is shaped
608			1	1	1	1		1	1	Hershey's	Hershey's candy bars are always this is how the Hershey's candy bar appears.
609	1		1	1	1	1		2		2	
610											
611											
612	1		1	1	1			1	1	Hershey's	looks like it
613		1		1				1		2	
614		1	1	1				1		2	
615				1		1					
616	1	1	1	1	1			1	1	Hershey's	I have bought their candy bar.
617											

ID	Q4	Q5	ImgVer	VID	vAge	vGender	Status	StartDate	StartTime
593			C	OPW80000729	56	F	COMPLETE	11/9/2010	6:41:56 PM
594			C	OPW80000729	19	M	COMPLETE	11/9/2010	6:42:00 PM
595			C	OPW80000702	63	M	COMPLETE	11/9/2010	6:42:11 PM
596				OPW80000008	55	F	TERM-Q43	11/9/2010	6:44:41 PM
597			C	OPW80000098	48	F	COMPLETE	11/9/2010	6:45:36 PM
598			C	OPW80000007	74	M	COMPLETE	11/9/2010	6:45:47 PM
599	Hershey, Steve brand, Reese Crunch		C	OPW80000002	41	F	DONE-Q4	11/9/2010	6:46:08 PM
600			C	OPW80000007	43	M	COMPLETE	11/9/2010	6:46:41 PM
601	Hershey, Reese	shape of bar	C	OPW80000000	27	M	COMPLETE	11/9/2010	6:46:47 PM
602	Hershey's, Milk, Ritter	Rectangular sections	C	OPW80000007	29	M	COMPLETE	11/9/2010	6:47:14 PM
603				OPW80000004	67	M	TERM-Q45	11/9/2010	6:47:34 PM
604			T	OPW80000004	59	M	COMPLETE	11/9/2010	6:51:08 PM
605			T	OPW80000002	79	F	COMPLETE	11/9/2010	6:57:07 PM
606			T	OPW80000002	80	F	COMPLETE	11/9/2010	6:58:07 PM
607			T	OPW80000004	28	F	COMPLETE	11/9/2010	6:58:49 PM
608			T	OPW80000001	33	M	COMPLETE	11/9/2010	6:58:58 PM
609	Hershey, Lindt	Configuration of the squares/rectangles	T	OPW80000007	33	F	COMPLETE	11/9/2010	6:59:07 PM
610				OPW80000000	21	M	TERM-userInfo	11/9/2010	6:59:26 PM
611				OPW80000002	36	F	TERM-Q43	11/9/2010	6:59:36 PM
612			T	OPW80000001	28	F	COMPLETE	11/9/2010	6:59:47 PM
613			C	OPW80000001	54	M	COMPLETE	11/9/2010	6:59:48 PM
614			C	OPW80000007	72	M	COMPLETE	11/9/2010	6:59:53 PM
615				OPW80000007	63	F	TERM-Q45	11/9/2010	6:59:54 PM
616			T	OPW80000000	64	M	COMPLETE	11/9/2010	6:59:54 PM
617				OPW80000000	32	F	TERM-Q43	11/9/2010	6:59:58 PM

ID	EndTime	Elapsed Time	NextURL
593	4:46:11 PM	0:00:10	process_exit.asp?cac=c&id=ERCQSM4W0ZAV#
594	4:46:11 PM	0:00:10	process_exit.asp?cac=c&id=ERCQSM4W0ZAV#
595	4:46:11 PM	0:00:10	process_exit.asp?cac=c&id=ERCQSM4W0ZAV#
596	4:46:11 PM	0:00:10	process_exit.asp?cac=c&id=ERCQSM4W0ZAV#
597	4:46:11 PM	0:00:10	process_exit.asp?cac=c&id=ERCQSM4W0ZAV#
598	4:46:11 PM	0:00:10	process_exit.asp?cac=c&id=ERCQSM4W0ZAV#
599	4:46:11 PM	0:00:10	process_exit.asp?cac=c&id=ERCQSM4W0ZAV#
600	4:46:11 PM	0:00:10	process_exit.asp?cac=c&id=ERCQSM4W0ZAV#
601	4:46:11 PM	0:00:10	process_exit.asp?cac=c&id=ERCQSM4W0ZAV#
602	4:46:11 PM	0:00:10	process_exit.asp?cac=c&id=ERCQSM4W0ZAV#
603	4:46:11 PM	0:00:10	process_exit.asp?cac=c&id=ERCQSM4W0ZAV#
604	4:46:11 PM	0:00:10	process_exit.asp?cac=c&id=ERCQSM4W0ZAV#
605	4:46:11 PM	0:00:10	process_exit.asp?cac=c&id=ERCQSM4W0ZAV#
606	4:46:11 PM	0:00:10	process_exit.asp?cac=c&id=ERCQSM4W0ZAV#
607	4:46:11 PM	0:00:10	process_exit.asp?cac=c&id=ERCQSM4W0ZAV#
608	4:46:11 PM	0:00:10	process_exit.asp?cac=c&id=ERCQSM4W0ZAV#
609	4:46:11 PM	0:00:10	process_exit.asp?cac=c&id=ERCQSM4W0ZAV#
610	4:46:11 PM	0:00:10	process_exit.asp?cac=c&id=ERCQSM4W0ZAV#
611	4:46:11 PM	0:00:10	process_exit.asp?cac=c&id=ERCQSM4W0ZAV#
612	4:46:11 PM	0:00:10	process_exit.asp?cac=c&id=ERCQSM4W0ZAV#
613	4:46:11 PM	0:00:10	process_exit.asp?cac=c&id=ERCQSM4W0ZAV#
614	4:46:11 PM	0:00:10	process_exit.asp?cac=c&id=ERCQSM4W0ZAV#
615	4:46:11 PM	0:00:10	process_exit.asp?cac=c&id=ERCQSM4W0ZAV#
616	4:46:11 PM	0:00:10	process_exit.asp?cac=c&id=ERCQSM4W0ZAV#
617	4:46:11 PM	0:00:10	process_exit.asp?cac=c&id=ERCQSM4W0ZAV#

ID	AM510	Qs0	Qs1	Qs2	Qs3_1	Qs3_2	Qs3_3	Qs3_4	Qs3_5	Qs3_6	Qs4_1	Qs4_2	Qs4_3	Qs4_4	Qs4_5	Qs4_6	Qs4_7	Qs4_8	Qs5_1
618	ERCQSM4W0YD68	2	2	2						1	1	1		1	1	1			1
619	ERCQSM4WNR579	1	4	1						1	1	1	1	1	1	1			1
620	ERCQSM4W0R807	2	4	2						1	1	1	1	1	1	1			1
621	ERCQSM4WNLQ7	1	5	1						1	1			1	1				1
622	ERCQSM4WNR5M7	1	2	1						1	1	1	1	1	1	1	1		1
623	ERCQSM4WNP1P7	2	4	1					1										
624	ERCQSM4W0Z685	2	4	2						1	1		1	1	1	1	1		1
625	ERCQSM4WNR958	2	5	1						1								1	
626	ERCQSM4WPNKZ	2	4	2						1	1				1	1			1
627	ERCQSM4WP323	2	3	2						1	1	1	1	1	1		1		1
628	ERCQSM4WNR691	2	5	1						1	1		1	1	1	1			1
629	ERCQSM4W0X199	1	5	2				1			1		1	1	1	1	1		1
630	ERCQSM4WNR4F4	1	5	1						1			1		1				
631	ERCQSM4W0ZV U2	1	2	2						1	1	1		1	1	1			
632	ERCQSM4WNR2N26	1	3	2						1	1	1							
633	ERCQSM4WP95V2	1	4	2						1	1	1	1	1	1				1
634	ERCQSM4WNR2Y2	2	4	1						1	1				1	1			1
635	ERCQSM4WNR26F8	1	5	2															
636	ERCQSM4W0Z1P1	2	2	2						1	1		1		1	1			1
637	ERCQSM4W0VZ64	1	3	2						1	1	1		1	1	1	1		1
638	ERCQSM4WNRVBP4	2	5	1						1	1				1	1			
639	ERCQSM4WP39H2	1	5	2						1	1	1	1	1					
640	ERCQSM4WNR81C	1	5	2						1		1							
641	ERCQSM4WNR2L57	1	5	2															
642	ERCQSM4WNR8WB	1	5	1						1	1				1	1			1

ID	Qs5_2	Qs5_3	Qs5_4	Qs5_5	Qs5_6	Qs5_7	Qs5_8	Q1	Hershey Only	Q2	Q3
618	1		1	1	1	1		1	1	Hershey's	I am not sure
619	1		1	1	1			1	1	Hershey	plain squares
620	1	1	1	1	1						
621			1	1				1	1	Hershey	Shape Who cares, it's not the only product with burned into my psyche
622	1	1	1	1	1	1		1	1	Hershey's	
623											
624		1	1	1	1	1		1	1	Hershey's	It looks like a Hershey bar.
625								1			
626			1	1	1	1		1	1	Hershey	It looks like a Hershey bar
627	1	1	1	1		1		1	1	Hershey	Shape, size of pieces
628		1	1	1	1			1	1	HERSHEY	BECAUSE IT LOOKS LIKE A HERSHEY BAR
629	1	1	1	1	1	1		1	1	Hershey's	because I buy them and are the ones I like most
630		1		1							
631	1	1									
632	1										
633		1		1				1	1		
634				1	1			1	1	Hershey's	sectioned chocolate
635											
636		1		1	1			1	1	Hershey	cut into sections
637	1		1	1	1	1		1	1	Hershey's	because of the block shape of the candy bar
638								1			
639	1	1	1								
640	1										
641											
642				1	1			1	1	Hershey's	Because it looks like it

ID	Q4	Q5	ImcVar	VTD	vAge	vGender	Status	StartDate	StartTime
618			T	CPWBP020 HLR8	31	F	COMPLETE	11/9/2010	6:40:07 PM
619			C	CPWBP020 RQ1	52	M	COMPLETE	11/9/2010	7:02:00 PM
620			C	CPWBP020 HL4	54	F	DOME-Intro	11/9/2010	7:02:45 PM
621			C	CPWBP020 GX5	46	M	COMPLETE	11/9/2010	7:04:07 PM
622			C	CPWBP020 HQ	31	M	COMPLETE	11/9/2010	7:05:06 PM
623				CPWBP020 2X1	64	M	TERM-Q45	11/9/2010	7:05:17 PM
624			T	CPWBP020 BY2	50	F	COMPLETE	11/9/2010	7:06:21 PM
625				CPWBP020 V1	73	M	TERM-Q45	11/9/2010	8:04:38 PM
626			T	CPWBP020 335	56	F	COMPLETE	11/9/2010	7:08:21 PM
627			T	CPWBP020 R5	40	F	COMPLETE	11/9/2010	7:08:21 PM
628			T	CPWBP020 555	49	M	COMPLETE	11/9/2010	7:08:41 PM
629			C	CPWBP020 P81	63	F	COMPLETE	11/9/2010	7:08:56 PM
630				CPWBP020 54	72	M	TERM-Q45	11/9/2010	7:09:11 PM
631				CPWBP020 HW1	32	F	TERM-Q45	11/9/2010	7:09:14 PM
632				CPWBP020 SL3	27	F	TERM-Q45	11/9/2010	7:09:48 PM
633			C	CPWBP020 Y06	54	F	COMPLETE	11/9/2010	7:09:51 PM
634			C	CPWBP020 H11	54	M	COMPLETE	11/9/2010	7:09:52 PM
635				CPWBP020 291	70	M	TERM-userInfo	11/9/2010	7:10:24 PM
636			C	CPWBP020 L70	34	F	COMPLETE	11/9/2010	7:10:43 PM
637			T	CPWBP020 354	44	F	COMPLETE	11/9/2010	7:10:20 PM
638				CPWBP020 146	63	M	TERM-Q45	11/9/2010	7:11:17 PM
639				CPWBP020 BG2	75	F	TERM-Q45	11/9/2010	7:11:17 PM
640				CPWBP020 VT2	65	F	TERM-Q45	11/9/2010	7:11:33 PM
641				CPWBP020 TE	50	M	TERM-userInfo	11/9/2010	7:11:38 PM
642			T	CPWBP020 L90	74	M	COMPLETE	11/9/2010	7:15:03 PM

ID	EndTime	Elapsed Time	NextURL
618	7:02:46 PM	00:01:11	process_exit.asp?cac=c5id=ERCQSM4W0YD65
619	7:03:16 PM	00:07:06	process_exit.asp?cac=c5id=ERCQSM4W0YD65
620	7:04:29 PM	00:01:54	st.asp?id=ERCQSM4W0YD78&et=C
621	7:06:47 PM	00:02:57	process_exit.asp?cac=c5id=ERCQSM4W0YD78
622	7:08:29 PM	00:07:33	process_exit.asp?cac=c5id=ERCQSM4W0YD78
623	7:09:12 PM	00:04:16	process_exit.asp?cac=c5id=ERCQSM4W0YD78
624	7:09:45 PM	00:07:11	process_exit.asp?cac=c5id=ERCQSM4W0YD65
625	7:10:11 PM	00:07:11	process_exit.asp?cac=c5id=ERCQSM4W0YD65
626	7:10:14 PM	00:07:07	process_exit.asp?cac=c5id=ERCQSM4W0YD65
627	7:10:16 PM	00:07:55	process_exit.asp?cac=c5id=ERCQSM4W0YD65
628	7:10:31 PM	00:04:17	process_exit.asp?cac=c5id=ERCQSM4W0YD65
629	7:11:35 PM	00:03:33	process_exit.asp?cac=c5id=ERCQSM4W0YD65
630	7:12:07 PM	00:04:25	process_exit.asp?cac=c5id=ERCQSM4W0YD65
631	7:12:17 PM	00:04:51	process_exit.asp?cac=c5id=ERCQSM4W0YD65
632	7:12:29 PM	00:04:07	process_exit.asp?cac=c5id=ERCQSM4W0YD65
633	7:13:03 PM	00:04:02	process_exit.asp?cac=c5id=ERCQSM4W0YD65
634	7:13:17 PM	00:04:00	process_exit.asp?cac=c5id=ERCQSM4W0YD65
635	7:13:18 PM	00:03:31	process_exit.asp?cac=c5id=ERCQSM4W0YD65
636	7:13:30 PM	00:04:11	process_exit.asp?cac=c5id=ERCQSM4W0YD65
637	7:13:35 PM	00:04:01	process_exit.asp?cac=c5id=ERCQSM4W0YD65
638	7:13:51 PM	00:03:26	process_exit.asp?cac=c5id=ERCQSM4W0YD65
639	7:14:05 PM	00:04:00	process_exit.asp?cac=c5id=ERCQSM4W0YD65
640	7:14:11 PM	00:03:41	process_exit.asp?cac=c5id=ERCQSM4W0YD65
641	7:14:38 PM	00:03:29	process_exit.asp?cac=c5id=ERCQSM4W0YD65
642	7:14:41 PM	00:03:30	process_exit.asp?cac=c5id=ERCQSM4W0YD65

ID	AMSID	Qx0	Qx1	Qx2	Qx3_1	Qx3_2	Qx3_3	Qx3_4	Qx3_5	Qx3_6	Qx4_1	Qx4_2	Qx4_3	Qx4_4	Qx4_5	Qx4_6	Qx4_7	Qx4_8	Qx5_1	
643	ERQDSH4002VUT	2	2	2						1	1		1							1
644	ERQDSH4002VNT	2	2	2						1	1	1	1	1	1	1	1	1		1
645	ERQDSH4002VPS	1	5	2						1	1	1	1		1					1
646	ERQDSH4002VQ4	1	5	1						1	1	1	1	1	1					1
647	ERQDSH4002VQ0	2	3	2						1	1	1			1					1
648	ERQDSH4002VTR4	2	5	2						1	1		1		1			1		
649	ERQDSH4002VW6	1	5	2						1	1			1	1					
650	ERQDSH4002VW66	2	5	1						1	1	1	1	1	1	1	1			1
651	ERQDSH4002VQ00	2	4	2						1	1			1						1
652	ERQDSH4002VW4	1	5	1		1					1	1	1	1	1	1	1	1		1
653	ERQDSH4002VW44	1	5	1						1	1				1	1				1
654	ERQDSH4002VW7	2	4	1						1	1				1	1	1	1		1
655	ERQDSH4002VW22	1	5	1						1	1		1			1				
656	ERQDSH4002VW412	1	2	2						1	1	1	1	1	1	1	1			1
657	ERQDSH4002VW73	1	2	1						1		1	1	1	1	1	1	1		
658	ERQDSH4002VW5	2	5	2																
659	ERQDSH4002VW80	1	3	1						1	1	1		1	1	1	1	1		
660	ERQDSH4002VW85	1	4	1						1	1	1	1	1	1	1	1	1		1
661	ERQDSH4002VW71	1	3	2						1	1	1			1	1	1	1		1
662	ERQDSH4002VW73	1	5	2						1	1	1	1	1	1	1	1	1		1
663	ERQDSH4002VW82	1	5	2						1				1	1					
664	ERQDSH4002VW77	1	2	2						1	1	1	1	1	1					1
665	ERQDSH4002VW7	1	4	2						1	1		1		1	1				1
666	ERQDSH4002VW54	2	4	2						1	1	1			1					1
667	ERQDSH4002VW87	1	2	2						1		1		1	1	1	1			

ID	Qa5_2	Qa5_3	Qa5_4	Qa5_5	Qa5_6	Qa5_7	Qa5_8	Q1	Hershey Only	Q2	Q3
643								1	1	Hershey chocolate	Because they are my favorite.
644	1	1		1		1		1	1	Hershey's	It is exactly how Hershey squares his chocolate bar.
645	1	1	1	1				1	1	Hershey	because I recognize it.
646	1	1	1	1				3	2		
647	1			1	1	1		1	1	hersey candy bar	separated pieces
648		1		1							
649		1		1							
650	1	1	1	1	1			4	2		
651				1				1	1	hershey	shape
652				1				1	1	Hersheys	That is what I think.
653		1		1	1	1		2	2		
654		1	1	1	1			1	1	HERSEYS	THE SHAPE OF THE INDIVIDUAL SECTIONS
655		1									
656	1	1	1	1	1			1	1	Hershey	I remember the candy bar
657	1			1	1						
658											
659	1			1	1	1					
660	1	1	1	1	1	1		3	2		
661	1			1	1			1	1	Hersheys	the distinctive design
662	1	1	1	1		1		1	1	Hersheys	Squares look the same
663				1	1						
664	1	1	1	1	1			1	1	Hershey	the pieces. This is not a Hershey bar actually looks like
665		1	1	1				1	1	Hersheys	Looks like a Hershey candy bar
666	1			1	1	1		3	2		
667	1			1	1						

ID	Q4	Q5	ImgVer	vID	vAge	vGender	Status	StartDate	StartTime
643			T	0PWB0125709	31	F	COMPLETE	11/9/2010	7:04:27 PM
644			T	0PWB0125806	34	F	COMPLETE	11/9/2010	7:04:40 PM
645			F	0PWB01257199	65	F	COMPLETE	11/9/2010	7:04:54 PM
646			C	0PWB0125803	32	M	COMPLETE	11/9/2010	7:05:07 PM
647			C	0PWB0125807	38	F	COMPLETE	11/9/2010	7:05:17 PM
648				0PWB0125807	32	F	TERM-Q45	11/9/2010	7:05:27 PM
649				0PWB0125807	35	F	TERM-Q45	11/9/2010	7:05:37 PM
650			C	0PWB0125807	69	M	COMPLETE	11/9/2010	7:05:47 PM
651			C	0PWB0125807	56	F	COMPLETE	11/9/2010	7:05:57 PM
652			T	0PWB0125807	68	M	COMPLETE	11/9/2010	7:06:07 PM
653	HERSHEY'S GARALDI	REMINDS ME OF THOSE CANDIES	C	0PWB0125807	66	M	COMPLETE	11/9/2010	7:06:17 PM
654			T	0PWB0125807	61	M	COMPLETE	11/9/2010	7:06:27 PM
655				0PWB0125807	82	M	TERM-Q45	11/9/2010	7:06:37 PM
656			T	0PWB0125807	19	F	COMPLETE	11/9/2010	7:06:47 PM
657				0PWB0125807	23	F	TERM-Q45	11/9/2010	7:06:57 PM
658				0PWB0125807	37	M	TERM-UserInfo	11/9/2010	7:07:07 PM
659				0PWB0125807	46	M	TERM-Q45	11/9/2010	7:07:17 PM
660			C	0PWB0125807	59	M	COMPLETE	11/9/2010	7:07:27 PM
661			C	0PWB0125807	45	F	COMPLETE	11/9/2010	7:07:37 PM
662			T	0PWB0125807	84	F	COMPLETE	11/9/2010	7:07:47 PM
663				0PWB0125807	70	F	TERM-Q45	11/9/2010	7:07:57 PM
664			T	0PWB0125807	17	F	COMPLETE	11/9/2010	7:08:07 PM
665			T	0PWB0125807	57	F	COMPLETE	11/9/2010	7:08:17 PM
666			C	0PWB0125807	53	F	COMPLETE	11/9/2010	7:08:27 PM
667				0PWB0125807	25	F	TERM-Q45	11/9/2010	7:08:37 PM

ID	EndTime	Elapsed Time	NextURL
643	7:18:15 PM	0:01:58	process_exit.asp?cat=c&id=ERCQSM4WNZ1U7
644	7:18:18 PM	0:01:58	process_exit.asp?cat=c&id=ERCQSM4WP1MY7
645	7:18:21 PM	0:01:58	process_exit.asp?cat=c&id=ERCQSM4WDY2P9
646	7:18:24 PM	0:01:58	process_exit.asp?cat=c&id=ERCQSM4WNKV04
647	7:18:27 PM	0:02:04	process_exit.asp?cat=c&id=ERCQSM4WDC790
648	7:18:30 PM	0:01:58	process_exit.asp?cat=c&id=ERCQSM4WQV3R4
649	7:18:33 PM	0:01:58	process_exit.asp?cat=c&id=ERCQSM4W92C36
650	7:18:36 PM	0:02:05	process_exit.asp?cat=c&id=ERCQSM4WNT106
651	7:18:39 PM	0:01:58	process_exit.asp?cat=c&id=ERCQSM4WREXX3
652	7:18:42 PM	0:01:58	process_exit.asp?cat=c&id=ERCQSM4W8H35
653	7:18:45 PM	0:01:58	process_exit.asp?cat=c&id=ERCQSM4WJ2896
654	7:18:48 PM	0:02:07	process_exit.asp?cat=c&id=ERCQSM4W12907
655	7:18:51 PM	0:01:58	process_exit.asp?cat=c&id=ERCQSM4W1WQU2
656	7:18:54 PM	0:01:58	process_exit.asp?cat=c&id=ERCQSM4WNG432
657	7:18:57 PM	0:01:58	process_exit.asp?cat=c&id=ERCQSM4WOKCY2
658	7:19:00 PM	0:01:58	process_exit.asp?cat=c&id=ERCQSM4WV6PK5
659	7:19:03 PM	0:01:58	process_exit.asp?cat=c&id=ERCQSM4WVZSK0
660	7:19:06 PM	0:01:58	process_exit.asp?cat=c&id=ERCQSM4WV6EFG
661	7:19:09 PM	0:01:58	process_exit.asp?cat=c&id=ERCQSM4WVZT10
662	7:19:12 PM	0:02:04	process_exit.asp?cat=c&id=ERCQSM4W65F3
663	7:19:15 PM	0:02:05	process_exit.asp?cat=c&id=ERCQSM4W92E83
664	7:19:18 PM	0:01:58	process_exit.asp?cat=c&id=ERCQSM4WP1P31
665	7:19:21 PM	0:01:58	process_exit.asp?cat=c&id=ERCQSM4WDX0W3
666	7:19:24 PM	0:01:58	process_exit.asp?cat=c&id=ERCQSM4W92360
667	7:19:27 PM	0:02:04	process_exit.asp?cat=c&id=ERCQSM4WQV0U7

ID	AMSTD	Qs0	Qs1	Qs2	Qs3_1	Qs3_2	Qs3_3	Qs3_4	Qs3_5	Qs3_6	Qs4_1	Qs4_2	Qs4_3	Qs4_4	Qs4_5	Qs4_6	Qs4_7	Qs4_8	Qs5_1
668	ERCQSM4W0ZSP1	1	2	2						1	1	1			1	1			1
669	ERCQSM4W0KTD5	2	3	1						1	1	1	1	1	1	1	1		1
670	ERCQSM4W0NSV15	1	4	1						1	1		1	1	1				1
671	ERCQSM4W0KPY0	2	4	2						1	1	1	1	1	1	1	1		1
672	ERCQSM4W0NYAQ6	2	2	1		1	1		1										
673	ERCQSM4W0ZQH9	1	4	2						1	1	1	1	1	1	1			1
674	ERCQSM4W0XJGK4	1	5	1						1	1				1			1	
675	ERCQSM4W0LQK1	1	5	1						1	1	1	1	1	1	1	1		1
676	ERCQSM4W0ZG40	2	3	2						1	1	1	1	1	1	1	1		1
677	ERCQSM4W01R63	1	4	2						1	1		1	1	1	1	1	1	1
678	ERCQSM4W0NPH32	3																	
679	ERCQSM4W0FM33	2	4	2						1	1		1	1	1				1
680	ERCQSM4W0NNT18	1	3	1					1										
681	ERCQSM4W0K11D4	5																	
682	ERCQSM4W0NVR51	1	5	1						1	1								1
683	ERCQSM4W076LM	1	3	2						1	1	1	1	1	1				1
684	ERCQSM4W0SPV1	1	3	2						1	1		1	1	1		1		1
685	ERCQSM4W0NDEG2	2	2	1						1	1	1	1	1	1				1
686	ERCQSM4W0NEUE4	2	2	2						1	1	1	1	1	1	1	1	1	1
687	ERCQSM4W0P4HE	2	3	2						1	1	1			1				1
688	ERCQSM4W01NDP5	2	5	1						1	1	1							1
689	ERCQSM4W0PAQ7E	2	5	2						1	1	1		1	1				1
690	ERCQSM4W01SEU2	1	3	1						1	1	1	1	1	1	1	1	1	1
691	ERCQSM4W01LQD0	2	2	1					1										

ID	QeS_2	QeS_3	QeS_4	QeS_5	QeS_6	QeS_7	QeS_8	Q1	Hershey Only	Q2	Q3	
660	1			1				1	1	HERSHEY	LOOKS LIKE THEIR DESIGN	
669	1	1	1	1	1	1		1	1	Hersheys, without the letters	Hershey's has the black design	
670		1		1					1	2	nestles	similar to nestles chocolate bar
671	1	1	1	1	1	1		1	1	Hershey's	It looks like a Hershey bar	
672												
673	1	1	1	1	1			1	1	Hershey	looks like their bar	
674				1		1						
675	1	1	1	1	1			1	1	Hershey's	it looks like Hershey's or Hershey's chocolate bar have looked since I've been eating them for them past 60 years.	
676	1	1	1	1	1	1		1	2			
677		1	1	1	1	1		1	2			
678												
679			1	1				2	2			
680												
681												
682								1	1	Hershey	It looks like a Hershey's bar	
683	1			1				1	1	Hershey's	looks like their other design chocolate bars	
684	1	1	1			1		2	2			
685	1	1	1	1				3	2			
686	1	1	1	1	1	1		1	1	HERSHEY'S	Looks like the Hershey's chocolate bar split in three	
687	1		1	1				1	1	HERSHEY	THE SHAPE AND BREAKS IN IT	
688	1							1	2			
689			1	1				1	1	Hershey	because the wrapper looks pretty much like the Hershey bar I have known since I was a kid.	
690	1	1	1	1	1	1		1	1	HERSHEY'S	BECAUSE THAT WHAT IT LOOKS LIKE	
691												

ID	Q4	Q5	Ins/Var	VTD	vAge	vGender	Status	StartDate	StartTime
665			C	OPW6810H ZDB	31	F	COMPLETE	11/9/2010	7:02:17 PM
669			C	OPW6810H HK0	37	M	COMPLETE	11/9/2010	7:05:04 PM
670			T	OPW6810H XN7	59	M	COMPLETE	11/9/2010	7:06:04 PM
671			T	OPW6810H S21	50	F	COMPLETE	11/9/2010	7:06:04 PM
672				OPW6810H G44	23	M	TERM-Q63	11/9/2010	7:07:04 PM
673			T	OPW6810H XB5	40	F	COMPLETE	11/9/2010	7:07:04 PM
674				OPW6810H YF1	69	M	TERM-Q65	11/9/2010	7:07:04 PM
675			C	OPW6810H W3	68	M	COMPLETE	11/9/2010	7:07:04 PM
676			C	OPW6810H QZ0	30	F	COMPLETE	11/9/2010	7:07:04 PM
677			C	OPW6810H 674	56	F	COMPLETE	11/9/2010	7:07:04 PM
678				OPW6810H GV6	33	M	TERM-Q60	11/9/2010	7:07:04 PM
679	Hershey's	That's what a Hershey's bar looks like	T	OPW6810H TG5	57	F	COMPLETE	11/9/2010	7:07:04 PM
680				OPW6810H 927	49	M	TERM-Q63	11/9/2010	7:07:04 PM
681				OPW6810H SQ2	41	M	TERM-Q60	11/9/2010	7:07:04 PM
682			T	OPW6810H W8	65	M	COMPLETE	11/9/2010	7:07:04 PM
683			C	OPW6810H VY5	45	F	COMPLETE	11/9/2010	7:07:04 PM
684	Locations of the companies' name for certain... but Hershey and ???	I can picture Hershey on each block piece	T	OPW6810H PK1	42	F	COMPLETE	11/9/2010	7:07:04 PM
685			C	OPW6810H YGB	30	M	COMPLETE	11/9/2010	7:07:04 PM
686			C	OPW6810H RX9	25	F	COMPLETE	11/9/2010	7:07:04 PM
687			C	OPW6810H HRK1	43	F	COMPLETE	11/9/2010	7:07:04 PM
688			T	OPW6810H SC9	65	M	COMPLETE	11/9/2010	7:07:04 PM
689			T	OPW6810H VCG	73	F	COMPLETE	11/9/2010	7:07:04 PM
690			C	OPW6810H 26	48	M	COMPLETE	11/9/2010	7:07:04 PM
691				OPW6810H T92	21	M	TERM-Q63	11/9/2010	7:07:04 PM

ID	EndTime	Elapsed Time	NextURL
665	7:38:58 PM	0:01:35	process_exit.asp?cas=c&id=ERCQSM4W025F1
669	7:39:05 PM	0:01:27	process_exit.asp?cas=c&id=ERCQSM4W0K705
670	7:43:35 PM	0:02:30	process_exit.asp?cas=c&id=ERCQSM4W0NSW15
671	7:57:04 PM	0:03:35	process_exit.asp?cas=c&id=ERCQSM4W0D3770
672	7:57:56 PM	0:03:27	process_exit.asp?cas=c&id=ERCQSM4W079860
673	7:58:08 PM	0:01:14	process_exit.asp?cas=c&id=ERCQSM4W0ZQH9
674	7:58:16 PM	0:01:11	process_exit.asp?cas=c&id=ERCQSM4W0YK0K4
675	7:58:51 PM	0:02:50	process_exit.asp?cas=c&id=ERCQSM4W0LQP1
676	8:01:41 PM	0:01:23	process_exit.asp?cas=c&id=ERCQSM4W0ZG40
677	7:59:14 PM	0:01:49	process_exit.asp?cas=c&id=ERCQSM4W0P1853
678	7:54:35 PM	0:00:30	process_exit.asp?cas=c&id=ERCQSM4W0NPK32
679	7:55:35 PM	0:02:10	process_exit.asp?cas=c&id=ERCQSM4W0JN33
680	7:59:11 PM	0:00:27	process_exit.asp?cas=c&id=ERCQSM4W0K719
681	7:57:02 PM	0:00:20	process_exit.asp?cas=c&id=ERCQSM4W0VHP4
682	7:57:29 PM	0:01:42	process_exit.asp?cas=c&id=ERCQSM4W0VPE1
683	7:59:59 PM	0:02:21	process_exit.asp?cas=c&id=ERCQSM4W0P76U6
684	7:49:09 PM	0:00:50	process_exit.asp?cas=c&id=ERCQSM4W0P52V1
685	7:48:18 PM	0:01:41	process_exit.asp?cas=c&id=ERCQSM4W0WJE06
686	7:51:21 PM	0:00:40	process_exit.asp?cas=c&id=ERCQSM4W0NEU54
687	7:48:35 PM	0:01:31	process_exit.asp?cas=c&id=ERCQSM4W0P4T0A
688	7:42:00 PM	0:01:33	process_exit.asp?cas=c&id=ERCQSM4W0VDF3
689	7:47:35 PM	0:01:40	process_exit.asp?cas=c&id=ERCQSM4W0P4Q79
690	7:44:31 PM	0:01:51	process_exit.asp?cas=c&id=ERCQSM4W0NSBU3
691	7:42:01 PM	0:00:27	process_exit.asp?cas=c&id=ERCQSM4W0YLQ02

ID	ANSID	Qa0	Qa1	Qa2	Qa3_1	Qa3_2	Qa3_3	Qa3_4	Qa3_5	Qa3_6	Qa4_1	Qa4_2	Qa4_3	Qa4_4	Qa4_5	Qa4_6	Qa4_7	Qa4_8	Qa5_1	
692	ЕКQDМНММ066	2	2	1				1												
693	ЕКQDМНММ065	5																		
694	ЕКQDМНММ7605	4	4	2						1	1			1	1					1
695	ЕКQDМНММ002	1	5	1						1	1				1		1			1
696	ЕКQDМНММ061	2	4	1						1	1									1
697	ЕКQDМНММ0027	2	7	2																
698	ЕКQDМНММ001	2	4	1						1									1	
699	ЕКQDМНММ0013	1	4	2																
700	ЕКQDМНММ0047	1	5	1						1	1	1			1		1			1
701	ЕКQDМНММ0049	1	4	1						1	1		1		1	1				1
702	ЕКQDМНММ0018	2	2	2						1	2	1	1	1	1			1		
703	ЕКQDМНММ0029	1	4	1						1	1	1	1	1	1		1			1
704	ЕКQDМНММ0026	2	2	1						1	1	1	1	1	1		1			1
705	ЕКQDМНММ0041	2	3	1						1	1	1	1	1	1	1	1	1		1
706	ЕКQDМНММ0023	1	5	2						1	1		1	1	1	1	1			1
707	ЕКQDМНММ0000	2	5	1						1		1	1	1	1					
708	ЕКQDМНММ0006	1	4	2						1					1	1				
709	ЕКQDМНММ0004	2	2	2						1	1	1	1	1	1					
710	ЕКQDМНММ0002	1	4	2						1					1					
711	ЕКQDМНММ0015	2	2	1						1	1	1		1	1					1
712	ЕКQDМНММ0014	1	2	2						1	1	1	1		1	1	1	1		1
713	ЕКQDМНММ0044	2	2	2						1	1	1		1	1					1
714	ЕКQDМНММ0000	2	4	2						1	1		1		1		1			1
715	ЕКQDМНММ0000	1	3	1						1	1				1	1				1

ID	Qs5_2	Qs5_3	Qs5_4	Qs5_5	Qs5_6	Qs5_7	Qs5_8	Q1	Hershey Only	Q2	Q3	
692												
693												
694		1	1	1				4		2		
695				1		1		1		2	Hershey	the bars in it.
696		1						4		2		
697												
698		1										
699												
700			1	1	1	1		1		1	Hershey	Look like their bar
701	1	1		1	1			3		2		
702	1	1	1	1								
703	1	1		1				2		2		
704	1	1	1	1		1		2		1		
705	1	1	1	1	1	1		1		1	Hershey	because the shape, I know the name Hershey appears on each square but I assume you removed it.
706		1	1	1	1			1		1	Hershey Bar	I like them. I like Choc. They are good
707	1	1	1	1								
708			1	1	1							
709	1			1								
710				1								
711	1		1	1				1		1	Hersheys	this is exactly what a Hershey's chocolate bar looks like.
712				1	1	1		1		1	Hersheys	It looks like a Hershey's bar Hershey on the bar, the way that it is divided into rectangle pieces makes me think of a Hersheys chocolate bar.
713	1							1		1	Hersheys	
714		1	1	1		1		1		2	Nestle's	It looks familiar
715		1	1	1	1			1		1	Hershey's	I've eaten many of their chocolate bars.

ID	Q4	Q5	ImgVer	vID	vAge	vGender	Status	StartDate	StartTime
692				OPW9V6QJ G29	28	M	TERM-Q43	11/9/2010	7:41:22 PM
693				OPW9V6Q5 Q16	32	M	TERM-Q40	11/9/2010	7:41:22 PM
694			C	OPW9V6QJ Q34	59	F	COMPLETE	11/9/2010	7:42:39 PM
695			T	OPW9V6QJ 64	70	M	COMPLETE	11/9/2010	7:45:34 PM
696			T	OPW9V6QJ 545	53	M	COMPLETE	11/9/2010	7:45:38 PM
697				OPW9V6QJ V8	24	M	TERM-User/Info	11/9/2010	7:45:39 PM
698				OPW9V6QJ G1	55	M	TERM-Q45	11/9/2010	7:47:16 PM
699				OPW9V6QJ CS2	63	M	TERM-User/Info	11/9/2010	7:48:04 PM
700			C	OPW9V6QJ Q17	35	M	COMPLETE	11/9/2010	7:48:39 PM
701			C	OPW9V6QJ 415	62	M	COMPLETE	11/9/2010	7:48:45 PM
702				OPW9V6QJ V28	29	F	TERM-Q45	11/9/2010	7:49:16 PM
703	nestle, girardin	the shape and separations	C	OPW9V6QJ W58	59	M	COMPLETE	11/9/2010	7:49:21 PM
704	Rattle Crunch, Hershey's Mr. Goodbar	color of rattle crunch pieces in the picture.	C	OPW9V6QJ R84	33	M	COMPLETE	11/9/2010	7:49:33 PM
705			T	OPW9V6QJ G49	43	M	COMPLETE	11/9/2010	7:50:34 PM
706			T	OPW9V6QJ DT4	63	F	COMPLETE	11/9/2010	7:50:49 PM
707				OPW9V6QJ SM7	67	M	TERM-Q45	11/9/2010	7:50:52 PM
708				OPW9V6QJ L13	54	F	TERM-Q45	11/9/2010	7:51:04 PM
709				OPW9V6QJ BL7	26	F	TERM-Q45	11/9/2010	7:51:23 PM
710				OPW9V6QJ 542	53	F	TERM-Q45	11/9/2010	7:51:34 PM
711			T	OPW9V6QJ 67	27	M	COMPLETE	11/9/2010	7:51:38 PM
712			C	OPW9V6QJ HD5	25	F	COMPLETE	11/9/2010	7:51:50 PM
713			T	OPW9V6QJ VH6	32	F	COMPLETE	11/9/2010	7:51:54 PM
714			T	OPW9V6QJ TQ3	55	F	COMPLETE	11/9/2010	7:52:06 PM
715			T	OPW9V6QJ J14	49	M	COMPLETE	11/9/2010	7:52:18 PM

ID	EndTime	Eapsed Time	NextURL
692	7:46:29 PM	0:00:23	process_exit.asp?cac=0&id=ERCQSH4WVY666
693	7:46:38 PM	0:00:32	process_exit.asp?cac=0&id=ERCQSH4WVY665
694	7:50:27 PM	0:04:07	process_exit.asp?cac=0&id=ERCQSH4WVY7635
695	7:57:27 PM	0:07:53	process_exit.asp?cac=0&id=ERCQSH4WVY9038
696	7:58:13 PM	0:07:33	process_exit.asp?cac=0&id=ERCQSH4WVY9035
697	7:58:17 PM	0:07:37	process_exit.asp?cac=0&id=ERCQSH4WVY9027
698	7:58:25 PM	0:07:45	process_exit.asp?cac=0&id=ERCQSH4WVY9031
699	7:58:37 PM	0:07:57	process_exit.asp?cac=0&id=ERCQSH4WVY9034
700	7:58:41 PM	0:07:61	process_exit.asp?cac=0&id=ERCQSH4WVY9034
701	7:58:53 PM	0:07:73	process_exit.asp?cac=0&id=ERCQSH4WVY9038
702	7:59:05 PM	0:07:85	process_exit.asp?cac=0&id=ERCQSH4WVY9033
703	7:59:25 PM	0:08:05	process_exit.asp?cac=0&id=ERCQSH4WVY9035
704	7:59:37 PM	0:08:17	process_exit.asp?cac=0&id=ERCQSH4WVY9038
705	7:59:47 PM	0:08:27	process_exit.asp?cac=0&id=ERCQSH4WVY9035
706	7:59:59 PM	0:08:39	process_exit.asp?cac=0&id=ERCQSH4WVY9029
707	7:59:21 PM	0:08:11	process_exit.asp?cac=0&id=ERCQSH4WVY9035
708	7:59:33 PM	0:08:23	process_exit.asp?cac=0&id=ERCQSH4WVY9035
709	7:59:37 PM	0:08:27	process_exit.asp?cac=0&id=ERCQSH4WVY9024
710	7:59:49 PM	0:08:39	process_exit.asp?cac=0&id=ERCQSH4WVY9029
711	7:59:53 PM	0:08:43	process_exit.asp?cac=0&id=ERCQSH4WVY9035
712	8:00:05 PM	0:08:55	process_exit.asp?cac=0&id=ERCQSH4WVY9074
713	8:00:27 PM	0:09:17	process_exit.asp?cac=0&id=ERCQSH4WVY9084
714	8:00:39 PM	0:09:29	process_exit.asp?cac=0&id=ERCQSH4WVY9100
715	8:00:51 PM	0:09:41	process_exit.asp?cac=0&id=ERCQSH4WVY9103

ID	ANSID	Qx0	Qx1	Qx2	Qx3_1	Qx3_2	Qx3_3	Qx3_4	Qx3_5	Qx3_6	Qx4_1	Qx4_2	Qx4_3	Qx4_4	Qx4_5	Qx4_6	Qx4_7	Qx4_8	Qx5_1	
716	EXQDSM419E2US	1	3	2						1	1		1		1					
717	EXQDSM419E15E	2	4	2						1		1	1	1	1	1				
718	EXQDSM419Q25H1	4	4	2						1	1	1	1	1	1	1	1			1
719	EXQDSM419M05E7	1	5	1						1			1	1		1				

ID	Qx5. 2	Qx5. 3	Qx5. 4	Qx5. 5	Qx5. 6	Qx5. 7	Qx5. 8	Q1	Priority Only	Q2	Q3
716		1		1	1						
717	1	1		1							
718	1	1	1	2	1	1		4		2	
719		1	1		1						

ID	Q4	Q5	EmpVar	VTD	vAge	vGender	Status	StartDate	StartTime
716				OPWDRTRP KG4	40	F	TERM-Qs5	11/5/2010	7:22:41AM
717				OPWDRTRP GP41	51	F	TERM-Qs5	11/5/2010	7:52:46AM
718			1	OPWDRTRP H6	51	F	COMPLETE	11/5/2010	7:54:33AM
719				OPWDRTRP EP2	70	M	TERM-Qs5	11/5/2010	8:55:01AM

ID	EndTime	Elapsed Time	NextURL
716	1:53:40 PM	0:00:34	process_exit.asp?cat=tblid=ERCQSN4WV63U5
717	1:53:46 PM	0:00:36	process_exit.asp?cat=tblid=ERCQSN4WV1954
718	1:54:43 PM	0:01:35	process_exit.asp?cat=tblid=ERCQSN4WQV0H1
719	1:54:49 PM	0:00:37	process_exit.asp?cat=tblid=ERCQSN4WV05E7