From: Smith, Rebecca

Sent: 9/30/2014 9:00:30 AM

To: TTAB EFiling

CC:

Subject: U.S. TRADEMARK APPLICATION NO. 85544660 - COCOA SUNCARE - 1011-TM-1272 - Request for Reconsideration Denied - Return to TTAB - Message 8 of 10

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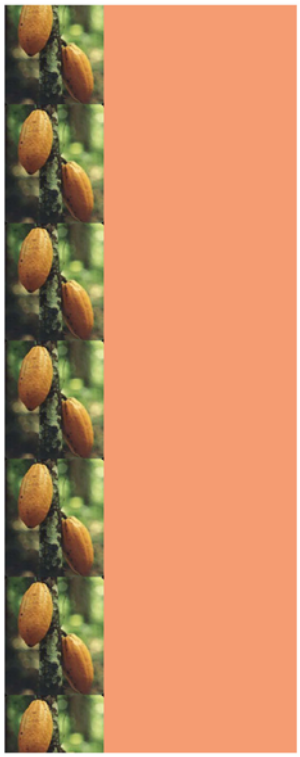
Attachment Information:

Count: 9

Files: duplicate name 43492 e-09.jpg, duplicate name 43492 e-10.jpg, duplicate name 43492 e-11.jpg, e-12.jpg, e-13.jpg, e-14.jpg, e-15.jpg, e-16.jpg, e-17.jpg



62. Raw Chocolate!
All chocolate comes from cacao beans - the seeds of the cacao fruit ... The truth about the health-benefits of chocolate is finally reaching our ears. ...
www.rawfood.com/cacao.html

64. The Benefits of Chocolate
... has the highest intake of chocolate and cocoa (Larson, 2001). These findings surprised researchers ... civilizations dubbed chocolate as a medicinal use for over one hundred aliments ...
www4.cord.edu/fns/portfolios/kjdamhof/AdvNutritionPaper.html

65. Chocolate: The Latest Antioxidant
Advertisement. Article. Chocolate: The Latest Antioxidant. Steve Laning. SEP/OCT 2001 ... consumers in the nineteenth century, cocoa and its most popular derivative chocolate ... as therapeutic and medicinal remedies. Whether it was Aztec shamans using cocoa as a divine ...
www.ffnmag.com/ASP/240/Display-Article -

66. Online Activity: The Sweet Science of Chocolate
Begin a third list to record the benefits of the 'new' type of cacao farm. Read A Global Chocolate Shortage? When you have finished, here is another point ..
www.mentorplace.org/SweetScience.htm -

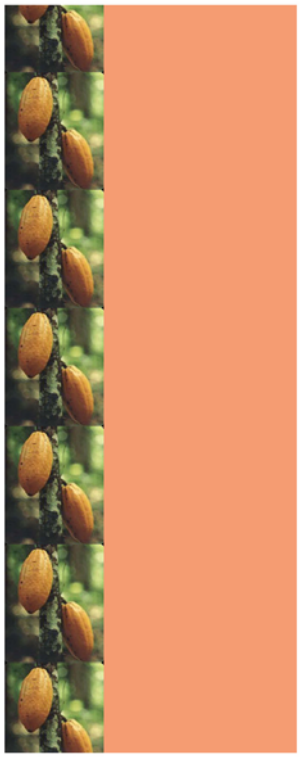
67. :: LifeScript - Health Benefits of Chocolate ::
... known as cacao (Theobroma cacao), into an unsweetened beverage. ... There have been many studies linking cocoa with health benefits by researchers such ...
www.lifescript.com/www/HealthResources/
Spotlight/FoodNutrition/ChocolateBenefits/index.asp

68. Cocoa and Chocolate as Functional Foods
The interest surrounding the health benefits of cacao bean products lay in its chemical composition. The whole cacao bean is 50-57% cocoa butter, ...
www.uoguelph.ca/nhptc/Jessica1.html -

69. chocolate benefits
Cacao, the source of chocolate, contains antibacterial agents that fight ... It follows that any health benefits would be more pronounced in dark chocolate. ...
www.annamariavolpi.com/chocolate01.html

70. US Pharmacist
Chemical evidence proves that the Mayans consumed a cacao beverage as early as ... There are many questions surrounding the benefits and risks of chocolate, ..
www.uspharmacist.com/index. asp?show=articleBpage=8_1210.htm -

71. Chocolate --History -- Health Benefits to Humans -- Toxic to Animals
The beans come from a cacao pod. The resulting product is known as 'chocolate', an intensely ... The cacao bean in 80% of chocolate is the Forastero.
www.edinformatics.com/ inventions_inventors/chocolate.htm



72. Speech Texts - Cacao Story
Smallholder grown cacao offers the following advantages: ... the biodiversity contribution and the social and economic benefits of smallholder cacao. ...
www.craigeams.com/speech/cacao.html

73. The Globalization of a Ceremonial Tree: The Case of Cacao ...
... economic benefits to the development of the organic cacao industry among the Mopan. Environmental benefits include an expanding agroforestry system that ...
www.biocne.org/biocne/?request=get-document&issn=0013-0001&volume=056&issue=01&page=0059 -

74. rGoddess Chocolates:
Benefits of Cacao. What is Cacao? Cacao is the seed of a fruit of an Amazonian tree that was brought to Central America during or before the time of the ...
www.ravygoddesschocolate.com/benefits_cacao.htm

75. Eco-Index Stories from the Field, June 2005
"At first glance, the certified cacao bean looks like any other, but behind it ... We had heard that cacao could be produced in those sectors but there were ...
www.eco-index.org/new/stories/2005/june.cfm

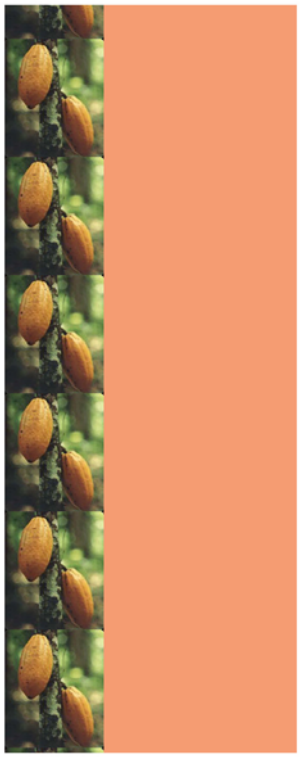
76. All about Chocolate -- History
Comprehensive information about Chocolate and Cacao ... The Spanish Conquistadors quickly noticed the benefits of Chocolate and used it to keep their ...
www.mtkland.com/fun/~ccoatl/history.htm

77. dailyrecord - VITAL: CHOC FULL OF GOODNESS
Most important is to use real chocolate, from chocolate or cacao beans. Not only are cacao beans packed with health benefits, they're also less addictive ...
www.dailyrecord.co.uk/features/vital/tm_objectid=15806213&method=full&siteid=89485&headline=v...

78. FindHealthNews | News, Reviews and Articles On Medicinal Plants
News, Reviews, and Articles on Medicinal Plants from news sites, newspapers and magazines around the world. ... She sites Peterson's A Field Guide to Medicinal Plants, in which authors Steven Foster and ... harvesting its nuts, fruits, medicinal plants, cocoa, rubber, timber and trash, rather ...
www.findhealthnews.com/files/Medicinal_Plants.html

79. _ITC - Products - Market Development Section
_ITC - Products - Market Development Section Top banner ...
www.intracen.org/mds/welcome.htm -

80. Mars Talks Up Cocoa's Medicinal Potential
Mars Inc. said yesterday it is holding "serious discussions with large pharmaceutical companies" about the development of a line of cocoa-based prescription drugs that could help treat diabetes, some forms of dementia and other ailments. ... Mars Talks Up Cocoa's Medicinal Potential. Three Companies Interested. Some Experts Skeptical



Medicinal Potential. Drug Companies Interested; Some Experts Skeptical ...
washingtonpost.com/wp-dyn/content/article/.../AR2005072501615_pf.html -

81. Health and Nutrition
Information about current health news, tidbits of stuff about nutrition, ... processed cocoa that contains superhigh levels of flavanols--so high ...
www.empoweredpathways.com/handn.html

82. Hot Cocoa Tops Red Wine And Tea In Antioxidants; May Be Healthier ...
The study adds to growing evidence of the health benefits of cocoa and points to a tasty alternative in the quest to maintain a diet rich in healthy ...
www.sciencedaily.com/releases/2003/11/031106051159.htm

83. BBC NEWS | Health | Cup of cocoa may keep doctor away
Health benefits. In recent years, a number of studies have highlighted the health properties of tea, red wine and cocoa. ...
news.bbc.co.uk/2/hi/health/3245455.stm

84. Mars uncovers health benefits of cocoa compounds found Messenger ...
Mars uncovers health benefits of cocoa compounds. Confectionary giant Mars Inc is to release research proving that certain cocoa compounds could help treat ..
uk.biz.yahoo.com/050725/241/fo664.html

85. chocolate health benefits
The health benefits of chocolates are just now coming to light with recent research. ... There have been many studies linking cocoa with health benefits. ...
www.interquarantia.com/healthbenefits.htm

86. Study Offers More Support for Potential Heart Health Benefits ...
... have pioneered into understanding the health benefits of cocoa flavanols. ... "Mars believes that truly unlocking the public health benefits offered by ...
www.kcwebguides.com/kcwebguides/living/health/new-study-offers-more-sup.shtml -

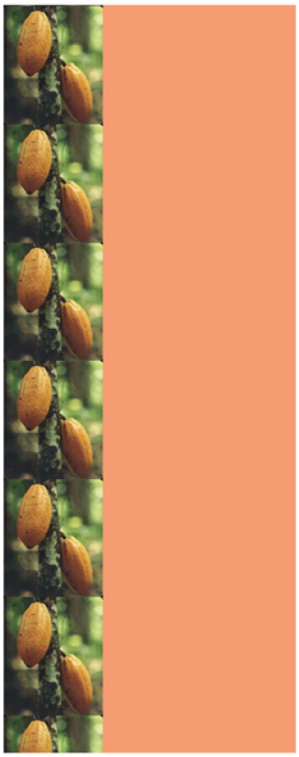
87. Aussie Bodies: Diseases: Choc full of health benefits?
While research on the health benefits of cocoa-rich dark chocolate may be encouraging, most chocolate lovers eat the less healthy variety. ...
www.aussiebodies.com.au/topics/health/news/diseases/choc-full-of-health-benefits.htm

88. Chocolate Health and Benefits Flavonoids Dark Chocolate and You ...
There have been many studies linking cocoa with health benefits. The darker chocolate with the most concentrated cocoa will of course be the most beneficial .
www.stuffedchocolate.com/chocolate%20links.htm

89. About cacao beans, cocoa and chocolate
Information about the cacao plant, cacao beans, and the manufacture of cocoa and chocolate. ... About the Cacao Tree. The cacao tree is grown in the tropics, often in the shades of other ... have linked cocoa and dark chocolate with health benefits. Read more....
www.cacaoweb.net/cocoa_and_chocolate.html

90. Chocolate Questions - questions About Chocolate - Yachana Jungle Chocolate
Questions about Chocolate and about eating Yachana Jungle Chocolate. A variety of questions about chocolate and cocoa. ... the fruit from which chocolate is made. Cacao grows on cacao trees found mostly in the tropical regions ... What are the health benefits of cacao? Recent studies have shown that ...
www.yachanagourmet.com/faq.htm

91. Cacao Cultivation and the Conservation of Biological Diversity (PDF)
... provides some of the ecological benefits of natural forest while ... The environmental benefits that cacao farms may confer depend ...
nationalzoo.si.edu/.../3SignatoryBirds/Research/Cacao/whitepaper.



92. Cacao bean ; by Ray Sahelian, M.D.
cacao bean ... **Benefits of Cacao**. Metabolic epidemiological studies indicate that regular intake of such ... To elucidate additional health **benefits** of cacao phytochemicals on the neurotoxicity induced ...
www.raysahelian.com/cacao.html

93. Hot Cocoa Tops Red Wine And Tea In Antioxidants; May Be Healthier Choice
There's sweet news about hot cocoa: Researchers at Cornell University have shown that the popular winter beverage contains more antioxidants per cup than a similar serving of red wine or tea and may be a healthier choice. ... study adds to growing evidence of the health **benefits of cocoa** and points to a tasty alternative ... to the amount of cocoa in a normal-size packet of instant hot ...
www.sciencedaily.com/releases/2003/11/031106051159.htm

94. The Standard - Mars talks up cocoa's medicinal potential - World Section
The Standard, Greater China Business Newspaper. ... about the development of a line of cocoa-based prescription drugs ... the possible health **benefits of cocoa** flavanols, compounds contained in one of the basic ingredients of chocolate. ...
www.thestandard.com.hk/stdn/std/Wo/d/GG27Wd20.html

95. National Cocoa Shell - Cocoa Shell Mulch Distribution
National **Cocoa** Shell is the largest distributor of cocoa shell mulch in the United States. ... National **Cocoa** Shell can deliver this premium environmentally friendly cocoa shell to you for your club ... more about National **Cocoa** Shell and the great **benefits of cocoa** shell mulch. ...
www.nationalcocoashell.com

96. Food & drink: Hot Cocoa tops red wine and tea in antioxidants
... study adds to growing evidence of the health **benefits of cocoa** and points to a tasty alternative ... adds to growing evidence of the health **benefits of cocoa** and ...
www.foodbunter.com/showthread.php?t=697

97. New Study Offers More Support for Potential Heart Health Benefits of Cocoa Flavanols
Financial News. Enter symbol(s) BasicPerformanceReal-time MktDetailedChartResearchOptionsOrder Book Symbol Lookup. Press Release. Source: Mars, Incorporated. New Study Offers More Support for Potential Heart Health **Benefits of Cocoa** Flavanols ... into understanding the health **benefits of cocoa** flavanols. **Cocoa** flavanols are the naturally ...
biz.yahoo.com/bw/050718/185962.html?.v=1

98. **The benefits of chocolate!**
....the years have passed down legends about the **benefits of cocoa**. However, research is just beginning to show that many of those **benefits** are in fact backed by....
www.chocolateweightloss.com/benefits-of-chocolate.html

99. IFPRI: Research Reveals the Benefits of Cocoa to Women Farmers in West Africa
... Research Reveals the **Benefits of Cocoa** to Women Farmers in West Africa ... **Cocoa** Facts: The History and Production of **Cocoa**. Empowering Women and Fighting Poverty: **Cocoa** and Land Rights ...
www.ifpri.org/media/cocoa.htm

100. Research Finds Flavanols in Cocoa May Help Treat Diabetes, Strokes and Dementia (PDF)
... 'heart-healthy' benefits of certain cocoa and dark chocolate may also in the ... to identify the potential health benefits of cocoa flavanols. ' ...
worldcocoafoundation.org/Library/Documents/...

101. CocoaVia_ Chocolate Crunch Bar Nutrition Information
... the heart health benefits associated with cocoa flavanol (antioxidant) consumption, and the cholesterol benefits associated with plant extract consumption ...
www.cocoavia.com/products/bar_info.asp

102. CocoaVia_ Chocolate Cherry Crunch Bar Nutrition Information
... the heart health benefits associated with cocoa flavanol (antioxidant) consumption, and the cholesterol benefits associated with plant extract consumption ...
www.cocoavia.com/products/bar_info_cherry.asp

103. Healthful Winter Warm-Ups
... Creamy Cocoa Benefits. Many people admit to loving chocolate, but ... and the list of health benefits grows. The positive health benefits of cocoa include the presence of polyphenol ...
*www.edieto.com/news/article.cfm/cmi_867178/cid_*

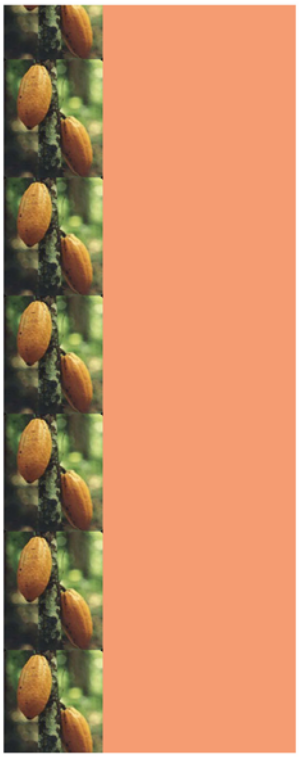
104. Mars, Incorporated :: Research Finds Flavanols in Cocoa May Help Treat Diabetes, Strokes and Dementia
... Molecules in cocoa credited for the 'heart-healthy' benefits of certain cocoa and dark chocolate may ... researchers to identify the potential health benefits of cocoa flavanols. ' ...
sev.prnewswire.com/.../20050725/NYM14525072005-1.html

105. [PDF] Chocolate: Modern Science Investigates an Ancient Medicine
but also for potential health benefits related to. its interesting phytochemical profile. Specifi- ... cacao flowers to treat cuts on feet. The flowers ...
www.liebertonline.com/ doi/pdfplus/10.1089/109662000416311

106. Herbal Descriptions - Cocoa - Theobroma cacao
The herbal and health information provided in this Web Site is intended as historical ... cut blood pressure, and provide numerous other health benefits. ...
www.viable-herbal.com/herbdesc5/1cocoa.htm

107. Cocoa - Theobroma cacao - Encapsulated Botanical - Herbs
Cocoa - Theobroma cacao - provides all the cardiovascular benefits associated ... You should always consult your health care professional for individual ...
www.viable-herbal.com/singles/herbs/s168.htm

108. Science Update: Health Benefits from Coffee, Tea, Cocoa
Astrid Nehlig, Ph.D., of the French National Health and Medical Research ... all in that even chocolate has previously unexpected potential health benefits. ...
www.accessexcellence.org/WN/SUA12/cafe399.html



109. **Chocolate's health benefits - Health Articles Database by Nutricraze**
Chocolate's **health benefits**. Is chocolate really that bad for you or can it play a ... Soon Spanish ships were bringing regular supplies of cacao beans to ...
www.nutricraze.com/~/article_about_ Chocolate's_health_benefits-a-3632.html -

110. **Power Eating: Topic of the Month**
The darker the chocolate, the more concentrated the amount of cacao, ... a great deal of information regarding the potential **health benefits** of chocolate. ...
www.powereating.com/tom/

111. **Chocolate as Health Food?**
... ground the beans of the Theobroma cacao tree into a bitter beverage, ... These potential heart-**health benefits** are attributed, in part, to chocolate's ...
www.berkeleywellness.com/_html/wl/2005/wlFeatured0605.html

112. **Job Aid - Web Writing that Works**
(Raw text follows the list of pages, and the photo of the Cacao tree). ... **Health benefits**. Chocolate's frothy past - You'll lap up this BBC review of the ...
www.webwritingthatworks.com/CGuideULTCHALLENGE.htm

113. **Chocolate is actually a powerful herb used for thousands of years ...**
Cacao is used to combat parasites, to counteract the effects of snakebites, ... Learn about the astonishing **health** and nutritional **benefits** of these ...
www.newstarget.com/000473.html

114. **Chocolate as a health food, Junk science?**
... bitter extract from cacao beans, and relatively sparing with fats and sugars. ... In the meantime, for all the promotion of chocolate's **health benefits**, ...
www.chocolate.org/health/food-science.html

115. **MSN Encarta - Chocolate**
Chocolate, preparation made from the fruit of the cacao tree and used as a ... Two significant studies on the possible **health benefits** of chocolate were ...
encarta.msn.com/encyclopedia_761569428/Chocolate.html

116. **Consumer Health Journal**
Consumer **Health** Journal. Chocolate Shown to Combat Aging. February 2004 ... The study concluded that milk may erase the **benefits** of eating dark chocolate. ...
www.consumerhealthjournal.com/articles/chocolate.htm

117. **chocolate articles and information**
Technically known as Theobroma **Cacao**, the cocoa bean has been used for thousands of ... Marketers finding success selling **health benefits** of junk food; ...
www.newstarget.com/chocolate.html

118. Chocolate may benefit heart
... what chocolate lovers have hoped for: chocolate may have heart **health benefits**. Since chocolate, made of the beans of the cacao tree, is essentially a ...
www.toacorn.com/news/2004/0520/Health_and_Wellness/

119. Chocolate - Enpsychlopedia
There are three types of cacao beans used in chocolates. ... **Health benefits** for humans. Recent studies have shown that cocoa or dark chocolate has potent ...
psychcentral.com/psypsych/Chocolate

Websites

1. http://www.cocoapro.com/cnhy/choc_health/cyh308.jsp

2. http://www.si.edu/
Cacao and Cocoa search of the Smithsonian site will give a variety of reports .

3. http://www.cadbury.co.uk/
Cadbury has chocolate facts, history, recipes, education, recruitment and other information.

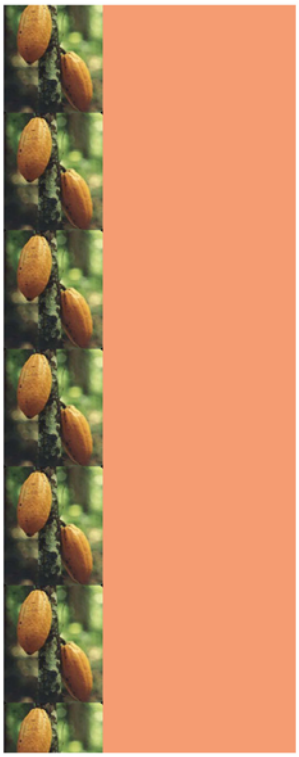
4. http://www.sdearthtimes.com/et0796/et0796s8.html
Chocolate habitat: Chocolate to the rescue of Southern Bahia's unique and rich biodiversity Just what we needed -- another good reason to eat chocolate. Article on how cocoa cultivation can preserve rainforest biodiversity.

5. http://completechocolate.com/
Complete Chocolate Site has information and links on health and chocolate, and chocolate manufacturers, machinery and equipment, commercial molds, product suppliers, raw materials and confectionary trade sites, magazines, and trade journals, and franchise opportunities.

6. http://www.findarticles.com/
Death by Chocolate: Facts and Myths. Myths and truths about chocolate and human health. Eight separate pages of information.

7. Food Navigator.com has an interesting article of 'Laughing gas makes best bubbles in chocolate.

8. http://www.hersheys.com/index_html.shtml
Hersheys has tours, recipes, information on their chocolate, pasta and grocery. Includes educational information, corporate information, news releases and other interesting information.



9. http://www.chocolatelovers.com/history.htm
The history of Chocolate A fairly complete history of how chocolate was developed in the New World and eventually came to Europe.

Articles on chocolate:

1. Cocoa powder has most antioxidants of all forms of chocolate, says study
A study presented at Experimental Biology 2005, an annual meeting of biological scientists, indicates that cocoa powder contains more antioxidants than any other chocolate products, and that processing of chocolate decreases antioxidant content. Researchers associated with the Agricultural Research Service...
www.newstarget.com/006754.html

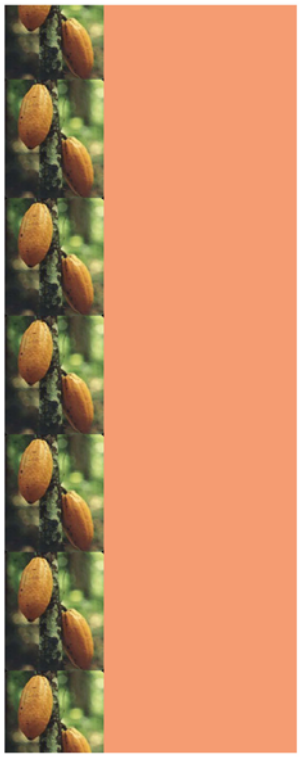
2. Chocolate is actually good for you, if used in moderation, says new research
New research into flavonoids, which are found in chocolate, has shown that they can be very beneficial for your heart and can reduce your risk of cancer. In fact, the flavonoids in chocolate are actually more effective antioxidants than those in tea, which is also considered a very good source of these...
www.newstarget.com/006556.html

3. Cocoa contains higher antioxidant count than processed chocolate
While all chocolate contains some antioxidants, a study funded by the Agricultural Research Service found that more processed chocolates, such as milk chocolate, contain lower levels of antioxidants. Cocoa, the primary ingredient in chocolate, contains high levels of flavonoids, which are naturally occurring...
www.newstarget.com/007462.html

4. Chocolate finds its way into products ranging from shampoos to cosmetics and candles
Since chocolate is now well known for its positive effects on the mind and in the bedroom, more companies are using this treat for more than sinfully delicious snacks. Thanks to its soothing yet sexy aroma, chocolate is now being used in such products as shampoo and conditioner, body care products,...
www.newstarget.com/005116.html

5. Healthy chocolate choices
Although chocolate has been said to have some nutritional value -- for example, some claim real dark chocolate may be good for the heart -- the form it comes in makes all the difference, and Charles Stewart Parkins, the "Diet Detective" of Greenwich Time, offers tips on how to make healthy chocolate...
www.newstarget.com/009830.html

6. Chocolate may be good for you, but does not replace fruits and vegetables
Recent studies have found that chocolate may actually be a healthy food, because it provides plenty of flavonoids. Flavonoids actually help reduce the risk of heart attack and cancer, making



plenty of flavonoids. Flavonoids actually help reduce the risk of heart attack and cancer, making chocolate a healthy treat. However, chocolate is no replacement for a diet containing plenty of fruits and vegetables...
www.newstarget.com/007407.html

7. Ingredient in chocolate may become part of cancer treatment
Georgetown University scientists say they have discovered how an ingredient in chocolate can help destroy cancer cells. The researchers say there is much more study to be done, but that the discovery could lead to a new cancer treatment eventually. They are careful to point out, however, that their research...
www.newstarget.com/007451.html

8. Dark chocolate shown to have healthy effects in study
Chocolate is widely accepted as an indulgence, but Forbes reports that a study by Tufts University researchers shows dark chocolate may lower blood pressure by an average of 10 percent while improving the body's sensitivity to insulin. To learn more on this topic, be sure to also read the related article...
www.newstarget.com/010077.html

9. Eat chocolate to lower blood pressure
A new study shows that eating half a bar of dark chocolate daily can help reduce blood pressure. If you enjoy this article, you may also be interested in an article entitled 'Cocoa is loaded with anti-cancer phytochemicals and compounds, says research.'
www.newstarget.com/010131.html

10. Active ingredient in chocolate proves good medicine for coughs
Got a nasty cough? Stop reaching for medicine and grab a piece of chocolate instead. Researchers at the Imperial College of London found recently that an ingredient found in cocoa beans is actually much more effective at suppressing a cough than medicine formulated specifically for that reason. Theobromine...
www.newstarget.com/007557.html

11. Chocolate Becoming Hot Ingredient in Beauty and Personal Care Products (press release)
Ask chocolate lovers around the world swear that their dark delicacy can elicit feelings of well-being, euphoria and sensuality, personal care formulators are discovering that tasting is not the only way to savor its delights. Chocolate is becoming an increasingly popular ingredient for a wide variety...
www.newstarget.com/010010.html

12. Dark chocolate may be good source of flavonoids, but other sources are better, says dietician
Scientists have proven that dark chocolate has the same type of flavonoids that antio-xidant rich foods such as green tea, red fruits and vegetables, and red wine do. High blood levels of flavonoids contribute to good cardiovascular health and may lower the risk of heart disease and certain cancers...
www.newstarget.com/008035.html

13. Dark chocolate could benefit cardiovascular system, research shows
Eating flavonoid-rich real dark chocolate with a high cocoa content could have a protective effect on the cardiovascular system, at least in the short term, according to researchers in Athens; however, most chocolate sold in stores has a low cocoa content and is actually more likely to be bad for health...
www.newstarget.com/009751.html