From: Severson, Karen

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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 2 of 4

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Attachment Information:

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Files: Perse-03.jpg, Perse-04.jpg, Perse-05.jpg

explain us all about the soil, the type of grapes, the almost bonzai-like cultivation and unique wine making procedures. We will then go down into the cellar and meet the cellarmaster to see how the wine is actually made. Don't miss the **360° panorama:** The cellar at Château Pavie [Flash, 920Kb].

Most of Pavie's vines grow on a **clay-covered limestone plateau** overlooking St-Emilion. This soil combination (terroir) is associated with St-Emilion's top estates such as Ausone. *We have a beautiful terroir, one of the best in the region, with gravel at the bottom and sandstone and clay at the top. It is our privilege to try and bring out the best wine we can from this terroir*, explains Perse proudly. Now most wine producers will say that their terroir is the best, but I must say Pavie's is pretty convincing. Although you cannot see the limestone from

the top, we could clearly see the hilltop's soil structure by checking the entrance of the many quarries from which St Emilion was built. One can still see caves carved out of the sandstone, and the tunnels go underneath the whole appellation and of course the village. Perse tirelessly paces up and down his estate. He shows me the borders of every plot *This is Pavie up to here - we placed special wooden poles so our workers know where to stop*. How many gentleman-winemakers in St-Emilion walk their estate every day?

The wines of St-Emilion are a blend of **Merlot**, **Cabernet Sauvignon** and **Cabernet Franc** grapes. Each of these grapes have very different characteristics. Top French Reds like Château Pavie are designed to **keep for 20 years** or more. That calls for patience and a large amount of **tannins**. Perse wants his wines to outlive him and since

of **tannins**. Perse wants his wines to outlive him and since he took over, he has steadily been replacing mellow Merlot vines with **tannin-rich Cabernet Sauvignon**. *The Cabernet Sauvignon gives the bone, the structure, and the Merlot gives the muscle. Cabernet Sauvignon fares better under warm climates, and we bet on increasingly hot summers in the future, so we use more and more of it*, said Perse. The rest goes into a cheaper second wine.

Vines are indeed very popular with all sorts of **fungi, insects and bacteria**, and only a regular treatment with the finest chemicals can guarantee a successful harvest.