

**EXHS**

Rivercat Foods, Inc.  
5129 Myrtle Ave. #22  
Sacramento, California 95841  
(916) 332-2529

November 15, 2002

VIA US Mail

Ms. Lori Krafte

Greenebaum Doll & McDonald PLLC

2800 Chemed Center

255 East Fifth Street

Cincinnati, Ohio 45202-4728

Re: Testimony Deposition  
Opposition No. 91150539  
Rivercat Foods, Inc. v. Sacramento River Cats Baseball Club, LLC

Dear Ms. Krafte:

Enclosed please find a Certified Copy of Reporter's Transcript of Examination by Written Question conducted Friday, November 8, 2002.

This testimony is being submitted in response to instructions provided in the enclosed letter from Ms. Veronica White, Legal Assistant, and dated January 23, 2002.

I have also submitted a copy of this transcript to Karl Kochersperger, Paralegal, in response to instructions in the enclosed letter dated July 18, 2002.

The initial testimony did not capture the full exhibit for exhibits 11-21. I contacted the business and they issued another certified copy of the exhibits which are included along with this testimony.

If you have any questions regarding this matter, please do not hesitate to contact me.

Very truly yours,



Les Cochren, CEO  
Rivercat Foods, Inc.

Enclosures.

Cc: Karl Kochersperger

02/10/29 AM 9:30  
FOR THE COURT

UNITED STATES DEPARTMENT OF  
COMMERCE  
Patent and Trademark Office  
Trademark Trial and Appeal Board  
2900 Crystal Drive  
Arlington, Virginia 22202-3513

Mailed: January 23, 2002

Opposition No 91150539  
Serial No. 78055859

D. Scott Poley  
Professional Baseball Promotion Corp  
201 Bayshore Drive SE  
Saint Peterburgh, FL 33701-3903

Rivercat Foods, Inc.

v.

Sacramento River Cats Baseball  
Club, LLC

Les Cochren  
7745 Maralee  
Sacramento, CA 95824-4432

Veronica White, Legal Assistant

A notice of opposition to the registration sought in the above-identified application has been filed. A copy of the notice is attached.

**ANSWER IS DUE FORTY DAYS** after the mailing date hereof.  
(See Patent and Trademark Rule 1.7 for expiration date falling on Saturday, Sunday or a holiday).

Proceedings will be conducted in accordance with the Trademark Rules of Practice, set forth in Title 37, part 2, of the Code of Federal Regulations. The parties are reminded of the recent amendments to the Trademark Rules that became effective October 9, 1998. See Notice of Final Rulemaking published in the *Official Gazette* on September 29, 1998 at 1214 TMOG 145. Slight corrections to the rules, resulting in a correction notice, were published in the *Official Gazette* on October 20, 1998 at 1215 TMOG 64.

A copy of the recent amendments to the Trademark Rules, as well as the *Trademark Trial and Appeal Board Manual of Procedure* (TBMP), is available at <http://www.uspto.gov>.

**Discovery and testimony periods are set as follows:**

Discovery period to open:	February 12, 2002
Discovery period to close:	August 11, 2002
30-day testimony period for party in position of plaintiff to close:	November 9, 2002
30-day testimony period for party in position of defendant to close:	January 8, 2003
15-day rebuttal testimony period for plaintiff to close:	February 22, 2003

A party must serve on the adverse party a copy of the transcript of any testimony taken during the party's testimony period, together with copies of documentary exhibits, within 30 days after completion of the taking of such testimony. See Trademark Rule 2.125.

Briefs shall be filed in accordance with Trademark Rule 2.128(a) and (b). An oral hearing will be set only upon request filed as provided by Trademark Rule 2.129.

**NOTE:** The Board allows parties to utilize telephone conferences to discuss or resolve many interlocutory matters that arise in inter partes cases. See the *Official Gazette* notice titled "Permanent Expansion of Telephone Conferencing on Interlocutory Matters in Inter Partes Cases Before the Trademark Trial and Appeal Board," 1235 TMOG 68 (June 20, 2000). A hard copy of the *Official Gazette* containing this notice is available for a fee from the Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402 (Telephone (202) 512-1800). The notice is also available at <http://www.uspto.gov>. Interlocutory matters which the Board agrees to discuss or decide by phone conference may be decided adversely to any party which fails to participate.

If the parties to this proceeding are also parties to other Board proceedings involving related marks or, during the pendency of this proceeding, they become parties to such proceedings, they should notify the Board immediately, so that the Board can consider consolidation of proceedings.

UNITED STATES DEPARTMENT OF COMMERCE  
Patent and Trademark Office  
Trademark Trial and Appeal Board  
2900 Crystal Drive  
Arlington, Virginia 22202-3513

Mailed: July 18, 2002

Opposition No. 150,539

RIVERCAT FOODS, INC.

v.

SACRAMENTO RIVER CATS  
BASEBALL CLUB,  
LLC

*Karl Kochersperger, Paralegal*

Opposer and counterclaim defendant, Rivercat Foods, Inc.,  
filed its answer to applicant's counterclaim on April 1, 2002.

In accordance with the Trademark Rules of Practice,  
discovery is open, and the close of discovery and testimony  
dates are set as indicated below. In each instance, a copy of  
the transcript of testimony, together with copies of  
documentary exhibits, must be served on the adverse party  
within thirty days after completion of the taking of  
testimony. Trademark Rule 2.125.

THE PERIOD FOR DISCOVERY TO CLOSE: September 18, 2002

30-day testimony period for party in  
position of plaintiff to close: December 17, 2002

30-day testimony period for party  
in position of defendant in  
the opposition and plaintiff in  
the counterclaim to close: February 15, 2003

Rivercat Foods, Inc.  
5129 Myrtle Ave. #22  
Sacramento, California 95841  
(916) 332-2529

November 12, 2002

Attention: Ms. Veronica White  
BOX TTAB-NO FEE  
Assistant Commissioner of Trademarks  
2900 Crystal Drive  
Arlington, Virginia 22202-3513

Dear Ms. White:

In reviewing the exhibits submitted along with our deposition, I noticed that the recording clerk did not copy the bottom portion of exhibit s 11- 21 which specifies the date 12/24/99. I contacted the business and they issued me another copy of the exhibits which I have enclosed for your review. Also I included the news article that accompanies exhibit 22.

If you have any questions please do not hesitate to contact me.

Very truly yours,



Les Cochren, CEO

## "How to Start and Promote Virtually Any Business, Product or Service on the Internet"

"Increased traffic to our website 400% in less than a month."

I wrote this just before leaving for the night. I hope none of you were working like me... I hope you were at home with your families and having a nice relaxing evening. As for me... I busted my butt as usual to wrap up a few loose ends before I took the Porsche to the track (I love racing!).

I'm really angry. As angry as I have ever been about anything. I get calls everyday from clients and subscribers who have been burned over and over again by fast buck artists selling a lot of hype and saying how easy it is to make big money in electronic marketing.

While it is true that millions of computer owners are now online, it simply isn't true they are just sitting there eagerly waiting to send you money the moment you contact them (in fact it is harder to get someone to buy on the Internet than in a normal business environment).

In fact, electronic marketing can be the fastest way to lose a lot of money quickly. I know dozens of business owners who have lost thousands of dollars using these supposed (no cost) forms of marketing. People put up a website and do some advertising... expecting the profits to roll in.

If advertising on the Internet is free, why is it that 94% of all online business are currently **losing** money? If you are one of the few actually making money on the Internet... congratulations. But let's turn the profits you're making into **REALLY BIG PROFITS**.

It's very easy to earn a substantial income (\$100,000+) from your home or office computer with an online business (if you know **exactly** what to do).

Let me help. You will discover the most advanced ideas, "clever little" tricks, and key techniques for successful on-line marketing used today by the top people in the field. Find out how yours can be one of the very few successful companies that are on the Internet.

have designed this site to help you get all the tricks of the trade and find out what works best for:

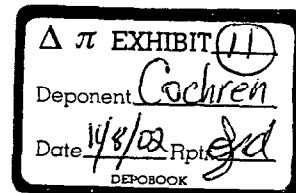
- web page promotion and design
- on-line services (*Compuserve, AOL, Prodigy, Genie*)
- online classified ads
- affiliate/reseller/associate programs
- newsgroup promotions
- promotions through discussion lists and newsletters
- opt-in email techniques
- autoresponders
- bulletin boards
- electronic malls
- ranking at the top of search engines
- sales strategies
- creating killer copy
- banner ads (tips and tricks)
- completely automating your business

RC0011  
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 Rivercats Baseball Club  
 Submitted by Rivercat Foods, Inc.

I've tried them all; the conventional, the unconventional... the ethical, the risqué... the complicated, the simple... the common, and the crazy.

My 4 successful businesses, all 4 are 100% online. What I mean by "100% online" is that not one cent comes from conventional magazine, newspaper or direct mail advertising. I make more money in 1/2 a day than I used to in an entire week. The bottom line when it comes to online marketing is... **show my stuff!**

As a successful online entrepreneur, I can guarantee you that all the promises these fast buck artists



## Marketing Costs

Running an Internet business (and internet marketing) is fantastic if you do it right. Do you have any idea what kind of dollars it takes to advertise in a print magazine? For example... you all must know the magazine *Car and Driver*.

**It costs \$34,152 for a one page ad in the magazine... PER MONTH!**

You have to sell a lot of product to make up that kind of advertising cost. And that's not to mention that you have to get that ad to the magazine at least a month before the publication date, and you don't even see your results until 30 days after the magazine is published. That's 2 months without any income (and a \$34,152 expenditure).

On the net you can test what works in a matter of days... and all for peanuts. Where else can you place an ad and have orders rolling in (or not) 24 hours later?

How much will you need to start your internet marketing campaign? The truth is that you can start it for under \$50.00, but this means you will be doing everything yourself, so this will be a very slow process. For under \$300.00 you can be up and running with a fantastic site and online advertising campaign in two weeks (this includes email promotions, websites, co-op linking, newsgroups, BBSs, autoresponder campaigns, library and article campaigns, etc.). You can do it in a week, but that's really pushing it. To get a truly incredible online marketing campaign started, there is no reason to spend thousands of dollars (like many people do). I can show you ways to have no inventory, no capital investment, and almost no expense... with lots of cash flow. You can literally get thousands of leads and hundreds of sales within a few weeks! Quick, easy and ridiculously cheap.

In many cases you can take a product that failed in direct marketing, magazine advertising, newspaper advertising or even retail sales and make it a great success on the Internet. Take my *Car Secrets Revealed* book (<http://www.igs.net/carsecrets/>). We placed ads in *Sport Compact Car*, *National Auto Traders*, etc. and the book just broke even. Now on the net, it is the #1 best-selling car book with over 10,000 sold in less than 12 months and over \$140,000 IN NET PROFIT (not "gross sales", but "net profit".... money that you actually put in your pocket and take home). That is not to mention the tens of thousands of dollars made from backend products we sold them later (this is explained later).

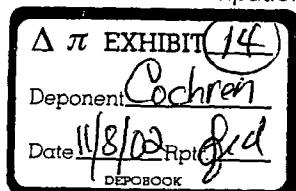
There are 12 other similar books being sold online at half the price that I sell mine for, but they have sold less than a handful of them. Let me ask you, why do I sell thousands of books more than they do at DOUBLE their price?...**Intelligent Internet Marketing is the key!**

**For every \$100 you spend on your online marketing,  
I will show you how to get \$1000 in net profit.**

If the marketing effort fails the first time out, most small business owners without a big marketing budget cannot afford a second effort. For example, usually someone will say "Yeah, I tried the newsgroups and it did nothing for me." Learn the proven ways of marketing online so you are guaranteed to make money the first time out.

I know all the insider marketing techniques: how to place ads so people will read your pitch and buy. Collectively, between all my online businesses I have over 520,000 people (no that is not a typo) visit my web sites **every month** to buy my products -- you can do it too! Anyone can duplicate my results if they use the right "clever" techniques!

If you really look at the Internet profile, it is an almost "perfect" market. Most of the users are educated, can afford a computer (proving they have disposable income and money to buy what you're selling). Almost all of them have credit cards (most pay for their Internet access this way), and because they are "netters", most of them are impatient and impulsive buyers.



RC0014  
Opposition No. 91150539  
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Submitted by Rivercat Foods, Inc.



# MAKE IT EASY FOR CUSTOMERS TO BUY

If you don't accept credit cards or don't have merchant accounts, forget it!

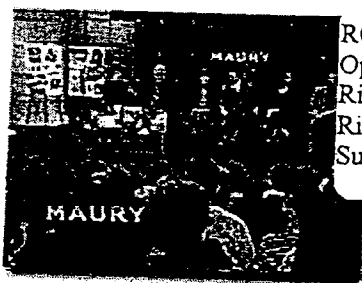
You MUST be able to accept credit cards online if you plan to do business on the net. If you can't, you will lose over 60% of your business. Customers on the net are impulsive and want everything NOW. If they have to get off the net to call you (most families only have one phone line in their house), or if they have to write a check, fill out an order form, address an envelope, put it in the mail, etc... you can forget about doing any kind of volume. You have to make it easy for them to order! Would you believe that currently 97.4% of the orders for my products are placed with credit cards? Credit cards will also give you a measure of credibility because yours will not seem like a basement operation).

Let me prove it. I run four businesses on the net. 20% of my orders go to my 800#, from which I receive a check every two weeks. This check is for only 20% of only one of my products every two weeks... and it has all my expenses deducted out of it automatically. My checks are approximately \$2000.00 every two weeks. Here is a scan of a couple of them. This is just the beginning. It is almost impossible to get someone to actually share their exact figures from their business ventures... well... I DO! Here is a scan of the statement for one of my Visa/Mastercard accounts I use for one of my other businesses, Money Savers Group. These deposits are approximately \$20,000-25,000 every month. And this is for only ONE of my businesses.

## Learning from the best

Talk about learning from the best... I have spent over \$37,000.00 on "making money" and "marketing" courses over the last three years. For example, J. Abraham charges \$7,000.00 for a two day seminar and \$3,000.00 per hour (yes, I said per hour!) for his personal one-on-one advice. This is how good this guru is. Gary Halbert and Mike Enlow charge \$15,000 for a weekend seminar! These are just to mention a few.

By the way, here are two screen captures of myself making an appearance on the Maury Povich show as one of a panel of experts.

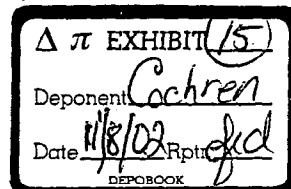


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Submitted by Rivercat Foods, Inc.

Below are a few examples of what you can learn. They are broken up into 4 categories: General Marketing Tips, Website Marketing (the most exciting one!), Newsgroups Marketing (including BBSs, CompuServe, and AOL marketing), and Email Marketing.

## GENERAL MARKETING TIPS

- Learn 10 of the best products and services you can sell online - ones that are super easy to sell and have lots of profit!
- How to raise your price and still increase your sales volume at the same time. For example if you sell products/services for \$39.95, I can show you how to sell it for \$69.95 -- and sell more of it.
- Learn how to increase your profits by 63% by teaming up with your competitors (yes, actually teaming up with your competitors). This is only being done by a few of us and is a source for



- How to word your webpage to increase your sales by up to 312%.
- How to get prospective clients to read your advertisement. And if they don't buy, how to get their email addresses and email an offer to them that they can't refuse. **No one else can tell you how to do this.** This is critical for your success, it is pure profit... you would never have made these sales without this method.
- What advertising on the web works, and what is a complete waste of money. For example, I have advertised on sites that get 80,000 visitors a month and are very costly without making a single sale from them! Then, I advertise in other areas that only cost me \$40.00 a month and I bring in over \$600.00 in profit monthly from them.
- Right now, it cost \$8500.00 to advertise on the What's New page on the Internet for **only one week!** And that is for an ad only 1 inch high! I can show you how to place ads for less than \$20.00 each that will bring tens of thousands of visitors to your site.
- You will learn: how to "track" your customers; who is viewing a website; how many hits you receive per day/week/month; which pages are accessed the most; when you sell the most product; where your visitors link to afterwards and which sites users access you from. This information is critical for improving your sales. You will be shown how to track this in a matter of minutes.
- How you can program and update your own website easily, even if you have no computer background.
- How to handle credit card and cash over the Internet safely and how to make people feel secure about ordering your products. Are CyberCash <sup>TM</sup>, First Virtual <sup>TM</sup>, secure servers, etc. worth the investment, and which is better?... and... which are a waste of time? I will show which ones you don't want to use **because you will actually LOSE business.**
- A list of over 600 places on the net to place *free* classified ads.
- What words make search engines list you near the top of search results. You want your web site to be found whenever anyone on the Internet does a search on your subject matter.
- Learn to avoid 3 simple things many people do on their website that **drop sales** by as much as 62%!
- What words to use in your webpage to make sure you are listed before your competitors.
- Examples of classified ads, banners and hyperlink text ads that are proven to work. Use them as templates to guarantee success for your ads.
- What links at the bottom of your webpage can increase your visitors by 8000 a month and almost double your sales (yes, I said double).
- If you sponsor another website with a banner, learn how to create one that will lure 238% more clients than any other banner on that site.
- How to set up mirror sites to track every advertisement separately to find out where you're making money and where you are not. This way you can maximize your profits by canceling ads or marketing that doesn't work... and maximizing the ads that do. This is critical!
- The location of your advertisement on another website is absolutely crucial. This can affect your orders by up to 77%.

RC0017

Opposition No. 91150539

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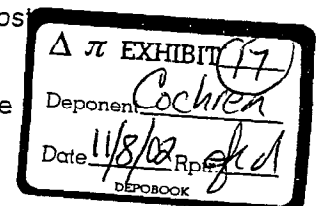
Rivercats Baseball Club

Submitted by Rivercat Foods, Inc.

**NEWSGROUP MARKETING**

(including BBSs, CompuServe, and AOL marketing):

- How to blatantly advertise and get direct sales from newsgroups (and AOL/CompuServe forums) without even getting flamed, bombed or nasty email.
- Secrets of electronic publicity for no cost. How to get your publicity permanently stored on the most in-demand databases in the world. That means customers looking for information on your product or service will be able to buy from you for many years to come.
- How to tap into commercial bulletin boards like CompuServe and AOL and reap the profits. The results have been spectacular. Some of my projects bring in over ten dollars for every dollar invested in marketing. Results like that can make you wealthy in very short order. I will show you exactly when to create and place the most effective forms of advertising on the commercial boards.
- How to tap into "Electronic Mailing Lists." These are a goldmine for your business: my first post to one of 8 lists I participated in brought me **\$1054 in sales the very first day.**
- How to write classified ads for AOL and CompuServe that will outsell all others.
- How to get listed at the top in CompuServe classified ad categories (a company sells this one secret alone for \$29.00). This tip can improve your response 3 fold.
- A list of over 300 BBSs to market your product to and how to upload your promotion to 10 of



the largest simultaneously.

- How to load info about your products to the largest BBSs in the US without the sysop (owner of the BBS) ever knowing you are trying to sell something. The BBSs are getting so strict that it is almost impossible to get anything by the sysop if you are selling something.

## EMAIL MARKETING

- What one thing you must add when you're emailing information to customers that will increase your sales by 173%.
- Ultimate email secret! "How to pull 8% - 22% response on every mailing you send" (compared to the online industry standard of 0.3%).
- How to build an electronic mailing list of serious prospects easily and for free.
- How an autoresponder can be the perfect tool if used correctly and how it can hurt sales if used improperly. You will be shown the best one to use (the ones most people are using are almost useless). You will be shown the one thing that will double your autoresponder sales (no-one else but myself is using this technique!).
- How to get unlimited autoresponders free every month.
- How to collect thousands of email addresses of people who are interested in your products and gather repeat sales from them... all within 48 hours. (without ever spamming!)
- How to use opt-in bulk email properly and whether or not to use an outside service. I spill my guts to show you how to generate over 1000 leads per day.
- Where to find a list of tens (and possibly hundreds) of discussion lists regarding your industry. You definitely want to be on these mailing lists in order to market your product. I generated over \$3300 in sales the first week from 7 postings to 4 of these lists.
- The value of an "automated" follow-up email and how to turn it into a "cash cow".
- Learn proven techniques for closing sales by email and at your website. Make no mistake about it, how you respond to a simple "send info" message will mean the difference between making money or wasting time.

The tips, strategies and secrets mentioned in the above lists are the most effective techniques to put your sales through the roof.

There are literally hundreds of different ways to market on the Internet. You will learn which ones are the easiest, fastest and most effective; and which are a waste of your time. I will show you, step-by-step, how to make insane profits marketing your product or service online.

No nonsense, no technobabble, and plenty of real-world case examples.

You don't need to be a technical whiz. You don't need any special equipment or experience to go immediately from Internet beginner to advertising expert. You can start earning income within 24 - 48 hours after you start your internet campaign.

Techniques that make it possible for any size company to start cashing in today on the Internet. I cut through the fog and show you what it really takes to consistently make money on the Internet.

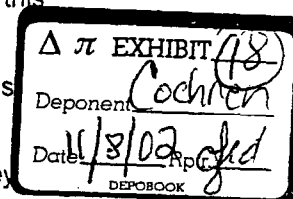
This knowledge comes from quietly and consistently making thousands of dollars month in and month out with a remarkably simple auto-pilot system. And almost anyone can easily duplicate this success. Once an auto-pilot system has been set up, there is nothing left to do. I will share all the details of this extremely lucrative system.

Remember the checks and Visa/Mastercard statements I was showing you before in this letter... as you can see, I am not blowing hot air. This is real and I have proven it.

Most people expect to make money overnight on the net. Others are more realistic and believe they will be lucky to make any in the first six months. Unfortunately the latter is true... however, I will guarantee you will start turning a profit a week after you study my techniques and secrets. No ifs, ands, or buts. Be prepared to work hard setting everything up and testing your promotions. Once your project is on automatic pilot, just spend an hour or so each day online and earn

RC0018

Remember, if you don't have a product or service to sell online, I will show you



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Submitted by Rivercat Foods, Inc.

products/services that you can sell online and that you can outright steal from me. Don't worry, by selling these products and services I recommend to you -- you won't even hurt my business.

### HERE IS WHAT OTHER PEOPLE SAY

A recent two page review of our course which appeared in Net-Biz magazine had this to say: "...up to date course you will want to get - and hope your competition doesn't."

I used the methods you told me to use and for three days my phones have been ringing off the hook! I **sold over \$3500 in goods and services in three days!** It's the first time in 5 months that anyone had really purchased anything, and to think I was just days away from giving up... Corey, your advice saved my business plan and I simply can't thank you enough!"

-Preston Reuther  
Preston J. Reuther's School for Making Wire Jewelry  
[www.wire-sculpture.com](http://www.wire-sculpture.com)

"I have also purchased your AssocTRAC affiliate software to run my associate program. I knew nothing about associate programs or affiliate software to run it, but now I know this. Two months has past since you installed the software on my site and I **have made well over \$30,000 from my site.** This is simply unbelievable! I used to spend \$2,000 each month on flyers and newspaper to bring in \$6,000 in sales. **Now I don't spend anything to promote my business and mortgage applications are just pouring in.** It is all pure profit for less than \$1,000 dollar investment. Now, that I know how to do it the right way, I decided to build my second site. I would also like to say thank you to all your staff, including Jarrett, Steve, Jason, Dan & Anna. Thanks guys, keep up the good work!"

-Joe Malek  
Mortgage Network London Inc.  
[www.joemalek.com](http://www.joemalek.com)

"Increased the traffic on our site by 400% in less than a month."

-Bill Berkley  
[www.sfsace.com](http://www.sfsace.com)

"The **single best investment I have ever made...** I think you should charge \$600 or \$900 for this course. All other courses come nowhere NEAR this one."

-Foster Brown  
[members.tripod.com/Reuen](http://members.tripod.com/Reuen)

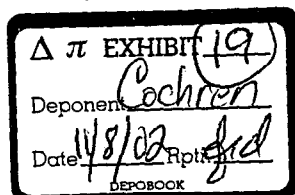
"After reading Corey Rudl's course, I can HONESTLY say I **have doubled and even tripled my income...** over \$50,000 in EXTRA sales can be attributed directly to Corey's techniques this year already!"

-David Belton  
Owner of BeCanada  
[www.becanada.com](http://www.becanada.com)

"We have spent thousands of dollars researching various methods of marketing for our own exporting and our business library and I can truly say that the Internet Marketing Course is the **most valuable business resource we have EVER purchased.**"

-Ron Coble  
Coble International  
[www.cobleintl.com](http://www.cobleintl.com)

Marketingtips.com is a "must" visit... Corey's advice **made me an extra \$34,673 in PURE PROFIT** this year alone". His concepts make me an extra \$1500 -- \$1000 in PROFIT every month since I started using his techniques.



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For more quotes and comments about the Internet Marketing Center [click here](#).

### GET THE EXPERTS ADVICE

What do you think is the fastest way to double or triple your profits online? I have learned over many agonizing years of expensive trial and error, that the fastest and easiest way is to... **model someone who is already successful.**

The problem is getting one of these experts to give you their most closely guarded secrets. How do you get them to spill their guts and lay it all on the table including their most profitable ads and sales letter... complete details on where the ad ran, or what email lists were used, and full documented results of the profits produced.

Unless you can afford to spend a small fortune to hire one of these top guns, you simply won't be privy to the powerful insider secrets that can transform your business into a powerful "money machine" almost overnight.

**Stop risking all your time, effort and money! Let the experts show you dozens of proven ways to double and triple your profits in record time!**

You can catapult your profits to a new level with these insider secrets and strategies that can be applied immediately to your business.

Why not invest in your ability to take control of your profits, increase your lifestyle and make a substantial amount of money simply because you chose to get yourself *The Insider Secrets to Marketing Your Business on the Internet* course and discover the secrets of creating successful Internet marketing campaigns? The course is two 8 x 11" full-color covered binders/manuals, each with over 320 shrink-wrapped pages (total over 640 pages, 26 lessons in total) and a CD with special software and resource files. All so you can get right down to business the minute you receive it.

You can get on the fast track to real products and electronic marketing by ordering your copy of *The Insider Secrets to Marketing Your Business on the Internet*. The cost of this course is just \$397, but as an internet marketing test and until December 27, 1999, it is just \$197. I think you will agree that this is a tremendous bargain!

You may be asking, what about a guarantee that these strategies and tips will work? Well, how about a... \$197.00 Cashier's Check FREE?

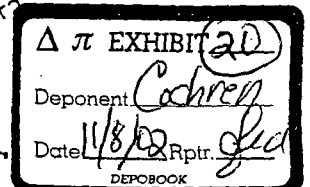
**Double your money back guarantee!** If you follow all my techniques and strategies and don't increase your sales by 300% after 90 days - just send it back for full and prompt refund of your purchase price AND I will give you another \$197 just for trying the techniques. This is how confident I am. For example, if you are making \$2000 a month now, I will **guarantee** you will make at least \$6000 a month or I will buy the course back from you and give you an extra \$197 Cashier's Check to boot.

You may be asking why I'm making such a bold claim. That is because my customers are very satisfied. My clients, after reading the material, would be crazy to return something that will make them thousands and thousands of dollars. I get zilch returns...almost no-one returns the course. So I don't worry about how long my guarantee is for, or if it's a "double your money back guarantee".

Let me even take my guarantee one step further. Don't feel like you have to "try" my techniques to return the course (that is only if you want "double" your money back). If you don't like the course for ANY reason, *any reason at all...* it can be because you felt it was not worth the money or just because you didn't like the paper is was printed on... for *any reason* in the next **10 years** (yes, 10 years!) return the course and I will refund your purchase price immediately. Now that is confidence, don't you think?

Just to "sweeten" the deal, if you order by December 27, 1999, I will include the following 3 valuable gifts worth \$504. You can keep them just for taking a peek at the course.

Free Bonus #1 (a \$97 value): You will get **my personal and private newsletter "The Cutting Edge"**. This newsletter used to be offered to ONLY a select few. On a monthly basis, it updates you on the newest and hottest techniques, tips and tricks for promoting your business. **RC0020**  
Opposition No. 91150539  
Rivercat Foods, Inc., v. Sacramento Rivercats Baseball Club  
Submitted by Rivercat Foods, Inc.



The internet changes so fast that what is working today may not work 3 months from now, so you are kept informed of exactly what is working, what is not, and what are the newest and most effective internet marketing techniques. It normally sells for \$97 (6 month subscription) you get it FREE with the course! The information inside this newsletter is reserved for course owners only, I never give this stuff away in my "free newsletter", called *Internet Marketing Tips* that you have seen here on the website (that is for more basic techniques). My private "The Cutting Edge" Newsletter is the hottest and most profitable information available and as a course owner, you have privileged access to it *free of charge*.

By the way, many people ask if I am available for consultation or personal coaching. My hourly rate is \$640.00 per hour. [If you are interested in hiring my marketing/consultation services, email me directly at [rudl@marketingtips.com](mailto:rudl@marketingtips.com)].

It is like having an expert at your shoulder and explaining it all to you.

Free Bonus #2 (\$197 value): I will give you my special list of websites you must visit! This is my personal resource list that is worth a fortune. The time you will save and the money you will make from these resources are enormous. Here are some examples:

- places that will spy on your competition for you
- what are the most current 100 top keywords used on search engines
- critical mailing list that you should join to get the newest updates on internet marketing
- a list of 2000 places on the net to advertise for free
- places to download thousands of icons, graphics, and animated gifs for free (to use in your webpages)
- where to get 50% discount on all your airfare tickets
- searchable databases of over 95,000 mailing lists and over 5000 newsletters to check for competitions, inquire about advertising in... or join applicable newsletters for the most up to date info on your industry
- where to learn JAVA, shockwave, CGI programming, and much more... all for free
- the best sites for free internet marketing and advertising information
- ... and hundreds of other crucial sites you should know about

Free Bonus #3 (\$210 value): I will also include an "email stripper" program (for IBM only). This program will also strip out email addresses from all your inquiries, correspondence, customer emails, lead lists, so you can follow up and email additional offers to them (which is critically important to your success online). We will talk about this very powerful technique that can increase your sales by 45% alone! This program is an absolute lifesaver in time and aggravation... and will generate a lot of additional sales of your product/service.

That is a total value of \$504 in free gifts, yours to keep regardless of whether or not you keep my course.

Think about it;

The price of this course is a painless drop in the bucket compared to the money you are going to lose in your lifetime without this marketing know-how. Look at it this way...

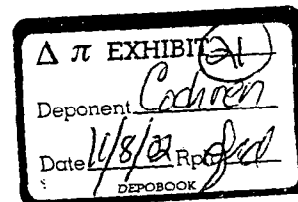
You really cannot afford not to invest in this course.

**But I've saved the best for last.** By being an owner of *The Insider Secrets to Marketing Your Business on the Internet* course, you will be on my personal database and have the opportunity to become involved with very profitable joint ventures with me *personally*. I have proven to be an online success time and time again. You can now be a part of this action and become what I call a "player".

There are three easy ways to order:

- 1.) The fastest way to order is directly online. Click here to order with our Secure Server, or if your web browser doesn't support secure servers, use our other order form.
- 2.) Call toll-free at 1-800-595-9855 (24 hours a day, 7 days a week) to get the discounted price with the free bonuses mentioned in this letter. **WRC0021**
- 3.) Click here to print out an order form to mail or fax your order.

Opposition No. 91150539  
Rivercat Foods, Inc., v. Sacramento  
Rivercats Baseball Club  
Submitted by Rivercat Foods, Inc.



# Company Catches On To The 'Net

Web-Based River Cat Foods Prepares Well-Packaged Seafood For Customers

**A**s CEO of River Cat Specialty Gourmet, Les Cochren is among the increasing number of African Americans taking advantage of the business opportunities created by the World Wide Web.

River Cat Foods, Inc. is a Web-based business specializing in canned seafood. The company is governed by what Cochren and

by GENOA BARROW  
OBSERVER Staff Writer

Chief of Operations William Spooner refer to as "the three rules of the River Cat Way": protect the environment, be concerned about customer's health and invest in youth.

River Cat albacore and salmon is caught by hook and line, no nets are used in the process. The fish, USDA approved, is high in protein and contains no additives.

The fish is caught and canned in Oregon, then shipped here to Sacramento, where the company labels and packages it.

River Cat Foods has a specialist in New York working on national and international marketing and sales. Local fish lovers are hearing about the company and its products in a couple of different ways.

In addition to the "floating commissary" that can be found on the Sacramento River most weekends, the company recently set up shop during a Greek Food Festival held on Labor Day.

While the company is a new one, Cochren already envisions expansion.

"If we're fortunate we'll have a major restaurant/store on the Sacramento River," he said.

There are also plans to bring River Cat Specialty Gourmet to restaurants and grocery stores.

The current order list includes

smoked albacore, salmon, sturgeon, fancy albacore tuna and peppered Chinook salmon.

Especially nice are the wooden gift boxes, available in deluxe, king or queen sizes. Tip: Once the fish has been eaten, the box can be used to hold small tools, recipes, or other keepsakes.

Prices for these packages range from \$55.99 to \$75.99. Individual cans are also available.

To learn more about River Cat Specialty Gourmet, log on to [www.rivercatfood.com](http://www.rivercatfood.com).

## BUSINESS BRIEFS

RC0022 # 22

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Submitted by Rivercat Foods, Inc.