

From: Clayton, Cheryl

Sent: 5/1/2013 12:10:38 PM

To: TTAB E Filing

CC:

Subject: U.S. TRADEMARK APPLICATION NO. 85489392 - GOURMET NUTRITION - PREC.0005 - Request for Reconsideration Denied - Return to TTAB - Message 3 of 5

Attachment Information:

Count: 4

Files: Evid1-6.jpg, evidA-1.jpg, evidA-2.jpg, evidA-3.jpg

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The original *Gourmet Nutrition* was a PDF e-book, but customers repeatedly told us they wanted a real book they could hold in their hands. So with *Gourmet Nutrition V2.0*, we not only had it printed, but printed it in full-color using beautiful satin gloss paper and a state-of-the-art printing press. The new *Gourmet Nutrition* is a stunning book that's as comfortable on your kitchen counter as it is on your coffee table.

Over
100
Recipes

Over 100 brand new recipes
We went back to the drawing board and came up with brand new meals: new mains, new sides, new shakes and snacks – new *everything*. You'll have endless variety in the kitchen. Note: if you own the original *Gourmet Nutrition*, don't worry – these are all new recipes, none of which appeared in the original.



Beautiful color photos of each recipe
The other feedback we got is that people want photos, and lots of them! So that's what we've done. Some cookbooks have one photo for every 3 or 4 recipes; we've included a photo for each and every recipe! That way, you'll have an idea of how to plate and present every meal for maximum appeal. People eat with their eyes first, as the saying goes – so a great presentation can fool even the most reluctant guest into eating a perfectly healthy meal.



Full nutrition data for each recipe
Want to know exactly how many calories are in your meal? Or how many grams of protein, fat or carbs? Now you can,

"Gourmet Nutrition is a must-have. You will never be bored again with healthy eating!"

Mike Mahler
Author & Strength Coach
www.mikemahler.com

"Excellent. Truly one-of-a-kind."

"Gourmet Nutrition is excellent and truly one-of-a-kind. You've given us the best of both worlds here: most cookbooks have no nutritional "background info," just the recipes themselves. On the flip side, most nutritional books have some great theory, but then don't give you the necessary tools to develop a solid day-to-day eating routine. That's what makes this book a must-have. No more excuses for not knowing good recipes or how to prepare certain foods, it's all in here."

Mike Robertson, MS, CSCS
Author & Strength Coach
www.mikesrobertsonstrength.com

"One of the best books I've seen so far."

"Gourmet Nutrition is sophisticated and entertaining, one of the best books I've seen so far. Given that it would take you years to work through all the great recipes, the book is a bargain!"

Lee Schuler
Award-winning journalist and co-author of *The Testosterone Advantage Plan*, *The Men's Health Home Workout Bible* and *The Book of Muscle*
www.leeuschuler.com

"Bar-none, the most comprehensive nutrition resource available."

"Gourmet Nutrition is bar-none the most comprehensive nutrition

because we've included full nutritional data for every single recipe.



Large and small serving sizes
Men and women require different serving sizes, on average, so in each recipe we give two options: a large serving size for men (500-700 calories) and a smaller serving size for women (200-400 calories). Eat 5-6 servings a day of *Gourmet Nutrition* meals and you'll have a great nutrition plan for yourself – without having to do the math.



Post-workout and Anytime meal classifications
The research on nutrient timing is clear: the body tolerates carbohydrates better during and after intense exercise. In short, you can eat carbs, but only when you deserve to – after you've exercised! *Gourmet Nutrition* makes it easy to take advantage of this principle by classifying each meal as either Post-workout (higher carb) or Anytime (lower carb) – and by showing you how to tweak the recipes to change a Post-workout meal to an Anytime meal, and vice versa.



Meal plan templates
Gourmet Nutrition contains basic meal plan templates to show you how much to eat and when to eat it in four scenarios: non exercise day, morning workout, afternoon workout and evening workout.



Cooking strategies and tips
When you care about your body, you have to cook differently from everyone else. Simple tips and techniques can make it an effortless process, and we share those with you in *Gourmet Nutrition*.



Tools and equipment list
Every task can be made significantly easier with the right tool, so we'll show

comprehensive nutrition resource available for anyone interested in following a healthy lifestyle and eating foods that actually taste good. Anyone can make a food taste good by adding unhealthy ingredients, but how many top chefs can make tasty dishes with ingredients that will make you healthier and leaner?!"

Eric Cressey, MS, CSCS
Author of *Strength Coach*
www.ericcressey.com



Author Eric Cressey offers a special thanks to Gourmet Nutrition for their generous support of *Gourmet Nutrition*.