

From: Frazier, Tamara

Sent: 12/12/2015 4:38:59 PM

To: TTAB EFiling

CC:

Subject: U.S. TRADEMARK APPLICATION NO. 86447383 - NUTRIVERUS - 1002.0006 - Request for  
Reconsideration Denied - Return to TTAB - Message 2 of 2

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Attachment Information:

Count: 6

Files: evid3-2.jpg, evid3-3.jpg, evid3-4.jpg, evid4-1.jpg, evid4-2.jpg, evid4-3.jpg

nuverus superfoods are made of some ingredients which are natural and busy lifestyles. **The NuVerus Superfood product line is the answer to our needs!**

#### Ancient Wisdom meets Modern Science

Ancient civilizations were known for their wisdom and their ability to unlock nature's secrets. They understood the intrinsic power of SuperFoods like **Black Seed** (Nigella Sativa), **Curcumin**, and **Aloe Vera**, and how they could promote overall wellness. At NuVerus, we have rediscovered the wisdom of the ancients and combined it with modern science in order to unlock the secret to optimal health and wellness.



#### The NuVerus Total Health Approach

- We believe health starts with healthy cells . . . We created NuVerus Plus the world's premier cellular antioxidant formula
- To be healthy we need to manage our weight . . . We create the NuVerus Weight Management System
- Energy is important to daily function . . . We created the first Antioxidant SuperFood Energy Drink
- We value our appearance . . . We created the nuverus superfood skin Care system
- We need Omega to protect our Brain, Heart, and Eyes . . . We created NuVerus Life, the premier Omega antioxidant formula

#### The Power of Black Seed

Black seed (scientific name: Nigella sativa) is in all the NuVerus products. It is our flagship nutrient . . . and for good reason! Known around the world and throughout history for its restorative and medicinal qualities, Truly Black Seed is one of nature's greatest gifts, and that is probably why it is referred to as the "seed of blessing." The ancient Egyptians and Assyrians recognized the power of this healing herb as early as 3000 years ago. Found in the tomb of Tutankhamen, "King Tut", Black Seed was thought to help the Pharaohs in the afterlife. Physicians as far back as the 1st century used Black Seed to treat a variety of ailments and sickness. Black Seed is remarkable in that it is one of the few natural, herbal remedies that has been studied by the scientific community and found to have tremendous potential benefit. Today, more and more medical scientists and professionals are recognizing the power of this amazing little seed. It was recently recommended as an herbal remedy by the World Health Organization. Research continues to show the positive results of Black Seed, and it continues to generate excitement throughout the medical industry.

#### The Power of the NuVerus SuperFoods

SuperFoods are super because they exceed the requirements of protein, minerals, glyconutrients, immune system requirements, they can also help to detoxify the body and provide everything we need to lead a healthy life. These foods are nutritional powerhouses, containing ingredients that help to fight disease, provide good healthy fats, antioxidants, and minerals. These foods help to fight off all sorts of diseases, act as preventative measures by providing the body with nutrients in chronically deficient areas and help to keep everything working in top form by helping the body to keep itself toxin free. Years of research and development from the great minds of our Chemists and Doctors. The first step was to develop all of our products with Black Seed Oil as the staple nutrient. Black Seed is not commonly found in liquid nutrition products. NuVerus is the first company we know of to focus on this remarkable SuperFood. The Oil of the Black Seed has a strong pepper flavor, which explains why all the other products on the market have excluded it. NuVerus has used advanced manufacturing techniques to combine the Black Seed Oil in a delicious and comprehensive formula with SuperFoods from around

<http://www.nuverus.com/2/country/usa/web/nuverus-superfoods-for-the-world.php#>  
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advanced manufacturing techniques to combine the black seed oil in a delicious and comprehensive formula with superfoods from around the world.

#### **Aloe Vera.**

The next step was to create the highest absorption possible so the body could effectively utilize the powerful nutrients in our nutritional formulas. NuVerus Plus and NuVerus Energy are both in a base of 51% Aloe Vera. Aloe Vera has a high absorption ability and thus greatly increases the absorption of the other vital nutrients by up to 300%. This is referred to as increased bio-availability. Our patented Aloe Vera comes from a bifurcated process that utilizes the nutritional benefits of the inner gel as well as of the vast array of nutrients in the whole leaf. For this reason, this unique Aloe Vera contains amino acids, vital minerals like calcium and magnesium, enzymes, vitamins, polysaccharides, and other components that make it a true miracle substance.

#### **More Powerful Superfoods.**

It wasn't enough to just have Black Seed and Aloe Vera, our liquid nutrition products contain ~ 20 SuperFoods including natural healers like Curcumin, Grape Seed Extract, Ginkgo Biloba, Ginger Root, Mangosteen, Pomegranate, Noni, Acai, Green Tea, Blueberry, Goji, and Quercetin.

#### **Organic and Natural with No Preservatives or Artificial Sweeteners**

At NuVerus we don't take shortcuts on quality or safety. Where most other companies would not burden themselves with the cost, time, and energy . . . NuVerus chooses to be different. Our products are Organic. This means each ingredient in our products is of the highest quality. There is no chemical processing in our products. There are no preservatives or artificial sweeteners. At NuVerus we believe that a nutritional product should be natural, the way nature intended it.

#### **Testing**

We believe that our NuVerus Plus SuperFood antioxidant formula is the world's premier daily nutritional formula . . . and we back that up with testing. **Certified ORAC Testing** shows that each ounce of NuVerus Plus, that you consume contains almost 9000 units of antioxidants, or the equivalent of consuming 9 servings of fruits & vegetables. This is the highest ORAC score of any product on the market today. But one test was not enough. **The CAP-e assay test**(Cell-based Antioxidant Protection in Erythrocytes) test is a new method for evaluating the antioxidant potential of natural products based on the concept that many such antioxidant products are only of biological relevance if they are able to protect living cells. In other words, it is a cell-based assay for the evaluation of whether antioxidants in natural products are capable of protecting live cells from oxidative damage. The CAP-e test results for NuVerus Plus were one of the highest ever in the history of CAP-e testing on Natural Products

\* The statements on this website have not been evaluated by the Food & Drug Administration (FDA). This product is not intended to diagnose, cure or prevent any disease.





We are NuVerus (video)



The Products



Your Opportunity



Start Your Business

*"NuVerus combines all the essential elements needed for you to own a successful business. We have created the infrastructure and all of the resources you will need to attain your goals. We hope you will join us!"*

*Michael Jareou, Founder & CEO*



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## Join the NuVerus Team

Before making on your decision to become an *Independent Business Associate* with NuVerus, before completing the Associate application, please review the information below.

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Join in my Country



Barbados

**How to Enroll:**

**Enroll Online.** Click on the "Enroll Online Now" button below. Your Associate Account and Business will be set up immediately. We accept all major credit cards (Visa / MC / Amex / Discover). You can even enroll with your checking account using our E-Check system. Your private information including SSN# and Credit Card information will be immediately encrypted before being placed in our database. Thus your information is secure.

Click to Enroll Now and Join the NuVerus Team!  
USA  
Would you like to join NuVerus in your Native country? Click your country in the Choose Country box.

**Fax your Application.** If you prefer to fax your application, download the application to your computer. Then print, complete, and fax to our Customer Service Department at the fax # on the form. Your application will be processed in 1 business day.

**Mail your Application.** If you prefer to mail your application to our corporate office, download the application to your computer. Then print, complete, and mail your application to our address on the application. Your application will be processed within 1 business day of receipt at our office.

[Click here to download the Associate Application.](#)

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