

From: Severson, Karen

Sent: 7/25/2013 7:00:03 AM

To: TTAB EFiling

CC:

Subject: U.S. TRADEMARK APPLICATION NO. 79098943 - CHATEAU PAVIE MACQUIN SAINT EMILION -  
N/A - Request for Reconsideration Denied - Return to TTAB - Message 3 of 4

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Attachment Information:

Count: 4

Files: Perse-06.jpg, Perse-07.jpg, Perse-08.jpg, Perse-09.jpg





The most popular place to collect wild snails has always been vineyards, and there is no lack of snails at Pavie. Are they sleeping it off after a nightly orgy of red wines? If they did, they must certainly be the aristocracy of edible snails. Perhaps one day we'll see 'Escargots à la Perse' in a Sevilla orange sauce on *Le Relais de Plaisance's* menu?



Vine plots are adorned with rose bushes on each sides. This used to give the winemakers a heads up on the arrival of a disease, much like submariners took aboard canaries as they would pass out from carbon monoxyde

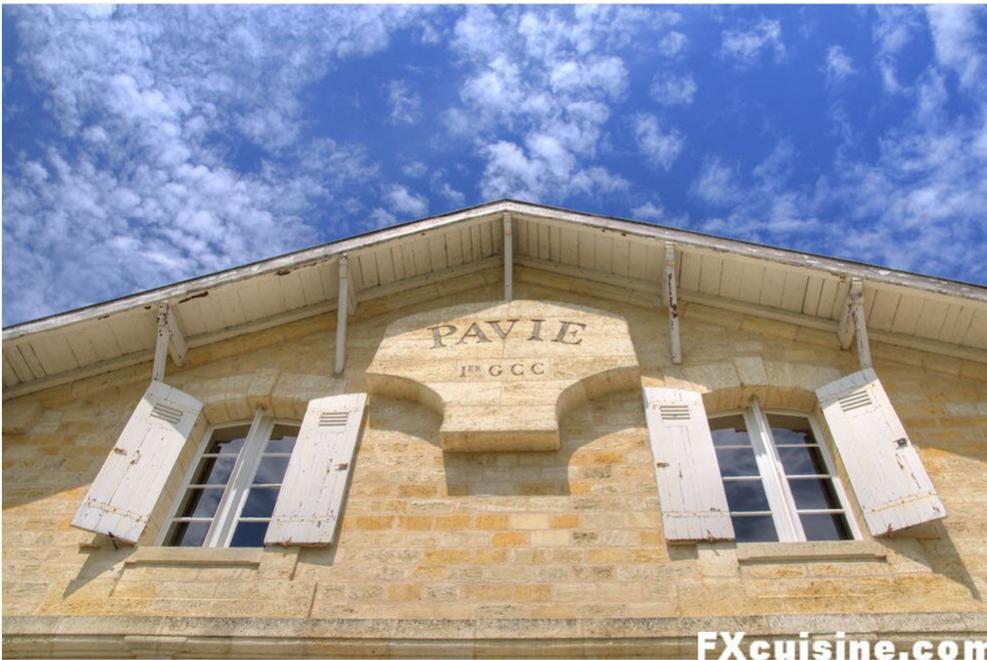
intoxication a few minutes before their human masters. Nowadays we have more reliable ways of checking the health of our vineyards and we keep the rose bushes for their esthetic appeal mostly, Perse said.



*Some owners never ever walk in their vineyards but hire not one but two consultant oenologists to advise them during the winemaking proper. This is nonsense. You just can't make good wine unless you have good grapes, and the cultivation is just as important as the vinification. Since I took over Pavié we watch over the vines like a garden, explains Perse. I've heard that before, but Perse is the real thing. He continues as we walk in his vineyard: We cut and cut and cut every month. First we take out dense bunches of grapes so that we don't get grapes that are too close to one another and don't get enough sun. Then we remove the grapes who are late to turn in color.*

then we remove the grapes who are late to turn in color. We also cut the grape bunches that are too far from the trunk as they get less sap. Later in the year we go back at it again and remove the leaves that could shade the morning sun and the afternoon sun so that the grapes can mature uniformly well. We call this a green harvest, la vendage en vert.

All these grapes thrown on the ground could appear as madness and financial folly. After all is said and done, Perse makes half as much wine as his predecessor Mr Valette did on the same estate. How can one even break even by throwing out half the product?



By making a much better wine, Pavie tripled its sales. But Perse barely makes 90,000 bottles of Pavie a year compared to over 200,000 under Valette. If you do the math, that's a sixfold increase in the per-bottle price.