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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Proceeding	91177807
Party	Plaintiff 7-Eleven, Inc.
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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

7-ELEVEN, INC.,)	
)	
Opposer,)	
)	Opposition No.
vs.)	91177807
)	
SUSAN B. BUCENELL,)	Serial No.
)	78/916,143
Applicant.)	

ORAL DEPOSITION OF
EVAN BRODY
December 2, 2010

ORIGINAL

ANSWERS AND DEPOSITION of EVAN BRODY,
taken at the instance of the Opposer, on the 2nd of
December, 2010, in the above styled and numbered cause
at the offices of 7-Eleven, One Arts Plaza, 1722 Routh
Street, Suite 1000, in Dallas, Dallas County, Texas,
before Jerry L. Anderson, RPR, a Certified Shorthand
Reporter in and for the State of Texas.

A P P E A R A N C E S

APPEARING FOR THE OPPOSER:

MR. CHARLES R MANDLY, JR.
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321 N. Clark Street, Suite 2800
Chicago, Illinois 60610-4764

MR. THOMAS R. HENNEN
7-ELEVEN, INC.
One Arts Plaza
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Dallas, Texas 75201-2502

APPEARING TELEPHONICALLY FOR THE APPLICANT:

MS. SUSAN B. BUCENELL
30623 Bittsbury Ct.
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EVAN BRODY,
having been first duly sworn, testified as follows:

EXAMINATION

BY MR. MANDLY:

Q. Good morning. My name's Charles Mandly and I'm the lawyer representing 7-Eleven this morning in this testimony deposition.

Could you please state your full name for the record?

A. Evan Brody.

Q. And, Mr. Brody, could you please tell us where you presently reside?

A. I reside in Dallas, Texas.

Q. And could you give us a specific address, please?

A. Yes. 5223 Willis Avenue, Dallas, Texas, 75206.

Q. And Mr. Brody, are you presently employed?

A. Yes, I am.

Q. And by whom are you employed?

A. I am employed by 7-Eleven.

Q. And in what capacity are you employed?

A. I'm employed as a senior marketing manager.

Q. And for how long have you been employed by 7-Eleven?

1 A. I've been employed for three years this month.

2 Q. And have you always been employed as a senior
3 marketing manager?

4 A. No. I was previously a marketing manager.

5 Q. And for approximately how long did you hold
6 the position of senior marketing manager?

7 A. Since October 1st of this year.

8 Q. Mr. Brody, do you understand that you're
9 appearing today in this testimony-deposition to testify
10 on behalf of your employer, 7-Eleven, Incorporated?

11 A. Yes.

12 Q. And the testimony that you're going to give
13 today, is that testimony based upon either your direct
14 personal knowledge of facts or based upon your review
15 of 7-Eleven business records created and maintained in
16 the normal course of business which you believe to be
17 true and accurate?

18 A. The latter, based on records that I have
19 reviewed along -- in addition to personal experience.

20 Q. Mr. Brody, could you briefly describe for us
21 the general nature of the business of 7-Eleven?

22 A. 7-Eleven runs convenience stores throughout
23 the world selling products, anything from apparel to
24 drinks, consumable food, fresh and packaged, along with
25 various other items.

1 Q. And you say that 7-Eleven operates worldwide.
2 Does it operate in the United States?

3 A. Yes.

4 Q. And approximately how many stores does
5 7-Eleven operate either directly or indirectly?

6 A. At this moment in time approximately 7,000.

7 Q. Do you have any information about the kinds of
8 consumers that 7-Eleven targets for its convenience
9 store services?

10 A. Yes. We target all consumers from children
11 all the way through grandparents. Really any
12 demographic, any -- any age range, any gender.

13 Q. You testified that you've been employed by
14 7-Eleven for approximately three years and that you
15 were originally employed as a marketing manager; is
16 that correct?

17 A. That's correct.

18 Q. And could you describe for us briefly what
19 your responsibilities were as a marketing manager when
20 you were first employed three years ago?

21 A. Yes. My responsibilities were to manage
22 Slurpee and Big Gulp brands from a marketing
23 perspective that include anything from media plans,
24 creative in-store point of purchase signage, some
25 packaging development, anything related to the

1 marketing or distribution of the Gulp family or the
2 Slurpee brand.

3 Q. And did you work with other people within the
4 company at that time to assist with and promote the
5 company's efforts to sell Big Gulp or other
6 Gulp-branded products?

7 A. Yes.

8 Q. And what were the kinds of people that you
9 were working with in your role as a marketing manager
10 in terms of the Gulp line of products?

11 A. I've worked with our category teams, which are
12 our buying teams who deal with distribution of actual
13 products to our chain, worked with our planning teams
14 and our analyst teams, worked with our other marketing
15 teams in addition to our advertising agencies.

16 Q. So through your interaction with these
17 individuals as well as the discharge of your own
18 personal employment responsibilities is it fair to say
19 that you've got a general working knowledge of the Gulp
20 line of products?

21 A. Yes.

22 Q. Now, I asked you about what your
23 responsibilities and duties were when you were first
24 employed as a marketing manager. Did those change over
25 the years or did those more or less -- were those more

1 or less the same responsibilities until your recent
2 promotion?

3 A. Those responsibilities remained intact until
4 this recent promotion.

5 Q. And could you please describe for us what your
6 current responsibilities are as a senior marketing
7 manager?

8 A. My current responsibilities are the digital
9 marketing in addition to loyalty marketing. That
10 entails anything from websites to mobile plans to
11 loyalty, anything else that falls into the digital
12 advertising realm or digital promotions including
13 social media.

14 Q. And in your current capacity as a senior
15 marketing manager do you continue to have
16 responsibility for, among other things, the Gulp line
17 of products?

18 A. Yes.

19 Q. Now, we've been talking briefly about a Gulp
20 line of products. Could you tell us what the Gulp line
21 of products is --

22 A. Yes.

23 Q. -- just in general terms?

24 A. The Gulp line of products is a family of
25 different fountain beverages currently but throughout

1 the years has extended into other lines of products.

2 Q. Do you know for approximately how long
3 7-Eleven has sold any of its Gulp products?

4 A. Yes. Since the late '70s.

5 Q. And do you know what the original Gulp product
6 offered by 7-Eleven was?

7 A. Yes. It was a fountain beverage.

8 Q. Do you recall which of the Gulp brands was the
9 original brand introduced to the public back in the
10 early -- in the late '70s?

11 A. No, I do not.

12 Q. Mr. Evans, I'd like to direct your attention
13 to what's been marked as 7-Eleven Trial Exhibit 1. And
14 actually I should probably let the court reporter mark
15 this for identification.

16 (Trial Exhibit 1 marked.)

17 Q. (BY MR. MANDLY) Mr. Evans, could you identify
18 for us 7-Eleven Trial Exhibit 1?

19 A. Yes. These are images of different cups with
20 the Gulp brands or Gulp family. There's -- it's a Gulp
21 cup, a Big Gulp, Super Big Gulp, Double Gulp, Car Gulp,
22 Extreme Gulp.

23 Q. And with exhibit -- the cups depicted in
24 Exhibit 1, would those represent cups that are either
25 in current use or have been very recently in use?

1 A. Yes.

2 Q. And are these representatives of the kinds of
3 cups that 7-Eleven presently is currently using for its
4 various Gulp products?

5 A. Yes.

6 MR. MANDLY: I'll hand to the court
7 reporter and ask that you mark 7-Eleven Trial Exhibit
8 2.

9 (Trial Exhibit 2 marked.)

10 Q. (BY MR. MANDLY) Mr. Evans, I'd ask you if you
11 could examine 7-Eleven Trial Exhibit 2 and identify
12 that document for us, please, sir.

13 A. These are representative imagines of
14 historical cups that use the Gulp family,
15 representatives of Big Gulp, Super Big Gulp, Gulp.

16 Q. So 7-Eleven Trial Exhibit 2 would be uses of
17 Gulp marks on beverage containers that are no longer
18 currently in use; is that correct?

19 A. That is correct.

20 Q. And I believe you testified that these are
21 representative of the kinds of beverage containers
22 7-Eleven has historically used with its various Gulp
23 products; is that correct?

24 A. Yes.

25 Q. With the introduction of the initial Gulp

1 product back in the late '70s, do you have any
2 knowledge as to whether or not that was a successful
3 product?

4 A. Yes.

5 Q. And what's your knowledge about whether or not
6 it was a successful product?

7 A. It was successful and we continued carrying it
8 and expanded that line.

9 Q. When you say we continued to carry and expand
10 that line, what are you referring to?

11 A. I'm referring to it remained in our stores,
12 continued to be added to newly opened stores and it
13 grew to larger cup sizes with extending that Gulp
14 brand.

15 Q. So from whatever the original Gulp product was
16 is it your testimony that there have been additional
17 brands, Gulp brands added over the years?

18 A. Correct.

19 Q. Now, when a Gulp brand is added to the product
20 mix does that mean that you'll continue to sell that
21 product forever?

22 A. Yes. Well, I'm sorry. Can you ask that
23 again?

24 Q. Sure. My question is -- you've testified that
25 over the years we've added various Gulp marks to our

1 beverage product line and my question is, I guess to
2 put it differently, do marks come in and out of the
3 product mix over the years?

4 A. Yes. We have had marks that we've introduced
5 for either a promotional period or have brought in and
6 out, but there are also marks that have remained
7 constant.

8 Q. So, for example, referring back to 7-Eleven
9 Trial Exhibit 1, the cups that are depicted there and
10 the marks that are depicted on the cups, those are
11 representative of our current product mix but that
12 doesn't necessarily mean that those are the only Gulp
13 marks that we've used historically; is that correct?

14 A. That is correct.

15 Q. If I use the term "promotional goods" does
16 that have any meaning to you?

17 A. Yes, it does.

18 Q. And what does a promotional good mean to you?

19 A. That can either be referencing a premium item
20 that's either sold or given away such as t-shirts, hats
21 or things or it can also represent a premium beverage
22 container that's sold for a promotional period of time.

23 Q. And do you have any knowledge as to whether or
24 not 7-Eleven has ever offered promotional goods under
25 any of its Gulp marks?

1 A. Yes.

2 Q. And that's yes, it has offered --

3 A. Yes, it has.

4 Q. -- such goods?

5 I'd like to direct your attention --
6 actually, first I'd like to have the court reporter
7 mark as 7-Eleven Trial Exhibit 3 this document.

8 (Trial Exhibit 3 marked.)

9 Q. (BY MR. MANDLY) Mr. Brody, if you could take
10 a look at 7-Eleven Trial Exhibit 3 and identify that
11 document for us.

12 A. These are examples of promotional cups that
13 we've made for various partner promotions. There's a
14 promotional guitar cup that was made for one of our own
15 promotions. There are some premium vessels, refillable
16 mugs. There are some promotional items that we've both
17 sold and given away as -- for promotions and getting
18 the brand out. There's also a merchandise catalog with
19 t-shirts and various other promotional items.

20 Q. And the promotional goods that are depicted in
21 7-Eleven Trial Exhibit 3, are those representative of
22 the kinds of promotional products that 7-Eleven has
23 offered under its various Gulp marks over the years?

24 A. Yes.

25 Q. I'd like to direct your attention specifically

1 to pages 11 through 14 of this exhibit and ask you to
2 again tell us what that is.

3 A. This is a catalog with various different
4 apparel items, pens, golf balls, watches, water bottles
5 that have different brands of ours on these items that
6 are for order and purchase. In here included are
7 several items with the Big Gulp mark.

8 Q. I note for the record that the catalog is
9 dated 2001. Do you see that on the cover?

10 A. Yes.

11 Q. Are you aware whether or not this program or
12 any similar programs continue to be offered by the
13 company?

14 A. Yes. We continue to offer the ability to
15 purchase branded apparel and different trinkets and
16 items.

17 MR. MANDLY: If you could mark this as
18 7-Eleven Trial Exhibit 4, please.

19 (Trial Exhibit 4 marked.)

20 Q. (BY MR. MANDLY) Mr. Brody, you testified
21 earlier that because of the success, the initial
22 success of the original Gulp product, that new Gulp
23 beverage products were added from time to time by
24 7-Eleven to its collection of Gulp products; is that
25 correct?

1 A. Yes.

2 Q. I think you also indicated during the course
3 of your testimony that other kinds of Gulp products
4 other than beverages have been added to the line of
5 Gulp products over the years; is that correct?

6 A. Yes.

7 Q. Are there currently any products other than
8 beverage products being sold by 7-Eleven under its Gulp
9 marks?

10 A. Not currently, no.

11 Q. Mr. Brody, I'd like to direct your attention
12 to what's been marked as 7-Eleven Trial Exhibit 4 and
13 ask you if you could identify that document for us,
14 please.

15 A. Yes. These are images of various other line
16 product extensions using the Gulp mark. Within here is
17 the Garden Gulp, the Fruit Gulp, Candy Gulp, Gummy
18 Gulp, Snack Gulp, the soda float which was a Big Gulp
19 and then the chocolate bar and our store gift card.

20 Q. Do you know if the store gift card is still
21 being offered?

22 A. Yes, it is.

23 Q. So with the exception of the store gift card
24 it's your understanding that the other products
25 identified in Trial Exhibit 4 aren't necessarily

1 currently part of our product mix?

2 A. No, they're not.

3 Q. Now, the fact that these products aren't
4 currently being offered, does that mean that they won't
5 ever be offered again?

6 A. No.

7 Q. And when you say "no," is there some kind of
8 ongoing evaluation as to what the product mix should be
9 for the Gulp products?

10 A. Yes. There's always ongoing evaluation.
11 Particularly now with our recent launch of our private
12 label we continue to roll out new products and use
13 various different brands, especially looking to
14 leverage our larger, more recognizable brands such as
15 the Gulp family.

16 Q. Are there any limitation on the kinds of
17 products that you consider on an ongoing basis as being
18 appropriate for potential Gulp mark line extensions?

19 A. No. We evaluate all the products.

20 Q. And could that include pet products?

21 A. Yes.

22 MR. MANDLY: I'll ask the court reporter
23 to mark as 7-Eleven Trial Exhibit 5 this document.

24 (Trial Exhibit 5 marked.)

25 Q. (BY MR. MANDLY) Mr. Brody, I'd ask you to

1 examine 7-Eleven Trial Exhibit 5 and identify that
2 document for us, please, sir.

3 A. Yes. This is an image of the Big Gulp soda
4 bottle. It is a bottled product.

5 Q. And is this product currently being offered?

6 A. No, not in the United States.

7 Q. Is it being offered outside the United States
8 to your knowledge?

9 A. That is my understanding, that it is currently
10 offered in Canada.

11 Q. Is this the kind of product that on an ongoing
12 basis 7-Eleven evaluates as to whether or not it should
13 be brought back into the product mix for Gulp products?

14 A. Yes.

15 MR. MANDLY: If we could mark this as
16 7-Eleven Trial Exhibit 6, please.

17 (Trial Exhibit 6 marked.)

18 Q. (BY MR. MANDLY) Mr. Brody, you indicated
19 earlier that it was your understanding and belief that
20 the Gulp family of products has been a successful
21 product for 7-Eleven; is that correct?

22 A. Yes.

23 Q. And do you have any information -- let me
24 rephrase that.

25 Has it been a product that you view as

1 being successful based upon its sales history?

2 A. Yes.

3 Q. I'd like to direct your attention to what's
4 been marked as 7-Eleven Trial Exhibit 6 and ask if you
5 can identify that document for us, please, sir.

6 A. Yes. This is the revenue from the Gulp
7 products from 1997 until 2008.

8 Q. So when you say it's the revenue, this is a
9 table which reflects the sales information for Gulp
10 products, the annual sales information for Gulp
11 products for each year from 1997 to 2008; is that
12 correct?

13 A. Yes, that is correct.

14 Q. And did you create this document?

15 A. I did not.

16 Q. Did you do anything to verify the information
17 that's contained in the document?

18 A. Yes, I did. I worked with our internal teams,
19 our analyst and planning teams, to verify this data.

20 Q. So this information is drawn from the business
21 records of 7-Eleven; is that your understanding?

22 A. That is correct.

23 Q. And do you believe this information to be true
24 and correct?

25 A. Yes.

1 Q. And this is the kind of information that you
2 rely upon in the normal course of your business; is
3 that correct?

4 A. Yes.

5 Q. Thank you. Has 7-Eleven made any effort to
6 promote its various Gulp products over the years to
7 your knowledge?

8 A. Yes.

9 Q. What kinds of effort just in general does
10 7-Eleven engage in to promote its Gulp products?

11 A. We engage in both in-store signage and
12 different call-outs in addition to media, so different
13 forms of advertising whether it be television, radio,
14 Internet, outdoor. Also the front of store street
15 facing signage and various other forms of advertising
16 from grass roots promotion.

17 Q. Does the expression "point of purchase" mean
18 anything to you?

19 A. Yes.

20 Q. What does "point of purchase" mean to you?

21 A. In-store signage.

22 MR. MANDLY: Mark this as 7-Eleven Trial
23 Exhibit 7, please.

24 (Trial Exhibit 7 marked.)

25 Q. (BY MR. MANDLY) Mr. Brody, if you could

1 identify 7-Eleven Trial Exhibit 7 for us.

2 A. This has examples of POP or point of purchase
3 signage throughout the years. It includes different
4 Gulp marks in addition to various partners that we've
5 run promotions with.

6 Q. And based upon your knowledge and review of
7 7-Eleven business records is this material
8 representative of the kinds of point of purchase
9 materials 7-Eleven has used for its various Gulp
10 products over the years?

11 A. Yes.

12 MR. MANDLY: Mark this as 7-Eleven Trial
13 Exhibit 8.

14 (Trial Exhibit 8 marked.)

15 Q. (BY MR. MANDLY) Mr. Brody, if you could look
16 at 7-Eleven Trial Exhibit 8 and identify that document
17 for us, please.

18 A. Yes. This is -- has examples of the various
19 Gulp marks being used together, so Gulp, Big Gulp,
20 Super Big Gulp and Double Gulp. These are different
21 point of purchase pieces.

22 Q. So just to clarify your testimony, these are
23 examples or depictions of point of purchase materials
24 in which two or more Gulp products are being promoted
25 together; is that correct?

1 A. Yes.

2 Q. And are the point of purchase materials that
3 are collected in 7-Eleven Trial Exhibit 8
4 representative of the kinds of point of purchase
5 materials 7-Eleven has used historically to promote two
6 or more Gulp products together and point of purchase
7 materials?

8 A. Yes.

9 MR. MANDLY: Mark this as 7-Eleven Trial
10 Exhibit 9, please.

11 (Trial Exhibit 9 marked.)

12 Q. (BY MR. MANDLY) Mr. Brody, could you please
13 identify 7-Eleven Trial Exhibit 9 for us?

14 A. This is an example of an out-of-home board
15 used for promoting the product.

16 Q. And when you say "out-of-home board" it's an
17 example of outdoor advertising?

18 A. Correct.

19 Q. And is that representative of the kinds of
20 outdoor advertising 7-Eleven has done for its various
21 Gulp products over the years?

22 A. Yes.

23 MR. MANDLY: Okay. Mark that as Exhibit
24 10, please.

25 (Trial Exhibit 10 marked.)

1 Q. (BY MR. MANDLY) Mr. Brody, does the
2 expression "free-standing insert" have any meaning to
3 you?

4 A. Yes.

5 Q. What does it mean to you?

6 A. It's an insert that will be distributed
7 through a newspaper or various other printed materials.

8 Q. Could you please identify for us what's been
9 marked as 7-Eleven Trial Exhibit 10, please.

10 A. Yes. These are examples of freestanding
11 inserts that use the Gulp mark and offer coupons.

12 Q. And are these representative of the kinds of
13 freestanding inserts that 7-Eleven has used to promote
14 its various Gulp products over the years?

15 A. Yes.

16 MR. MANDLY: Mark that as Exhibit 11.

17 (Trial Exhibit 11 marked.)

18 Q. (BY MR. MANDLY) Mr. Brody, you earlier
19 testified that among the activities 7-Eleven has
20 engaged in to promote its Gulp products is television
21 advertising; is that correct?

22 A. Yes.

23 Q. Do you know for approximately how long
24 7-Eleven has engaged in television advertising to
25 promote any of its Gulp products?

1 A. Since at least the mid-'80s.

2 Q. Mr. Brody, I direct your attention to what's
3 been marked as 7-Eleven Trial Exhibit 11 and ask you,
4 sir, if you can identify for us what these materials
5 are.

6 A. Yes. These are examples of various television
7 commercials that are advertising Gulp products.

8 Q. And are the materials that are collected
9 together as part of 7-Eleven Trial Exhibit 11
10 representative of the kinds of television commercials
11 that 7-Eleven has used to promote its various Gulp
12 products over the years?

13 A. Yes.

14 Q. With respect to television advertising do you
15 have any knowledge or information about the way in
16 which 7-Eleven uses such advertising in terms of
17 placing it in distribution of the television
18 commercials?

19 A. Yes.

20 Q. And could you explain for us how 7-Eleven
21 places its commercials currently?

22 A. Yes. We work with a planning and buying team
23 through our various advertising agencies and run either
24 national or spot placements.

25 Q. Now, you referred to spot placements. What's

1 a spot placement?

2 A. That would be a purchase in a particular
3 market versus on a network.

4 Q. Does that mean that when you use commercials
5 that are used on a spot basis that you're therefore not
6 engaged in national advertising?

7 A. No. We -- our footprint is in essentially
8 every single major market in the country, so even when
9 we purchase a spot it will hit the bulk of the country.

10 Q. So even your spot advertising is de facto
11 national advertising; is that correct?

12 A. Yes.

13 MR. MANDLY: I'd like to mark this as
14 7-Eleven Trial Exhibit 12.

15 (Trial Exhibit 12 marked.)

16 Q. (BY MR. MANDLY) Mr. Brody, I believe you
17 testified earlier that in addition to television
18 advertising 7-Eleven has historically or currently
19 engaged in radio advertising for its Gulp products; is
20 that correct?

21 A. Yes.

22 Q. And do you know for approximately how long
23 7-Eleven has engaged in radio advertising to promote
24 any of its Gulp products?

25 A. Yes. The same time period as the television.

1 Q. So since the 1980s at least?

2 A. Yes.

3 Q. Mr. Brody, I'd like to direct your attention
4 to what's been marked as 7-Eleven Trial Exhibit 12 and
5 ask you if you can identify that document for us,
6 please, sir.

7 A. Yes. These are scripts of different radio
8 spots that were used to promote Gulp brands.

9 Q. And are these scripts representative of the
10 kinds of radio advertising 7-Eleven has used to promote
11 its various Gulp products over the years?

12 A. Yes, that's correct.

13 Q. Does 7-Eleven continue to use radio
14 advertising to promote Gulp products?

15 A. Yes.

16 Q. Do you have any knowledge of the way that
17 7-Eleven employs or places radio advertising that's
18 used to promote the Gulp products?

19 A. Yes. It's similar to our TV advertising
20 although there's no -- until recently when we placed
21 satellite radio there's no national so it is purchased
22 market by market, but we do currently purchase
23 satellite radio which is national.

24 Q. So that would be similar to purchasing network
25 time for television then to get national distribution?

1 A. Yes, the satellite radio would be.

2 Q. And in terms of purchasing time in individual
3 markets, does that again mean that you're using these
4 radio spots in isolated markets as opposed to using it
5 nationally?

6 A. No. Historically we have purchased in large
7 quantities in all of our major markets.

8 Q. So when you're purchasing localized radio air
9 time in effect you're engaged still in national
10 advertising; is that correct?

11 A. Yes.

12 MR. MANDLY: Mark this as 7-Eleven Trial
13 Exhibit 13.

14 (Trial Exhibit 13 marked.)

15 Q. (BY MR. MANDLY) If I use the expression
16 "product placement" does that have any meaning to you?

17 A. Yes.

18 Q. What does the term "product placement" mean to
19 you?

20 A. It means the placement of one of our items
21 that we sell within television, movies, plays and
22 various other entertainment properties.

23 Q. Are you aware of any instances in which
24 7-Eleven has engaged in product placement for any of
25 its Gulp products?

1 A. Yes.

2 Q. Could you briefly describe a few of those
3 instances?

4 A. Sure. Gulp brands have been placed in various
5 movies throughout the years and television shows and
6 even in the promotional pieces for those movies and
7 television shows.

8 Q. Are you aware of whether or not 7-Eleven has
9 actually sought to place products in connection with
10 films or television programs?

11 A. Yes. We always actively pursue placement.

12 Q. And do you know for approximately how long
13 7-Eleven has engaged in efforts to place its products
14 in such media vehicles?

15 A. From my direct knowledge at least the past
16 five years.

17 Q. Mr. Brody, I'd like to direct your attention
18 to what's been marked as 7-Eleven Trial Exhibit 13 and
19 ask you to identify that document for us.

20 A. Yes. This is a document showing the different
21 placements within television and movies.

22 Q. And this is an individual report for a
23 particular period of time; is that correct?

24 A. Yes.

25 Q. And is it your understanding that there is an

1 ongoing program to continue to place Gulp products in
2 movies, television, that kind of vehicle?

3 A. Yes.

4 Q. Are the product placements that are referenced
5 in this trial exhibit representative of the kinds of
6 product placement that 7-Eleven is engaged in for its
7 Gulp products?

8 A. Yes.

9 Q. Is it always true that 7-Eleven has to seek
10 out opportunities and pay for the opportunity to place
11 its product in films?

12 A. No. The majority of placements have been
13 requests from various studios who are producing these
14 films or television shows.

15 Q. So these are studios that are seeking out
16 7-Eleven's permission to use its various Gulp products
17 in their media vehicles; is that correct?

18 A. Yes.

19 MR. MANDLY: I'd like to mark as 7-Eleven
20 Trial Exhibit 14 some printouts from various websites
21 that have been segregated as A, B, C, D and E for
22 purposes of the exhibit but we'll just collectively
23 refer to it as 7-Eleven Trial Exhibit 14.

24 (Trial Exhibit 14 marked.)

25 Q. (BY MR. MANDLY) Mr. Brody, has 7-Eleven

1 engaged in any -- well, I should -- let me step back a
2 second. If I use the term "online" does that have any
3 meaning to you?

4 A. Yes, it does.

5 Q. What does it mean to you?

6 A. It means being on the world wide web having a
7 presence whether it be through a website or
8 advertisement.

9 Q. Has 7-Eleven engaged in any online promotional
10 activities for any of its Gulp products?

11 A. Yes.

12 Q. Does it currently engage in such activities?

13 A. Yes.

14 Q. What kinds of online activities does 7-Eleven
15 engage in to promote its Gulp products?

16 A. Websites and online media in addition to
17 social media.

18 Q. And do you know for approximately how long
19 7-Eleven has engaged in online promotion for its
20 various Gulp products?

21 A. Yes. In excess of five years.

22 Q. Mr. Brody, I'd like to direct your attention
23 to section A of Exhibit 14 and ask you if you can
24 identify that for us, please, sir.

25 A. Yes. This is a screen capture of the current

1 7-Eleven.com website.

2 Q. And I believe there's a date at the bottom of
3 that page. Could you read that date just for purposes
4 of identification?

5 A. 11-19-2010.

6 Q. And, again, this is an example or this is a
7 depiction of our current website materials; is that
8 correct?

9 A. Yes.

10 Q. Is the promotion of Gulp products that are
11 captured in section A of Exhibit 14 representative of
12 the kinds of online promotions that we engage in to
13 promote our various Gulp products?

14 A. Yes. This is representative of the website
15 placement.

16 Q. Directing your attention to part B of this
17 exhibit, could you identify that for us, please, sir?

18 A. Yes. This is a screen capture from our
19 previous website for 7-Eleven.com.

20 Q. And I believe just for purposes of reference,
21 again, there's a date on this. If you could read that
22 into the record, please.

23 A. 6-3-2009.

24 Q. And, again, is this representative of the
25 kinds of promotions that we do via websites for various

1 of our Gulp products?

2 A. Yes.

3 Q. Directing your attention to section C of this
4 exhibit could you identify that for us, please?

5 A. Yes. This is an additional screen capture of
6 our previous website with a Big Gulp cup being used
7 together with the X-Men Origins Wolverine studio
8 promotion.

9 Q. And I believe there's a date on this website.
10 If you could read that into the record for us, please,
11 sir.

12 A. 4-15-2009.

13 Q. And is this representative of the kinds of
14 online promotions in which you've engaged in tie-ins
15 with other media vehicles to promote, among other
16 things, the Gulp line of products?

17 A. Yes.

18 Q. Directing your attention to section D of the
19 exhibit, can you identify that for us, please, sir?

20 A. Yes. This is a screen capture from an older
21 version of 7-Eleven.com.

22 Q. And could you read that date into the record
23 for us, please, sir?

24 A. 03-27-2002.

25 Q. And based upon your review of 7-Eleven records

1 is this representative of the kinds of online website
2 promotion for various Gulp products?

3 A. Yes.

4 Q. Directing your attention to section E, could
5 you identify that for us, please, sir?

6 A. Yes. This is another screen capture of
7 websites. Again, a previous version.

8 Q. And could you read the date into the record
9 for us, please, sir?

10 A. 10-03-2001.

11 Q. Again, is this representative of the kinds of
12 website promotion for Gulp products that's been used by
13 the company over the years?

14 A. Yes.

15 Q. Thank you. In your employment capacity with
16 7-Eleven do you have any understanding of approximately
17 what the current annual budget is for all promotional
18 and advertising marketing activities for the Gulp lines
19 of products for the company?

20 A. Yes.

21 Q. And could you please tell us what that is,
22 please, sir?

23 (The testimony is continued in the
24 separated deposition stamped.
25 confidential of this witness.)

1 Q. And that information is based upon your review
2 of 7-Eleven business records; is that correct?

3 A. Yes.

4 (The testimony is continued in the
5 separated deposition stamped.
6 confidential of this witness.)
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1 A. That's the minimum expenditure per year for
2 the last 10 years.

3 Q. Based upon your experience, your employment
4 experience in particular with 7-Eleven, do you have an
5 understanding as to whether or not the Gulp marks are
6 well known trademarks of 7-Eleven?

7 A. Yes.

8 Q. And what's your understanding?

9 A. My understanding is that they're extremely
10 well known.

11 Q. Are you aware of -- strike that question.

12 What's the basis of your understanding or
13 belief that these are well known trademarks?

14 A. The basis is the -- getting with the many
15 requests that we receive to use our products within
16 placement, the many partnership opportunities that have
17 come from this due to the recognizability of the mark,
18 the amount of unpaid media exposure that we get through
19 various -- you know, whether news outlets or social
20 media outlets or customers speaking to them, and then
21 of course the sales figures from this brand of
22 products.

23 Q. When you refer to -- if I butcher paraphrasing
24 this, please correct me, but when you refer to media
25 exposure what kinds of things are you aware of where

1 there's been reference or use of 7-Eleven's various
2 Gulp marks in connection with various media product --
3 projects?

4 A. Can you rephrase that?

5 Q. Sure. It was a terrible question.

6 The question that I have is: I believe
7 you testified to the effect that you're aware of
8 solicitations from media sources to talk about/report
9 about Gulp products; is that correct?

10 A. Yes.

11 Q. What kinds of examples can you think of? I'm
12 not looking for encyclopedia recitation, but if you can
13 think of specific examples where that has occurred in
14 recent years.

15 A. Our communications team subscribes to a
16 service that reports out anytime there's a mention of
17 our products on -- whether it be news channels, late
18 night talk shows or any of the sort. We also subscribe
19 to many different services such as Nielson's, Buzz
20 Metric that pulls in anytime that somebody mentions our
21 products, the Internet, whether it be blogs such as
22 media websites, various things like that. And then
23 when I was in the position of marketing manager
24 responsible directly for the marketing of Big Gulp
25 there's many inquiries from production companies or

1 studios that were requesting placement and then also
2 found many placements that -- that were out there just
3 in use.

4 Q. Thank you.

5 MR. MANDLY: If we could mark this as
6 7-Eleven Trial Exhibit 15, please.

7 (Trial Exhibit 15 marked.)

8 Q. (BY MR. MANDLY) Mr. Brody, could you identify
9 for us 7-Eleven Trial Exhibit 15?

10 A. Yes. This is a research study that was
11 commissioned by 7-Eleven on the Big Gulp equity, the
12 brand equity.

13 Q. And is there a date on that document?

14 A. Yes. Sorry. There's a lot of extra stamps on
15 here. Oh, yes. Well --

16 Q. Actually let me rephrase the question. Do you
17 understand that this study was conducted during the
18 1990s?

19 A. Yes.

20 Q. And is this a business record of 7-Eleven that
21 was created and maintained in the normal course of its
22 business?

23 A. Yes.

24 Q. Do you have any reason, having reviewed the
25 document, to believe it's inaccurate in any respect?

1 A. No.

2 Q. Thank you. At the beginning of the deposition
3 I asked you generally about 7-Eleven's business and you
4 referred to the fact that 7-Eleven's stores offer a mix
5 of products and services; is that correct?

6 A. Yes.

7 Q. Among that mix of products and services do you
8 have any knowledge or understanding as to whether or
9 not 7-Eleven has ever offered pet products?

10 A. Yes.

11 Q. And what's your understanding in that regard?

12 A. We offer pet products.

13 Q. And do you have any information about the
14 approximate sales -- annual sales volume for pet
15 products sold through 7-Eleven stores in the
16 United States would be?

17 A. Yes.

18 Q. And what would that be, sir?

19

20 (The testimony is continued in the
21 separated deposition stamped.
22 confidential of this witness.)
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1 Q. And that's the current sum, annual sum?

2 A. Yes.

3 (The testimony is continued in the
4 separated deposition stamped.
5 confidential of this witness.)
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1 Q. And do you have any understanding that pet
2 products were first added to 7-Eleven's product mix
3 three years ago?

4 A. My understanding is that they existed for much
5 longer than three years.

6 Q. Based upon your professional experience and
7 your knowledge of 7-Eleven, are the Gulp marks a
8 valuable asset of the company?

9 A. Yes.

10 Q. In what sense are they a valuable asset of the
11 company?

12 A. In the sense that it's one of our strongest
13 brands that we have and we know that that brand drives
14 in customers.

15 Q. Again, based upon your professional experience
16 do you have a belief or understanding as to whether or
17 not 7-Eleven is damaged or injured if another person
18 uses a mark similar to Gulp or uses a Gulp mark that's
19 not authorized by the company?

20 A. Yes. It's extremely damaging.

21 Q. And in what sense would use of an unauthorized
22 Gulp mark be damaging to 7-Eleven?

23 A. It damages the overall value of this brand
24 that we've spent decades building. If it's a product
25 of poor quality, a product that potentially is damaging

1 to health or leads to some other pieces, or is just not
2 to the level that we built up this brand, it's
3 extremely damaging and it reflects on our overall Gulp
4 business, which is a very large part of our business
5 and important to us.

6 MR. MANDLY: If we can agree to go off
7 the record for a few minutes I'd just like to look at
8 my notes, but I think I'm almost done with my direct.

9 MS. BUCENELL: Okay.

10 MR. MANDLY: Allright. So off the
11 record.

12 (Recess.)

13 MR. MANDLY: Mr. Brody, I don't have any
14 further questions at this time and I thank you for your
15 time on behalf of the company. Ms. Bucenell will now
16 have an opportunity to cross-examine you on this
17 examination.

18 THE WITNESS: Okay.

19 MR. MANDLY: Do you want some time before
20 we begin or how do you want to do it?

21 MS. BUCENELL: No. I'm ready to go if
22 you guys are ready to go. I don't know if you guys
23 want to take a break first or -- but I'm ready if
24 everyone else is ready.

25 MR. MANDLY: I think we're all set.

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MS. BUCENELL: Okay.

EXAMINATION

BY MS. BUCENELL:

Q. Hello, Mr. Brody.

A. Hello.

Q. For the record again my name is Sue Bucenell and I am the owner-operator and inventor of Healthy Gulp. Just for your knowledge, if you don't know, Healthy Gulp is a vitamin and mineral flavor-enhanced bottled water for cats and dogs. And I represent myself in this matter and I am the applicant.

(The testimony is continued in the separated deposition stamped confidential of this witness.)

1 Q. Would you have knowledge of that if there
2 were?

3 A. Yes.

4 Q. And to your knowledge are any of those
5 Gulp-branded pet products?

6 A. No.

7 Q. Does 7-Eleven dispense any pet products at
8 their fountain soda machines?

9 A. No.

10 Q. Does 7-Eleven sell any Gulp-branded products
11 or cups or vessels at any other store other than
12 7-Eleven?

13 A. No.

14 Q. Does 7-Eleven put any fountain soda dispensing
15 machines or Gulp products or vessels in stores such as
16 Petco, Pet Smart or any other pet-related store?

17 A. No.

18 Q. Are you aware of any documented cases where
19 anyone has confused the 7-Eleven-branded Gulp products
20 or cups with Healthy Gulp, the bottled water for cats
21 and dogs?

22 A. No.

23 MS. BUCENELL: That's all I have,
24 Mr. Mandly. Thank you.

25 MR. MANDLY: I think I'm going to have a

1 brief cross or re-exam.

2 MS. BUCENELL: Okay.

3 MR. MANDLY: Just one second.

4 EXAMINATION

5 BY MR. MANDLY:

6 Q. Mr. Brody, does 7-Eleven have an active house
7 brand program for selling various sundry products?

8 A. Yes.

9 Q. And what kinds of products in general does
10 7-Eleven sell under its own brands?

11

12 (The testimony is continued in the
13 separated deposition stamped.
14 confidential of this witness.)

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1 Q. I believe you testified in response to a
2 question by Ms. Bucenell that to your knowledge Gulp
3 products are sold exclusively in 7-Eleven stores; is
4 that correct?

5 A. Yes.

6 Q. Are you aware of any products -- any
7 7-Eleven-branded products, whether it's Gulp branded or
8 7-Eleven branded or another 7-Eleven mark product,
9 that's sold outside the stores?

10 A. Yes.

11 Q. Can you give us examples where products that
12 bear one or more of 7-Eleven's marks are sold outside
13 7-Eleven stores?

14 A. Yes. Throughout the years there's been
15 various toy products. The one that I can specifically
16 reference is a Slurpee machine that was sold and I
17 believe still continues to be sold through some online
18 retailers. We've also sold various premium items such
19 as t-shirts, different kind of branded apparel, things
20 along those lines that are not sold in stores.

21 (The testimony is continued in the
22 separated deposition stamped.
23 confidential of this witness.)

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1 Q. Mr. Brody, you testified earlier that there
2 are certain promotional products that are offered that
3 bear 7-Eleven marks including in some cases the Gulp
4 marks; is that correct?

5 A. Yes.

6 Q. And do you have an understanding as to whether
7 or not such products bearing Gulp marks are still being
8 offered?

9 A. Yes.

10 Q. And are those products sold exclusively
11 through 7-Eleven stores?

12 A. No.

13 Q. Do you know if 7-Eleven has made a corporate
14 decision not to use Gulp marks in connection with pet
15 products?

16 A. No decision has been made.

17 Q. You testified earlier that there are ongoing
18 evaluations as to what the product mix should be for
19 the Gulp products; is that correct?

20 A. Yes.

21 Q. And to your knowledge would 7-Eleven consider
22 the possibility of a line extension under a Gulp mark
23 to pet products?

24 A. It is a possibility and a consideration
25 always.

1 Q. In response to a question from Ms. Bucenell
2 you indicated that 7-Eleven did not sell any
3 pet-directed products at the soda fountains that
4 feature the Gulp products; is that correct?

5 A. Yes.

6 Q. Are you aware of any reason a pet could not
7 consume a fountain drink purchased through 7-Eleven as
8 part of the Gulp product line?

9 A. No.

10 Q. Are you aware whether or not 7-Eleven as part
11 of its proprietary label program sells bottled water
12 currently?

13 A. Yes.

14 Q. And it does?

15 A. Yes.

16 MR. MANDLY: I don't have any further
17 questions for the witness.

18 MS. BUCENELL: I have one. May I?

19 MR. MANDLY: Yes, of course.

20 EXAMINATION

21 BY MS. BUCENELL:

22 Q. Mr. Brody, does 7-Eleven currently have any
23 Gulp-branded pet products?

24 A. No.

25 MS. BUCENELL: That's all. Thank you.

1 MR. MANDLY: Thank you. I think we're
2 done.

3 MS. BUCENELL: Okay.

4 MR. MANDLY: The only question I guess
5 would be -- normally we waive signature in front of a
6 notary for witnesses.

7 MS. BUCENELL: Okay.

8 MR. MANDLY: Just for the convenience of
9 the witness. I mean, if you're agreeable to that.

10 MS. BUCENELL: I'm agreeable to that.
11 That's fine.

12 MR. MANDLY: Okay. And however you want
13 to do it is fine with me. It might be easier for me to
14 get you quickly copies of these exhibits that were used
15 today if we can agree that I can assume custody of them
16 as opposed to the court reporter. I'll defer to you
17 entirely as to what you want done, but if we can agree
18 I can keep them. I can take them back to Chicago
19 tonight and have them photocopied and Federal Expressed
20 to you.

21 MS. BUCENELL: That's fine, Mr. Mandly.
22 That's perfectly acceptable to me.

23 MR. MANDLY: Okay. Well, we'll -- I
24 think then that probably takes care of our business
25 here. I think the court reporter has something to say

1 though.

2 THE REPORTER: The witness mentioned
3 something that was confidential. How do I handle that?

4 MR. MANDLY: Actually, that's a good
5 point. We do have a protective order in this case.

6 MS. BUCENELL: Yes, we do.

7 MR. MANDLY: And I think there has been a
8 couple -- there have been a couple of references and
9 there are a couple of exhibits that are confidential
10 and will have to be dealt with under the protective
11 order. Just for the short-term if -- again, if you're
12 agreeable to it, Ms. Bucenell, what we could do is just
13 say everything is covered by the protective order to
14 give us an opportunity to get the transcript and then
15 redesignate those parts that should be bound separately
16 and filed.

17 MS. BUCENELL: That's fine.

18 MR. MANDLY: Okay. I don't anticipate
19 frankly that's going to be very much and most of the
20 exhibits clearly aren't confidential. I mean, most of
21 it are the, you know, publicly distributed materials
22 which obviously aren't confidential. As I said, I
23 think it's a very small portion of what we're talking
24 about.

25 MS. BUCENELL: Okay. That's fine.

1 THE REPORTER: Okay. So I'll stamp
2 "confidential" on the cover or not stamp anything at
3 all? Just assume it's all confidential until
4 designated?

5 MR. MANDLY: Yes. And what I would
6 propose to do is get a copy of the transcript and then
7 once we've had a chance to look at it -- maybe we can
8 get a rough copy in advance and designate those
9 sections that should be separately bound. As I said, I
10 don't think it's going to be very much. Or is that too
11 much of a burden on you? I don't want to inconvenience
12 you.

13 THE REPORTER: Send you an e-copy and a
14 rough and you can tell.

15 MR. MANDLY: That's great. Yeah, we can
16 do that.

17 THE REPORTER: Okay. Off?

18 MR. MANDLY: Off the record. Anything
19 else, Ms. Bucenell?

20 MS. BUCENELL: No. The only thing that I
21 would ask is I didn't have a problem today with, you
22 know, the exhibits. I would imagine that Monday would
23 be the same. If it's the same things that I've already
24 received in discovery then I wouldn't need you to
25 forward those in advance, but you --

1 MR. MANDLY: Yeah, I'm happy to do it if
2 it's convenient for you. The exhibits will be, I
3 think, substantially the same as the exhibits that were
4 attached to the Olson declaration --

5 MS. BUCENELL: Okay.

6 MR. MANDLY: -- on the summary judgment
7 motion.

8 MS. BUCENELL: That's fine then.

9 MR. MANDLY: There may be a couple of
10 additional products that we found sent, you know, in
11 the intervening year.

12 MS. BUCENELL: Okay.

13 MR. MANDLY: But it's -- you know, again,
14 it's -- you know, it would be an example where there's
15 a human food product sold under the mark and a pet food
16 product sold under the mark, but it's the same kind of
17 stuff that you received from us earlier. I don't think
18 there's anything in terms of nature of the exhibit
19 that's different, but, regardless, I'll see to the
20 extent that it's possible to get something to you.

21 MS. BUCENELL: Okay. I mean, if you
22 anticipate that then I don't see any need for me to
23 have an additional copy of those. I have the Olson
24 declaration with the attachments.

25 MR. MANDLY: All right. Very good.

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Thank you.

(Signature of the witness was waived by
agreement of parties and the witness.)

* * *

1 COUNTY OF DALLAS)

2 STATE OF TEXAS)

3 I, Jerry L. Anderson, RPR, certified
4 shorthand reporter in and for the State of Texas, do
5 hereby certify that the facts as stated by me in the
6 caption hereto are true; that there came before me the
7 aforementioned named person, who was by me duly sworn
8 to testify the truth concerning the matters in
9 controversy in this cause; and that the examination was
10 reduced to writing by computer transcription under my
11 supervision; that the deposition is a true record of
12 the testimony given by the witness.

13 I further certify that I am neither
14 attorney or counsel for, nor related to or employed by,
15 any of the parties to the action in which this
16 deposition is taken, and further that I am not a
17 relative or employee of any attorney or counsel
18 employed by the parties hereto, or financially
19 interested in the action.

20 Given under my hand and seal of office on
21 this, the 22nd day of December, A.D., 2010.

22 _____
23 Jerry L. Anderson, RPR, CSR 1897
24 Expiration Date: 12/31/2010
25 Firm Registration No. 209
1201 Elm Street, Suite 5220
Dallas, Texas 75270
(214) 855-5300

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E X H I B I T S

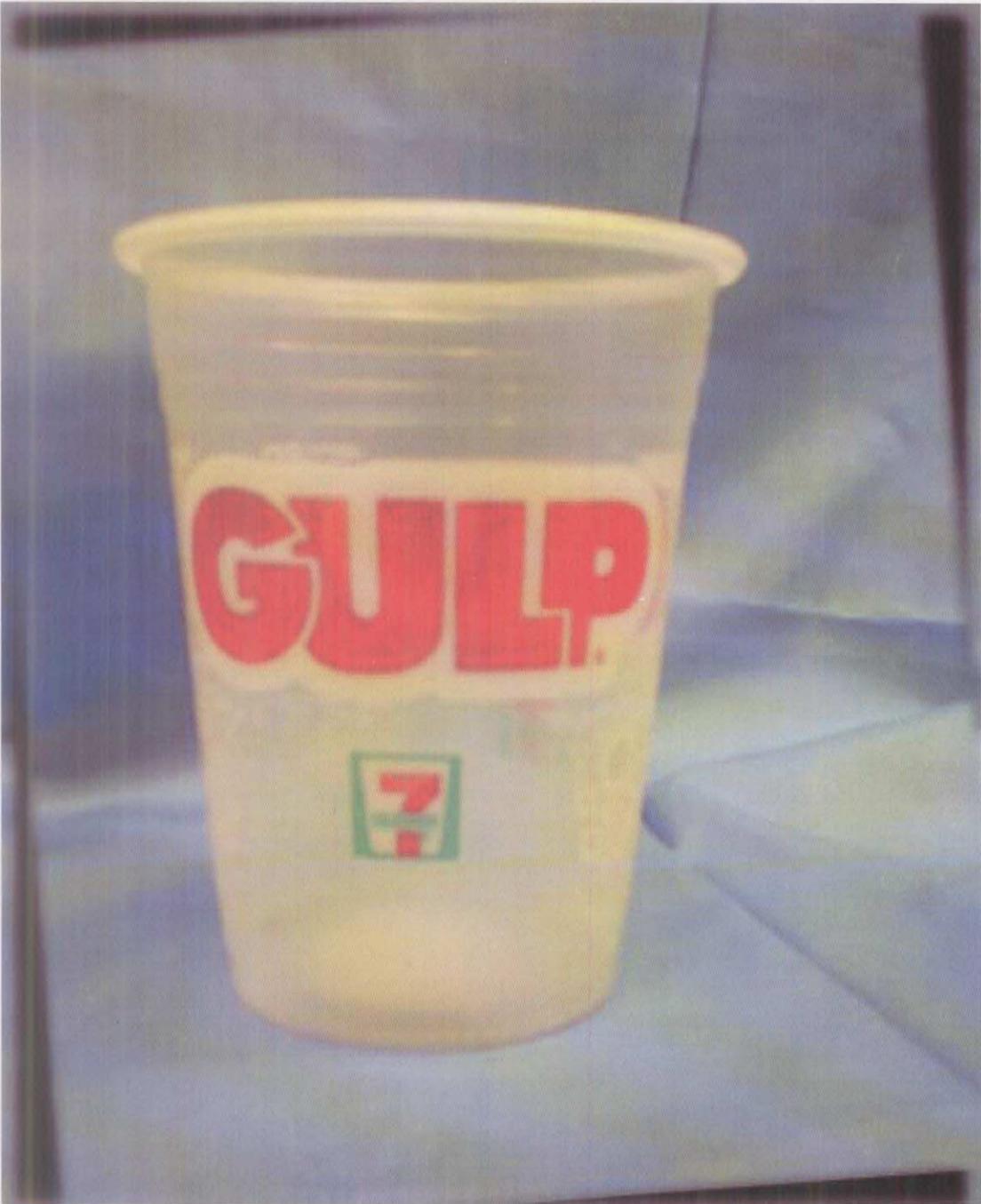
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7-Eleven Trial Exhibit 1

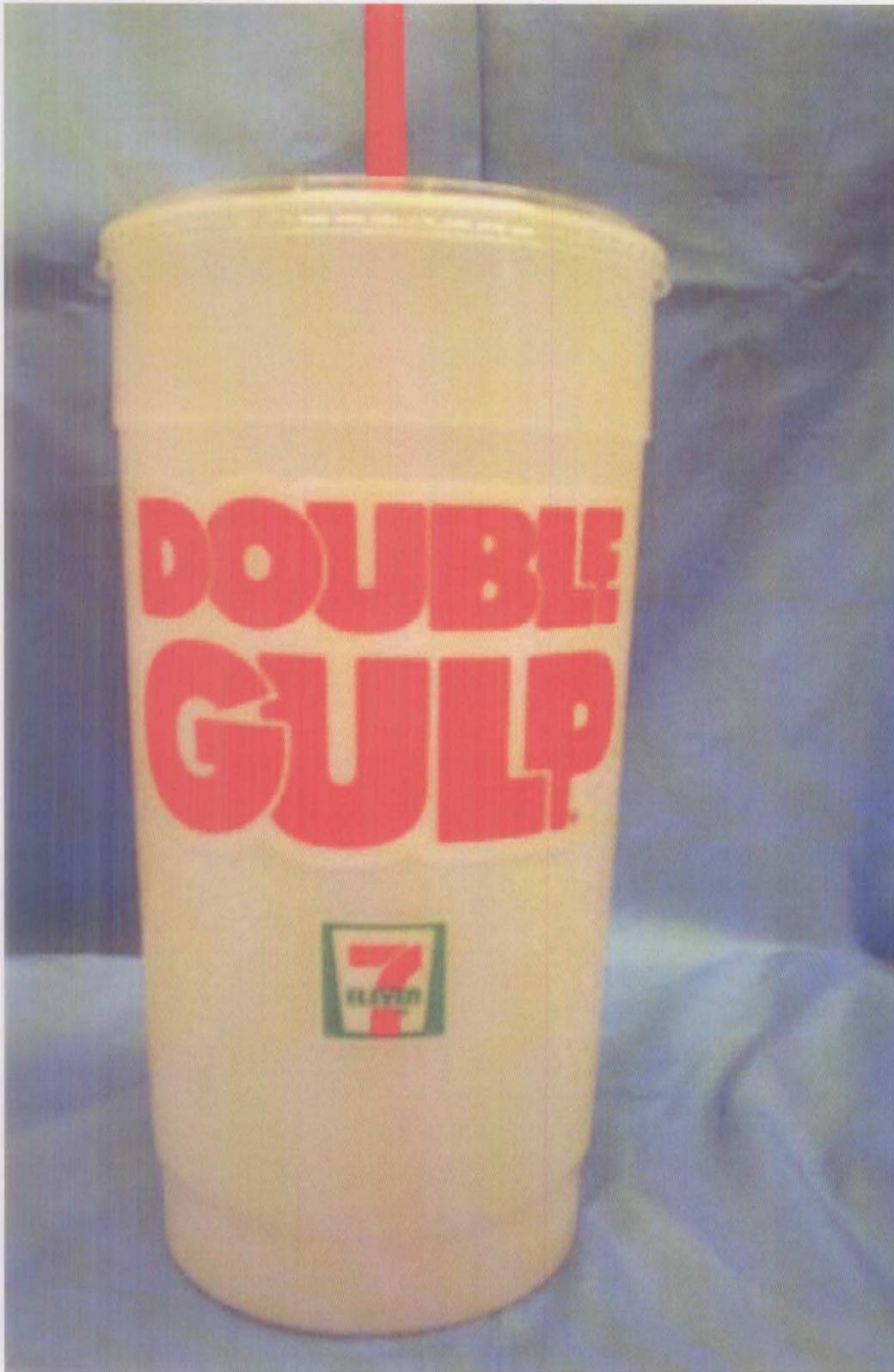
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Opposition No. 91177807

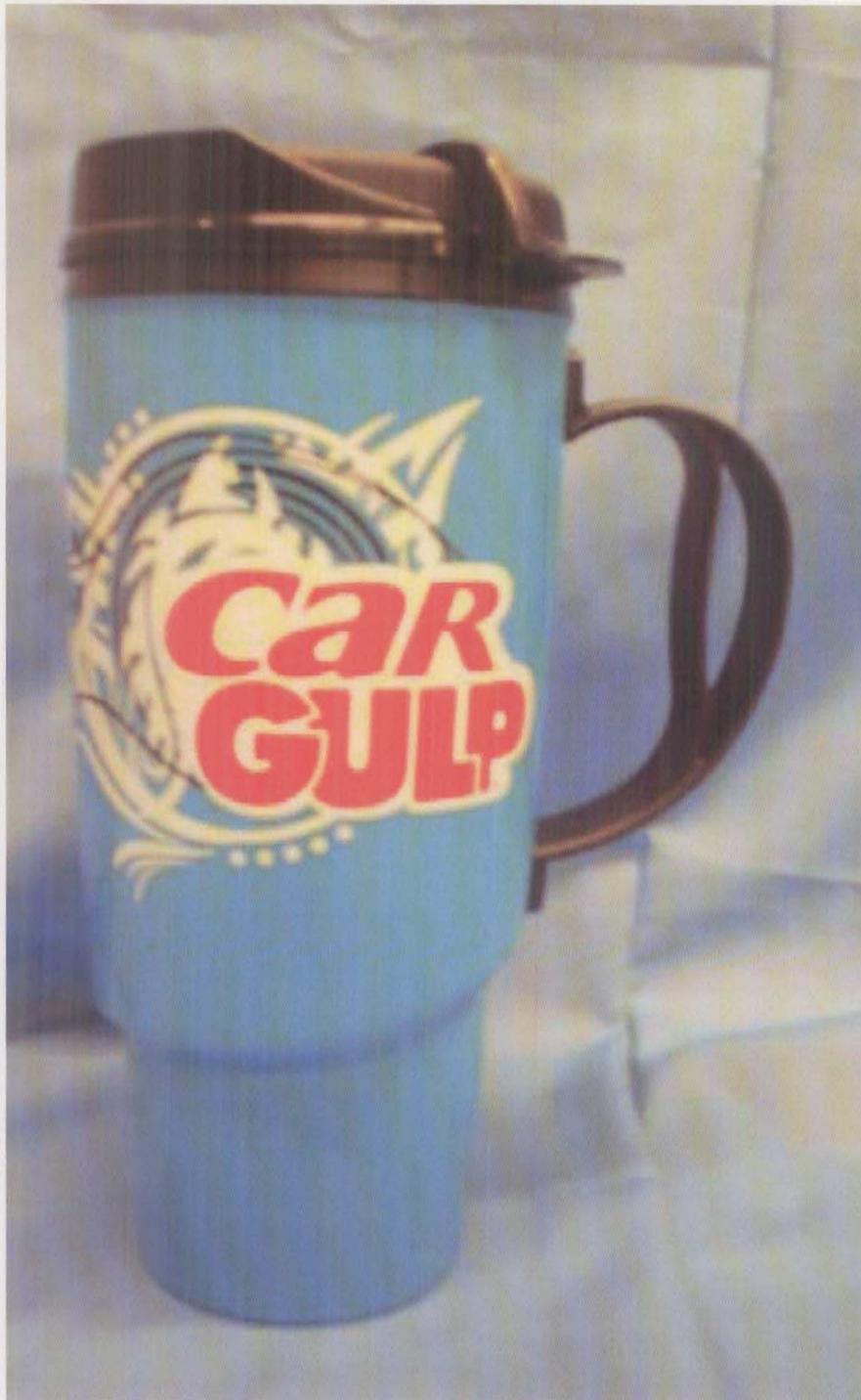


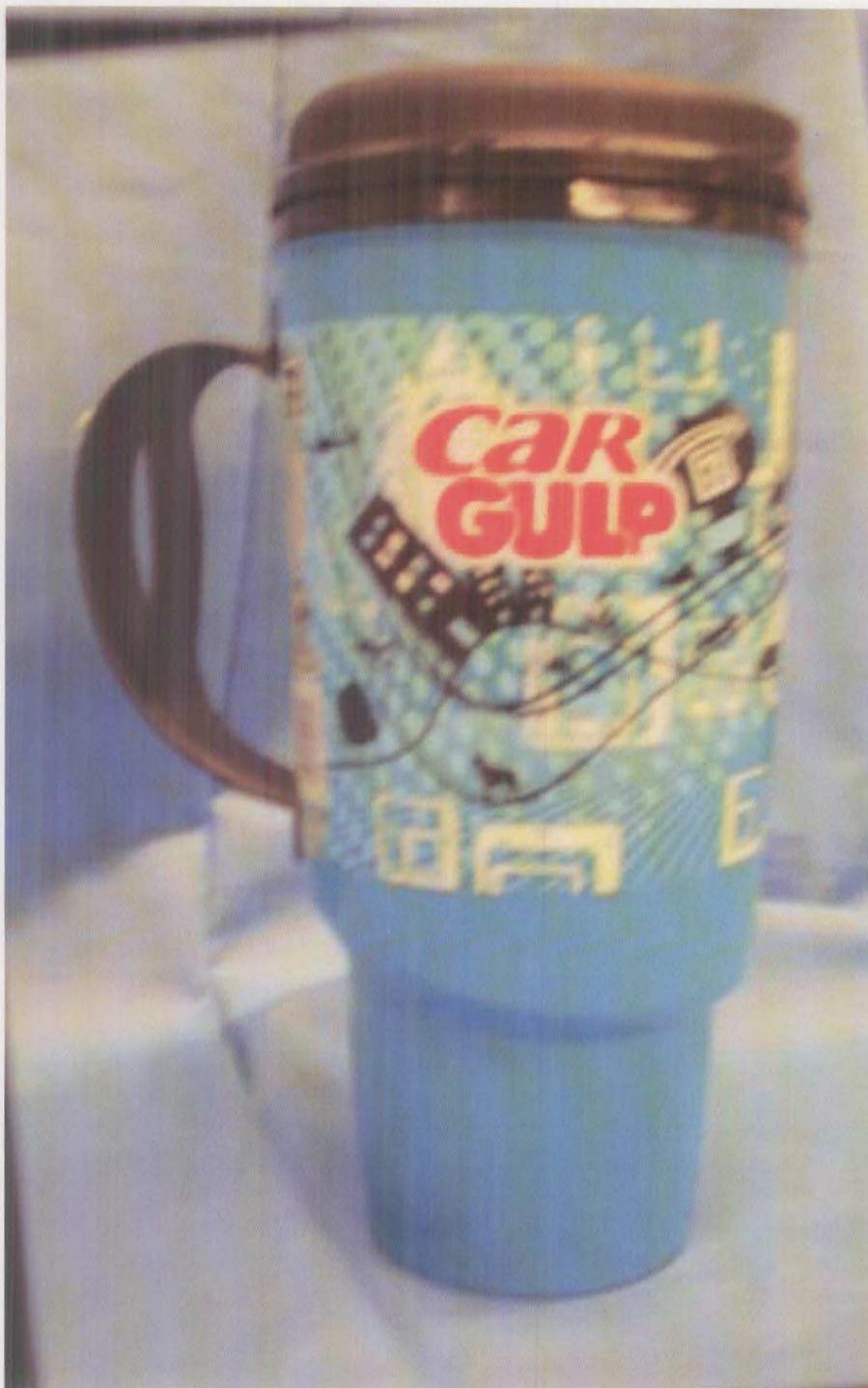














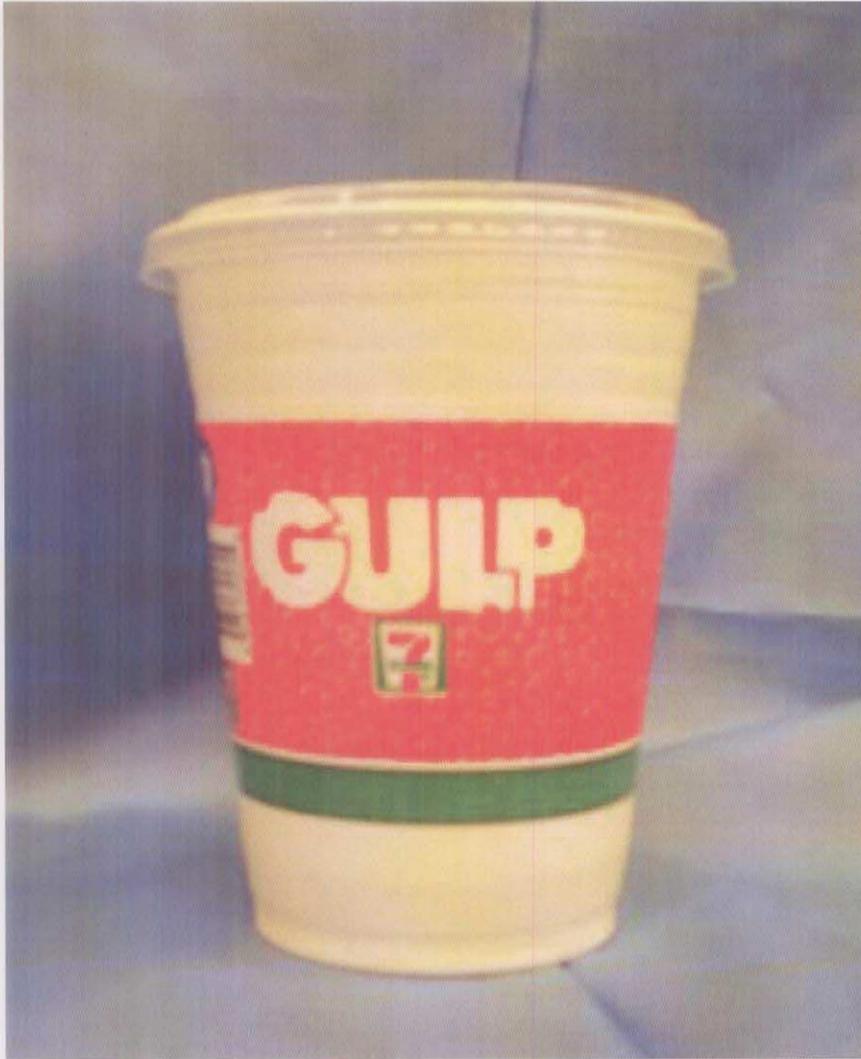
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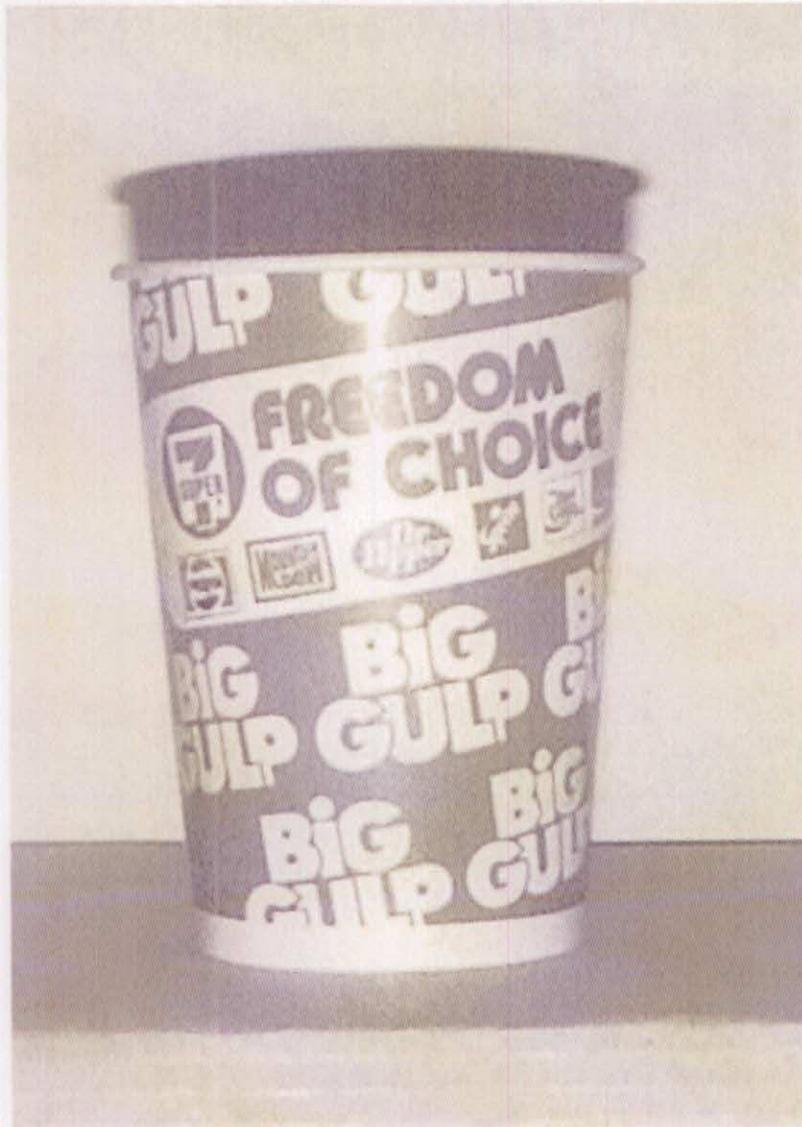
7-Eleven, Inc. v. Bucenell
Opposition No. 91177807





























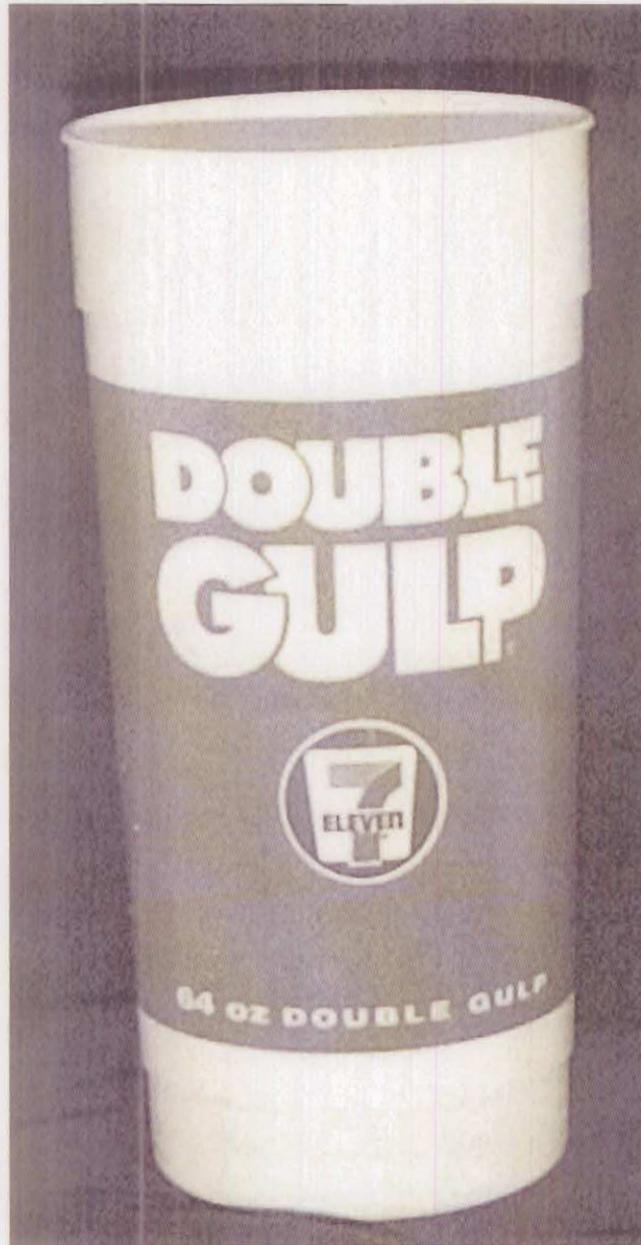


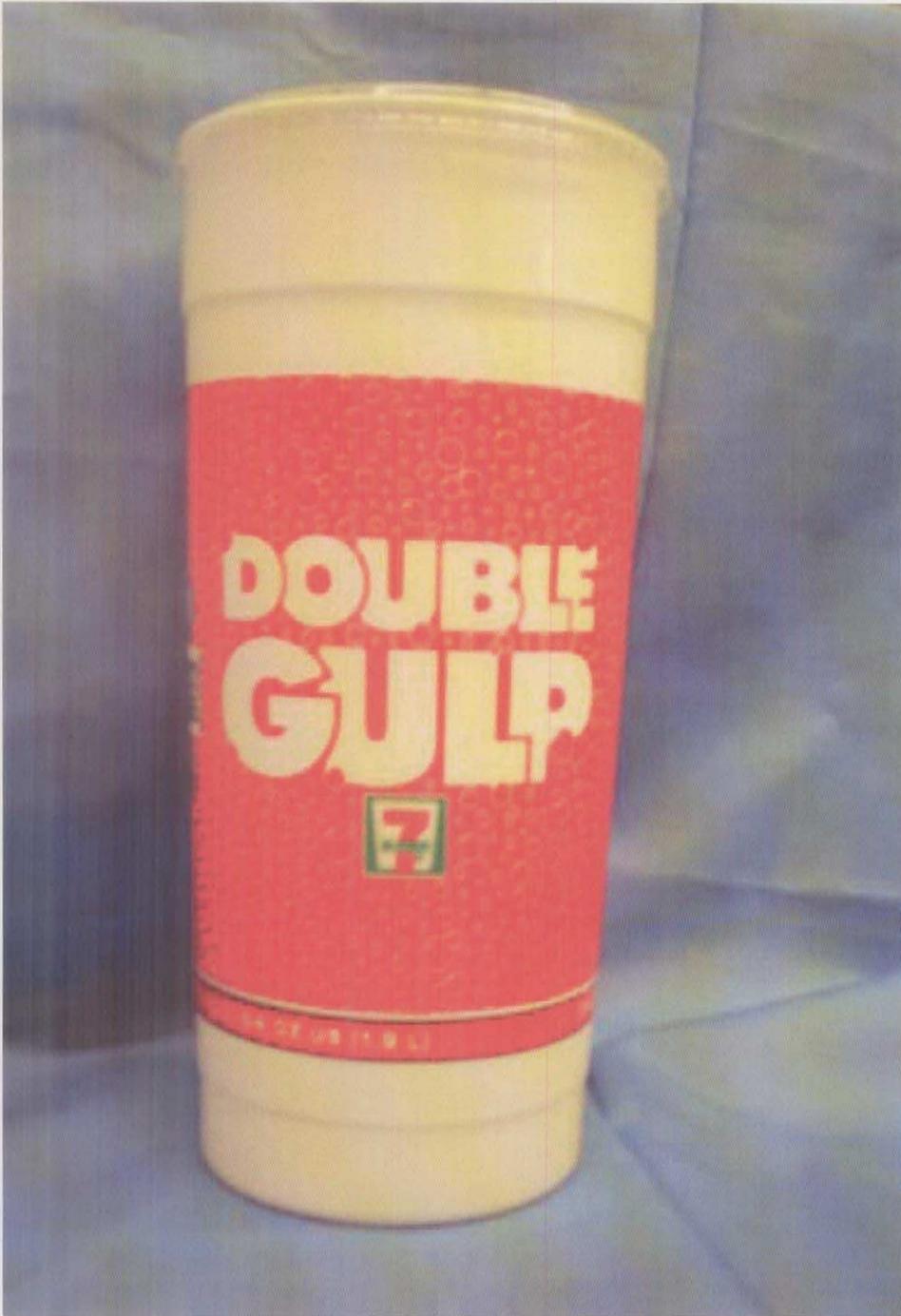


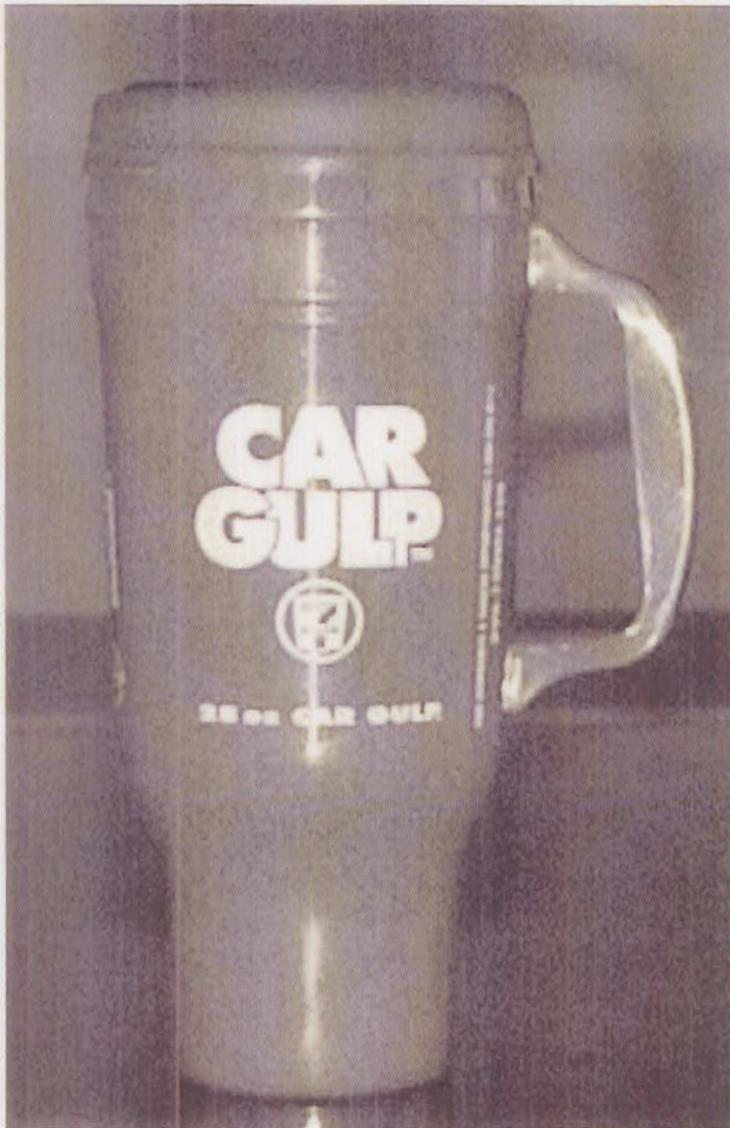
7-Eleven, Inc. v. Bucenell
Opposition No. 91177807



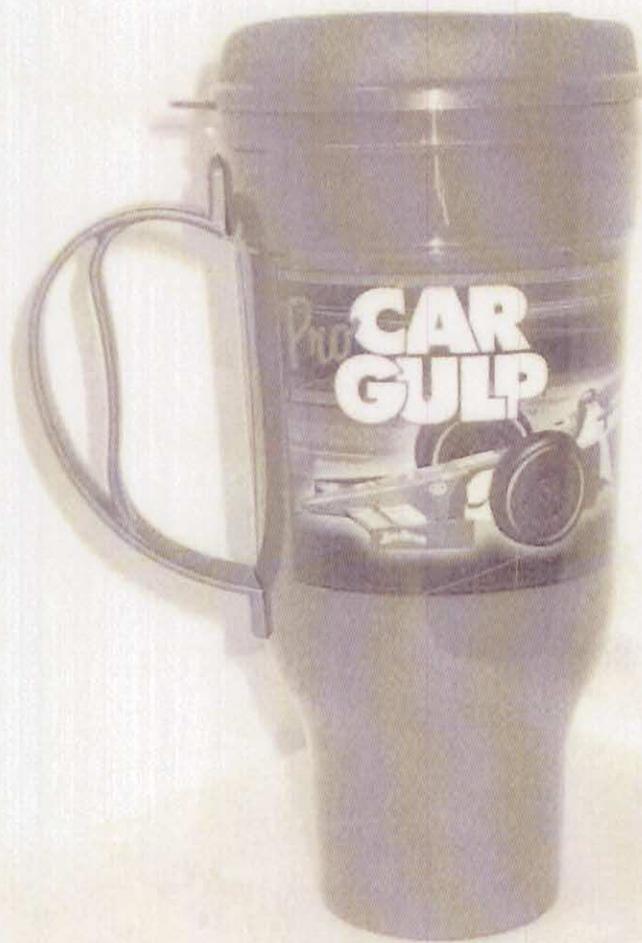


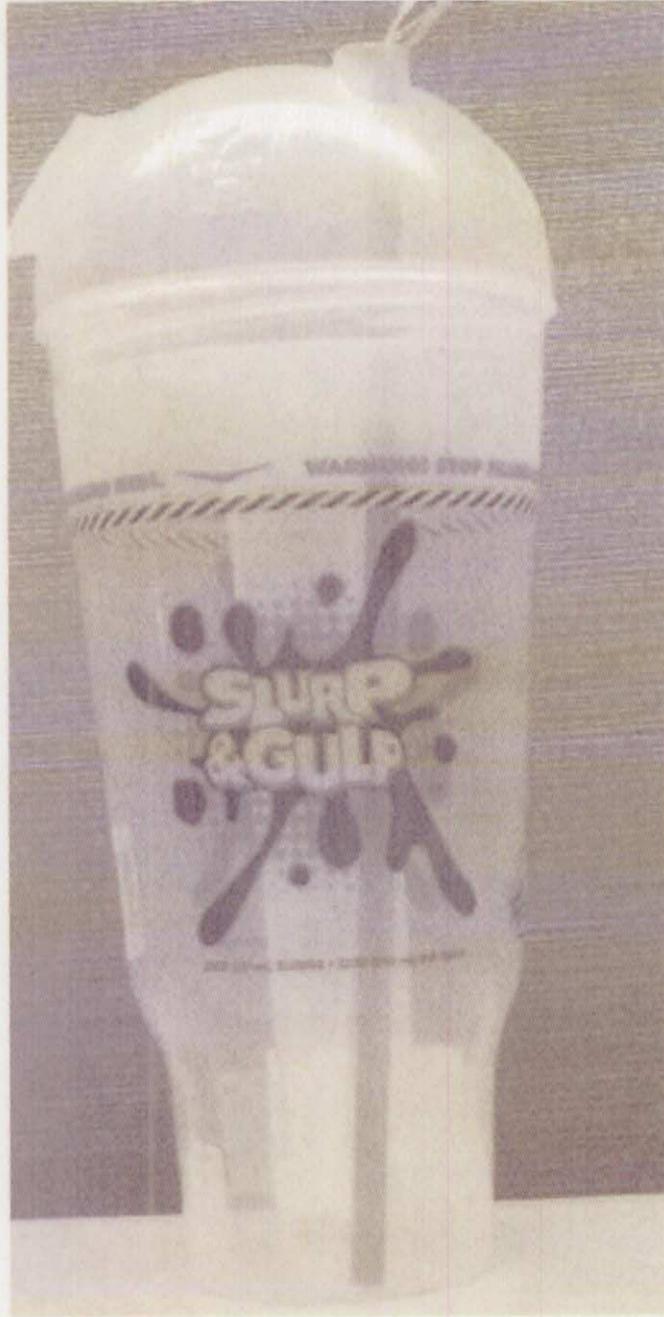










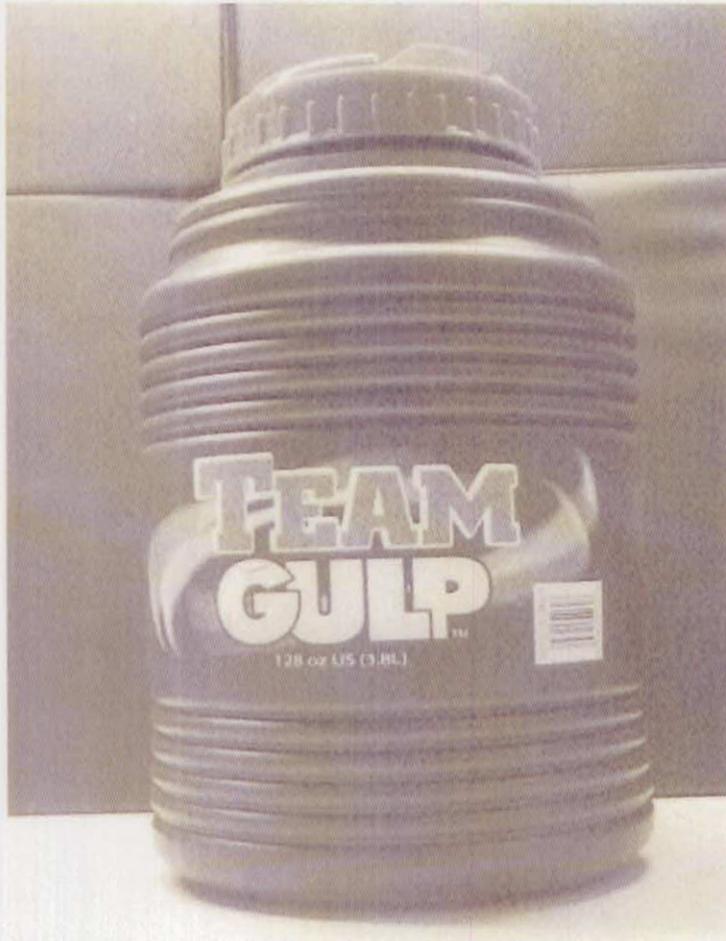










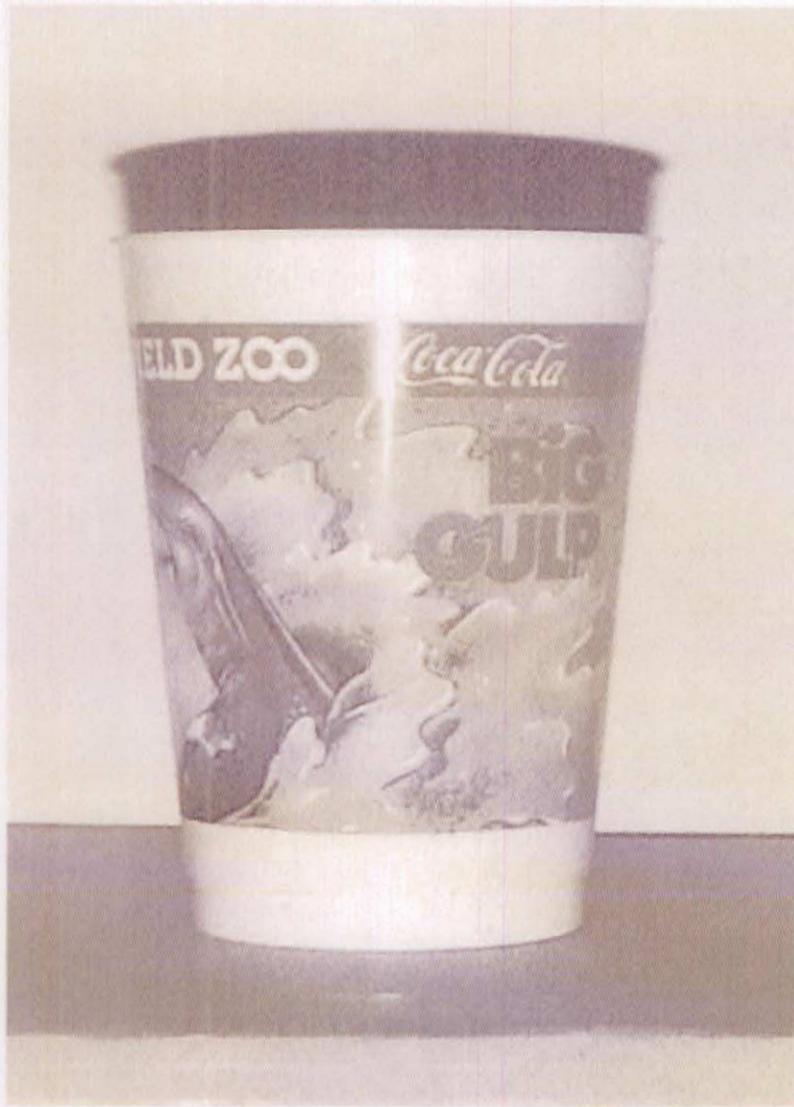


7-Eleven Trial Exhibit 3

7-Eleven, Inc. v. Bucenell
Opposition No. 91177807



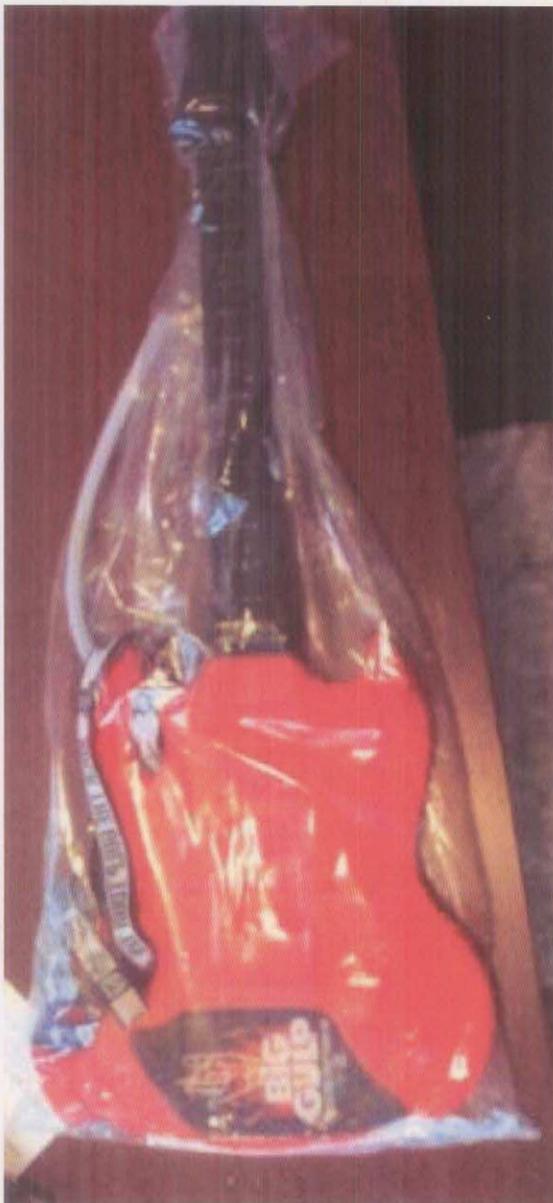








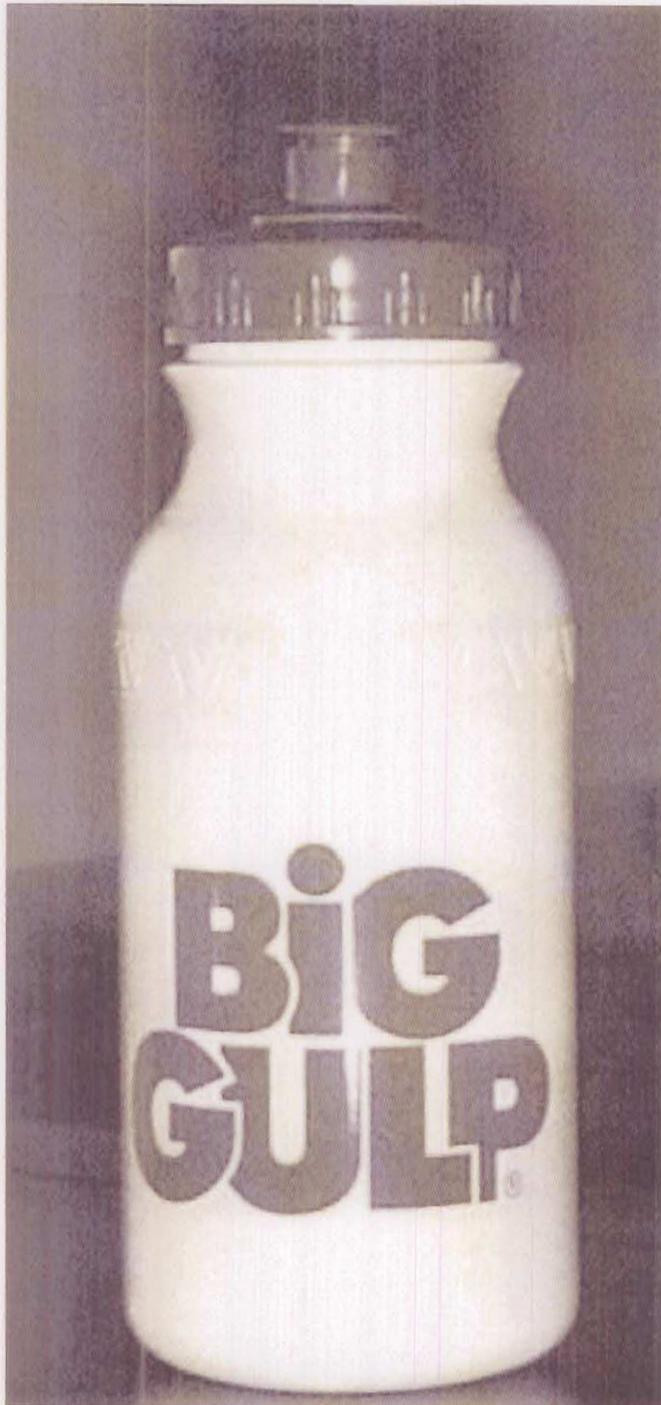












7-Eleven, Inc. v. Bucenell
Opposition No. 91177807

7-ELEVEN[®]

2001 Merchandise Catalog



7-Eleven, Inc. v. Buccheri
Opposition No. 91177807



#801

7-Eleven
Full Zip Fleece Jacket
Navy 100% Icatex with
embroidered navy tone-on-tone
7-Eleven logo. S-M-L-XL-XXL

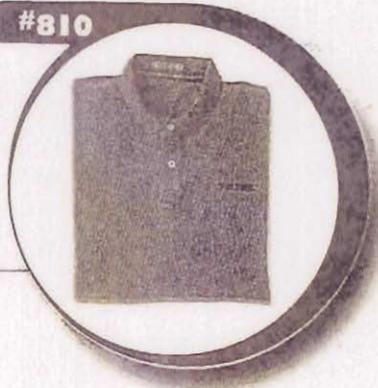
\$42.95



#810

7-Eleven Garment Dyed
Heavy Pique Polo Shirt
Black Forest 100%
Cotton Pique Polo Shirt,
with black logo
embroidered on left chest.
M-L-XL-XXL

\$29.95



#802

32" Slurpee® T-Shirt
Gray 100% Cotton Heavyweight
T-shirt with dark green Slurpee®
32" art imprinted on the front
and back. S-M-L-XL-XXL

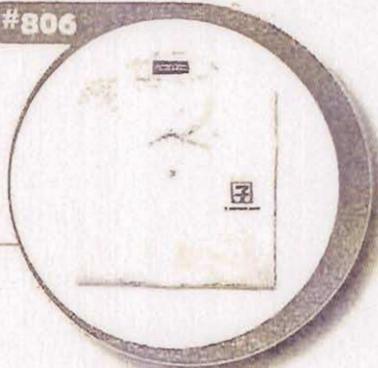
\$8.95



#806

7-Eleven Heavy
Pique Polo Shirt
Winter White 100% Cotton
Pique Polo Shirt, with
logo and 7-eleven.com
embroidered on
left chest. M-L-XL-XXL

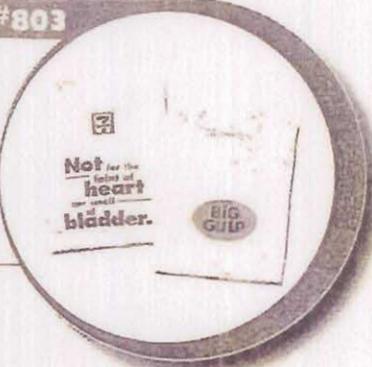
\$25.45



#803

Big Gulp® T-Shirt
White 100% Cotton Heavyweight
T-shirt with Big Gulp® design
on front and the quote
"Not for the faint of heart
nor small of bladder" with logo
on back. S-M-L-XL-XXL

\$7.45



#807

Ladies 7-Eleven
Heavy Pique Polo Shirt
Butter Yellow 100% Cotton
Pique Ladies Polo Shirt,
with logo and 7-eleven.com
on left chest. S-M-L-XL

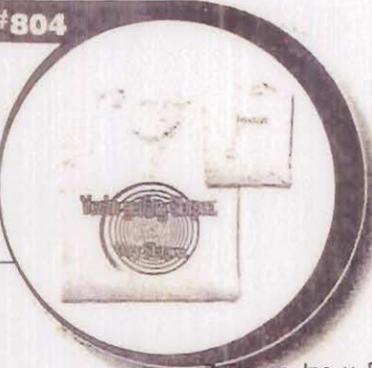
\$25.45



#804

Slurpee®
Adult Sweatshirt
White 95% Cotton
Heavyweight Sweatshirt with
"Getting Slurpee" hypnotic design
on front and 7-eleven.com on
upper back. M-L-XL-XXL

\$18.95



#811

7-Eleven Striped
Interlock Polo Shirt
Navy / White 100% Cotton
Striped Interlock Polo Shirt
by Ashworth, with red logo
embroidered on left sleeve.
M-L-XL-XXL

\$49.95



Free 1-866-218-5364 Fax 1-617-381-9409

#805



Slurpee® Youth Sweatshirt
White 50/50 Heavyweight Youth Sweatshirt with "Getting Slurpee" hypnotic design on front and 7-eleven.com on upper back. S-M-L

\$12.95

#813



Slurpee® Toddler Play Outfit
White 100% Cotton Infant Romper with Slurpee® stars art on front. 6M-12M-18M

\$10.95

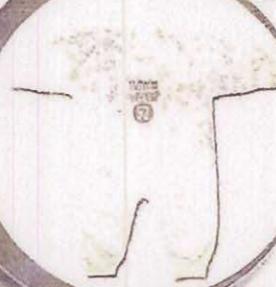
#812



7-Eleven Athletic Youth T-Shirt
Gray 100% Cotton Heavyweight Youth T-shirt with Athletic XXL design on front. S-M-L-XL

\$8.45

#814



Little Gulp Toddler Fleece Coverall
White 50/50 Fleece Coverall with Little Gulp art on front. 6M-12M-18M

\$14.95

#809



7-Eleven Long Sleeve Twill Shirt
Navy 100% Cotton Button Down Twill Shirt, with logo embroidered on left chest. S-M-L-XL-XXL

\$29.45

#815



7-Eleven Pigment Washed Cap
Washed Red 100% Cotton Twill Pigment Dyed Low Crown, Unstructured Cap, with red tone-on-tone embroidered logo on front.

\$10.95

#808



7-Eleven Long Sleeve Denim Shirt
Light Blue 100% Cotton Heavyweight Button Down Denim Shirt, with logo embroidered on left chest. S-M-L-XL-XXL

\$28.45

#816



Big Bite® Pigment Washed Cap
Washed Khaki 100% Cotton Twill Pigment Dyed Low Crown, Unstructured Cap, with Big Bite® art on front and 7-eleven.com on back.

\$8.95

7-Eleven, Inc. v. Bucenell
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#817

Expandable Saddle Bag
Black Top Loading Polyester Saddle bag, with strap and pockets, black 7-Eleven embroidered logo on front flap. 16"L x 12"H x 4"W.

\$23.95



#822, #823

NYSE / 7-Eleven Note Cub
NYSE / 7-Eleven Mouse Pa
2.75" Square Note Pad Cub
NYSE logo on all four sides, ar
7-Eleven logo on each pag
Gray 8" Diameter Soft Tour
Mouse Pad, with NYSE logo ar
7-eleven.com printed in blac

#822 Cube: \$7.4:
#823 Pad: \$6.4:



#818

Executive Writing Padfolio
Black Simulated Leather Writing Padfolio, with inside pockets, logo embossed on front. 10.25"L x 13.75"H.

\$14.95



#824

Silver Grip Pen
Silver Ballpoint Pen with Blue Rubber Grip, black ink logo laser engraved on barrel.

\$12.95



#819, #820

Golf Towel, Golf Balls
White Cotton Terry Golf Hand Towel with Grommet, with logo embroidered. Set of 12 TF04 Wilson Golf Balls, with two color logo printed on each ball.

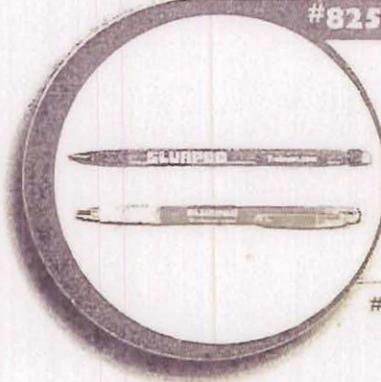
#819 Towel: \$10.95
#820 Balls: \$26.95/Dozen



#825, #826

Set of Ten Mechanical Pencils,
Set of Ten Kool Klick Pens
Translucent Red Mechanical Pencils with Erasers, with Slurpee® and 7-eleven.com logos.
Translucent Green Click Pens with Rubberized Grips, with Slurpee® and 7-eleven.com logos.

#825, Set of Ten Pencils: \$12.95
#826, Set of Ten Pens: \$10.95



#821

Classic 7-Eleven Watch
Gold Analog Watch with Brown Leather Band, in alloy presentation box, with 7-Eleven logo in gold on watch face.

\$34.95



#827

Big Gulp® Water Bottle
21 oz. water bottle, white with green push-pull top. Red Big Gulp® logo on front, red 7-Eleven logo on back. Non-leak cap. Great for outdoor sports.

\$4.25



BLUE WAVE
PRODUCTIONS

Mail: 7-Eleven, Inc. • c/o Blue Wave • 120 Tremont St. • Everett, MA 02149

Call Toll-Free: 1-866-218-5364 Fax: 1-617-381-9409

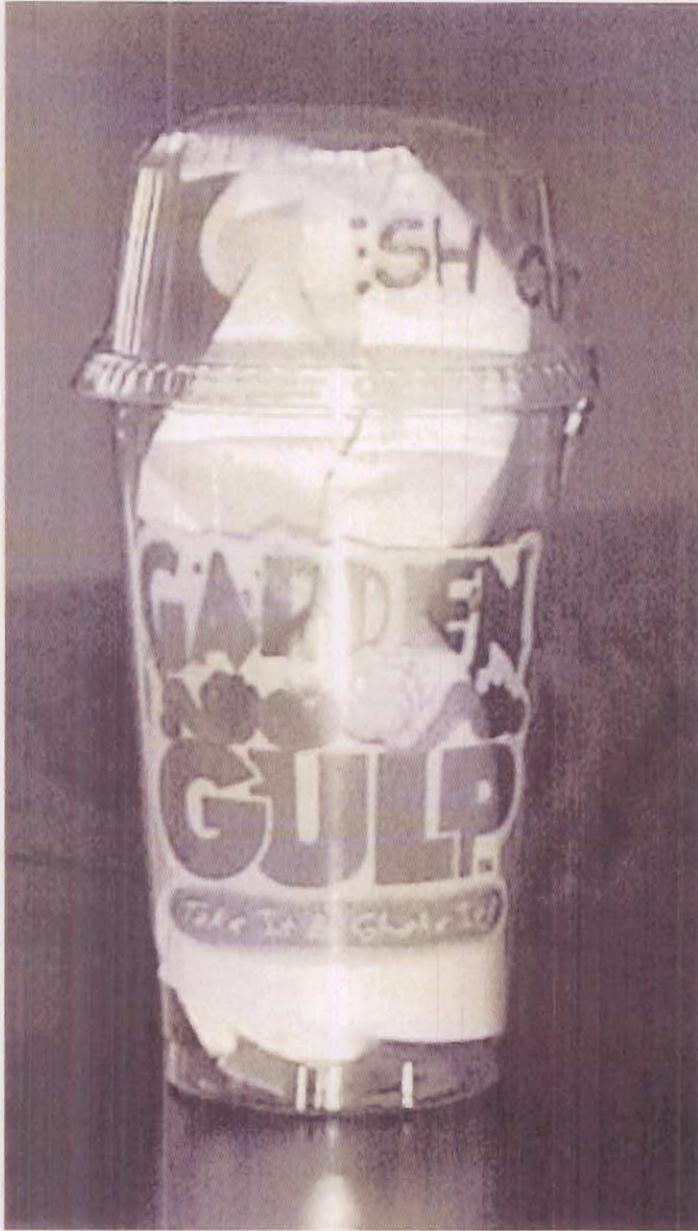
7-Eleven, Inc. v. Bucenell
Opposition No. 91177807



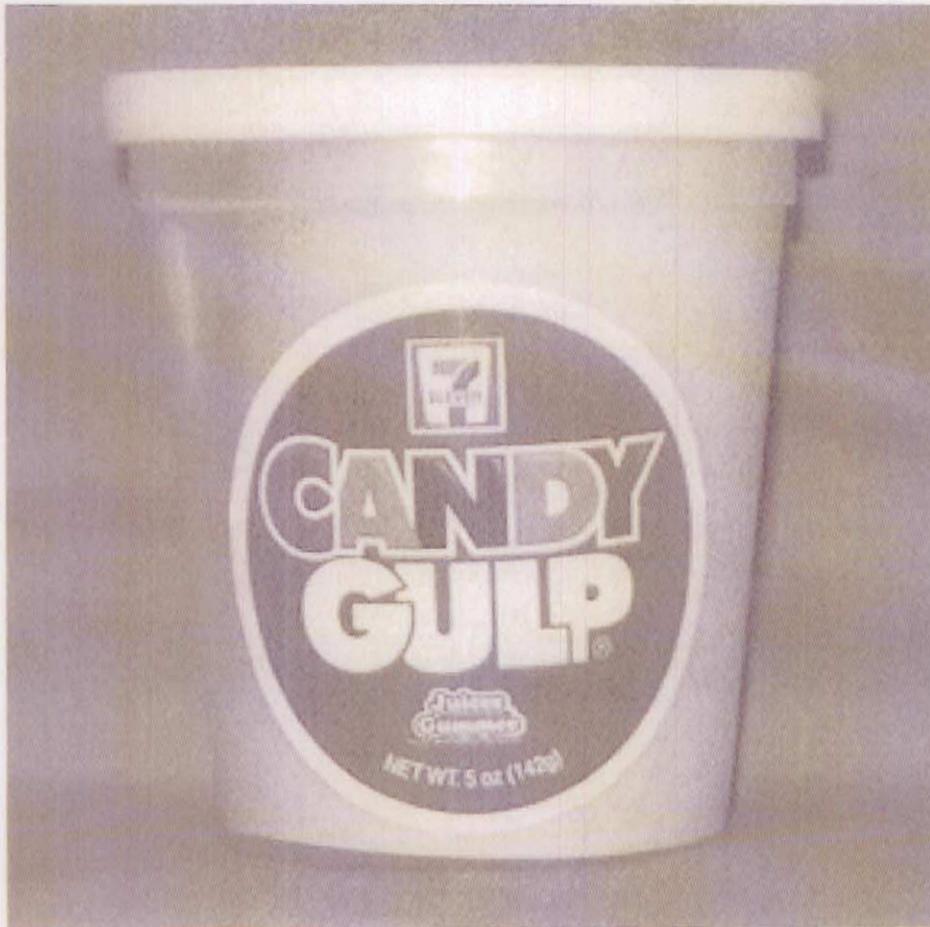
7-Eleven Trial Exhibit 4

7-Eleven, Inc. v. Bucenell
Opposition No. 91177807











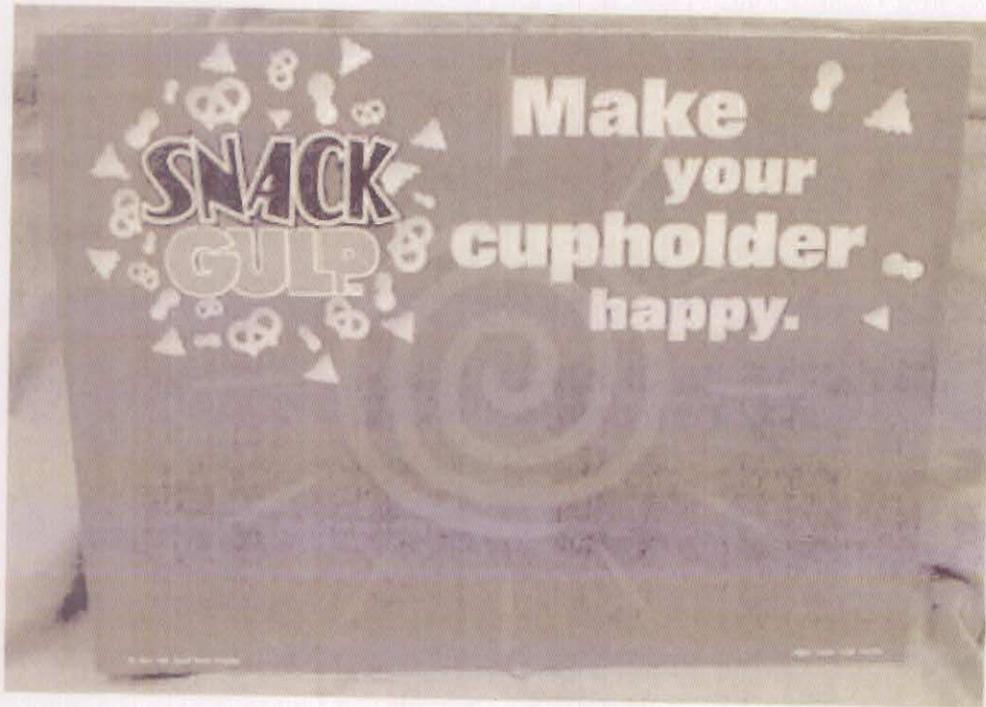


POST 9/1/02 PHIL 9/2001

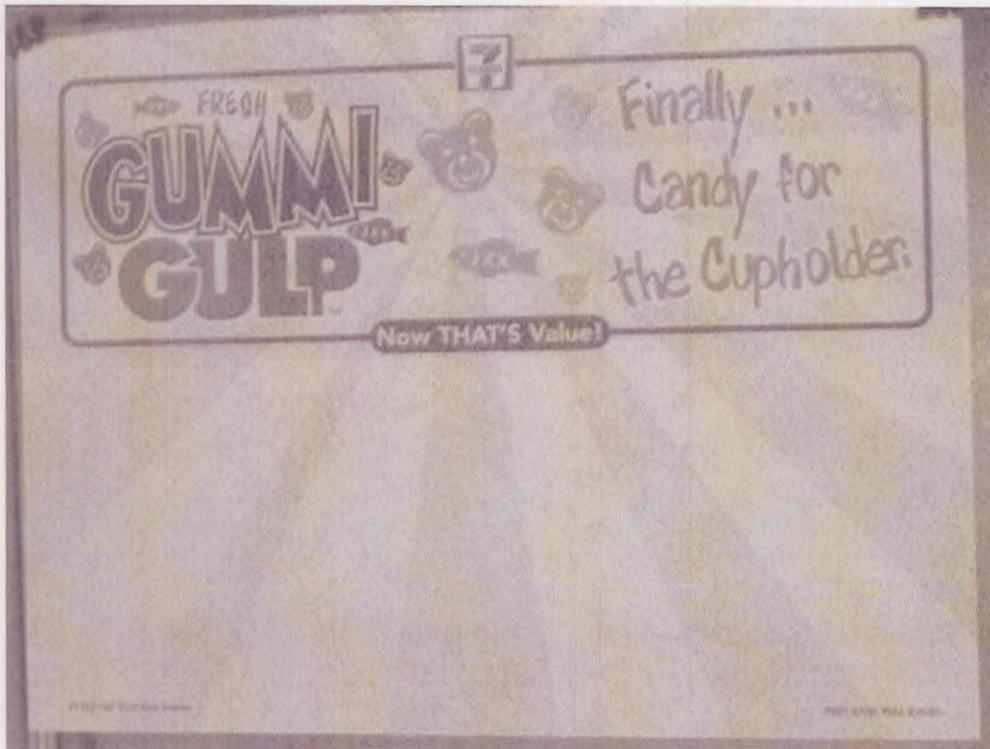
LC258

7-Eleven, Inc. v. Bucenell
Opposition No. 91177807

5



58







gift card



Oh thank
heaven!SM

Slurpee[®], Big Gulp[®] and a whole lot more!

GOOD UNTIL 12/31/07. NO CASH VALUE. UNTIL ACTIVATED BY CASHIER.

gift card



7-Eleven Trial Exhibit 5

7-Eleven, Inc. v. Bucenell
Opposition No. 91177807





7-Eleven Trial Exhibit 7

7-Eleven, Inc. v. Bucenell
Opposition No. 91177807



Big Lunch!
1/3 lb Biggest Big Bite & Super Big Gulp

\$1.69
Save 49¢
+Tax



7-Eleven logo on the cup.







**Rev Up
for the
500**

**Watch Team 7-Eleven™
race for the checkered flag in Indianapolis**

See all the action on May 30th at 11:00 a.m. ET. Check local listings







New!
**Jalapeño
Cheeseburger
Big Bite &
Super Big Gulp**



\$1.69
Save 69¢



#5 SUPER BIG BITE[®] COMBO

- Super Big Bite[®]
- 44 oz. Super Big Gulp[®]
- Any Big Grab[®]
Frito-Lay[®] Chips

\$2.99
THAT'S THE WHOLE PRICE!

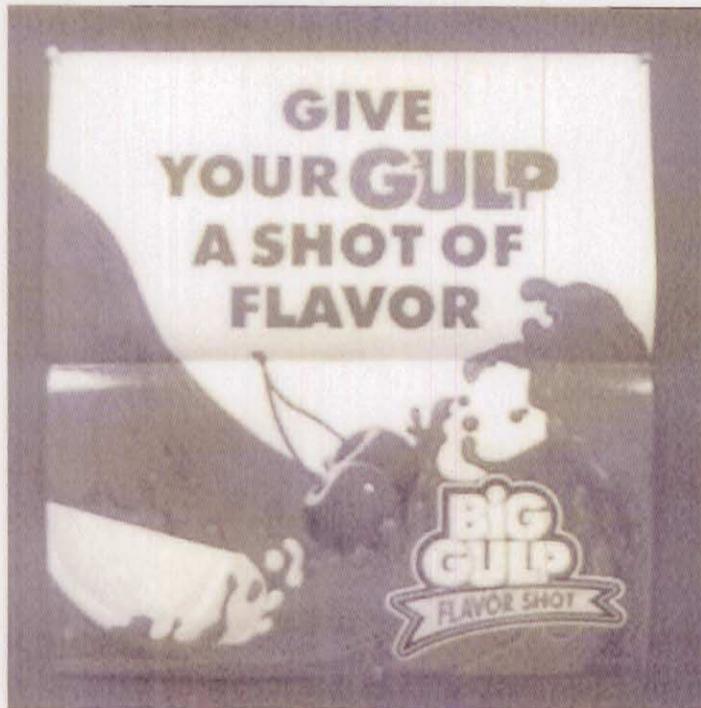
GRAB
Cheetos
CRUNCHY

SUPER
**BIG
GULP**

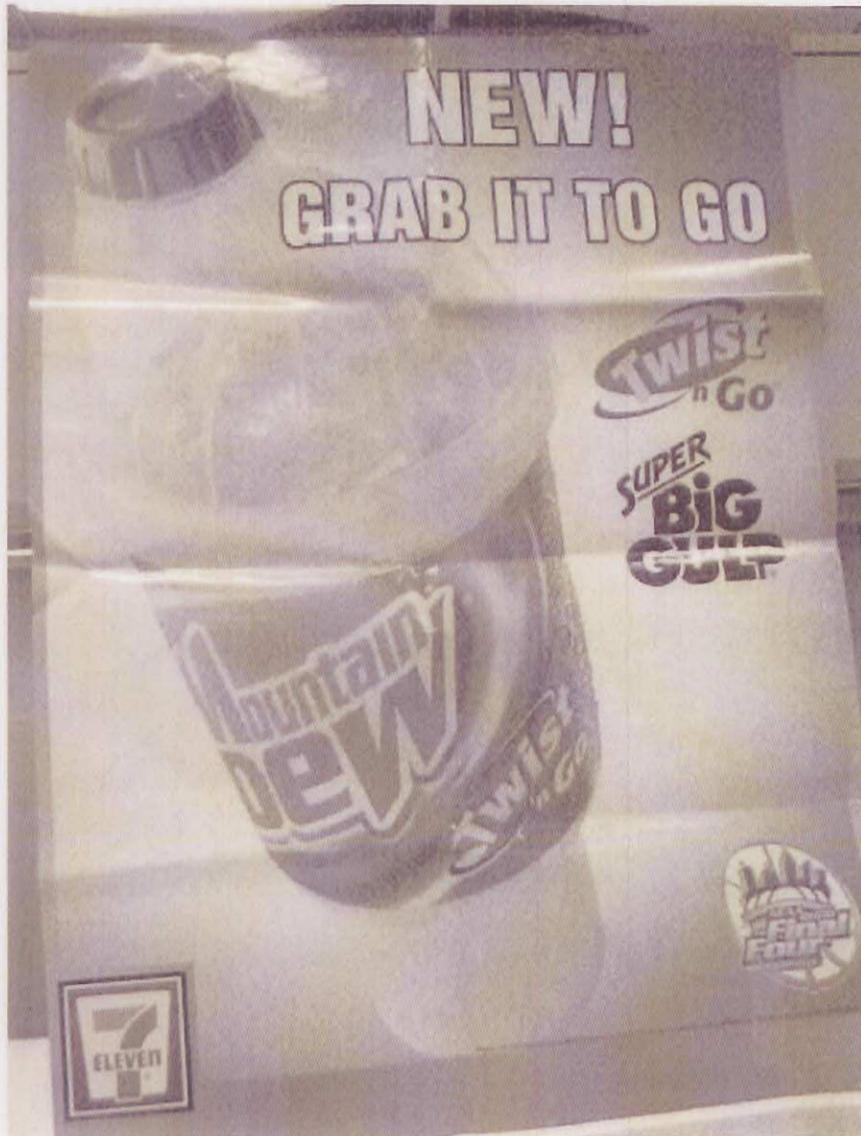
**New
Deli Style!**

STAY
Satisfied





The sign features the 7-Eleven logo in the top left corner. The main text reads "New! JALAPENO Cheeseburger Big Bite... & Super Big Gulp." To the right of the text is an image of a Super Big Gulp cup with a jalapeno slice on top, and a jalapeno cheeseburger. The price is listed as "\$1.89" with "Save 49¢" written below it.



Big Lunch!

1/3 lb Biggest Big Bite & Super Big Gulp

\$1.69

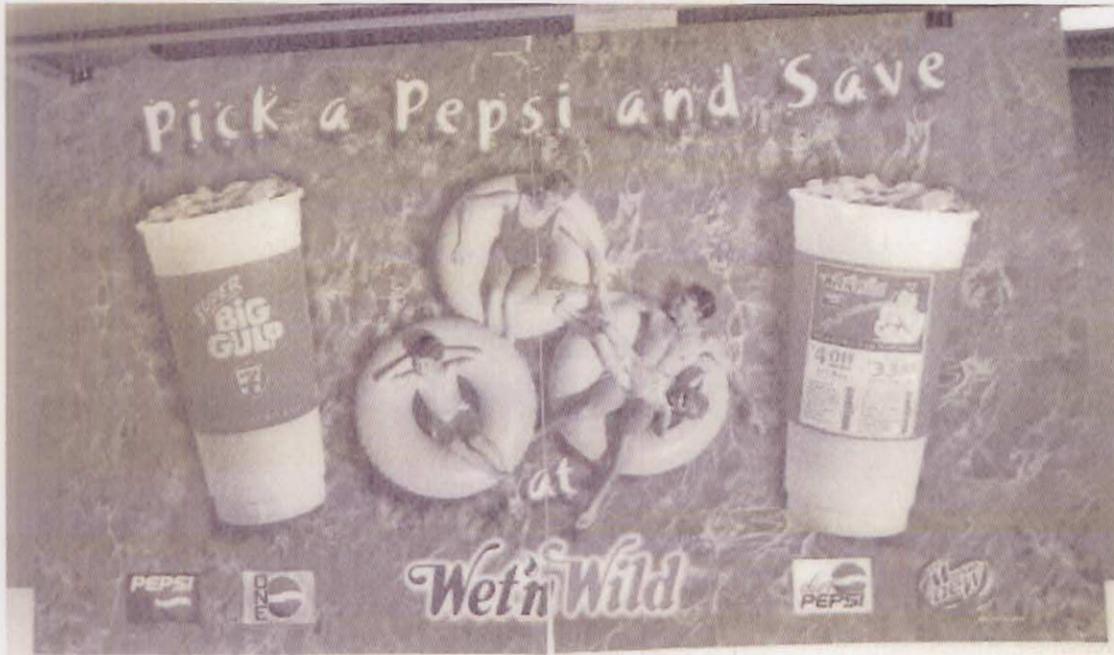
Save 49¢
+Tax



SUPER BIG GULP



882179





7-Eleven, Inc. v. Bucenell
Opposition No. 91177807

ICE QUALITY

99¢ 20 oz. Gulp

\$1.09 32 oz. Big Gulp

\$1.19 44 oz. your Big Gulp®

\$1.39 64 oz. Gulp®

89¢ fills 52 oz. & Under

Not Available in 1st. State

Refills 100 oz.

1/2 LB Big Bite, 7-SELECT® chips and Big Gulp® \$2.99

Dr Pepper

X-MEN ORIGINS WOLVERINE ONLY IN THEATERS

BIG GULP

7-SELECT Kettle Style Potato Chips

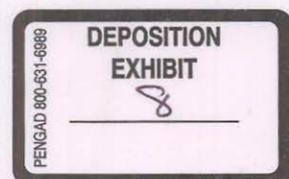
Super Big Gulp only 20¢ more!

100% Natural. No Artificial Flavors.

7-Eleven, Inc. v. Bucenell
 Opposition No. 91177807

7-Eleven Trial Exhibit 8

7-Eleven, Inc. v. Bucenell
Opposition No. 91177807





The image shows a 7-Eleven Big Gulp cup on the left, filled with a beverage and ice. The cup has 'BIG GULP' printed on it in large, bold letters, and a 7-Eleven logo below it. To the right of the cup is a menu board with the heading 'BIG GULP' in large, bold letters. Below the heading is a list of sizes and prices:

Size	Price
20oz.	.77
32oz. Big Gulp	.86
44oz. Super Big Gulp	.96
64oz. Double Gulp	\$1.25

Plus Tax

How to Create a Combo

#1

Big Bite® Combo



Big Bite® +

#2

Bigger Bite Combo



1/4 lb.
Big Bite® +

#3

Big Sub Combo



Big Sub +



16 oz.

\$1.99
(plus tax where applicable)



32 oz.

\$2.49
(plus tax where applicable)



32 oz.

\$3.99
(plus tax where applicable)

41-SLC-207 Big Stuffer

7-Eleven, Inc. v. Bucenell
Opposition No. 91177807







<p>A LOT OF MEAL FOR A LITTLE MUSTARD.</p>	<p>SAVE WITH THE BIG DOGS.</p>	<p>SUB-STANTIAL MEAL. SUB-STANTIAL SAVING.</p>
<p>1 BIG BITE COMBO</p>	<p>2 BIGGER BITE COMBO</p>	<p>3 BIG SUB COMBO</p>
<p>1.99</p>	<p>2.99</p>	<p>4.99</p>

You can always rely on 7-ELEVEN



#1 Big Bite® Combo
 • 6.25 oz. BIG GULP®
 • 1 1/2 lb. BIGGEST BIG BITE®
 • ANY BIG SUB® SANDWICH
 • HOUSE-MADE FRESH-LAY™ CHIPS

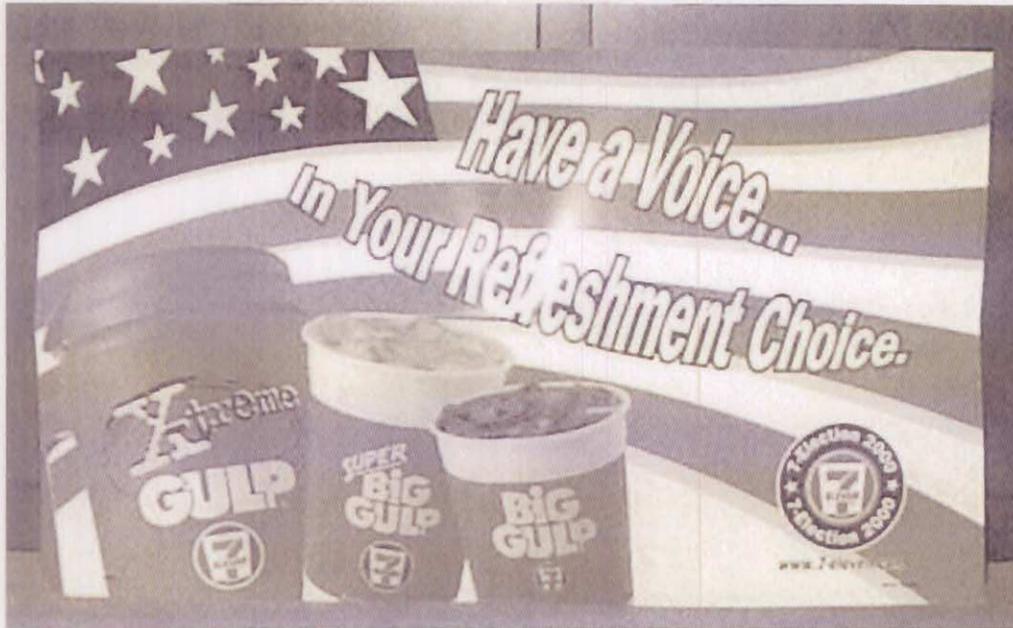
\$1.99

#2 Bigger Bite Combo
 • 12.5 oz. BIGGEST BIG BITE®
 • 1 1/2 lb. BIG GULP®
 • ANY BIG SUB® SANDWICH
 • HOUSE-MADE FRESH-LAY™ CHIPS

\$2.99

#3 Big Sub Combo
 • 17" BIG SUB®
 • 1 1/2 lb. BIG GULP®
 • ANY BIG SUB® SANDWICH
 • HOUSE-MADE FRESH-LAY™ CHIPS

\$4.99





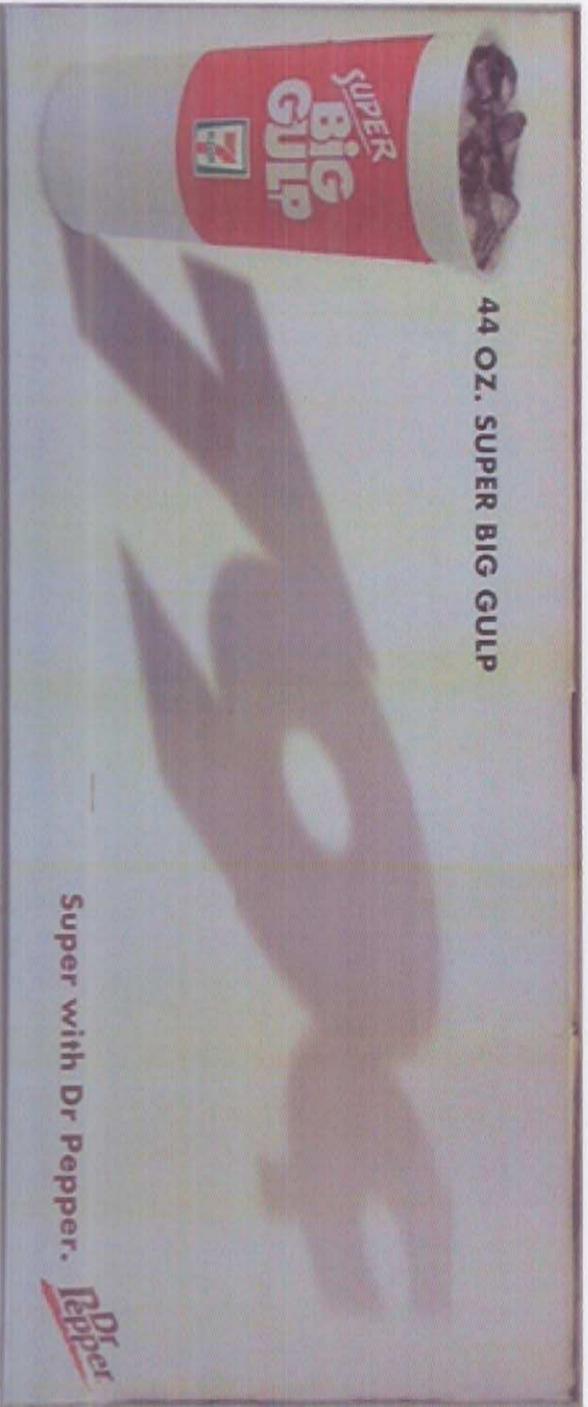
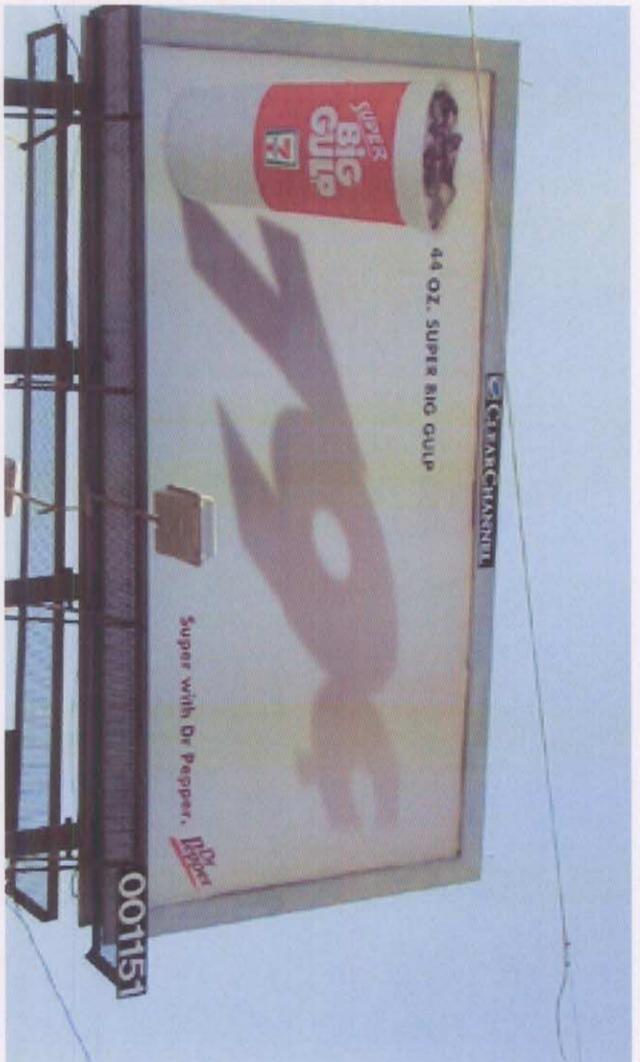
#1 Hungry? Big Bite Combo
\$1.99
Includes: 1 Burrito, 1 Gulp, 1 Side of Fries
*Limited availability. See store for details.

#2 Really Hungry? Bigger Bite Combo
\$2.99
Includes: 2 Burritos, 1 Gulp, 1 Side of Fries
*Limited availability. See store for details.

7-Eleven Trial Exhibit 9

7-Eleven, Inc. v. Bucenell
Opposition No. 91177807





7-Eleven Trial Exhibit 10

7-Eleven, Inc. v. Bucenell
Opposition No. 91177807



THINK OF YOUR MOUTH AS A GRAND OPENING

CELEBRATE OUR NEW STORE WITH FREE COUPONS



JUNE 13TH & 14TH
VISIT OUR NEWEST STORE TODAY!
 4200 South 1st Ave. • Lyons, IL 60534



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COUPON EXPIRES 07/04/08

FREE
 12 OZ. COFFEE



Coupons are redeemable at this location only. Offer good at 4200 South 1st Ave., Lyons, IL 60534. Limit 1 (one) per customer per day. Offer not valid with any other coupon or discount. No cash value. Store #33899. Copies or reproduction by any means is prohibited and shall void coupon.

7-ELEVEN, 7-ELEVEN Design and GULP are registered trademarks owned by 7-Eleven, Inc.



COUPON EXPIRES 07/04/08

FREE
 GLAZED DONUT



Coupons are redeemable at this location only. Offer good at 4200 South 1st Ave., Lyons, IL 60534. Limit 1 (one) per customer per day. Offer not valid with any other coupon or discount. No cash value. Store #33899. Copies or reproduction by any means is prohibited and shall void coupon.

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7-Eleven, Inc. v. Bucenell
 Opposition No. 9:11-77807



COUPON EXPIRES 07/04/08

FREE
 1/4 lb. BIG BITE™ HOT DOG



Coupons are redeemable at this location only. Offer good at 4200 South 1st Ave., Lyons, IL 60534. Limit 1 (one) per customer per day. Offer not valid with any other coupon or discount. No cash value. Store #33899. Copies or reproduction by any means is prohibited and shall void coupon.

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COUPON EXPIRES 07/04/08

FREE
20 OZ. GULP®



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COUPON EXPIRES 07/04/08

SAVE \$2.00

OFF ANY 7-ELEVEN® SANDWICH \$2.99 OR HIGHER



Coupons are redeemable at this location only. Offer good at 4200 South 1st Ave., Lyons, IL 60534. Limit 1 (one) per customer per day. Offer not valid with any other coupon or discount. No cash value. Store #33899. Copies or reproduction by any means is prohibited and shall void coupon.

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COUPON EXPIRES 07/04/08

FREE
12 OZ. SLURPEE®



Coupons are redeemable at this location only. Offer good at 4200 South 1st Ave., Lyons, IL 60534. Limit 1 (one) per customer per day. Offer not valid with any other coupon or discount. No cash value. Store #33899. Copies or reproduction by any means is prohibited and shall void coupon.

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WE'RE WELL WORTH CHECKING OUT

CELEBRATE OUR NEW STORE WITH FREE COUPONS



JUNE 13TH & 14TH
VISIT OUR NEWEST STORE TODAY!

4200 South 1st Ave. · Lyons, IL 60534

7-Eleven, Inc. v. Bucenell

Opposition No. 91177807

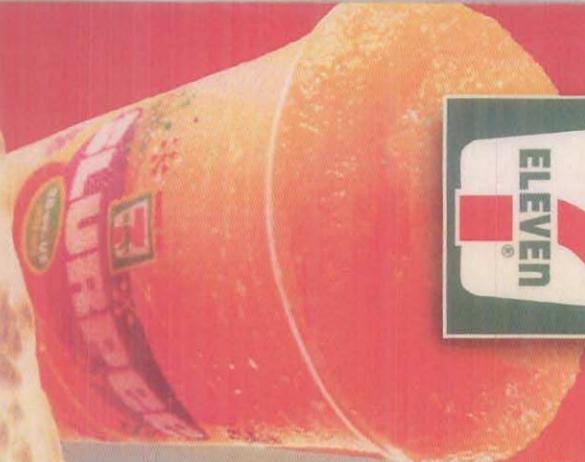


Another Fresh Addition to the 7-Eleven® Family
All the Freshness You Have Grown to Love at White Hen® - Now at Your 7-Eleven®



Grand Opening

7-Eleven, Inc. v. Bucenell
Opposition No. 91177807



Special Grand Opening Savings!

4200 South 1st Ave. • Lyons

Week 3
Valid From: 6/25/08 - 7/1/08



BIG GULP®

79¢

Limit one per customer per visit. Not valid with any other offer. Valid only at the 4200 S. 1st Ave. 7-Eleven® in Lyons.

Week 1
Valid From: 6/17/08 - 6/24/08



MONSTER ENERGY
16 OZ. CAN

2/\$4 \$2.59 EACH

Limit one per customer per visit. Not valid with any other offer. Valid only at the 4200 S. 1st Ave. 7-Eleven® in Lyons.

Week 4
Valid From: 7/7/08 - 7/18/08



PEPSI OR DIET PEPSI
2 LITERS, ASSORTED VARIE

99¢

Limit one per customer per visit. Not valid with any other offer. Valid only at the 4200 S. 1st Ave. 7-Eleven® in Lyons.

Week 2
Valid From: 6/18/08 - 6/24/08



MILLER
12 PACK - CANS

\$7.99

Limit one per customer per visit. Not valid with any other offer. Valid only at the 4200 S. 1st Ave. 7-Eleven® in Lyons.

7-Eleven, Inc. v. Bucenell
Opposition No. 91177807

COUPON EXPIRES 09/22/07

FREE
20 OZ. GULP®

Coupons are redeemable at this location only. Offer good at 9205 W. Cermak, North Riverside, IL 60546. Limit 1 (one) per customer per day. Offer not valid with any other coupon or discount. No cash value. Store #33819.

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COUPON EXPIRES 09/22/07

SAVE \$2.00

OFF ANY 7-ELEVEN® SANDWICH \$2.99 OR HIGHER

Coupons are redeemable at this location only. Offer good at 9205 W. Cermak, North Riverside, IL 60546. Limit 1 (one) per customer per day. Offer not valid with any other coupon or discount. No cash value. Store #33819.

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COUPON EXPIRES

FREE
12 OZ. SLURPEE®

Coupons are redeemable at this location only. Offer good at 9205 W. Cermak, North Riverside, IL 60546. Limit 1 (one) per customer per day. Offer not valid with a coupon or discount. No cash value. Store #33819.

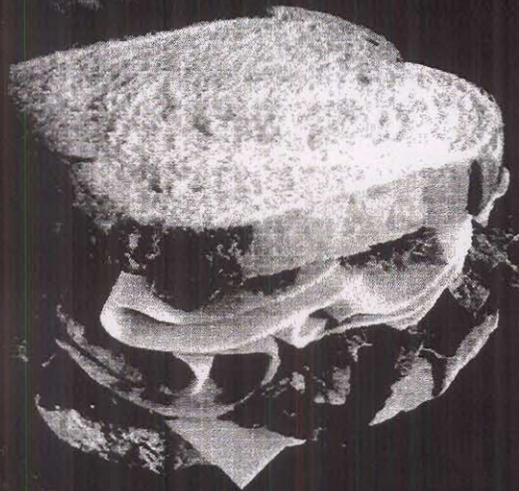
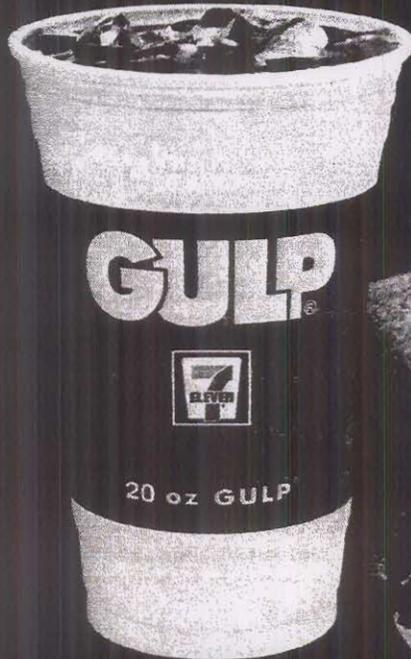
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WE'RE WELL WORTH CHECKING OUT

CELEBRATE OUR NEW STORE WITH FREE COUPONS



AUGUST 31ST - SEPTEMBER 2ND VISIT OUR NEWEST STORE TODAY!

9205 W. Cermak, North Riverside, IL 60546
7-Eleven, Inc. v. Bucenell

THINK OF YOUR MOUTH AS A GRAND OPENING

CELEBRATE OUR NEW STORE WITH FREE COUPONS



**AUGUST 31ST - SEPTEMBER 2ND
VISIT OUR NEWEST STORE TODAY!**

9205 W. Cermak, North Riverside, IL 60546

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Distributed by ADVO, Inc. as part of SHOPWISE®. To advertise call (888) 876-

COUPON EXPIRES 09/22/07

FREE
12 OZ. COFFEE

Coupons are redeemable at this location only.
Offer good at 9205 W. Cermak, North Riverside, IL 60546.
Limit 1 (one) per customer per day. Offer not valid with any other coupon or discount. No cash value. Store #33819.
Copies or reproduction by any means is prohibited and shall void coupon.

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COUPON EXPIRES 09/22/07

FREE
GLAZED DONUT

Coupons are redeemable at this location only.
Offer good at 9205 W. Cermak, North Riverside, IL 60546.
Limit 1 (one) per customer per day. Offer not valid with any other coupon or discount. No cash value. Store #33819.
Copies or reproduction by any means is prohibited and shall void coupon.

7-ELEVEN and 7-ELEVEN Design are registered trademarks owned by 7-Eleven, Inc.



COUPON EXPIRES 09/22/07

FREE
1/4 lb. BIG BITE HOT DOG

Coupons are redeemable at this location only.
Offer good at 9205 W. Cermak, North Riverside, IL 60546.
Limit 1 (one) per customer per day. Offer not valid with any other coupon or discount. No cash value. Store #33819.
Copies or reproduction by any means is prohibited and shall void coupon.

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7-Eleven, Inc. • Blue Bell, PA 17611
Opposition No. 91177807

Special Grand Opening Savings!

704 East 31st Street • LaGrange Park



Week 1
Valid From: 8/22/07 - 8/29/07

**BIG BITE™
HOT DOG**

BUY ONE, GET ONE
FREE

Limit one per customer per visit. Not valid with any other offer.
Valid only at the 704 E. 31st St., 7-Eleven™ in LaGrange Park.

Week 2
Valid From: 8/29/07 - 9/4/07

**SLURPEE®
ANY SIZE**

79¢

Limit one per customer per visit. Not valid with any other offer.
Valid only at the 704 E. 31st St., 7-Eleven™ in LaGrange Park.

Week 3
Valid From: 9/3/07 - 9/11/07

PANTRY Select

SANDWICH
PRICED \$2.99 OR GREATER

\$1 OFF

Limit one per customer per visit. Not valid with any other offer.
Valid only at the 704 E. 31st St., 7-Eleven™ in LaGrange Park.

Week 4
Valid From: 9/12/07 - 9/18/07

MILLER
12 PACK - CANS

\$6.99

Limit one per customer per visit. Not valid with any other offer.
Valid only at the 704 E. 31st St., 7-Eleven™ in LaGrange Park.

Another Fresh Addition to the 7-Eleven® Family
All the Freshness You Have Grown to Love at White Hen® - Now at Your 7-Eleven®



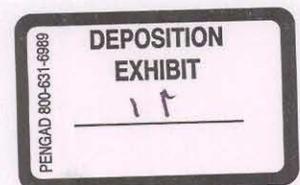
Grand Opening

Distributed by ADVI, Inc. as part of SHOPWISE™. To advertise call (888) 876-ADVI HD 09/21/07 CB459154A

7-Eleven, Inc. v. Bucenell
Case No. 91177807

7-Eleven Trial Exhibit 11

7-Eleven, Inc. v. Bucenell
Opposition No. 91177807





PRODUCT 7 Eleven Big Gulp Fountain Drink
MARKET Network
PROGRAM Monster Garage
CODE # 050501050
TITLE American Chopper Cast Score Big Gulp

LENGTH 15
STATION DISC
DATE 05/04/2005
TIME 06:30 PM



(MUSIC IN) (SFX: MOTORCYCLES IN)



(MUSIC)



(MUSIC)



(SFX: REVVING MOTORCYCLE IN)



(SFX OUT)



MALE ANNCR: Grab a Big Gulp drink with Coca-Cola Classic



anyway you can, and get (SFX OUT)



points for cool stuff at biggulp.com.



Oh, thank heaven. (MUSIC OUT)



PRODUCT 7-Eleven Slurpee/ Big Gulp Fountain Drink
MARKET Network
PROGRAM Wildest Police Videos
CODE # 050805367
TITLE Man Break Dances: Unleash Your Frawg

LENGTH 15
STATION SPIKE
DATE 08/15/2005
TIME 06:32 PM



(MUSIC IN)



(MUSIC)



(MUSIC)



MALE ANNCR: Unleash your Frawg.



The new refreshing green apple flavor Frawg Slurpee and Big Gulp Drinks from the makers of Pepsi.



Only at 7-Eleven. (MUSIC OUT)



PRODUCT Coca-Cola Contests & Sponsorships
 MARKET New York, NY
 PROGRAM American Idol
 CODE # 030400104
 TITLE Rapper Slash Tapper Does His Thing

LENGTH 30
 STATION WNYW
 DATE 04/01/2003
 TIME 08:48 PM



MAN: I'm rapper slash tapper.



(SFX: MAN MAKING SCRATCHING NOISE IN & OUT)



I'm a rappertapper.



I'm a rapper slash tapper slash dancer



slash singer-- MALE ANNCR: Now anyone can get to Hollywood.



Grab a Super Big Gulp



filled with Coca-Cola Classic or a Vanilla Coke Slurpy and play the American Idol



Coca-Cola Watch & Win Game at participating 7 Eleven stores. Watch American Idol



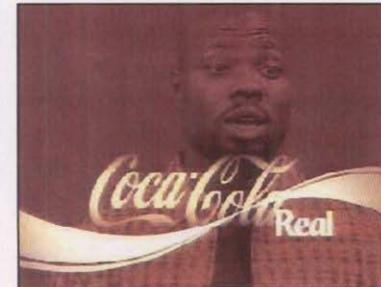
every week and if the numbers on your cup match the ones revealed below, you



could be going to watch the American Idol Finals or win one of 10,000 other prizes. Only at 7 Eleven.



MAN: I'm about to be the next big thing for real.



Yeah.

7-Eleven, Inc v Bucenell
 Opposition No. 911/7807
 VIDEO ALSO AVAILABLE

J. WALTER THOMPSON COMPANY
875 NORTH MICHIGAN AVENUE CHICAGO, ILLINOIS 60611

**TELEVISION COMMERCIAL**

ISCI CODE: YSJS0193
CLIENT : THE SOUTHLAND CORPORATION
PRODUCT : HUNGRY-DELI/SBG/BITE/COFFEE

4/25/90 jm (bg)

TITLE: "HUNGRY-DELI/SBG/BIG BITE/COFFEE"
LENGTH: :30 TV
STATUS: AS PRODUCED

VIDEOAUDIO

VO: Americans are busy. Yet somewhere between here and there, and there and here, they find time to do a thing called "eat".

That's when those who know, find a 7-Eleven the only place they can grab a Fresh Deli Sandwich and a Super Big Gulp, or a Quarter Pound Big Bite and a cup of fresh ground 7-Eleven coffee. And still have time to enjoy them.

You could take your appetite somewhere else. But those who know, satisfy theirs at 7-Eleven. The sign of the times.

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7-Eleven, Inc. v. Bucenell
Opposition No. 91177807



TELEVISION COMMERCIAL

ISCI CODE: YSJS0272
CLIENT: THE SOUTHLAND CORPORATION
PRODUCT: B/C SOFT DRINKS, FSD,
JUICE

5/24/90 jmr

TITLE: "ULTIMATE THIRST"
LENGTH: :25/:05
STATUS: AS PRODUCED

VIDEO

MAN AT WATER COOLER TAKES DRINK, BOY HANGS FROM CHIN-UP BAR WITH COACH. CYCLING TEAM RIDES BY. C/U ACCORDIAN PLAYER IN BAND. ORIENTAL COUPLE DANCING. MALE STEAMING TROUSERS AT CLEANERS.

MAN AT WATER COOLER ATTEMPTS TO TAKE DRINK.

C/U TABASCO BOTTLES AT ASSEMBLY. 3 MALES CLIMB WOODEN OBSTACLE COURSE. C/U PEPSI BOTTLES AT ASSEMBLY. MAN SIPS SUPER BIG GULP IN LAUNDRYMAT. WOMAN PUSHES STALLED CAR WITH DRIVER IN RURAL AREA. C/U HAND REMOVES DIET COKE CANS FROM SHELF. HAND REMOVES 7-UP CANS FROM SHELF. HAND REMOVES TROPICANA JUICE FROM SHELF. C/U HAND HOLDING SUPER BIG GULP. MAN FINISHES UNSUCCESSFULLY ATTEMPTING TO DRINK AT COOLER AND BACKS UP TO WALL. 2 ANGLE SHOTS FOUNTAIN HEADS POURING SODA INTO SUPER BIG GULP CUP. MALE SIPPING SUPER BIG GULP WHILE TROUSERS ARE BEING STEAMED.

STAND-UP ANNOUNCER.

AUDIO

VO
IN RECENT YEARS, AMERICANS HAVE GONE OUT OF THEIR WAY TO FIND MORE WAYS TO BECOME CHRONICALLY THIRSTY.

THOSE WHO WANT MORE WAYS TO QUENCH THIS THIRST GO TO 7-ELEVEN. THE ONLY PLACE THEY CAN CHOOSE FROM SODAS TO JUICES TO SUPER BIG GULPS. COKE OR PEPSI - JUST THE WAY THEY WANT IT.

YOU COULD TAKE YOUR THIRST SOMEWHERE ELSE. BUT PEOPLE WHO WANT A CHOICE, TAKE THEIRS TO 7-ELEVEN.
THE SIGN OF THE TIMES.

© 1990 THE SOUTHLAND CORPORATION

W.B. DUNER & COMPANY

TV COPY

CLIENT: 7-Eleven
PRODUCT: Taste of 7-Eleven
TITLE: "Travelog"
LENGTH: :30
JOB NO.
PAGE 1 OF 1

REV#5
DATE: 6/11/90

0743
0754
YSJS - 0753

VIDEO

AUDIO

VO: Play "Taste of 7-Eleven" and picture yourself getting your next Super Big Gulp from a 7-Eleven...

in Historic London!...

Exotic Sydney!...

Enchanting Madrid!

And other great cities! Everyone wins every time. Just buy a Big Bite, Big Gulp, or Super Big Gulp, peel the game piece and instantly win free food,

ALTERNATE: EVERYONE CAN WIN
EVERY TIME THEY PLAY.

discounts, even trips! Transportation by United Airlines. So play "Taste of 7-Eleven" today, and don't forget to write!

DETROIT • BALTIMORE • CLEVELAND • LONDON • CHICAGO • ST. PETERSBURG • MONTREAL • TORONTO

1928

2

711 GRASSROOTS CAMPAIGN
BEST OF - FOOD TV:30
AS PRODUCED 5/6/91

BIG HUNGRY WORLD

Will A/SD WHOA Are you hungry?

VO: What's the difference at 711 ?

Cesar/NY How about a Big Bite ?

Frank/NY 1/4 lb, 100%, all beef Oscar Meyer hot dog.

Dee/LA On this hot dog you can get chili, cheese and all the fixings absolutely free.

Katie/SD And it's only at 7-11.

Mike/NY Super Big Gulps Super Value.

Linda/Dallas How about some nachos?

Werner/NY Anything you want, just ask me.

Chuck/LV So when you're hungry, come on in.

Velma/Den We're gonna treat you right.

VO: So that's the difference.

Dwight/LA It's a big big world, but why would you go anywhere else ?

711 GRASSROOTS CAMPAIGN
BEST OF - BEVERAGE TV:30
AS PRODUCED 5/691

1938

DIFFERENT THIRST

VO: What's the difference at 711 ?

Vicki/L.V. Super Big Gups! You can't those anyplace else

Julie/SD Did I hear someone say they're thirsty ?

Johnny/Balt Slurpee.

Mary/Nor Don't pass on bye, come on in.

Deb/LA At 7-11 we can quench any size thirst.

Joanne/SD We have Coke we have Pepsi.

Terry/LA We have all the softdrinks you'll ever need.

Ceasar/NY Super Bug Gulp, propah.

Ketan/LA We've got the hottest prices on cold drinks.

Janet/DC We're gonna get you outta here with a smile on your face,
I guarantee it.

VO: So that's the difference.

Will A/SD If you want a cold drink, why go anyplace else?

CLIENT: 7-ELEVEN
JOB: :15 SUMMER TELEVISION
TITLE: "Big Sub Combo/Coke/Bigger, Better/:15"
JOB #: 0319-SVN
SLATE #: YSJS - 0515
DATE: 6/6/01 - AS PRODUCED

VIDEO

AUDIO

SPOT OPENS ON A BIG
EXCITING, COMPELLING SHOT
OF ONE OF OUR TWO GUYS.

SFX: (BIG EXCITING MUSIC STING UP
AND UNDER. AGGRESSIVE
MUSIC CONTINUES UNDER)

CUT TO THE TWO GUYS AROUND
THE STORE. EVERY TIME ONE
GUY TALKS THE OTHER GUY IS
BEHIND HIM EXCITED.

Guy1: Big stuff is going on here at
7-Eleven!

CUT TO THE GUY HOLDING A
SUB COMBO MEAL UP TO
CAMERA.

Guy2: It's the Big Sub Combo!

Guy1: Choose an Italian Big Sub.

CUT TO A VARIETY OF SHOTS OF
SUBS BEING PILED HIGH WITH
FRESH TOPPINGS.

Guy2: With 3 kinds of meats and provolone
cheese!

Guy1: Or smoked turkey with swiss.

Alt.Guy2: *(alt. Delivered daily.)*

SEE SHOT OF BIG GULP BEING
FILLED WITH COKE AT THE
FOUNTAIN. AND THEN SEE SHOT
OF THE ENTIRE MEAL.

Guy2: Plus a Big Gulp and a Big Grab of
chips!

7-ELEVEN
LOGO END TAG

Guy1 & 2: It's a bigger, better summer.

CLIENT: 7-ELEVEN
JOB: :15 SUMMER TELEVISION
TITLE: "Big Bite Combo/Pepsi/Bigger, Better/:15"
JOB #: 0319-SVN
SLATE #: YSJS - 0455
DATE: 6/7/01 - AS PRODUCED

VIDEO

AUDIO

SPOT OPENS ON A BIG
EXCITING, COMPELLING
SHOT OF ONE OF OUR
TWO GUYS.

SFX: (BIG EXCITING MUSIC
STING UP AND UNDER.
AGGRESSIVE MUSIC
CONTINUES UNDER)

THEY'RE TALKING TO THE
CAMERA.

CUT TO THEM AROUND
THE STORE. EVERY TIME
ONE GUY TALKS THE
OTHER GUY IS BEHIND HIM
EXCITED.

Guy1: Hey, there's Big News at
7-Eleven!

CUT TO SHOT GUY
HOLDING COMBO MEAL
UP TO CAMERA.

Guy2: It's the New Big Bite Combo.

Guy1: A delicious Big Bite Hot Dog
made by Oscar Meyer!

CUT TO SHOT OF GUYS IN
FRONT OF ROLLER GRILL.

Guy2: Top it with free chili and
cheese!

Guy1: Whatever you want!

SEE SHOT OF ICE COLD
GULPS BEING FILLED WITH
PEPSI FROM THE
FOUNTAIN.

Guy2: an ice-cold Gulp!

Guy1: And a Big Grab of chips...

SEE THE ENTIRE MEAL.

Guy2:

All for just \$1.99!

THE PRICE COMES UP IN
THE SCREEN.

7-ELEVEN
LOGO END TAG

Guy1 &
2:

It's a bigger, better summer.

CLIENT: 7-ELEVEN
JOB: :15 SUMMER TELEVISION
TITLE: "Big Bite Combo/Coke/Bigger, Better/:15"
JOB #: 0319-SVN
SLATE #: YSJS - 0475
DATE: 6/7/01 - AS PRODUCED

VIDEO

AUDIO

SPOT OPENS ON A BIG
EXCITING, COMPELLING
SHOT OF ONE OF OUR
TWO GUYS.

SFX: (BIG EXCITING MUSIC
STING UP AND UNDER.
AGGRESSIVE MUSIC
CONTINUES UNDER)

THEY'RE TALKING TO THE
CAMERA.

CUT TO THEM AROUND
THE STORE. EVERY TIME
ONE GUY TALKS THE
OTHER GUY IS BEHIND HIM
EXCITED.

Guy1: Hey, there's Big News at
7-Eleven!

CUT TO SHOT GUY
HOLDING COMBO MEAL
UP TO CAMERA.

Guy2: It's the New Big Bite Combo.

Guy1: A delicious Big Bite Hot Dog
made by Oscar Meyer!

CUT TO SHOT OF GUYS IN
FRONT OF ROLLER GRILL.

Guy2: Top it with free chilli and
cheese!

Guy1: Whatever you want!

SEE SHOT OF ICE COLD
GULPS BEING FILLED WITH
COKE FROM THE
FOUNTAIN.

Guy2: an ice-cold Gulp!

Guy1: And a Big Grab of chips...

SEE THE ENTIRE MEAL.

Guy2:

All for just \$1.99!

THE PRICE COMES UP IN
THE SCREEN.

7-ELEVEN
LOGO END TAG

Guy1 &
2:

It's a bigger, **better** summer.

CLIENT: 7-ELEVEN
JOB: :15 SUMMER TELEVISION
TITLE: "Big Sub Combo/Pepsi/Bigger, Better/:15"
JOB #: 0319-SVN
SLATE #: YSJS - 0495
DATE: 6/7/01 - AS PRODUCED

VIDEO

AUDIO

SPOT OPENS ON A BIG
EXCITING, COMPELLING
SHOT OF ONE OF OUR
TWO GUYS.

SFX: (BIG EXCITING MUSIC
STING UP AND UNDER.
AGGRESSIVE MUSIC
CONTINUES UNDER)

CUT TO THE TWO GUYS
AROUND THE STORE.
EVERY TIME ONE GUY
TALKS THE OTHER GUY IS
BEHIND HIM EXCITED.

Guy1: Big stuff is going on here at
7-Eleven!

CUT TO THE GUY
HOLDING A SUB COMBO
MEAL UP TO CAMERA.

Guy2: It's the Big Sub Combo!

Guy1: Choose an Italian Big Sub.

CUT TO A VARIETY OF
SHOTS OF SUBS BEING
PILED HIGH WITH FRESH
TOPPINGS.

Guy2: With 3 kinds of meats and
provolone cheese!

Guy1: Or smoked turkey with swiss.

Alt. Guy2: *(alt. Delivered daily.)*

SEE SHOT OF BIG GULP
BEING FILLED WITH PEPSI
AT THE FOUNTAIN. AND
THEN SEE SHOT OF THE
ENTIRE MEAL.

Guy2: Plus a Big Gulp and a Big Grab
of chips!

7-ELEVEN
LOGO END TAG

Guy1 &
2:

It's a bigger, better summer.

CLIENT: 7-ELEVEN
JOB: :15 SUMMER TELEVISION
TITLE: "Big Bite Combo/Pepsi/Bigger, Better/Rev. Super :15"
JOB #: 0319-SVN
SLATE #: YSJS - 0585
DATE: 6/7/01 - AS PRODUCED

VIDEO

AUDIO

SPOT OPENS ON A BIG
EXCITING, COMPELLING
SHOT OF ONE OF OUR TWO
GUYS.

SFX: (BIG EXCITING MUSIC STING
UP AND UNDER. AGGRESSIVE
MUSIC CONTINUES UNDER)

THEY'RE TALKING TO THE
CAMERA.

CUT TO THEM AROUND THE
STORE. EVERY TIME ONE
GUY TALKS THE OTHER GUY
IS BEHIND HIM EXCITED.

Guy1: Hey, there's Big News at
7-Eleven!

CUT TO SHOT GUY HOLDING
COMBO MEAL UP TO
CAMERA.

Guy2: It's the New Big Bite Combo.

CUT TO SHOT OF GUYS IN
FRONT OF ROLLER GRILL.

Guy1: A delicious Big Bite Hot Dog
made by Oscar Meyer!

Guy2: Top it with free chili and cheese!

Guy1: Whatever you want!

SEE SHOT OF ICE COLD
GULPS BEING FILLED WITH
PEPSI FROM THE FOUNTAIN.

Guy2: an ice-cold Gulp!

Guy1: And a Big Grab of chips...

SEE THE ENTIRE MEAL.
THE PRICE COMES UP IN THE
SCREEN, ALONG W/LEGAL
"PRICES, PRODUCT AND
PARTICIPATION MAY VARY."

Guy2: All for just \$1.99!

7-ELEVEN
LOGO END TAG

Guy1 & 2: It's a bigger, better summer.

CLIENT: 7-ELEVEN
 JOB: :15 SUMMER TELEVISION
 TITLE: "Big Bite Combo/Pepsi/OTH/Rev. Super :15"
 JOB #: 0319-SVN
 SLATE #: YSJS - 0595
 DATE: 6/7/01 - AS PRODUCED

VIDEO	AUDIO
SPOT OPENS ON A BIG EXCITING, COMPELLING SHOT OF ONE OF OUR TWO GUYS.	SFX: (BIG EXCITING MUSIC STING UP AND UNDER. AGGRESSIVE MUSIC CONTINUES UNDER)
THEY'RE TALKING TO THE CAMERA.	
CUT TO THEM AROUND THE STORE. EVERY TIME ONE GUY TALKS THE OTHER GUY IS BEHIND HIM EXCITED.	Guy1: Hey, there's Big News at 7-Eleven!
CUT TO SHOT GUY HOLDING COMBO MEAL UP TO CAMERA.	Guy2: It's the New Big Bite Combo.
CUT TO SHOT OF GUYS IN FRONT OF ROLLER GRILL.	Guy1: A delicious Big Bite Hot Dog made by Oscar Meyer!
	Guy2: Top it with free chili and cheese!
	Guy1: Whatever you want!
SEE SHOT OF ICE COLD GULPS BEING FILLED WITH PEPSI FROM THE FOUNTAIN.	Guy2: an ice-cold Gulp!
	Guy1: And a Big Grab of chips...
SEE THE ENTIRE MEAL. THE PRICE COMES UP IN THE SCREEN, ALONG W/LEGAL "PRICES, PRODUCT AND PARTICIPATION MAY VARY."	Guy2: All for just \$1.99!

7-ELEVEN
LOGO END TAG

Guy1 & 2: Oh Thank Heaven.

CLIENT: 7-ELEVEN
 JOB: :15 SUMMER TELEVISION
 TITLE: "Big Bite Combo/Coke/Bigger, Better/Rev. Super :15"
 JOB #: 0319-SVN
 SLATE #: YSJS - 0605
 DATE: 6/7/01 - AS PRODUCED

VIDEO	AUDIO
SPOT OPENS ON A BIG EXCITING, COMPELLING SHOT OF ONE OF OUR TWO GUYS.	SFX: (BIG EXCITING MUSIC STING UP AND UNDER. AGGRESSIVE MUSIC CONTINUES UNDER)
THEY'RE TALKING TO THE CAMERA.	
CUT TO THEM AROUND THE STORE. EVERY TIME ONE GUY TALKS THE OTHER GUY IS BEHIND HIM EXCITED.	Guy1: Hey, there's Big News at 7-Eleven!
CUT TO SHOT GUY HOLDING COMBO MEAL UP TO CAMERA.	Guy2: It's the New Big Bite Combo. Guy1: A delicious Big Bite Hot Dog made by Oscar Meyer!
CUT TO SHOT OF GUYS IN FRONT OF ROLLER GRILL.	Guy2: Top it with free chili and cheese! Guy1: Whatever you want!
SEE SHOT OF ICE COLD GULPS BEING FILLED WITH COKE FROM THE FOUNTAIN.	Guy2: an ice-cold Gulp!
	Guy1: And a Big Grab of chips...
SEE THE ENTIRE MEAL. THE PRICE COMES UP IN THE SCREEN, ALONG W/LEGAL "PRICES, PRODUCT AND PARTICIPATION MAY VARY."	Guy2: All for just \$1.99!

7-ELEVEN
LOGO END TAG

Guy1 & 2: It's a bigger, better summer.

CLIENT: 7-ELEVEN
 JOB: :15 SUMMER TELEVISION
 TITLE: "Big Bite Combo/Coke/OTH/Rev. Super :15"
 JOB #: 0319-SVN
 SLATE #: YSJS - 0615
 DATE: 6/7/01 - AS PRODUCED

VIDEO	AUDIO
SPOT OPENS ON A BIG EXCITING, COMPELLING SHOT OF ONE OF OUR TWO GUYS.	SFX: (BIG EXCITING MUSIC STING UP AND UNDER. AGGRESSIVE MUSIC CONTINUES UNDER)
THEY'RE TALKING TO THE CAMERA.	
CUT TO THEM AROUND THE STORE. EVERY TIME ONE GUY TALKS THE OTHER GUY IS BEHIND HIM EXCITED.	Guy1: Hey, there's Big News at 7-Eleven!
CUT TO SHOT GUY HOLDING COMBO MEAL UP TO CAMERA.	Guy2: It's the New Big Bite Combo. Guy1: A delicious Big Bite Hot Dog made by Oscar Meyer!
CUT TO SHOT OF GUYS IN FRONT OF ROLLER GRILL.	Guy2: Top it with free chili and cheese! Guy1: Whatever you want!
SEE SHOT OF ICE COLD GULPS BEING FILLED WITH COKE FROM THE FOUNTAIN.	Guy2: an ice-cold Gulp!
	Guy1: And a Big Grab of chips...
SEE THE ENTIRE MEAL. THE PRICE COMES UP IN THE SCREEN, ALONG W/LEGAL "PRICES, PRODUCT AND PARTICIPATION MAY VARY."	Guy2: All for just \$1.99!

7-ELEVEN
LOGO END TAG

Guy1 & 2: Oh Thank Heaven.

20

23

CLIENT: 7-ELEVEN
 JOB: :15 SUMMER TELEVISION
 TITLE: "Big Sub Combo/Pepsi/Bigger, Better/Rev. Super :15"
 JOB #: 0319-SVN
 SLATE #: YSJS - 0625
 DATE: 6/7/01 - AS PRODUCED

VIDEO

AUDIO

SPOT OPENS ON A BIG EXCITING, COMPELLING SHOT OF ONE OF OUR TWO GUYS.

SFX: (BIG EXCITING MUSIC STING UP AND UNDER. AGGRESSIVE MUSIC CONTINUES UNDER)

CUT TO THE TWO GUYS AROUND THE STORE. EVERY TIME ONE GUY TALKS THE OTHER GUY IS BEHIND HIM EXCITED.

Guy1: Big stuff is going on here at 7-Eleven!

CUT TO THE GUY HOLDING A SUB COMBO MEAL UP TO CAMERA.

Guy2: It's the Big Sub Combo!

Guy1: Choose an Italian Big Sub.

CUT TO A VARIETY OF SHOTS OF SUBS BEING PILED HIGH WITH FRESH TOPPINGS.

Guy2: With 3 kinds of meats and provolone cheese!

Guy1: Or smoked turkey with swiss.

Alt. Guy2: *(alt. Delivered daily.)*

SEE SHOT OF BIG GULP BEING FILLED WITH PEPSI AT THE FOUNTAIN. AND THEN SEE SHOT OF THE ENTIRE MEAL, WITH LEGAL UNDERNEATH "PRODUCT AND PARTICIPATION MAY VARY."

Guy2: Plus a Big Gulp and a Big Grab of chips!

7-ELEVEN
LOGO END TAG

Guy1 &
2:

It's a bigger, better summer.

CLIENT: 7-ELEVEN
 JOB: :15 SUMMER TELEVISION
 TITLE: "Big Sub Combo/Pepsi/OTH/Rev. Super :15"
 JOB #: 0319-SVN
 SLATE #: YSJS - 0635
 DATE: 6/7/01 - AS PRODUCED

VIDEO

AUDIO

SPOT OPENS ON A BIG EXCITING, COMPELLING SHOT OF ONE OF OUR TWO GUYS.

SFX: (BIG EXCITING MUSIC STING UP AND UNDER. AGGRESSIVE MUSIC CONTINUES UNDER)

CUT TO THE TWO GUYS AROUND THE STORE. EVERY TIME ONE GUY TALKS THE OTHER GUY IS BEHIND HIM EXCITED.

Guy1: Big stuff is going on here at 7-Eleven!

CUT TO THE GUY HOLDING A SUB COMBO MEAL UP TO CAMERA.

Guy2: It's the Big Sub Combo!

Guy1: Choose an Italian Big Sub.

CUT TO A VARIETY OF SHOTS OF SUBS BEING PILED HIGH WITH FRESH TOPPINGS.

Guy2: With 3 kinds of meats and provolone cheese!

Guy1: Or smoked turkey with swiss.

Alt. Guy2: *(alt. Delivered daily.)*

SEE SHOT OF BIG GULP BEING FILLED WITH PEPSI AT THE FOUNTAIN. AND THEN SEE SHOT OF THE ENTIRE MEAL, WITH LEGAL UNDERNEATH "PRODUCT AND PARTICIPATION MAY VARY."

Guy2: Plus a Big Gulp and a Big Grab of chips!

7-ELEVEN
LOGO END TAG

Guy1 &
2:

Oh Thank Heaven.

CLIENT: 7-ELEVEN
JOB: :15 SUMMER TELEVISION
TITLE: "Big Sub Combo/Coke/Bigger, Better/Rev. Super :15"
JOB #: 0319-SVN
SLATE #: YSJS - 0645
DATE: 6/7/01 - AS PRODUCED

VIDEO

AUDIO

SPOT OPENS ON A BIG
EXCITING, COMPELLING
SHOT OF ONE OF OUR
TWO GUYS.

SFX: (BIG EXCITING MUSIC
STING UP AND UNDER.
AGGRESSIVE MUSIC
CONTINUES UNDER)

CUT TO THE TWO GUYS
AROUND THE STORE.
EVERY TIME ONE GUY
TALKS THE OTHER GUY IS
BEHIND HIM EXCITED.

Guy1: Big stuff is going on here at
7-Eleven!

CUT TO THE GUY
HOLDING A SUB COMBO
MEAL UP TO CAMERA.

Guy2: It's the Big Sub Combo!

Guy1: Choose an Italian Big Sub.

CUT TO A VARIETY OF
SHOTS OF SUBS BEING
PILED HIGH WITH FRESH
TOPPINGS.

Guy2: With 3 kinds of meats and
provolone cheese!

Guy1: Or smoked turkey with swiss.

Alt. Guy2: *(alt. Delivered daily.)*

SEE SHOT OF BIG GULP
BEING FILLED WITH COKE
AT THE FOUNTAIN. AND
THEN SEE SHOT OF THE
ENTIRE MEAL, WITH LEGAL
UNDERNEATH "PRODUCT
AND PARTICIPATION MAY
VARY."

Guy2: Plus a Big Gulp and a Big Grab
of chips!

7-ELEVEN
LOGO END TAG

Guy1 &
2:

It's a bigger, better summer.

CLIENT: 7-ELEVEN
JOB: :15 SUMMER TELEVISION
TITLE: "Big Sub Combo/Coke/OTH/Rev. Super :15"
JOB #: 0319-SVN
SLATE #: YSJS - 0655
DATE: 6/7/01 - AS PRODUCED

VIDEO

AUDIO

SPOT OPENS ON A BIG
EXCITING, COMPELLING
SHOT OF ONE OF OUR
TWO GUYS.

SFX: (BIG EXCITING MUSIC
STING UP AND UNDER.
AGGRESSIVE MUSIC
CONTINUES UNDER)

CUT TO THE TWO GUYS
AROUND THE STORE.
EVERY TIME ONE GUY
TALKS THE OTHER GUY IS
BEHIND HIM EXCITED.

Guy1: Big stuff is going on here at
7-Eleven!

CUT TO THE GUY
HOLDING A SUB COMBO
MEAL UP TO CAMERA.

Guy2: It's the Big Sub Combo!

Guy1: Choose an Italian Big Sub.

CUT TO A VARIETY OF
SHOTS OF SUBS BEING
PILED HIGH WITH FRESH
TOPPINGS.

Guy2: With 3 kinds of meats and
provolone cheese!

Guy1: Or smoked turkey with swiss.

Alt.Guy2: (alt. Delivered daily.)

SEE SHOT OF BIG GULP
BEING FILLED WITH COKE
AT THE FOUNTAIN. AND
THEN SEE SHOT OF THE
ENTIRE MEAL, WITH LEGAL
UNDERNEATH "PRODUCT
AND PARTICIPATION MAY
VARY."

Guy2: Plus a Big Gulp and a Big Grab
of chips!

7-ELEVEN
LOGO END TAG

Guy1 &
2:

Oh Thank Heaven.

CLIENT: 7-ELEVEN
JOB: :15 SUMMER TELEVISION
TITLE: "Big Bite Combo/Pepsi/Bigger, Better/Rev. Audio #2"
JOB #: 0319-SVN
SLATE #: YSJS - 0715T
DATE: 6/7/01 - AS PRODUCED

VIDEO

AUDIO

SPOT OPENS ON A BIG
EXCITING, COMPELLING
SHOT OF ONE OF OUR TWO
GUYS.

SFX: (BIG EXCITING MUSIC STING
UP AND UNDER. AGGRESSIVE
MUSIC CONTINUES UNDER)

THEY'RE TALKING TO THE
CAMERA.

CUT TO THEM AROUND THE
STORE. EVERY TIME ONE
GUY TALKS THE OTHER GUY
IS BEHIND HIM EXCITED.

Guy1: Hey, there's Big News at
7-Eleven!

CUT TO SHOT GUY HOLDING
COMBO MEAL UP TO
CAMERA.

Guy2: It's the New Big Bite Combo.

CUT TO SHOT OF GUYS IN
FRONT OF ROLLER GRILL.

Guy1: A delicious Big Bite Hot Dog
made by Oscar Meyer!

Guy2: Top it with free chili and cheese!

Guy1: Whatever you want!

SEE SHOT OF ICE COLD
GULPS BEING FILLED WITH
PEPSI FROM THE FOUNTAIN.

Guy2: an ice-cold Gulp!

Guy1: And a Big Grab of chips...

SEE THE ENTIRE MEAL.
THE PRICE COMES UP IN THE
SCREEN, ALONG W/LEGAL
"PRICES, PRODUCT AND
PARTICIPATION MAY VARY."

Guy2: All for just \$1.99!

7-ELEVEN
LOGO END TAG

Guy1 & 2: It's a bigger, better summer.

CLIENT: 7-ELEVEN
 JOB: :15 SUMMER TELEVISION
 TITLE: "Big Bite Combo/Pepsi/Oh Thank Heaven/Rev. Audio #2"
 JOB #: 0319-SVN
 SLATE #: YSJS - 0725T
 DATE: 6/7/01 - AS PRODUCED

VIDEO

AUDIO

SPOT OPENS ON A BIG
 EXCITING, COMPELLING
 SHOT OF ONE OF OUR TWO
 GUYS.

SFX: (BIG EXCITING MUSIC STING
 UP AND UNDER. AGGRESSIVE
 MUSIC CONTINUES UNDER)

THEY'RE TALKING TO THE
 CAMERA.

CUT TO THEM AROUND THE
 STORE. EVERY TIME ONE
 GUY TALKS THE OTHER GUY
 IS BEHIND HIM EXCITED.

Guy1: Hey, there's Big News at
 7-Eleven!

CUT TO SHOT GUY HOLDING
 COMBO MEAL UP TO
 CAMERA.

Guy2: It's the New Big Bite Combo.

CUT TO SHOT OF GUYS IN
 FRONT OF ROLLER GRILL.

Guy1: A delicious Big Bite Hot Dog
 made by Oscar Meyer!

Guy2: Top it with free chilli and cheese!

Guy1: Whatever you want!

SEE SHOT OF ICE COLD
 GULPS BEING FILLED WITH
 PEPSI FROM THE FOUNTAIN.

Guy2: an ice-cold Gulp!

Guy1: And a Big Grab of chips...

SEE THE ENTIRE MEAL.
 THE PRICE COMES UP IN THE
 SCREEN, ALONG W/LEGAL
 "PRICES, PRODUCT AND
 PARTICIPATION MAY VARY."

Guy2: All for just \$ 1.99!

7-ELEVEN
LOGO END TAG

Guy1 & 2: It's a bigger, better summer.

CLIENT: 7-ELEVEN
JOB: :30 Television
TITLE: "Banking With A Big Gulp/V.com Revision/Rev. Super"
JOB #: 0342-SVN
SLATE #: YSJS - 0933
DATE: 10/08/01 - AS PRODUCED

VIDEO

AUDIO

OPEN ON A TWENTY SOMETHING GUY, DAVE, AS HE FRANTICALLY RUNS THROUGH SIDEWALK TRAFFIC TO GET TO THE CHECK CASHING PLACE. IT'S 4:59 P.M. AND HE'S GOT TO CASH HIS PAYCHECK. JUST AS HE GETS TO THE FRONT DOOR, WE SEE THIS CROTCHETY WOMAN FLIP THE "CLOSED" SIGN AND LAUGH IN HIS FACE. HE'S TOTALLY DEJECTED.

DAVE: Noooooooooooo!

POOF! OUR ANGEL SUDDENLY APPEARS NEXT TO DAVE.

ANGEL: Never fear, check casher.

ANGEL, WITH A HAND ON DAVE'S SHOULDER...

...POOFS! AND THEY'RE IN 7-ELEVEN, STANDING AT THE FINANCIAL SERVICES CENTER. DAVE HAS HIS CHECK IN HAND.

ANGEL: With 7-Eleven's new V.com, you can cash checks, wire money, even get a money order...

DAVE'S INTRIGUED.

CUT TO DAVE PRESSING CHECK CASHING BUTTON ON SCREEN.

CLOSE UP OF DAVE PULLING CASH OUT OF THE MACHINE..

ANGEL: ...24 hours a day, 7 days a week. I call it "Oh 'Bank' Heaven." And the best part of V.com? Banking with a Big Gulp.

ANGEL SETS A BIG GULP DOWN ON THE MACHINE (OFF CAMERA).

LEGAL SUPER: "AT PARTICIPATING STORES. TERMS AND CONDITIONS MAY APPLY."

DAVE PICKS UP A BIG GULP AND

Cool!

7-Eleven Trial Exhibit 12

7-Eleven, Inc. v. Bucenell
Opposition No. 91177807



CLIENT: 7-ELEVEN
JOB: :50/:10 - Bay Area Radio
TITLE: "The Big Talk" - Revised
JOB #: SVN-017
SLATE #: SVN-7066R
DATE: 02/19/97 - As Produced

VO: One of the most difficult tasks parents face is talking to their children about dating. Sure, I was nervous about it, but for our talk, like any good parent, I took my son to 7-Eleven. They made it easy to talk about how dating works. When I showed him the freshness date clearly marked on the Berkeley Farms low fat milk, it was like a whole new world had opened up to him. He discovered even the fresh Deli-Central pita sandwiches and salads were dated as well. Oh sure, there were questions, and it took a while to explain how the hot 7-Eleven coffee is always fresh, but we worked through it together. And we walked out of there with a stronger bond and some fresh fruit as well. Even better, I'd told my son the truth about dating. And somehow, I knew I could tackle even the tough questions when he asks. Like, where do Big Gulps come from?

ANNCR: Right now at participating Bay Area 7-Elevens, get any fresh Deli-Central breakfast sandwich, like the ham and cheese croissant, for \$1.29, when you buy any beverage. 7-Eleven. Fresh Stuff. Fresh Store. Oh, thank heaven.

CLIENT: 7-ELEVEN
JOB: :60 Radio - Baseball
TITLE: "Baseball & 7-Eleven/Sport Gulp and Burger Big Bite/Non-CDC
Markets"
JOB #: SVN-032
SLATE #: SVN-7126R
DATE: 05/09/97
05/13/97 - As Produced

MUSIC: (OLD-TIME BALLPARK ORGAN, UP AND UNDER)

VO: You know when you get right down to it, big league baseball and 7-Eleven are a lot alike. In both, you can be out in a matter of seconds. You associate both with hot dogs, and whether you're at the ball game or 7-Eleven, ice cold drinks are important. Take the refillable major league baseball Sport Gulp now at 7-Eleven. It fits virtually any car cup holder and you can fill it with 28 ounces of ice cold Pepsi. And unlike at the ballpark, it'll keep your drinks cold a long time. Of course, in baseball, you're expected to give 100 percent, just like the new 100 percent beef quarter pound Burger Big Bite now available at 7-Eleven. Like a lot of baseball players, at first glance, the Burger Big Bite looks like a hot dog, but on closer inspection, it's a freshly grilled hamburger. So come on into 7-Eleven and pick up a Sport Gulp and Burger Big Bite. While you're there, maybe you could even pick up five or six pieces of bubble gum and stuff 'em in your mouth, which is another one of those baseball things.

ANNCR: At participating stores. 7-Eleven. National headquarters for the national pastime. Oh thank heaven.

CLIENT: 7-ELEVEN
JOB: :60 Radio - Baseball
TITLE: "Baseball & 7-Eleven/Sport Gulp and Burger Big Bite/Tucson
Tag"
JOB #: SVN-032
SLATE #: SVN-7136R
DATE: 05/09/97
05/13/97 - As Produced

MUSIC: (OLD-TIME BALLPARK ORGAN, UP AND UNDER)

VO: You know when you get right down to it, big league baseball and 7-Eleven are a lot alike. In both, you can be out in a matter of seconds. You associate both with hot dogs, and whether you're at the ball game or 7-Eleven, ice cold drinks are important. Take the refillable, insulated major league baseball Sport Gulp now at 7-Eleven. It fits virtually any car cup holder and you can fill it with 28 ounces of ice cold Pepsi. Of course, in baseball, you're expected to give 100 percent, just like the new 100 percent beef quarter pound Burger Big Bite now available at 7-Eleven. Like a lot of baseball players, at first glance, the Burger Big Bite looks like a hot dog, but on closer inspection, it's a freshly grilled hamburger. So come on into 7-Eleven and pick up a Sport Gulp and Burger Big Bite. While you're there, maybe you could even pick up five or six pieces of bubble gum and stuff 'em in your mouth, which is another one of those baseball things.

ANNCR: Stop by now and get a Pepsi 12-pack for just \$2.99. At participating stores while supplies last. 7-Eleven. National headquarters for the national pastime. Oh thank heaven.

CLIENT: 7-ELEVEN
JOB: :60 Radio - Baseball
TITLE: "Baseball & 7-Eleven/Sport Gulp and Pita/CDC Markets #1"
JOB #: SVN-032
SLATE #: SVN-7146R
DATE: 05/09/97
05/13/97 - As Produced

MUSIC: (OLD-TIME BALLPARK ORGAN, UP AND UNDER)

VO: You know when you get right down to it, big league baseball and 7-Eleven are a lot alike. In both, you can be out in a matter of seconds. You associate both with hot dogs, and whether you're at the ball game or 7-Eleven, ice cold drinks are important. Take the refillable major league baseball Sport Gulp container now at 7-Eleven. It fits virtually any car cup holder and you can fill it with 28 ounces of ice cold Pepsi. And unlike at the ballpark, it'll keep your drinks cold a long time. Of course, in baseball, there are a lot of rich guys, and at 7-Eleven, they've got Pita Sandwiches made with Louis Rich turkey, Swiss cheese and crispy lettuce, all put together on fresh pita bread. So come on into 7-Eleven and pick up a Sport Gulp and Pita Sandwich. While you're there, maybe you could even pick up five or six pieces of bubble gum and stuff 'em in your mouth, which is another one of those baseball things.

ANNCR: At participating stores. 7-Eleven. National headquarters for the national pastime. Oh thank heaven.

CLIENT: 7-ELEVEN
JOB: :60 Radio - Baseball
TITLE: "Baseball & 7-Eleven/Sport Gulp and Pita/CDC Markets #2"
JOB #: SVN-032
SLATE #: SVN-7156R
DATE: 05/09/97
05/13/97 - As Produced

MUSIC: (OLD-TIME BALLPARK ORGAN, UP AND UNDER)

VO: You know when you get right down to it, big league baseball and 7-Eleven are a lot alike. In both, you can be out in a matter of seconds. You associate both with hot dogs, and whether you're at a ball game or 7-Eleven, ice cold drinks are important. Take the refillable major league baseball Sport Gulp container now at 7-Eleven. It fits virtually any car cup holder and you can fill it with 28 ounces of ice cold Pepsi. And unlike at the ballpark, it'll keep your drinks cold a long time. Of course, in baseball, there are a lot of rich guys, and at 7-Eleven, they've got Pita Sandwiches made with Louis Rich turkey and Oscar Mayer ham plus Swiss cheese and crispy lettuce, all put together on fresh pita bread. So come on into 7-Eleven and pick up a Sport Gulp and Pita Sandwich. While you're there, maybe you could even pick up five or six pieces of bubble gum and stuff 'em in your mouth, which is another one of those baseball things.

ANNCR: At participating stores. 7-Eleven. National headquarters for the national pastime. Oh thank heaven.

CLIENT: 7-Eleven
JOB: :60 Angel Radio
TITLE: "FSC Alternate/Break Dancing"
JOB #: SVN-154
SLATE #: SVN-8996R
DATE: 10/14/98-AS PRODUCED

MUSIC: (BAD, GENERIC 80'S SOUNDING RAP BEAT)

SFX: (ANGEL POOF! HARP GLISS)

GUY: Who are *you*?

ANGEL: I'm an angel. You know, "OH Thank Heaven, 7-Eleven?" What are you doing home on a Friday night?

GUY: Um, break dancing.

ANGEL: *Break dancing?*

GUY: Uh, yeah. I figure it'll be back in someday. So I'm just gettin' ready.

ANGEL: You need to get out more.

GUY: Okay, I would have gone out tonight, but I didn't get off work in time to cash my paycheck.

ANGEL: Well, grab that paycheck and come with me.

SFX: (WHOOSH, THEY'RE AT 7-ELEVEN)

GUY: Whoa, to 7-Eleven?

ANGEL: Home of the 7-Eleven Financial Services Center, where you can cash checks 7 am to midnight, 7 days a week.

GUY: Cool. I can cash my check and hit the town! (PAUSES) Um okay, you're not going to tell anyone about that break dancing thing are you?

ANGEL: Buy me a Big Gulp, and you've got a deal.

SING: OH THANK HEAVEN.

GUY: And hey, for a limited time when you cash a check for \$150 or more at 7-Eleven, you'll get a free movie ticket sent to you by mail. Just go to a participating 7-Eleven store for details. Yo.

CLIENT: 7-ELEVEN
JOB: :60 Radio - Baseball
TITLE: "Baseball & Big Gulps/Grill/12 Pack"
JOB #: SVN-032
SLATE #: SVN-7186R
DATE: 05/09/97
05/13/97 - As Produced

MUSIC: (OLD-TIME BALLPARK ORGAN UP AND UNDER)

VO: You know, when I think about the things that make this country great, like most people, I think first of those two uniquely American inventions, the great game of baseball and, of course, the Super Big Gulp. And right now at 7-Eleven, they're celebrating the beauty of the great game and the great Gulp with their major league baseball all-star deal. Buy four Super Big Gulps and any four grill items and you get a free Pepsi 12 pack. No, you don't have to buy 'em all at once. We'll give you a card and stamp it each time. Just think, great 7-Eleven stuff, like Oscar Mayer all-beef hot dogs or the Burger Big Bite, the new, all-beef quarter pound hamburger that's freshly grilled. And just for buying four Super Big Gulps and four grill items, 7-Eleven throws in a free 12 pack of Pepsi. The Super Big Gulp, like baseball, woven into the American fabric. Next thing you know they'll be doing a documentary series on Public TV about it. It could happen.

ANNCR: At participating stores. 7-Eleven. National headquarters for the national pastime. Oh thank heaven.

CLIENT: 7-ELEVEN
JOB: :60 Radio - Baseball
TITLE: "Baseball & Big Gulps/Deli Central/12 Pack"
JOB #: SVN-032
SLATE #: SVN-7206R
DATE: 05/09/97
05/13/97 - As Produced

MUSIC: (OLD-TIME BALLPARK ORGAN UP AND UNDER)

VO: You know, when I think about the things that make this country great, like most people, I think first of those two uniquely American inventions, the great game of baseball and, of course, the Super Big Gulp. And right now at 7-Eleven, they're celebrating the beauty of the great game and the great Gulp with their major league baseball all-star deal. Buy four Super Big Gulps and any four Deli Central sandwiches and you get a free Pepsi 12 pack. No, you don't have to buy 'em all at once. We'll give you a card and stamp it each time. Just think, great 7-Eleven Deli Central sandwiches, like the pita sandwich made with delicious Louis Rich turkey and Kraft Swiss cheese. And just for buying four Super Big Gulps and four sandwiches, 7-Eleven throws in a free 12 pack of Pepsi as well. The Super Big Gulp, like baseball, woven into the American fabric. Next thing you know they'll be doing a documentary series on Public TV about it. It could happen.

ANNCR: At participating stores. 7-Eleven. National headquarters for the national pastime. Oh thank heaven.

CLIENT: 7-ELEVEN
JOB: :60 Radio - Baseball
TITLE: "Sport Gulp - Utz Chip Promotion/Tidewater, Richmond"
JOB #: SVN-032
SLATE #: SVN-7236R
DATE: 05/09/97
05/13/97 - As Produced

MUSIC: (OLD-TIME BALLPARK ORGAN, UP AND UNDER)

VO: You know when you get right down to it, big league baseball and 7-Eleven are a lot alike. In both, you can be out in a matter of seconds. You associate both with hot dogs, and whether you're at a ball game or 7-Eleven, ice cold drinks are important. Take the refillable major league baseball Sport Gulp now at 7-Eleven. It fits virtually any car cup holder and you can fill it with 28 ounces of ice cold Pepsi. And unlike at the ballpark, it'll keep your drinks cold a long time. And as if that weren't enough, you can also get a free one ounce bag of Utz potato chips when you buy a new Burger Big Bite at 7-Eleven. The Burger Big Bite's an all-beef quarter pound hamburger that's freshly grilled. So come on into 7-Eleven and pick up a Sport Gulp and Burger Big Bite. While you're there, maybe you could even pick up five or six pieces of bubble gum and stuff 'em in your mouth, which is another one of those baseball things.

ANNCR: At participating stores while supplies last. 7-Eleven. National headquarters for the national pastime. Oh thank heaven.

CLIENT: 7-ELEVEN
JOB: :60 Radio - Baseball
TITLE: "Sport Gulp - Frito Lay Promotion/Orlando, Tampa"
JOB #: SVN-032
SLATE #: SVN-7246R
DATE: 05/09/97
05/13/97 - As Produced

MUSIC: (OLD-TIME BALLPARK ORGAN, UP AND UNDER)

VO: You know when you get right down to it, big league baseball and 7-Eleven are a lot alike. In both, you can be out in a matter of seconds. You associate both with hot dogs, and whether you're at a ball game or 7-Eleven, ice cold drinks are important. Take the refillable major league baseball Sport Gulp now at 7-Eleven. It fits virtually any car cup holder and you can fill it with 28 ounces of ice cold Pepsi. And unlike at the ballpark, it'll keep your drinks cold a long time. And as if that weren't enough, you can also get a Frito Lay Big Grab bag of chips free when you buy any Deli Central sub sandwich and a beverage. Choose from three subs: turkey and cheese, ham and cheese, and the salami and ham hoagie, all topped with lettuce and tomato and made fresh daily. So come on into 7-Eleven and get a Sport Gulp and sub sandwich. While you're there, maybe you could even pick up five or six pieces of bubble gum and stuff 'em in your mouth, which is another one of those baseball things.

ANNCR: At participating stores while supplies last. 7-Eleven. National headquarters for the national pastime. Oh thank heaven.

CLIENT: 7-ELEVEN
JOB: :60 Radio - Baseball
TITLE: "Sport Gulp - Dutch Crunch Sub/San Jose" Rev.
JOB #: SVN-032
SLATE #: SVN-7296R
DATE: 05/09/97
05/13/97 - As Produced

MUSIC: (OLD-TIME BALLPARK ORGAN, UP AND UNDER)

VO: You know when you get right down to it, big league baseball and 7-Eleven are a lot alike. In both, you can be out in a matter of seconds. You associate both with hot dogs, and whether you're at a ball game or 7-Eleven, ice cold drinks are important. Take the refillable major league baseball Sport Gulp now at 7-Eleven. It fits virtually any car cup holder and you can fill it with 28 ounces of ice cold Pepsi. And unlike at the ballpark, it'll keep your drinks cold a long time. And as if that weren't enough, you can also get a Dutch Crunch Sub for only \$1.99 when you buy any beverage. The sub comes in two flavors: turkey and ham, served on a crunchy baked roll. So come on into 7-Eleven and get a Sport Gulp and a sub. While you're there, maybe you could even pick up five or six pieces of bubble gum and stuff 'em in your mouth, which is another one of those baseball things.

ANNCR: At participating stores. 7-Eleven. National headquarters for the national pastime. Oh thank heaven.

CLIENT: 7-ELEVEN
JOB: :60 Radio - Baseball
TITLE: "Sport Gulp - Utz Chip Promotion/Washington DC" Rev.
JOB #: SVN-032
SLATE #: SVN-7306R
DATE: 05/09/97
05/13/97 - As Produced

MUSIC: (OLD-TIME BALLPARK ORGAN, UP AND UNDER)

VO: You know when you get right down to it, big league baseball and 7-Eleven are a lot alike. In both, you can be out in a matter of seconds. You associate both with hot dogs, and whether you're at a ball game or 7-Eleven, ice cold drinks are important. Take the refillable major league baseball Sport Gulp now at 7-Eleven. It fits virtually any car cup holder and you can fill it with 28 ounces of ice cold Pepsi. And unlike at the ballpark, it'll keep your drinks cold a long time. And as if that weren't enough, you can also get a free one ounce bag of Utz potato chips when you buy any 7-Eleven Deli Central sandwich. Like the bologna and cheese or the cold cut sub, all topped with lettuce and tomato and made fresh daily. So come on into 7-Eleven, and get a Sport Gulp and sandwich. While you're there, maybe you could even pick up five or six pieces of bubble gum and stuff 'em in your mouth, which is another one of those baseball things.

ANNCR: At participating stores while supplies last. 7-Eleven. National headquarters for the national pastime. Oh thank heaven.

CLIENT: 7-ELEVEN
JOB: :60 Radio - Baseball
TITLE: "Baseball & Big Gulps/Deli Central/Pepsi Two 2-Liters" Rev.
JOB #: SVN-032
SLATE #: SVN-7316R
DATE: 05/09/97
05/13/97 - As Produced

MUSIC: (OLD-TIME BALLPARK ORGAN UP AND UNDER)

VO: You know, when I think about the things that make this country great, like most people, I think first of those two uniquely American inventions, the great game of baseball and, of course, the Super Big Gulp. And right now at 7-Eleven, they're celebrating the beauty of the great game and the great Gulp with their major league baseball all-star deal. Buy four Super Big Gulps and any four Deli Central sandwiches and you get two 2-liter bottles of Pepsi -- free. No, you don't have to buy 'em all at once. We'll give you a card and stamp it each time. Just think, great 7-Eleven Deli Central sandwiches, like the pita sandwich made with delicious Louis Rich turkey and Kraft Swiss cheese. And just for buying four Super Big Gulps and four sandwiches, 7-Eleven throws in two 2-liter bottles of free Pepsi. The Super Big Gulp, like baseball, woven into the American fabric. Next thing you know they'll be doing a documentary series on Public TV about it. It could happen.

ANNCR: At participating stores. 7-Eleven. National headquarters for the national pastime. Oh thank heaven.

CLIENT: 7-ELEVEN
JOB: :60 Radio - Baseball
TITLE: "Baseball & Big Gulps/Grill/Pepsi Two 2-Liters" Rev. #2
JOB #: SVN-032
SLATE #: SVN-7376R
DATE: 05/09/97
05/20/97

MUSIC: (OLD-TIME BALLPARK ORGAN UP AND UNDER)

VO: You know, when I think about the things that make this country great, like most people, I think first of those two uniquely American inventions, the great game of baseball and, of course, the Super Big Gulp. And right now at 7-Eleven, they're celebrating the beauty of the great game and the great Gulp with their major league baseball all-star deal. Buy four Super Big Gulps and any four quarter pound grill items and you get two 2-liter bottles of Pepsi -- free. No, you don't have to buy 'em all at once. We'll give you a card and stamp it each time. Just think, great 7-Eleven stuff, like Oscar Mayer all-beef hot dogs or the Burger Big Bite, the new, all-beef quarter pound hamburger that's freshly grilled. And just for buying four Super Big Gulps and four quarter pound grill items, 7-Eleven throws in two 2-liter bottles of free Pepsi. The Super Big Gulp, like baseball, woven into the American fabric. Next thing you know they'll be doing a documentary series on Public TV about it. It could happen.

ANNCR: At participating stores. 7-Eleven. National headquarters for the national pastime. Oh thank heaven.

CLIENT: 7-ELEVEN
JOB: :60 Radio - Baseball
TITLE: "Baseball & Big Gulps/Grill/12 Pack" Rev.
JOB #: SVN-032
SLATE #: SVN-7386R
DATE: 05/09/97
05/20/97

MUSIC: (OLD-TIME BALLPARK ORGAN UP AND UNDER)

VO: You know, when I think about the things that make this country great, like most people, I think first of those two uniquely American inventions, the great game of baseball and, of course, the Super Big Gulp. And right now at 7-Eleven, they're celebrating the beauty of the great game and the great Gulp with their major league baseball all-star deal. Buy four Super Big Gulps and any four quarter pound grill items and you get a free Pepsi 12 pack. No, you don't have to buy 'em all at once. We'll give you a card and stamp it each time. Just think, great 7-Eleven stuff, like Oscar Mayer all-beef hot dogs or the Burger Big Bite, the new, all-beef quarter pound hamburger that's freshly grilled. And just for buying four Super Big Gulps and four quarter pound grill items, 7-Eleven throws in a free 12 pack of Pepsi. The Super Big Gulp, like baseball, woven into the American fabric. Next thing you know they'll be doing a documentary series on Public TV about it. It could happen.

ANNCR: At participating stores. 7-Eleven. National headquarters for the national pastime. Oh thank heaven.

CLIENT: 7-ELEVEN
JOB: :60 Radio
TITLE: "Gospel - Birthday Offer - \$5.00"
JOB #: SVN-050
SLATE #: SVN-7436R
DATE: 06/09/97
06/16/97 - Revision 1
06/23/97 - As Produced

MUSIC: [GOSPEL SINGERS UP, HOLD, THEN UNDER]

VO: Right now at 7-Eleven it's our 70th birthday. So how do we plan to celebrate? By giving you the gifts. Stop in, spend just \$5, and we'll give you our 70th Birthday Card, filled with coupons for all kinds of fresh free stuff-- a free Slurpee, free coffee, a free Big Bite, and a free Big Gulp.

MUSIC: [SINGERS BACK UP, HOLD, AND UNDER]

VO: The operative word here, of course, is free. Free, as in a gift from 7-Eleven to you. On our birthday. So consider this your personal invitation.

MUSIC: [SINGERS BACK UP, HOLD, AND UNDER]

VO: The special edition 70th Birthday Card. See participating 7-Eleven stores for details. While supplies last. Promotion excludes gasoline, alcohol and lottery.

MUSIC: [STINGER]

CLIENT: 7-ELEVEN
JOB: :60 Radio
TITLE: "Gospel - Birthday Offer - \$7.11"
JOB #: SVN-050
SLATE #: SVN-7446R
DATE: 06/09/97
06/16/97 - Revision 1
06/23/97 - As Produced

MUSIC: [GOSPEL SINGERS UP, HOLD, THEN UNDER]

VO: Right now at 7-Eleven it's our 70th birthday. So how do we plan to celebrate? By giving you the gifts. Stop in, spend just 7 dollars and 11 cents, and we'll give you our 70th Birthday Card, filled with coupons for all kinds of fresh free stuff-- a free Slurpee, free coffee, a free Big Bite, and a free Big Gulp.

MUSIC: [SINGERS BACK UP, HOLD, AND UNDER]

VO: The operative word here, of course, is free. Free, as in a gift from 7-Eleven to you. On our birthday. So consider this your personal invitation.

MUSIC: [SINGERS BACK UP, HOLD, AND UNDER]

VO: The special edition 70th Birthday Card. See participating 7-Eleven stores for details. While supplies last. Promotion excludes lottery.

MUSIC: [STINGER]

CLIENT: 7-ELEVEN
JOB: :60 Radio
TITLE: "Gospel - Birthday Offer - Deli/Ovens"
JOB #: SVN-050
SLATE #: SVN-7456R
DATE: 06/09/97
06/16/97 - Revision 1
06/23/97 - As Produced

MUSIC: [GOSPEL SINGERS UP, HOLD, THEN UNDER]

VO: Right now at 7-Eleven it's our 70th birthday. So how do we plan to celebrate? By giving you the gifts. Stop in, purchase any Deli Central item and any beverage, and we'll give you our 70th Birthday Card, filled with coupons for a free Slurpee, free coffee, a free World Ovens Donut, and a free Big Gulp.

MUSIC: [SINGERS BACK UP, HOLD, AND UNDER]

VO: The operative word here, of course, is free. Free, as in a gift from 7-Eleven to you. On our birthday. So consider this your personal invitation.

MUSIC: [SINGERS BACK UP, HOLD, AND UNDER]

VO: The special edition 70th Birthday Card. It's our birthday gift to you. See participating 7-Eleven stores for details. While supplies last.

MUSIC: [STINGER]

CLIENT: 7-ELEVEN
JOB: :60 Radio
TITLE: "Gospel - Birthday Offer - Deli/Big Bite"
JOB#: SVN-050
SLATE #: SVN-7466R
DATE: 06/16/97
06/16/97 - Revision 1
06/23/97 - As Produced

MUSIC: [GOSPEL SINGERS UP, HOLD, THEN UNDER]

VO: Right now at 7-Eleven it's our 70th birthday. So how do we plan to celebrate? By giving you the gifts. Stop in, purchase any Deli Central item and any beverage, and we'll give you our 70th Birthday Card, filled with coupons for all kinds of fresh free stuff -- a free Slurpee, free coffee, a free Big Bite, and a free Big Gulp.

MUSIC: [SINGERS BACK UP, HOLD, AND UNDER]

VO: The operative word here, of course, is free. Free, as in a gift from 7-Eleven to you. On our birthday. So consider this your personal invitation.

MUSIC: [SINGERS BACK UP, HOLD, AND UNDER]

VO: The special edition 70th Birthday Card. It's our birthday gift to you. See participating 7-Eleven stores for details. While supplies last.

MUSIC: [STINGER]

CLIENT: 7-ELEVEN
JOB: :60 Radio
TITLE: Gospel: "Birthday Offer - \$5.00"
JOB #: SVN-050
DATE: 06/16/97-As Produced

MUSIC: [OH THANK HEAVEN FOR 7-ELEVEN...]

VO: Right now at 7-Eleven it's our 70th birthday. So how do we plan to celebrate? By giving you the gifts. Stop in, spend just \$5, and we'll give you our 70th Birthday Card, filled with coupons for all kinds of fresh free stuff-- a free Slurpee, free coffee, a free Big Bite, and a free Big Gulp.

MUSIC: [THANK HEAVEN FOR 7-ELEVEN; THANK HEAVEN,...OOH, YEAH, YEAH, THANK HEAVEN,...THANK HEAVEN...]

VO: The operative word here, of course, is free. Free, as in a gift from 7-Eleven to you. On our birthday. So consider this your personal invitation.

MUSIC: [THANK HEAVEN; THANK HEAVEN FOR 7-ELEVEN;...YEAH, YEAH, YEAH,...OH THANK HEAVEN...]

VO: The special edition 70th Birthday Card. See participating 7-Eleven stores for details. While supplies last. Promotion excludes gasoline, alcohol and lottery.

MUSIC: [OH THANK HEAVEN]

CLIENT: 7-ELEVEN
JOB: :60 Radio
TITLE: "Gospel - Birthday Offer - Deli/Big Bite"
JOB#: SVN-050
SLATE #: SVN-7466R
DATE: 06/16/97
06/16/97 - Revision 1
06/23/97 - As Produced

MUSIC: [GOSPEL SINGERS UP, HOLD, THEN UNDER]

VO: Right now at 7-Eleven it's our 70th birthday. So how do we plan to celebrate? By giving you the gifts. Stop in, purchase any Deli Central item and any beverage, and we'll give you our 70th Birthday Card, filled with coupons for all kinds of fresh free stuff -- a free Slurpee, free coffee, a free Big Bite, and a free Big Gulp.

MUSIC: [SINGERS BACK UP, HOLD, AND UNDER]

VO: The operative word here, of course, is free. Free, as in a gift from 7-Eleven to you. On our birthday. So consider this your personal invitation.

MUSIC: [SINGERS BACK UP, HOLD, AND UNDER]

VO: The special edition 70th Birthday Card. It's our birthday gift to you. See participating 7-Eleven stores for details. While supplies last.

MUSIC: [STINGER]

RADIO COPY

CLIENT: THE SOUTHLAND CORPORATION
PRODUCT: 7-ELEVEN/A.M. MESSAGE
LENGTH: :60
TITLE: "MADAME" As recorded.
AB/RG/CS/RS

Page # 2
CLIENT # 10-1051100
PJ# 10-STL-0020
1/29/98 • 1:49 PM
JG/ALR/AQ

ENGLISH TRANSLITERATION

JINGLE: 7-ELEVEN.
SFX: STREET SOUNDS. YAPPY LITTLE DOG BARKING.

WOMAN: Jaime...
JAIME: Yes, ma'am...
WOMAN: (mouth watering) I'm dying for some hot coffee.
But I want something delicious.
JAIME: Of course, ma'am ...
WOMAN: (anxious) Something full of flavor. But not just any coffee.
JAIME: Certainly, ma'am ...
SFX: DOG BARKING.
WOMAN: But we have no time ... My Fifi has her appointment in 10 minutes.
JAIME: Don't worry ma'am, we can stop by 7-Eleven.
WOMAN: (surprised) 7-Eleven?

ANNCR: Start your day off right at 7-Eleven with our new, delicious freshly ground, freshly brewed French Roast coffee, made with Colombian and Brazilian beans, that make it more flavorful. Or our regular exclusive blend of 7-Eleven coffee, a Cafe Select with flavors like vanilla nut or Irish cream, a cappuccino or a Super Big Gulp. And while you're there, try the our fresh grilled Sausage Breakfast Bite, made by Oscar Mayer.

WOMAN: (desperate, annoyed) Jaimeeeeeee...
JAIME: Yes, ma'am...
WOMAN: (desperate, annoyed) Get Fifi's treats, she's eating my Breakfast Bite.

ANNCR: Only at participating stores.

JINGLE: COUNT ON 7-ELEVEN.

CLIENT: 7-ELEVEN
JOB: :60 Angel Radio
TITLE: "Non-Carb/Mr. Senator"
JOB #: SVN-142
SLATE #: SVN-8856R
DATE: 7/30/98 - As Produced

SFX: (OPEN ON THE FLOOR OF THE U.S. SENATE. SPEAKER POUNDS A GAVEL.)

SPEAKER: The chair now recognizes the distinguished congressman from Illinois.

SENATOR: Mr. Speaker, I come before you with a bipartisan effort to ensure a lasting and enduring presence for the greatest American icons of our time. I speak of course of the Big Gulp, The Super Big Gulp and the Double Gulp from 7-Eleven. Today they stand proud, but what does the future hold?

SFX: (POOF, HARP GLISS. ANGEL APPEARS.)

SPEAKER: The chair now recognizes the angel that just appeared out of nowhere.

ANGEL: Mr. Speaker, I believe I can answer that question. What's in store for the Great American Big Gulp? More variety. Like Gatorade, Lipton Brisk Tea and Hawaiian Punch poured over ice in a Big Gulp, Super Big Gulp or Double Gulp cup. I have seen the future of the Big Gulp and it has more choices and fewer bubbles!

SFX: (CROWD ROARS.)

SENATOR: I move we adjourn to 7-Eleven!

ANGEL: I second that motion.

SPEAKER: Motion carries. Big Gulps rule!!!

SFX: (CROWD ROARS EVEN LOUDER)

SING: OH THANK HEAVEN.

SENATOR: Only at participating 7-Eleven stores.

CLIENT: 7-ELEVEN
JOB: :50/:10 Angel Radio
TITLE: "SBS Meal Deal/Drive-Thru"
JOB #: SVN-144
SLATE #: SVN-8906R
DATE: 09/02/98 - As Produced

OPEN ON A GUY PLACING AN ORDER AT A DRIVE-THRU.

SFX: (WINDOW ROLLS DOWN, STREET NOISE, GUY SHOUTS HIS ORDER)

JIM: Yeah, give me the #32 meal deal and I'll have . . . an orange soda.

CLERK: (INAUDIBLE REVERB) *Ithal a;thal aldkdia lll lsd?*

JIM: (YELLS SLOWLY) a #32 meal deal and an orange soda.

CLERK: (INAUDIBLE REVERB) *Ithal a ?*

SFX: (POOF! HARP GLISS. ANGEL APPEARS IN CAR)

JIM: Who are you?

ANGEL: I'm an angel. Wings . . . white flowing gown . . . Look, I know just the place for a quick meal with no annoying intercoms. Wanna go?

JIM: Sure.

SFX: (POOF! HARP GLISS. THEY'RE OFF TO 7-ELEVEN)

JIM: Hey, we're at 7-Eleven.

ANGEL: And this is the 7-Eleven Super Big Sub Meal Deal. Here, (GRABS A SANDWICH) your choice of any 7-Eleven Super Big Sub sandwich -- made and delivered fresh each morning -- (GRABS A BAG OF CHIPS) along with a Big Grab of chips (POURS A BIG GULP) and any Big Gulp fountain drink.

JIM: Sister, you just made my day.

ANGEL: No, I just made your lunch.

JIM: Oh yeah.

SING: OH THANK HEAVEN.

:10 LIVE

TAG: . . . only at participating 7-Eleven stores.



2711 North
Haskell Avenue
P.O. Box 711
Dallas, Texas
75221-0711



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RADIO COPY

CLIENT:	SOUTHLAND CORPORATION / 7-ELEVEN.	Page # 3
PRODUCT:	FINANCIAL CENTER	CLIENT # 10-105100
LENGTH:	:60	PJ# 10-STL-0032
TITLE:	"I DON'T HAVE TIME" AS PRODUCED	10/1/98 • 3:29 PM
AB/RG/PM/CS/RS		AD/IE/JG/ALR/AD

(AS BACKGROUND) ... and sent money... and got gas and a Super Big Gulp and a Big Bite Hot Dog, and got delicious coffee...

ANNCR: To sign up quickly over the phone, call toll free 877-711-2274, or stop by participating 7-Eleven stores. Offer for free checks cashed good for a limited time. See participating 7-Eleven stores for details.

JINGLE: COUNT ON 7-ELEVEN.

(214) 828-7345

CLIENT: 7-ELEVEN
JOB: :60 Angel Radio
TITLE: "Lipton /Hot Line"
JOB #: SVN-163
SLATE #: SVN-8986R
DATE: 10/14/98-AS PRODUCED

OPEN AT A HOT LINE/CRISIS CENTER. WOMAN ANSWERS PHONE, ON THE OTHER END OF THE LINE, WE HEAR A MAN AT A WEDDING RECEPTION.

SFX: (PHONE RINGS, WOMAN ANSWERS.)

ANGEL: Hello, angel hot line.

ROY: Yeah, I'm at my brother's wedding reception, and they just brought me some iced tea.

ANGEL: Uh-huh.

ROY: Well, there's no ice in it! How can they call it "iced tea" if there's no ice in it?

ANGEL: Good question. I'd suggest you go immediately to 7-Eleven.

ROY: 7-Eleven?

ANGEL: Uh-huh. You see 7-Eleven now has all your favorite non-carbonated beverages like Lipton Brisk Tea, Gatorade and Hawaiian Punch in a Big Gulp cup.

ROY: Love the Big Gulp.

ANGEL: You just fill your Big Gulp cup with as much ice as you want, pour on the Lipton Brisk Tea and *viola!* You've got iced tea, Big Gulp style!

ROY: 7-Eleven. Why didn't I think of that?

ANGEL: I don't know. But don't blame yourself. Just remember that no one on the face of the planet gives you Lipton Brisk Tea, Gatorade or Hawaiian Punch over ice like 7-Eleven.

ROY: Sister, I am on my way . . . and I'm bringing a bridesmaid!

ANGEL: How romantic.

SING: *OH THANK HEAVEN.*



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8204

RADIO COPY

CLIENT: THE SOUTHLAND CORPORATION.
PRODUCT: 7-ELEVEN.
LENGTH: :50/:10 AS PRODUCED.
TITLE: "SUPER BOWL SNACK SHOPPING"
AB/RG/PM/CS/RS

Page # 2
CLIENT # 10-105100
PJ# 10-STL-0033
1/12/99 • 10:01 AM
AD/IE/JG/ALR/AQ

ENGLISH TRANSLITERATION

SFX: FOOTBALL GAME ON TV. PEOPLE SHOUTING.
GUY: Paco, give us something to drink... with this terrible quarterback our throats are dry already.
PACO: (REACTING NERVOUSLY) It can't be! I forgot to buy drinks for the game...
SFX: CELESTIAL MUSIC.
ANGEL: Don't worry, Paco, I have a solution for you.
PACO: (SCARED) Ay!
ANGEL: (CALMING HIM) Take it easy, don't be scared, I'm an angel and I know what you need.
GUY: (BACKGROUND) What's up Paco?
ANGEL: Go to 7-Eleven, they have all the drinks you can imagine, cold and ready to go.
PACO: (RELIEVED) That's true! Let's see, help me make a list...
ANGEL: (PREPARED) Come on...
PACO: We need soft drinks, beer and bottled water. And while you're there, get some chips, pretzels, pizzas, nachos and salsa.
ANGEL: What else?
PACO: We need you to go buy them...
GUY: (BACKGROUND) You're so slow, Paco...!
ANGEL: (CONFUSED) Hey, no Paco...
PACO: (CONVINCING) Please, and I'll treat you to a Big Gulp Fountain Drink and you can return ...
ANGEL: To see the game?
PACO: No, for some Big Bite Hot Dogs for dinner.
ANGEL: (REACTING) Man!...
(DOUBTING) But you don't eat early, right?
ANNCR: Count on 7-Eleven.
:10 TAG.
ANNCR: At participating 7-Eleven stores.



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RADIO COPY

CLIENT: SOUTHLAND
PRODUCT: 7-ELEVEN
LENGTH: :50/:10 **As recorded.**
TITLE: "NO TIME"
AB/RG/PM/CS/RS

Page # 2
CLIENT # 10-105100
PJ# 10-STL-0039
2/24/99 • 11:06 AM
AD/IE/JG/ALR/AQ

ENGLISH TRANSLITERATION

GUY: (HURRYING) OK, the meeting from 8 to 9, from 9 to 10 in the warehouse, from 11 to 11:30 copies and finally Production... Perfect! I have 4 minutes to eat!

ANGEL: So go to 7-Eleven.

GUY: An angel! I'm seeing visions...

ANGEL: What vision, if you're really hungry and have little time, go for a Super Big Sub Sandwich from 7-Eleven, they have the most delicious variety delivered fresh every day.

GUY: What are they like?

ANGEL: The Italian has oven-roasted turkey, salami, pepperoni, provolone cheese, lettuce and tomato.

GUY: Mmmmmm.

ANGEL: They also have a delicious Turkey and Cheddar Sub.

GUY: Mmmmmm.

ANGEL: And the Ham and Turkey Combo has honey baked ham, oven roasted turkey, American cheese and a special sauce.

GUY: OK, bring me one of each and a Super Big Gulp filled with Coca-Cola Classic

ANGEL: Why me?

GUY: First because it's your fault I want them and second because you just took up 10 minutes of my time.

ANGEL: Come on!... (PATERNAL) You better eat them all, eh?



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RADIO COPY

CLIENT: 7-ELEVEN, INC.
PRODUCT: FSD
LENGTH: :50/:10 • **AS PRODUCED: 06/17/99**
TITLE: "VIAJE" • **ISCI CODE: ZDST-9062**
AB/RG/PM/CS/RS

Page # 2
CLIENT # 10-105100
PJ# 10-STL-0043
6/24/99 • 2:49 PM
AD/IE/JG/ALR/AQ

ENGLISH TRANSLITERATION

SFX: INSIDE CAR.
WOMAN: (SATISFIED) *We've got everything: ... suitcases, the camera...*
(PAUSE, COMPLAINING) *But you know what? I don't think the air conditioning is working very well! It's so hot.*
MAN: (ATTENTIVE) *You want something to drink for the road?*
WOMAN: (CRAVING) *Oh yes, but I don't know what flavor I want and you never want to share.*
MAN: (JOKING) *Because what's yours is mine and what's mine is mine.*
SFX: ANGELIC MUSIC.
ANGEL: (INTERRUPTING) *Well go by 7-Eleven and problem solved.*
WOMAN: (INCREDULOUS, EXCITED) *An angel!*
MAN: (EXCUSING HIMSELF) *I was joking, eh?*
ANGEL: *Take it easy, man... I just came to tell you that 7-Eleven has Big Gulps in new plastic cups.*
WOMAN: (DOUBTING) *Do they fit in the cupholders?*
ANGEL: *Ha! They're specially made to fit most cars. And there are new fountain soft drink flavors – Lemon Lime Gatorade and Pepsi ONE. And of course there's also Pepsi, Coca-Cola and your other favorite flavors.*
MAN: (CRAVING) *To refresh yourself and quench your thirst.*
ANGEL: *And you can pour them with as much or as little ice as you want.*
WOMAN: (URGENTLY) *Stop, stop!*
SFX: CAR BRAKES.
MAN: (WORRIED) *What, did you forget something?*
WOMAN: (COMPLAINING) *No, you (left behind/passed) 7-Eleven a block ago.*
ANGEL: (COMPLAINING) *Hey, is the (sun/heat) blinding you or what?*
SFX: COUNT ON 7-ELEVEN.
:10 TAG.

CLIENT: 7-ELEVEN
JOB: :55/:05 Radio
TITLE: "Paleontologist/Fountain Drinks"
JOB#: SVN-204
SLATE #: SVN-9356R
DATE: 6/30/99-As Produced

SFX: [DESERT AMBIANCE. WIND, VULTURES, ETC. SOUNDS OF DIGGING IN
BACKGROUND. SCRATCH OF WRITING IN JOURNAL]

PALEONTOLOGIST: [EXHAUSTED] Day 24 of digging here in the desert.
Still...nothing. Our quest to find fossilized species
adaptation has failed. The only thing that burns more deeply
than my disappointment [CLEARS DRY THROAT] is my overwhelming
thirst.

SFX: [POOF! HARP GLISS AS ANGEL APPEARS]

ANGEL: I think I can help.

PALEONTOLOGIST: An Angel! The thirst...I'm hallucinating!

ANGEL: No, I am an Angel. As in Oh Thank Heaven, 7-Eleven. Come with
me... [POOF!] ...to 7-Eleven, where fountain soft drinks in
Super Big Gulp cups are better than ever. You can get all
your faves, like Diet Coke, Pepsi, and Mountain Dew, plus
there's great new varieties like Pepsi One and Lemon Lime
Gatorade!

PALEONTOLOGIST: [SLUUURP] Extraordinary! So cold. So refreshing!

ANGEL: And you serve yourself, so the ice-to-drink ratio is always
just how you want it.

PALEONTOLOGIST: Angel, do you realize what you've done? With new
varieties these Super Big Gulps do not just quench my thirst.
They prove that even a soda fountain can...evolve!

ANGEL: I am so good at this!

SING: OH THANK HEAVEN.

:05 LIVE TAG

CLIENT: 7-Eleven
JOB: :60 Radio
TITLE: "Order By Number"—Super Subs Only
JOB#: 241-1SVN
SLATE #: SVN-0036R
DATE: 4/27/00-As Produced

SFX: (DELI AMBIANCE)

GUY: Hi, I'd like a ham and cheese on whole wheat, please.

DELI: Look at the sign, tough guy, it says ORDER BY NUMBER.

GUY: Oh, sorry. Can I have a number...uhhh...47, please?

DELI: You want chips with that?

GUY: Sure, I'll...

DELI: That's a 47-point-2, genius. Read the sign. How 'bout a beverage?

GUY: Yeah, I'll have...

DELI: That's a Combo. 47-point-2-dash B.

GUY: Sorry. I'll have that, then. (PAUSE) To go.

DELI: To go!? You mean a 47-point-2-dash-B-foxtrot-bravo-niner?

ANNCR: A good sandwich shouldn't be a hassle. Luckily, there's 7-Eleven, home of the new Super Sub Sandwiches. Choose the Turkey Super Sub, piled high with Louis Rich turkey and cheese, or Italian, stuffed with three kinds of Oscar Mayer ham, cheese, and Italian dressing. They're all made and delivered fresh every day, on fresh-baked white or wheat rolls. Just pop in to 7-Eleven, grab a sandwich, chips and a Big Gulp. They're that good, that fast, and only at 7-Eleven.

DELI: Anything else, chief?

GUY: Oh yeah—hold the pickle.

DELI: Hey Joey—86 the 29 on that 47-point-2!

SING: OH THANK HEAVEN!

ANNCR: At participating stores.

Wedge

ANNCR: At participating stores.
CLIENT: 7-Eleven
JOB: :60 Radio
TITLE: "Order By Number"—Classic/Hoagies
JOB#: 241-1SVN
SLATE #: SVN-0046R
DATE: 4/27/00-As Produced

SFX: (DELI AMBIANCE)

GUY: Hi, I'd like a ham and cheese on whole wheat, please.

DELI: Look at the sign, tough guy, it says ORDER BY NUMBER.

GUY: Oh, sorry. Can I have a number...uhhh...47, please?

DELI: You want chips with that?

GUY: Sure, I'll...

DELI: That's a 47-point-2, genius. Read the sign. How 'bout a beverage?

GUY: Yeah, I'll have...

DELI: That's a Combo. 47-point-2-dash B.

GUY: Oh, sorry. I'll have that, then. (PAUSE) To go.

DELI: To go!? You mean a 47-point-2-dash-B-foxtrot-bravo-niner?

ANNCR: A good sandwich shouldn't be a hassle. Luckily, there's 7-Eleven, home of the new Classic Sandwiches and Hoagies. The Classics are piled high with everything from tuna salad to ham and cheese. And the Hoagies, in Turkey and Italian varieties, are seriously satisfying. They're made and delivered fresh every day, with quality stuff like fresh bread, Oscar Mayer ham and Louis Rich turkey. Just pop in to 7-Eleven, grab a sandwich, chips and a Big Gulp. They're that good, that fast, and only at 7-Eleven.

DELI: Anything else, chief?

GUY: Oh yeah—hold the pickle.

DELI: Hey Joey—86 the 29 on that 47-point-2!

SING: OH THANK HEAVEN!

ANNCR: At participating stores.

Wedge

CLIENT: 7-Eleven
JOB: :60 Radio
TITLE: "Order By Number"—Classic/Super Subs
JOB#: 241-1SVN
SLATE #: SVN-0026R
DATE: 4/27/00-As Produced
SFX: (DELI AMBIANCE)

GUY: Hi, I'd like a ham and cheese on whole wheat, please.

DELI: Look at the sign, tough guy, it says ORDER BY NUMBER.

GUY: Oh, sorry. Can I have a number...uhhh...47, please?

DELI: You want chips with that?

GUY: Sure, I'll...

DELI: That's a 47-point-2, genius. Read the sign. How 'bout a beverage?

GUY: Yeah, I'll have...

DELI: That's a Combo. 47-point-2-dash B.

GUY: Oh, sorry. I'll have that, then. (PAUSE) To go.

DELI: To go!? You mean a 47-point-2-dash-B-foxtrot-bravo-niner?

ANNCR: A good sandwich shouldn't be a hassle. Luckily, there's 7-Eleven, home of the new Classic Sandwiches and Super Sub. The Classics are piled high with everything from tuna salad to ham and cheese. And the Super Subs, in Turkey and Italian varieties, are seriously satisfying. They're made and delivered fresh every day, with quality stuff like fresh bread, Oscar Mayer ham and Louis Rich turkey. Just pop in to 7-Eleven, grab a sandwich, chips and a Big Gulp.

They're that good, that fast, and only at 7-Eleven.

DELI: Anything else, chief?

GUY: Oh yeah—hold the pickle.

DELI: Hey Joey—86 the 29 on that 47-point-2!

SING: OH THANK HEAVEN!

Wedge

CLIENT: 7-Eleven

JOB: :60 Radio

TITLE: "Think Baseball/Baseball Coins"

JOB #: SVN-0242

SLATE #: SVN-0096R

DATE: 5/27/00 - As produced

GUY1: Okay quick, when you think of Summer, what do you think of?

GUY2: Swimming pools.

GUY1: No. Think of a sport.

GUY2: Croquet.

GUY1: A team sport.

GUY2: Volleyball.

GUY1: Nine players on a side.

GUY2: Softball.

GUY1: Close enough. When you think of Summer, you can't help but think about baseball. And when you think about baseball you can't help but think about...

GUY2: The complexities of the infield fly rule.

GUY1: No. I was going to say baseball collector's coins at 7-Eleven stores.

They're back. And now you can collect all 30! Each coin has a holographic action sequence on one side and a picture on the other. Featuring players like McGwire, Gwynn, Canseco, Garciparra, Bagwell, and Clemens. Get one free when you stop at 7-Eleven for that ultimate in refreshment.

GUY2: A nice bowl of Gazpacho?

GUY1: No. A 44 ounce Super Big Gulp or a 32 ounce Slurpee frozen beverage.

GUY2: Oh, I knew that one!

GUY1: Get your baseball collector's coins today at 7-Eleven. You just can't imagine Summer without 'em.

SING: OH THANK HEAVEN!

GUY1: 7-Eleven is an official licensee of the Major League Baseball Players Association. While supplies last at participating stores.

"Choppin, Jane" wrote:

Walker, Debra

From: Irsch, Julie
Sent: Monday, June 26, 2000 5:16 PM
To: Walker, Debra
Subject: FW: As Produced Hawaii.

Need this to go in your script book even though it didn't air in the US

-----Original Message-----

From: Irsch, Julie
Sent: Monday, June 26, 2000 12:07 PM
To: Dinwoodie, Joanne
Subject: RE: As Produced Hawaii.

As produced final script.

-----Original Message-----

From: Chad Strohl [SMTP:chad_strohl@richards.com]
Sent: Monday, June 26, 2000 11:03 AM
To: Irsch, Julie
Subject: As Produced Hawaii.
Importance: High

Here you go - I can fax it too if you want.

CLIENT: 7-Eleven
JOB: :60 Radio
TITLE: "Trivia Expert/Big Gulp & Big Bite?Hawaii-Simpsons"
JOB#: 0248-1SVN
SLATE #: SVN-0346R
DATE: 6/24/00 ? As Produced

ANNCR: Think you know Simpsons trivia, eh?

GUY: Bring it on.

ANNCR: What's Krusty the Clown's real name?

GUY: Herschel Schmoikel Krustofski. Next.

ANNCR: Name the giant Olmec war god statue in the Simpsons' basement?

GUY: Xt'Tapalatakettle. Is this the children's game? C'mon, challenge me!

ANNCR: Okay. Do you know where the official Simpsons Global Fanfest headquarters is this Summer?

GUY: Foul! That's not a question about the show.

ANNCR: Yes it is. Because right now, you can celebrate at 7-Eleven, the official Simpsons Global Fanfest headquarters, with fun stuff like Extreme Gulp refills filled with Coca Cola Classic, an all beef Big Bite Oscar Meyer hot dog, or the new Triple Splitz-C Slurpee.

ANNCR: Keep listening to KPOI for a chance to win a trip to the Simpsons Global Fanfest in Hollywood, featuring a Simpsons Film Festival, Carnival, cook-out at Fox studios and more. Just for knowing something trivial, like where Ms. Krabappel went to college.

GUY: Bryn Mawr!

ANNCR: Uh, we're not playing anymore.

ANNCR: Listen to KPOI for details. 7-Eleven is proud to be the Simpsons Global Fanfest Headquarters.

CLIENT: 7-Eleven
 JOB: :60 Radio
 TITLE: "Trivia Expert/ Big Gulp & Big Bite-Simpsons"
 JOB#: 0248-1SVN
 SLATE #: SVN-0336R
 DATE: 7/6/00 - As produced

ANNCR: Think you know Simspsons trivia, eh?
 GUY: Bring it on.
 ANNCR: What's Krusty the Clown's real name?
 GUY: Herschel Schmoikel Krustofski. Next.
 ANNCR: Name the giant Olmec war god statue in the Simpsons' basement?
 GUY: Xt'Tapalatakettle. Is this the children's game? C'mon, challenge me!
 ANNCR: Okay. What happens when you get a Biggest Big Bite and Big Gulp at 7-Eleven?
 GUY: Foul! That is not a Simpsons question.
 ANNCR: Is to, sassy britches. Because right now, when you buy a delicious 1/3 pound all beef Biggest Big Bite Oscar Mayer hot dog and a Big Gulp soft drink at 7-Eleven, you'll get a Simpsons trivia card. You could win great prizes instantly, or the grand prize: a trip to Hollywood for the Simpsons Global Fanfest, featuring a Simpsons Film Festival, Carnival, cook-out at Fox studios and more. All that, just for knowing something trivial like where Ms. Krabappel went to college.
 GUY: Bryn Mawr!
 ANNCR: Uh, we're not playing anymore.
 SING: *OH THANK HEAVEN!*
 ANNCR: 7-Eleven is proud to be the Simpsons Global Fanfest Headquarters.
 LEGAL: No purchase necessary. Game open to legal US residents. Void where prohibited. Entries must be received by August 7, 2000. See participating stores for official rules.

CLIENT: 7-Eleven
JOB: :60 Radio
TITLE: "My Girlfriend/Big Gulp & Big Bite"
JOB#: 0248-1SVN
SLATE #: SVN-0356R
DATE: 7/11/00—As Produced

GUY: So my girlfriend doesn't understand my obsession with the Simpsons. My desire to know every bit of Simpsons minutia. Anyway, one night she freaked out: "Why do we always have to watch the Simpsons? Can't we do something enriching, like a ballroom dancing class?"

So I went for a walk, you know, to think about relationship stuff. I stopped into 7-Eleven for a delicious, 1/3 pound, all-beef Biggest Big Bite Oscar Mayer hot dog and a Big Gulp filled with Coca-Cola Classic, and I got a Simpsons trivia card. I could win great prizes instantly, or the grand prize: a trip to the Simpsons Global Fanfest in Hollywood. Suddenly, right there at 7-Eleven, it all made sense—my obsession with the Simpsons could save our relationship. The Global Fanfest! With a Simpsons film festival! A cookout at Fox Studios! Whoa! (PAUSE) And while I'm there, she can take her ballroom dancing class. Heh heh.

SING: OH THANK HEAVEN!

GUY: 7-Eleven is proud to be the Simpsons Global Fanfest Headquarters. At participating stores. No purchase necessary. Game open to legal US residents. Void where prohibited. Entries must be received by August 7, 2000. See stores for official rules.

"Baker, Andrea" wrote:

ANNCR: 7-Eleven is proud to be the Simpsons Global Fanfest Headquarters.

CLIENT: 7-Eleven
JOB: :60 Radio
TITLE: "Purity/Fountain Soft Drink Quality"
JOB #: 263-1SVN
SLATE #: SVN-0416R
DATE: 7/19/00 ? As Produced

SFX: (GONG, TIBETAN MUSIC, ETHEREAL)

MONK: My entire life, I have dedicated my mind, body and soul to the search for purity. To find the perfect example of pure, unadulterated essence. I looked for it in the symmetry of the lotus flower and in the single-minded direction of the mighty river. And then, after decades of searching, I found the essence of purity.

SFX: (RECORD SCRATCH)

MONK: It was a Big Gulp filled with Pepsi at 7-Eleven (SIPS). Ahh, that's the stuff.

ANNCR: 7-Eleven soft drinks are now better than ever. We've spent 20 million dollars to improve all our soft drink fountains. So now, when you get a 7-Eleven Big Gulp or Super Big Gulp of your favorite drink like Pepsi or Mountain Dew, you'll get a taste as pure and perfect as if it came out of the bottle. Temperature kept at a refreshing 40 degrees or less. The perfect amount of carbonation. And everything purified by Ever Pure, even the ice. It is the essence of the perfect soft drink. And it's only at 7-Eleven.

MONK: A man who thirsts for purity cares not for syrupy overindulgence.

SING: OH THANK HEAVEN!

"Baker, Andrea" wrote:

I have not received them. Emailing would be great!!

-----Original Message-----

From: Chad Strohl [SMTP:chad_strohl@richards.com]

Sent: Thursday, July 20, 2000 11:41 AM

To: Baker, Andrea

Subject: As Produced scripts.

Hi Andie.

CLIENT: 7-ELEVEN
JOB: :60 Radio
TITLE: "Chuck Wagon/BBQ Bakery Stix/FSD"
JOB#: 0268-1SVN
SLATE #: SVN-0486R
DATE: 8/29/00—As Produced

MAN: Okay honey, keep your eyes closed. It's out here in the garage.
WOMAN: I can't wait!
MAN: Ready? Open your eyes...now!
WOMAN: Ooh! It's a...a...
MAN: Our very own chuck wagon!
WOMAN: Yeah...wow, it's really...a chuck wagon.
MAN: Yep! You know how we love barbecue, but we're so busy all the time?
Now we can take the barbecue with us!
WOMAN: Sure...
MAN: It'll be great. You get a hankerin' for some barbecue when you're out
running errands, just hop in the back and whip some up!
WOMAN: (UNENTHUSED) Gee, you've got this figured out, Phil.
MAN: Please, honey, when I'm on the chuck wagon, call me Cookie.
ANNCR: Too busy for barbecue? Stop by 7-Eleven, for the new Barbecue Chicken
Bakery Stix, from Kraft. They're stuffed with tasty grilled chicken and
real Bullseye Barbecue sauce—more fillings than ever. And they're
grilled hot inside a chewy breadstick crust, so they're easy to handle.
Add an ice-cold Super Big Gulp filled with your favorite fountain soft
drink like Dr Pepper, and you've got the perfect snack. Only from
7-Eleven.
WOMAN: So, how many horsepower is this chuck wagon?
MAN: Two. Meet Desperado and Sugarfoot. (SFX: HORSE WHINNEY)
SING: OH THANK HEAVEN!
ANNCR: At participating stores.

CLIENT: 7-ELEVEN
JOB: :60 Radio
TITLE: "Chuck Wagon/BBQ Bakery Stix/FSD w/open tag"
JOB#: 0268-1SVN
SLATE #: SVN-0506R
DATE: 8/31/00 - As Produced

MAN: Okay, honey, keep your eyes closed.

WOMAN: I can't wait!

MAN: Ready? Open your eyes...now!

WOMAN: Ooh! It's a...a...

MAN: Our very own chuck wagon!

WOMAN: Yeah...wow, it's really...a chuck wagon.

MAN: Yep! You know how we love barbecue, but we're so busy all the time? Now we can take the barbecue with us!

WOMAN: Sure...

MAN: It'll be great. You get a hankerin' for some barbecue when you're out running errands, just hop in the back and whip some up!

WOMAN: (UNENTHUSED) Gee, you've really got this figured out, Phil.

MAN: Please, honey, call me Cookie.

ANNCR: Too busy for barbecue? Come to 7-Eleven, for the new Barbecue Chicken Bakery Stix, from Kraft. They're stuffed with tasty grilled chicken and real Bullseye Barbecue sauce—more fillings than ever. And they're grilled hot inside a chewy breadstick crust, so they're easy to handle. Add an ice-cold Super Big Gulp filled with your favorite fountain soft drink like Dr Pepper, and you've got the perfect quick snack. Only from 7-Eleven.

WOMAN: So, how many horsepower is this chuck wagon?

MAN: Two. (SFX: HORSE WHINNEY)

SING: *OH THANK HEAVEN!*

TAG: Right now, try a Barbecue Chicken Bakery Stix for just 79 cents at participating 7-Eleven stores.

Walker, Debra

From: ACalderon@dieste.com
Sent: Tuesday, April 03, 2001 5:07 PM
To: Walker, Debra 93
Subject: Players-ZDST-0099

AS PRODUCED ZDST-0099 93

SFX: Timbre de teléfono.

Chavo 1: ¿Sí?

Chavo 2: Miguel, ¿vamos al cine?

Chavo 1: No puedo.

Chavo 2: ¿tienes tarea o te castigaron?

Chavo 1: No, me estoy tomando unos deliciosos slurpees muy refrescantes con Delgado y Garcíaparra.

Chavo 2: (sorprendido) ¿los beisbolistas profesionales? ¿en tu casa? No te creo.

Chavo 1: Sí, ayer apague la sed con varios Super Big Gulps acompañado de González y Ramírez.

Chavo 2: (sorprendido) No es posible?... ¡no puede ser!

Chavo 1: Bueno, para que me creas te invito a 7-Eleven; ahí me quedé de ver con otros jugadores profesionales de beisbol.

Chavo 2: ¿En 7-Eleven? ¿con quién?, no me digas que con Rodríguez.

Chavo 1: Es posible.

Chavo 2: ¿Y qué me dices de Guerrero?

Chavo 1: Seguro también.

SFX: Organo de estado de beisboly ovaciones.

SFX: Música.

ANNCR: Asi es, todos están en 7-Eleven. Ahora cada vaso de Slurpee de 32 oz. O Super Big Gulp de 44 oz. De 7-Eleven traen debajo una moneda con la imagen tridimensional de tu jugador de beisbol favorito en acción. Es como estar en el salón de la fama, coleccionalas, son 30.

JINGLE: Cuenta con 7-Eleven.

ANNCR: En 7-Eleven participantes.

LEGAL: 7-Eleven es un concesionario oficial del Major League Baseball Players Association.

Transliteration:

SFX: Telephone ringing.

Guy 1: Yes?

Guy 2: Miguel, you wanna go to the movies?

Guy 1: I can't.

Guy 2: Do you have homework or are you grounded?

Guy 1: No, I'm having some delicious and refreshing slurpees with Delgado and Garcíaparra.

Guy 2: (surprised) The pro baseball players? In your house? I don't believe you.

Guy 1: Yes, and yesterday I quenched my thirst with several Super Big Gulps, together with Gonzalez and Ramirez.

Guy 2: (surprised) It's not possible? it can't be!

Guy 1: Well, to make a believer out of you, come with me to 7-Eleven;

I've got a date there with some other professional baseball players.

Guy 2: At 7-eleven? With whom? Don't tell me it's with Rodríguez.

Guy 1: It's possible.

Guy 2: And what about Guerrero?

Guy 1: That's possible too.

SFX: Baseball stadium organ and cheers.

SFX: Music.

Walker, Debra

From: ACalderon@dieste.com
Sent: Tuesday, April 03, 2001 5:09 PM
To: Walker, Debra
Subject: Imagine-ZDST-0144

AS PRODUCED ZDST-0144

HOMBRE: Imagínate, tres de la tarde 98 grados pero se siente como si estuviera a 198, has manejado todo el día en este intenso calor, te mueres de ganas de tomarte un Big Gulp de la fuente de sodas del 7-Eleven, llevas tu vaso con hielo?

SFX: SONIDOS DE SERVIDAS DE REFRESCO.

HOMBRE: ¿te sirves Pepsi, empiezas a beberla y ahhhh!
Algo inesperado sucede.

MUSICA:

HOMBRE: Es la mejor bebida refrescante de una fuente de sodas que has probado en toda tu vida, ¿te sorprende?, claro le costó a 7-Eleven veinte millones de dólares.

No,no,no. No la Pepsi.

Veinte millones se gastaron en modernizar las máquinas de las fuentes de sodas para que tu puedas disfrutar de tus bebidas favoritas como Pepsi y Mountain Dew, con un sabor tan puro y tan perfecto como si fuera directo de la botella. Ah, y por si fuera poco, las bebidas se enfrían y salen de la máquina a temperaturas muy bajas para brindarte el sabor perfecto, adelante. Disfrútala, ahora puedes decir que viviste la experiencia de disfrutar una bebida creada y enfriada a la perfección. Claro, en la nueva fuente del 7-Eleven.

JINGLE: CUENTA CON 7-ELEVEN.

TRANSLITERATION:

MAN: Imagine this, it's 3pm and 98 degrees but it feels like 198.
You've driven all day under this intense heat, and you're dying to drink a Big Gulp from the 7-Eleven soda fountain. You take your cup with ice?

SFX: SODA BEING SERVED.

MAN: ?you fill it with Pepsi, you start to drink it and ahhhhh!
Something unexpected happens.

MUSIC.

MAN: It's the best and most refreshing drink you've ever had from a soda fountain, in all your life. Does it surprise you? Sure, it cost 7-Eleven 20 million dollars.
No, no, no. Not the Pepsi.
20 million was spent on updating the soda fountain machines so that you can enjoy your favorite drinks like Pepsi and Mountain

Dew, with a flavor so pure and perfect, it's like straight out of their bottle. And that's not all, the drinks are chilled and come out of the machine at a very low temperature, to give you the perfect taste. Go ahead, enjoy it. Now you can say that you've had the experience of enjoying a drink that's been created and chilled to perfection.
Yes, in the new 7-Eleven soda fountain.

JINGLE: YOU CAN COUNT ON 7-ELEVEN.

CLIENT: 7-Eleven
JOB: :60 Radio
TITLE: "Exaggeration/X-treme Gulp Mug/.69 Cents"
JOB#: 0315-1SVN
SLATE #: SVN-2036
DATE: 4/26/01-AS PRODUCED

ANNCR: 7-Eleven has always been your cold drink headquarters. After all, they invented the Big Gulp and the Super Big Gulp. And now 7-Eleven introduces their biggest cup ever: The colossal 52-ounce X-treme Gulp mug. And this thing is, in a word, wicked huge. Now I don't want to exaggerate, but there's a small town in the midwest using an X-treme Gulp mug as a water tower. In Manhattan, it would be a two-bedroom luxury apartment. My neighbor's actually putting a dock on his. But it's also insulated, so it will keep a drink cold for like six hours. The ice won't even melt! And right now, when you buy an X-treme Gulp filled with Dr Pepper or another soft drink, you get a coupon for a free Kit Kat Big Kat or Rees Sticks candy bar. So grab an X-treme Gulp at 7-Eleven today. And get a friend to help you get it out to the car.

SING: *OH THANK HEAVEN!*

TAG: Only 7-Eleven has the Extreme Gulp. 52 ounces of your favorite soft drink, like Dr Pepper, in a super insulated mug. Refills are just .69 cents. At participating stores.

CLIENT: 7-Eleven
JOB: :60 Radio
TITLE: "Exaggeration/X-treme Gulp Mug/.79 Cents"
JOB#: 0315-1SVN
SLATE #: SVN-2046
DATE: 4/26/01-AS PRODUCED

ANNCR: 7-Eleven has always been your cold drink headquarters. After all, they invented the Big Gulp and the Super Big Gulp. And now 7-Eleven introduces their biggest cup ever: The colossal 52-ounce X-treme Gulp mug. And this thing is, in a word, wicked huge. Now I don't want to exaggerate, but there's a small town in the midwest using an X-treme Gulp mug as a water tower. In Manhattan, it would be a two-bedroom luxury apartment. My neighbor's actually putting a dock on his. But it's also insulated, so it will keep a drink cold for like six hours. The ice won't even melt! And right now, when you buy an X-treme Gulp filled with Dr Pepper or another soft drink, you get a coupon for a free Kit Kat Big Kat or Rees Sticks candy bar. So grab an X-treme Gulp at 7-Eleven today. And get a friend to help you get it out to the car.

SING: *OH THANK HEAVEN!*

TAG: Only 7-Eleven has the Extreme Gulp. 52 ounces of your favorite soft drink, like Dr Pepper, in a super insulated mug. Refills are just .79 cents. At participating stores.

CLIENT: 7-Eleven
JOB: :60 Radio
TITLE: "Exaggeration/X-treme Gulp Mug/.89 Cents"
JOB#: 0315-1SVN
SLATE #: SVN-2056
DATE: 4/26/01-AS PRODUCED

ANNCR: 7-Eleven has always been your cold drink headquarters. After all, they invented the Big Gulp and the Super Big Gulp. And now 7-Eleven introduces their biggest cup ever: The colossal 52-ounce X-treme Gulp mug. And this thing is, in a word, wicked huge. Now I don't want to exaggerate, but there's a small town in the midwest using an X-treme Gulp mug as a water tower. In Manhattan, it would be a two-bedroom luxury apartment. My neighbor's actually putting a dock on his. But it's also insulated, so it will keep a drink cold for like six hours. The ice won't even melt! And right now, when you buy an X-treme Gulp filled with Dr Pepper or another soft drink, you get a coupon for a free Kit Kat Big Kat or Rees Sticks candy bar. So grab an X-treme Gulp at 7-Eleven today. And get a friend to help you get it out to the car.

SING: OH THANK HEAVEN!

TAG: Only 7-Eleven has the Extreme Gulp. 52 ounces of your favorite soft drink, like Dr Pepper, in a super insulated mug. Refills are just .89 cents. At participating stores.

CLIENT: 7-Eleven
JOB: :50/:10 Radio
TITLE: "Exaggeration/X-treme Gulp Mug"
JOB#: 0315-1SVN
SLATE #: SVN-3035
DATE: 4/26/01-AS PRODUCED

ANNCR: 7-Eleven has always been your cold drink headquarters. After all, they invented the Big Gulp and the Super Big Gulp. And now 7-Eleven introduces their biggest cup ever: The colossal 52-ounce X-treme Gulp mug. And this thing is, in a word, wicked huge. Now I don't want to exaggerate, but there's a small town in the midwest using an X-treme Gulp mug as a water tower. In Manhattan, it would be a two-bedroom luxury apartment. My neighbor's actually putting a dock on his. But it's also insulated, so it will keep a drink cold for like six hours. The ice won't even melt! And right now, when you buy an X-treme Gulp filled with Dr Pepper or another soft drink, you get a coupon for a free Kit Kat Big Kat or Rees Sticks candy bar. So grab an X-treme Gulp at 7-Eleven today. And get a friend to help you get it out to the car.

SING: OH THANK HEAVEN!

TAG: :10 Live Tag

CLIENT: 7-ELEVEN
JOB: :10 Radio
TITLE: "Exagerration/X-treme Gulp/.69 Cents :10"
JOB #: 0315-SVN
SLATE #: SVN-2001
DATE: 4/25/01

ANNCR: Only 7-Eleven has the Extreme Gulp. 52
ounces of your favorite soft drink, like Dr
Pepper, in a super insulated mug. Refills
are just .69 cents. At participating stores.

CLIENT: 7-ELEVEN
JOB: :10 Radio
TITLE: "Exagerration/X-treme Gulp/.79 Cents :10"
JOB #: 0315-SVN
SLATE #: SVN-2011
DATE: 4/26/01 - AS PRODUCED

ANNCR: Only 7-Eleven has the Extreme Gulp. 52
ounces of your favorite soft drink, like Dr
Pepper, in a super insulated mug. Refills
are just .79 cents. At participating stores.

CLIENT: 7-ELEVEN
JOB: :10 Radio
TITLE: "Exagerration/X-treme Gulp/.89 Cents :10"
JOB #: 0315-SVN
SLATE #: SVN-2021
DATE: 4/26/01 - AS PRODUCED

ANNCR: Only 7-Eleven has the Extreme Gulp. 52
ounces of your favorite soft drink, like Dr
Pepper, in a super insulated mug. Refills
are just .89 cents. At participating stores.

CLIENT: 7-ELEVEN
JOB: :60 Radio - Jim & Bill
TITLE: "Big News/Big Bite Combo & Beverages/Pepsi"
JOB #: 0317-SVN
SLATE #: SVN-4016R
DATE: June 6, 2001 - AS PRODUCED

BILL: Hey, there's big news at 7-Eleven!
JIM: Big freaky, kookie big news.
BILL: It's the new Big Bite Combo...
JIM: Oh yeah. You get a delicious, fresh-grilled
Big Bite hot dog made by Oscar Meyer...
BILL: You can top it with free chili and cheese...
JIM: Whatever you want! Top it on up!
BILL: Get it with a Big Grab of Frito-Lay chips.
JIM: Plus a 16 ounce Gulp cup filled with your
favorite soft drink. Pepsi, Diet Pepsi,
Mountain Dew.
BILL: All for just \$1.99.
JIM: All that for less than 2 bucks? Come on, you
must be lyin'!
BILL: Would I lie to you?
JIM: Wow! What an offer! What a deal! But in all
this excitement I've forgotten what we were
talking about - can we recap?
BILL: I don't see why not. It's the new Big Bite
Combo at
7-Eleven...
JIM: All for just \$1.99!
BILL: Plus, don't forget, 7-eleven has an
unbeatable selection of ice cold drinks
every day.
JIM: Your thirst doesn't stand a chance at 7-
Eleven.

JIM/BILL: Hey, it's a bigger, better summer at 7-
Eleven.

JIM: Prices, product and participation may vary.

SING: OH THANK HEAVEN!

CLIENT: 7-ELEVEN
JOB: :60 Radio - Jim & Bill
TITLE: "Big News/Big Bite Combo & Beverages/D.P."
JOB #: 0317-SVN
SLATE #: SVN-4026R
DATE: June 6, 2001 - AS PRODUCED

BILL: Hey, there's big news at 7-Eleven!
JIM: Big freaky, kookie big news.
BILL: It's the new Big Bite Combo..
JIM: Oh yeah. You get a delicious, fresh-grilled
Big Bite hot dog made by Oscar Meyer..
BILL: You can top it with free chili and cheese..
JIM: Whatever you want! Top it on up!
BILL: Get it with a Big Grab of Frito-Lay chips.
JIM: Plus a 16 ounce Gulp cup filled with your
favorite ice-cold soft drink, like Dr.
Pepper.
BILL: All for just \$1.99.
JIM: All that for less than 2 bucks? Come on! You
must be lyin'.
BILL: Would I lie to you?
JIM: Wow! What an offer! What a deal! But in all
this excitement I've forgotten what we were
talking about - can we recap?
BILL: I don't see why not? It's the new Big Bite
Combo at
7-Eleven..
JIM: All for just \$1.99!
BILL: Plus, don't forget, 7-eleven has an
unbeatable selection of ice cold drinks
every day.
JIM: Your thirst doesn't stand a chance at 7-
Eleven.

JIM/BILL: Hey, it's bigger, better summer at 7-Eleven.

JIM: Prices, product and participation may vary.

SING: OH THANK HEAVEN!

CLIENT: 7-ELEVEN
JOB: :60 Radio - Jim & Bill
TITLE: "Big News/Big Bite Combo & Beverages/.59
Chips"
JOB #: 0317-SVN
SLATE #: SVN-4036R
DATE: June 6, 2001 - AS PRODUCED

BILL: Hey, there's big news at 7-Eleven!
JIM: Big freaky, kookie big news.
BILL: It's the new Big Bite Combo...
JIM: Oh yeah. You get a delicious, fresh-grilled
Big Bite hot dog made by Oscar Meyer...
BILL: You can top it with free chili and cheese...
JIM: Whatever you want! Top it on up!
BILL: Get it with any .59 cent bag of Frito-Lay
chips.
JIM: Plus a 16 ounce Gulp cup filled with your
favorite soft drink. Pepsi, Diet Pepsi,
Mountain Dew.
BILL: All for just \$1.99.
JIM: All that for less than 2 bucks? Come on! You
must be lyin'.
BILL: Would I lie to you?
JIM: Wow! What an offer! What a deal! But in all
this excitement I've forgotten what we were
talking about - an we recap?
BILL: I don't see why not? It's the new Big Bite
Combo at
7-Eleven...
JIM: All for just \$1.99!
BILL: Plus, don't forget, 7-eleven has an
unbeatable selection of ice cold drinks
every day.

JIM: Your thirst doesn't stand a chance at 7-
Eleven.

JIM/BILL: Hey, it's a bigger, better summer at 7-
Eleven.

JIM: Prices, product and participation may vary.

SING: *OH THANK HEAVEN!*

CLIENT: 7-ELEVEN
JOB: :10 Radio
TITLE: "Ten Seconds/Big Bite Combo"
JOB #: 0317-SVN
SLATE #: SVN-4041R
DATE: June 6, 2001 - AS PRODUCED

JIM: The Big Bite Combo at 7-Eleven!

BILL: A fresh grilled Big Bite hot dog made by
Oscar Meyer...

JIM: A Big Grab of Frito-Lay chips.

BILL: Plus a 16 ounce Gulp soft drink.

JIM: All for just \$1.99.

BILL: At participating stores.

CLIENT: 7-ELEVEN
JOB: :10 Radio
TITLE: "Ten Seconds/Big Bite Combo/Chips"
JOB #: 0317-SVN
SLATE #: SVN-4051R
DATE: June 6, 2001 - AS PRODUCED

JIM: The Big Bite Combo at 7-Eleven!

BILL: A fresh grilled Big Bite hot dog made by
Oscar Meyer...

JIM: Any .59 cent bag of Frito-Lay chips.

BILL: Plus a 16 ounce Gulp soft drink.

JIM: All for just \$1.99.

BILL: At participating stores.

CLIENT: 7-ELEVEN
JOB: :60 Radio
TITLE: "Bad Combination/Big Sub Combo-CDC"
JOB #: 0332-SVN
SLATE #: SVN-4056R
DATE: 7/31/01-As produced

SFX: SIZZLING)

BOY: Oooh! OWWW!!! Feet...burning...hot!!

ERIC: Bare feet on hot asphalt: A bad Summertime combination.

POOCH: Too true, my friend. But the new Big Sub Combo at 7-Eleven-A
great Summertime combination.

ERIC: Ah yes, the Big Sub Combo. Please elaborate.

POOCH: You get an 8-inch Big Sub sandwich, Big Grab of Frito-Lay chips
and a Big Gulp drink.

ERIC: Choose the Italian Big Sub loaded with ham, pepperoni, Genoa
salami, provolone cheese, romaine lettuce, and zesty Italian
dressing.

POOCH: Or the Smoked turkey and Swiss Big Sub, with lettuce and
Swiss cheese on a whole wheat roll. Both are delivered fresh
every day.

ERIC: You can even top 'em off with tomatoes, mustard, mayo-the
works!

POOCH: And don't forget a Big Grab bag of your favorite Frito-Lay
chips...

ERIC: And a Big Gulp filled with your favorite ice-cold soft
drink, like Pepsi or Mountain Dew, all for one amazingly low
price at 7-Eleven.

POOCH: So remember, there are bad summer combinations:

BOY: (SFX: SIZZLING) Owwww!

ERIC: And there are great summer combinations.

POOCH: The 7-Eleven Big Sub Combo.

BOTH: It's a Bigger, Better Summer at 7-Eleven!

MUSIC: *OH THANK HEAVEN!*

ERIC: Product and participation may vary.

CLIENT: 7-ELEVEN
JOB: :60 Radio
TITLE: "Bad Combination/Big Sub Combo-Non-CDC"
JOB#: 0332-SVN
SLATE #: SVN-4066R
DATE: 7/31/01-As produced

SFX: SIZZLING)

BOY: Oooh! OWWW!!! Feet...burning...hot!!

ERIC: Bare feet on hot asphalt: A bad Summertime combination.

POOCH: Too true. But the new Big Sub Combo at 7-Eleven-A great Summertime combination.

ERIC: Ah yes, the Big Sub Combo. Please elaborate.

POOCH: You get an 8-inch Big Sub sandwich, Big Grab of Frito-Lay chips and a Big Gulp drink.

ERIC: Choose the Italian Big Sub loaded with ham, pepperoni, Genoa salami, provolone cheese, and zesty Italian dressing.

POOCH: Or the Smoked turkey and Swiss Big Sub, piled high on a whole wheat roll.

ERIC: You can even top 'em off with tomatoes, onions, mustard, mayo-the works!

POOCH: And don't forget a Big Grab bag of your favorite Frito-Lay chips...

ERIC: And a Big Gulp filled with your favorite ice-cold soft drink, like Pepsi or Mountain Dew, all for one amazingly low price at 7-Eleven.

POOCH: So remember, there are bad summer combinations:

BOY: (SFX: SIZZLING) Owwww!

ERIC: And there are great summer combinations.

POOCH: The 7-Eleven Big Sub Combo.

BOTH: It's a Bigger, Better Summer at 7-Eleven!

MUSIC: OH THANK HEAVEN!

ERIC: Product and participation may vary.

CLIENT: 7-ELEVEN

JOB: :60 Radio
TITLE: "Bad Combination/Big Sub Combo-Non-CDC/59¢"
JOB#: 0332-SVN
SLATE #: SVN-4076R
DATE: 7/31/01-As produced

SFX: SIZZLING)

BOY: Oooh! OWWW!!! Feet...burning...hot!!

ERIC: Bare feet on hot asphalt: A bad Summertime combination.

POOCH: Too true. But the new Big Sub Combo at 7-Eleven-A great Summertime combination.

ERIC: Ah yes, the Big Sub Combo. Please elaborate.

POOCH: You get an 8-inch Big Sub sandwich, 59-cent bag of Frito-Lay chips and a Big Gulp drink.

ERIC: Choose the Italian Big Sub loaded with ham, pepperoni, Genoa salami, provolone cheese, and zesty Italian dressing.

POOCH: Or the Smoked turkey and Swiss Big Sub, piled high on a whole wheat roll.

ERIC: You can even top 'em off with tomatoes, onions, mustard, mayo—the works!!

POOCH: And don't forget a 59-cent bag of your favorite Frito-Lay chips...

ERIC: And a Big Gulp filled with your favorite ice-cold soft drink, like Pepsi or Mountain Dew, all for one amazingly low price at 7-Eleven.

POOCH: So remember, there are bad summer combinations:

BOY: (SFX: SIZZLING) Owww!

ERIC: And there are great summer combinations.

POOCH: The 7-Eleven Big Sub Combo.

BOTH: It's a Bigger, Better Summer at 7-Eleven!

MUSIC: OH THANK HEAVEN!

ERIC: Product and participation may vary.

CLIENT: 7-ELEVEN
JOB: :10 Radio
TITLE: "Ten Second/Big Sub Combo"
JOB #: 0332-SVN
SLATE #: SVN-4091R
DATE: 7/31/01 - As produced

ERIC: The Big Sub Combo at 7-Eleven!

POOCH: Choose one of our delicious 8-inch Big Sub
Sandwiches...

ERIC: A Big Grab of Frito-Lay chips.

POOCH: Plus a Big Gulp of your favorite soft drink.

ERIC: All for one low price.

POOCH: At participating stores.

CLIENT: 7-ELEVEN
JOB: :10 Radio
TITLE: "Ten Second/Big Sub Combo-59¢ chips"
JOB #: 0332-SVN
SLATE #: SVN-5001R
DATE: 7/31/01 - As produced

ERIC: The Big Sub Combo at 7-Eleven!

POOCH: Choose one of our delicious 8-inch Big Sub
Sandwiches...

ERIC: A 59-cent bag of Frito-Lay chips.

POOCH: Plus a Big Gulp of your favorite soft drink.

ERIC: All for one low price.

POOCH: At participating stores.

CLIENT: 7-ELEVEN
JOB: :60 Radio
TITLE: "Blinded by Science/Gatorade Promotion - Rev. 1"
JOB #: 0332-SVN
SLATE #: SVN-4086R
DATE: 8/6/01 – As produced

Pooch: Hey we're inside 7-Eleven...and today we're gonna prove, scientifically, that 7-Eleven is The Place to quench your summer thirst.

Eric: Yeah, we're getting all scientific and stuff.

Pooch: So we found this guy in the parking lot, blindfolded him, and brought him inside 7-Eleven...

Eric: Okay man...find something to drink!

Man: OK...(sfx: things getting knocked over) sorry about that.

Pooch: It's hot outside, but inside 7-Eleven are hundreds of ways to quench your thirst. It's almost impossible to not find some liquid refreshment.

Man: (sfx: more things being knocked over) Oh...my bad.

Eric: Like ice-cold Gatorade Thirst Quencher.

Pooch: And right now you can get 2, 32 ounce bottles of Gatorade, that maximum thirst quencher, for just \$3.

Eric: All your favorite flavors...Lemon Lime, Orange, Fierce Lime
and more...

Pooch: 2, 32 ounce bottles for just \$3 bucks!

Man: (sfx: more clatter) Oh...pardon me.

Eric: I think he's trying to drink a Big Bite hot dog... (to the guy)
Move to the right!

Man: (sfx: collision/ soda spraying)Oh...that's cold.

Pooch: Looks like he found the Big Gulp fountain soft drinks.

Eric: Yeah. He found it using science!

Eric/

Pooch: It's a bigger, better summer!

Sing: *OH THANK HEAVEN!*

Eric: At participating stores. Additional CRV, tax, and deposit may
apply.

Walker, Debra

From: Kilpatrick, Amy
Sent: Wednesday, September 19, 2001 2:04 PM
To: Walker, Debra
Subject: Please add to book

Importance: High

Aberdeen, WA Big Bucks radio promotion
1#1

Debra – this script aired Tuesday, 8/14, and will continue through, Friday, 8/31.

You know what I love best about buying my gasoline at 7-Eleven? Getting something free! Right now when you fill up your car with 8 gallons or more of CITGO gasoline at your local 7-Eleven store, you get a Big Buck which is worth a dollar to spend on just about anything in the store- like a Big Bite Hot Dog, a fresh ground fresh brewed cup of 7-Eleven's exclusive blend coffee or a Slurpee frozen beverage. Or, save

a couple of Big Bucks and try a new and delicious combo meal like the Big Bite Hot Dog made by Oscar Meyer with a bag of Frito Lay chips and a

Gulp fountain soft drink for just a dollar ninety nine or try the new sub sandwich combos available in Italian or Turkey and Swiss. So, buy your CITGO gasoline at 7-Eleven and get a Big Buck to spend on just about anything in the store! What a great value and with many convenient

locations, filling up your tank couldn't be easier! Save time and save money! Just one more reason to say oh thank heaven for 7-Eleven!

Anncr: See participating stores in Aberdeen and Hoquiam for details. Not valid on alcohol, lottery tickets, tobacco products or gasoline.



DIESTE & PARTNERS
PUBLICIDAD

DALLAS • LOS ANGELES • MIAMI • NEW YORK

2DST-1277

RADIO COPY

CLIENT: 7-11
PRODUCT: BIG BITE COMBO
LENGTH: :60 / :10
TITLE: GUYS
ART DIRECTOR: CT. JA. CH.

Page # 2
CLIENT # 10-105-100
PJ# 10-STL-071
9/12/01 • 2:34 PM
COPYWRITER: AQ. AD. JDN.

GUYS. - AS PRODUCED.

SFX: AMBIANCE INSIDE A CAR BEING DRIVEN. TWO GUYS ARE RIDING INSIDE.

GUY 1: Hey, I'm starving to death.

GUY 2: Same here, let's stop at that 7-Eleven...

GUY 1: Great, but I only have a buck on me!

GUY 2: Then, look for change, a Big Bite Combo is only \$1.99, and I just have enough for mine.

GUY 1: OK, let's see... here in the glove box there's 50... under the carpet...20, plus 10... 80... and between the seats there's 1, 2, 3,... 99! I've got it!

ANNCR: It's that easy to get a Big Bite Combo at 7-Eleven. A delicious Big Bite hot dog made by Oscar Meyer, plus chili, cheese, mustard, or whatever you want to add on, free! You also get a Big Grab of Frito Lay, and a 16 oz. Gulp of your favorite soft drink, like Pepsi. All these for just \$1.99!

SFX: BACK INSIDE THE CAR.

GUY 2: Mmmm, that was really good. But you better start looking for more coins...

GUY 1: Why?

GUY 2: 'Cause we're coming up to a toll booth!

GUY 1: Ayyyyy!

ANNCR: Come to 7-Eleven get your Big Bite Combo for just \$1.99, and enjoy a bigger and better summer!

SFX: 7-ELEVEN JINGLE.



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RADIO COPY

CLIENT: 7-11
PRODUCT: BIG BITE COMBO
LENGTH: :60 / :10
TITLE: GUYS
ART DIRECTOR: CT. JA. CH.

Page # 3
CLIENT # 10-105-100
PJ# 10-STL-071
9/12/01 • 2:34 PM
COPYWRITER: AQ; AD. JDN.

ANNCR: At participating stores.



DIESTE & PARTNERS
PUBLICIDAD

DALLAS • LOS ANGELES • MIAMI • NEW YORK

20ST-1348

RADIO COPY

CLIENT: 7-11
 PRODUCT: BIG SUB COMBO
 LENGTH: :60
 REVISIONS: 01 CT. JA. CH.

Page # 2
 CLIENT # 10-105-100
 PJ# 10-STL-073
 9/12/01 • 2:36 PM
 COPYWRITER: AQ. AD. JDN.

Transliteration:

SUMMER.

SFX: GUITAR PLAYING THE BLUES.

ANNCR: Ah, summer is already here! And 7-Eleven is more than ready with its Big Sub Combos. They're the best way to eat good and fast this summer.

SFX: MODERN, FAST PACED MUSIC ENTERS.

ANNCR: The Big Sub Combos are delicious and huge 8-inch sandwiches that you get with a Frito Lay Chips Big Grab and a Big Gulp of your favorite fountain drink like Pepsi or Mountain Dew.

You can choose from two types of sandwiches, like the exquisite Italian Big Sub with salami, ham, pepperoni, and provolone cheese. Or the delicious smoked turkey and swiss cheese sandwich on whole wheat bread. And you can add your favorite toppings to both of them, like: jalapeños, tomato, onions... To make your sandwich the way you like it!

You won't find such a fast, complete and delicious combo, anywhere else. It's a great deal! And it's available for your hungry needs 24 hours a day.

Come to a 7-Eleven near you to get your Big Sub Combo, and enjoy this summer - big time.

SFX: 7-ELEVEN JINGLE.

LOC: Product and store participation may vary.



DALLAS • LOS ANGELES • MIAMI • NEW YORK

2DST-1349

RADIO COPY

CLIENT: 7-11
 PRODUCT: BIG SUB COMBO
 LENGTH: :60
 TITLE:
 COPY DIRECTOR: CT. JA. CH.

Page # 3
 CLIENT # 10-105-100
 PJ# 10-STL-073
 9/12/01 • 2:36 PM
 COPYWRITER: AQ. AD. JDN.

:10 TAG. AS PRODUCED.

ANNCR: Ven a 7-Eleven por tu Big Sub Combo: un delicioso sandwich de 8 pulgadas, un Big Grab de papas de Frito Lay y un Big Gulp de tu refresco favorito. Disfruta de un verano a lo grande. En 7-Eleven participantes.

Transliteration:

ANNCR: Come to 7-Eleven for your Big Sub Combo: a delicious 8-inch sandwich, a Frito Lay Chips Big Grab, and a Big Gulp of your favorite fountain soft drink. Enjoy this summer - big time. At participating 7-Eleven.

CLIENT: 7-ELEVEN
JOB: :60 Radio
TITLE: "Angel - Interruption/ VCom"
JOB #: 01-0353-1SVN
SLATE #: SVN-6096R
DATE: 2/25/02 - AS PRODUCED

DJ: And coming up next, it's a boy band triple play...(music starts and then stops)

SFX: (Angel poof! Harp gliss)

ANGEL: Uh, let's hold that thought, shall we? Hey, it's me, the Angel from 7-Eleven...and I've got a solution that's heaven sent for anyone looking for an easier way to cash your checks. It's the new VCom machine inside 7-Eleven stores. It's like an ATM that lets you cash checks 24 hours a day, 7 days a week. And it's so easy to use, just follow the simple on-screen instructions...in English or Spanish.

Plus, right now when you sign up for check cashing at a 7-Eleven store with VCom, we'll give you a \$5 coupon check you can cash immediately on VCom. That's five bucks you can use for a Big Gulp, or Slurpee drink or whatever. So, to recap, VCom inside 7-Eleven; Easy to use; easy to sign up now, easy to get five bucks free.

SING: *OH THANK HEAVEN!*

ANGEL: For a limited time at participating 7-Eleven stores with VCom. Participants must be approved for VCom membership to qualify for the \$5 coupon check. \$5 available only to members who sign-up after March 1st, 2002.

RADIO COPY

CLIENT: 7-ELEVEN Page # 2
 PRODUCT: V-COM CLIENT # 10-105100
 LENGTH: :60 • AS PRODUCED: 2/22/02 • ZDST-2059 PJ# 10-STL-0081
 TITLE: "TOP 5" 2/25/02 • 8:48 AM
 ART DIRECTOR: JA/CH/CT COPYWRITER: AD/VH/ALR/AQ

ENGLISH TRANSLITERATION

SFX: SOUND OF EXCITING DRUMROLL AND TV SHOW MUSIC THROUGHOUT THE SPOT.

HOST: *(talk show style)* And now... the five best reasons to use 7-Eleven's V-Com Check Cashing machine:

Reason 5: because you don't have to wait in mile-long lines to cash a check.

SFX: APPLAUSE AND PEOPLE SHOUTING EXCITEDLY.

HOST: Reason 4: with V-Com the first two paychecks you cash are free.

SFX: APPLAUSE AND PEOPLE SHOUTING EXCITEDLY.

HOST: Reason 3: you can cash your check, wire money, buy money orders, and much more.

SFX: APPLAUSE AND PEOPLE SHOUTING EXCITEDLY.

HOST: Reason 2: because 7-Eleven is open 24 hours a day, 7 days a week. And the number 1 reason for using V-Com is:

SFX: DRUMROLL BECOMES MORE INTENSE AND WE HEAR A FANFARE.

HOST: Because you'll get a \$5 Coupon Check for free to cash at the V-Com machine when you tell the 7-Eleven store associate that you want to sign up to become a member.

SFX: APPLAUSE AND PEOPLE SHOUTING EXCITEDLY.

HOST: So sign up at V-Com and treat yourself with \$5. Get a Slurpee or a Big Gulp Drink. Sounds good, huh?

SINGERS: Count on 7-Eleven.

DISC: At participating 7-Eleven stores with V-Com. Participants must be approved for V-Com membership to qualify for the \$5 coupon check. \$5 available only to members who sign up after March 1, 2002.

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RADIO COPY

CLIENT: THE SOUTHLAND CORP.
PRODUCT: 7-ELEVEN
LENGTH: :50/:10 Correction #1.
TITLE: "FAN"
AB/CS/RS

Page * { PAGE }
CLIENT # 10-105-100
PJ# 10-STL-0001
{ DATE \ } • { TIME }
JG/ALR/AQ

AS RECORDED SCRIPT.

CAMPAIGN: **BASEBALL.**

SFX: BASEBALL. ORGAN. EXCITED CROWD.

SPORT MAN: Alvarez is ready. He knows it's now or never. There he goes...

SFX: EXCITED CROWD.

SPORT MAN: ... and he's on first ...

SFX: BITING HAMBURGER.

SPORT MAN: ... and now on second ...

SFX: BITING HAMBURGER.

SPORT MAN: Incredible! He made it all the way to third!

SFX: ORGAN PLAYING "TAKE ME OUT TO THE BALL GAME".

ANNCR: Now at 7-Eleven baseball has more flavor, with the delicious Burger Big Bite. So if you're on the run, enjoy the ease of a hot dog - but it's 100% beef. And to keep a full house, accompany it with a Super Big Gulp filled with Pepsi or your favorite drink.
No baseball game is enjoyed as much as at 7-Eleven.

SFX: STADIUM.

SPORT MAN: It's incredible ... you can see the happiness in his eyes, and the crowd is asking for more, Alvarez is going to please them and he makes another hit(FADE OUT).

SFX: BITING HAMBURGER.

ANNCR: Count on 7-Eleven.
Available at participating stores while supplies last.

DIESTE & PARTNERS

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RADIO COPY

CLIENT: THE SOUTHLAND CORP.
PRODUCT: 7-ELEVEN
LENGTH: :60 Correction #1.
TITLE: "PLAY BY PLAY"
AB/CS/RS

Page # { PAGE }
CLIENT # 10-105-100
P.# 10-STL-0001
{ DATE \ } • { TIME }
JG/ALR/AQ

AS RECORDED SCRIPT

CAMPAIGN: **BASEBALL.**

SFX: BASEBALL GAME. ORGAN. EXCITED CROWD.

SPORT MAN: Fernández connects with a hit that flies toward center field, it's going, it's going, it bounces off the rail! The men on base run for the rubber, Fernández makes it to first, steals second base, the ball is flying to third!
Fernández makes it home ... Safe, says the umpire! What a play!
But what's happening?, Fernández is still running, he jumps the fence ... he crossed the street, to 7-Eleven.
(CONFUSED) 7-Eleven? ... and he's on the phone ...

SFX: ORGAN PLAYING "TAKE ME OUT TO THE BALL GAME"

ANNCR: Now 7-Eleven has your favorite baseball players on the phone. They're the collectible Major League Calling Cards. Each one is 30 minutes.
Talk nonstop with these cards, and instead of carrying around so much loose change, carry around your favorite players in your pocket.

SFX: STADIUM.

VO: Here comes Fernández back from 7-Eleven with Super Big Gulps filled with PEPSI and Burger Big Bites for everyone.
The other players ask him for calling cards. He didn't bring any. What an error! Everyone leaves the stadium and they're going, going, gone to 7-Eleven!

ANNCR: Count on 7-Eleven.
Available at participating stores while supplies last.

DIESTE & PARTNERS

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RADIO COPY

CLIENT: THE SOUTHLAND CORP.
PRODUCT: BIRTHDAY CARD
LENGTH: :60
TITLE: "HAPPY BIRTHDAY"
AB/CS/RS

Page # { PAGE }
CLIENT # 10-105-100
P# 10-STL-0002
{ DATE } • { TIME }
JG/ALR/AQ

BIG BITE VERSION.

GIRL: (SINGING WITHOUT MUSIC) Happy birthday to you, happy birthday to you, happy birthday, 7-Eleven...

GUY: Why are you so cheerful?

GIRL: Because 7-Eleven is having its 70th birthday and I'm going to celebrate.

GUY: (MAKING FUN) I'm sure there'll be cake, candles and party hats, right?

GIRL: No, but if you spend \$5, you'll get a 7-Eleven Birthday Card.

GUY: (LAUGHING) You think they're gonna give you something on their birthday?

GIRL: You haven't heard the best part. The 7-Eleven Birthday Card has 4 coupons that you can redeem for a free Slurpee, a coffee, a Big Bite Hot Dog by Oscar Mayer and a Big Gulp filled with Coca-Cola or your favorite soft drink.

GUY: All 4 free?

GIRL: Uh-huh.

GUY: (SINGING) Happy birthday to you, happy birthday to you ...

GIRL: (SURPRISED) Why are you singing?

GUY: Because I'm hungry and I'm going to 7-Eleven for my presents.

GIRL: Well with that voice, they're not even going to give you thanks.

ANNCR: On its 70th anniversary, count on 7-Eleven.
See details at participating stores, for a limited time.
Gasoline, alcohol and lottery tickets purchases are excluded.

DIESTE & PARTNERS

PUBLICIDAD

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RADIO COPY

CLIENT: THE SOUTHLAND CORP.
PRODUCT: BIRTHDAY CARD
LENGTH: :60
TITLE: "HAPPY BIRTHDAY"
AB/CS/RS

Page # { PAGE }
CLIENT # 10-105-100
PJ# 10-STL-0002
{ DATE V } • { TIME }
JG/ALR/AQ

Gasoline, alcohol and lottery tickets purchases are excluded.

DIESTE & PARTNERS

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DATE COPY

CLIENT: THE SOUTHLAND CORP.
PRODUCT: BIRTHDAY CARD
LENGTH: :60
TITLE: "HAPPY BIRTHDAY"
AB/CS/RS

PAGE: { PAGE }
CLIENT # 10-105-100
JOB# 10-STL-0002
{ DATE V } • { TIME }
JG/ALR/AQ

WORLD OVENS DONUT VERSION.

GIRL: (SINGING WITHOUT MUSIC) Happy birthday to you, happy birthday to you, happy birthday, 7-Eleven...

GUY: Why are you so cheerful?

GIRL: Because 7-Eleven is having its 70th birthday and I'm going to celebrate.

GUY: (MAKING FUN) I'm sure there'll be cake, candles and party hats, right?

GIRL: No, but if you eat something at Deli Central with any beverage, you'll get a 7-Eleven Birthday Card.

GUY: (LAUGHING) You think they're gonna give you something on their birthday?

GIRL: You haven't heard the best part. The 7-Eleven Birthday Card has 4 coupons that you can redeem for a free Slurpee, a coffee, a World Ovens Donut and a Big Gulp filled with Coca-Cola or your favorite soft drink.

GUY: All four free?

GIRL: Uh-huh.

GUY: (SINGING) Happy birthday to you, happy birthday to you...

GIRL: (SURPRISED) Why are you singing?

GUY: Because I'm hungry and I'm going to 7-Eleven for my presents.

GIRL: Well with that voice, they're not even going to give you thanks.

ANNCR: On its 70th anniversary, count on 7-Eleven.
See details at participating stores, for a limited time.



DIESTE & PARTNERS
P U B L I C I D A D

DALLAS • LOS ANGELES • MIAMI • NEW YORK

RADIO COPY

CLIENT: THE SOUTHLAND CORPORATION
PRODUCT: CALLING COUPON PROMOTION
LENGTH: :60 As recorded.
TITLE: "INVESTIGATION"
AB/RG/CS/RS

Page # { PAGE }
CLIENT # 10-105100
PJ# 10-STL-0014
{ DATE \ } • { TIME }
JG/ALR/AQ

ENGLISH TRANSLITERATION

JINGLE: 7-ELEVEN.

REPORTER: (TRANSMITTING) We're investigating why people coming out of 7-Eleven are saying that this is going to be the coldest Christmas season ever.

ANNCR: And also the tastiest.

REP: What's that?

ANNCR: Besides cold, it's gonna be the tastiest.

REP: And what are you basing that statement on?

ANNCR: On Slurpees and Super Big Gulps from 7-Eleven.

REP: Let's take it a little slower ...

ANNCR: When you buy a 22 ounce Slurpee, or a Super Big Gulp, we'll serve it to you in a special holiday cup.

Besides the Slurpee now comes in the new seasonal flavor, Candy Cane.

REP: Very interesting. Does it really taste like a Candy Cane?

ANNCR: Of course it does. And that's not all, every time you buy a Slurpee or a Super Big Gulp, you can peel off a prepaid phone card for 5 minutes from the cup, to call your family and friends in the United States this Christmas for free!

REP: Get me a Candy Cane Slurpee.

ANNCR: Aren't you going to finish your story?

REP: Sure. But we're moving on to the ve-ri-fi-cation phase.

ANNCR: At participating stores. While supplies last.

REP: (ENJOYING) Mmhhh! you're right.

JINGLE: COUNT ON 7-ELEVEN.



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RADIO COPY

CLIENT: THE SOUTHLAND CORPORATION.
PRODUCT: 7-ELEVEN.
LENGTH: :50/:10 As recorded.
TITLE: "CHUCHO"
AB/RG/PM/CS/RS

Page # { PAGE }
CLIENT # 10-105100
PJ# 10-STL-0029
{ DATE V } • { TIME }
AD/IE/JG/ALR/AQ

ENGLISH TRANSLITERATIONS

SPEAKING ON PHONE.
CHUCHO: Where are we going to eat today?
GUY: Let's go to 7-Eleven, Chucho.
CHUCHO: 7-Eleven?
GUY: Sure, Chucho, let's go get a "meal package" with a sandwich, chips and drink.
SFX: HANG UP PHONE.
GUY: Chucho? Chucho? Chucho?

JINGLE: 7-ELEVEN.

ANNCR: Be like Chucho, rush over to 7-Eleven for one of our delicious "meal packages" that's ready to take go. Enjoy a Super Big Sub sandwich, delivered fresh every day. There's turkey, mmm, the Deluxe Italian or the ham and turkey, all with tomato, pepper, onion and lettuce. You can also choose your favorite bag of Frito-Lay Big Grab chips, and cool down with a Big Gulp drink filled with your favorite flavor. Come to 7-Eleven and with out make any line, assemble your "meal package" and enjoy it with Chucho... or whoever you can find.

:10 TAG.

ANNCR: At participating 7-Eleven stores.
JINGLE: COUNT ON 7-ELEVEN.

4:29 PM

ART DIRECTOR:

COPYWRITER: FR

SFX: (CROWD APPLAUSES AND SOUNDS)

HOMERO: That's right my friends, be quiet! as the new president of the "friends of eating well club" I promise all of you we'll celebrate The Seven-Eleven Day.

SFX: (CROWD APPLAUSES AND SOUNDS)

We all be obligated to enjoy a delicious Hotdog Big Bite with a refreshing Coke!!

SFX: (CROWD APPLAUSES AND SOUNDS)

LOCUTOR: Eat, refresh your self and win with the Simpsons and Seven-Eleven. It's simple, every time you buy a 1/3 pound Oscar Mayer Big Bite Hot Dog with any Big Gulp drink like Coca-Cola Classic, you'll receive free a Simpsons trivia card. You win instant prizes from Simpsons caps and t-shirts to a trip to Los Angeles to the Simpsons Global Fanfest.

BART: Wow! Dad turn into a sensitive and smart director.

LISA: No girl, he's just a glutton with big cheeks out of control.

SFX: COUNT ON SEVEN ELEVEN.

At participating Seven-Eleven Stores.

LEGAL: Seven-Eleven is the Simpsons Global Fanfest headquarters. No purchase necessary. Game is open to all legal U.S. residents. Void where prohibited. Entries must be received by August 7, 2000. See 7-Eleven stores for official rules.



TRANSCRIPT

DATE: MARCH 5, 2005
TIME: 12:20PM
STATION: KKDA-FM
LOCATION: DALLAS
PRODUCT: 7-ELEVEN
LENGTH: :60
CODE: 050301384

TITLE: BIG GULP ICE CREAM FLOAT STIRS MEMORIES

(MUSIC IN)

MAN: 7-Eleven has a new Big Gulp Ice Cream Float Treat. It's the gourmet fountain taste of IBC root beer combined with sweet vanilla ice cream. It's a taste that really takes you back to your childhood. Why, just talking about it reminds me of-- (CHANGES TO YOUNGER MAN'S VOICE) --my first date with Jenny. Man, was she pretty. I was so nervous, I forgot to put on deodorant. And we kissed, and our braces locked. We were stuck together for three days. It was totally awesome. Then I took another sip of the new 7-Eleven soda fountain treat, and it makes me think about my eighth-- (CHANGES TO BOY'S VOICE) --birthday party. (SFX: KIDS SHOUTING / PARTY IN) We had ice cream there too, and ponies, and a clown that made me laugh so hard, I had to change overalls. (SFX OUT) Man, what a blast! (CHANGES TO MAN'S VOICE) Excuse me. So, stop by a 7-Eleven store and try the new Big Gulp Ice Cream Float Treat for yourself. Just snap the 8 ounces of ice cream right to your Big Gulp cup, filled with gourmet IBC root beer, and enjoy. Who knows what memories it'll stir up?

LITTLE BOY: Oh thank heaven, at participating 7-Eleven stores.

(MUSIC OUT)

###



TRANSCRIPT

DATE: JUNE 7, 2005
TIME: 11:19AM
STATION: WBCN-FM
LOCATION: BOSTON
PRODUCT: 7-ELEVEN BIG GULP FOUNTAIN DRINK
LENGTH: :60
CODE: 050601682

TITLE: MIKEY & PAULIE OF ORANGE COUNTY CHOPPERS

(MUSIC IN)

MIKEY: This is Mikey.

PAULIE JR.: And Paulie--

MIKEY: --of Orange County Choppers.

PAULIE JR.: You know, most people think our father's a maniac.

PAUL SR.: Get outta the way!

MIKEY: Truth is, he's really a big teddy bear.

PAUL SR.: I'm gonna flatten your freakin' skull.

MIKEY: You just gotta know how to cool him off.

PAULIE JR.: Two words: Big Gulp. (MUSIC OUT) (SFX: DOOR OPENS) Oh, hey pop.

PAUL SR.: Is this where you two been all morning? I swear, I'm gonna--

PAULIE JR.: Have a Big Gulp, dad.

PAUL SR.: (SFX: SIPS / GULPS IN & OUT) Ah, much better. Now I'll be refreshed when I kick your butts.

PAULIE JR.: It's a subtle difference.

(MUSIC IN)

MALE ANNCR: Now at 7-Eleven, the ultimate thirst quencher meets the ultimate ride. Grab an ice cold Coca-Cola in the new Orange County Choppers Big Gulp collectible cup, and get points toward cool OCC gear, plus a chance to win the Tuttle's customized Big Gulp bike.

MIKEY: Lucky you. (SFX: PIPE THROWN & FALLS IN & OUT) Hey, that almost hit me!

MALE ANNCR: Oh thank heaven. For a limited time at participating 7-Eleven stores. No purchase necessary for a chance to win the Big Gulp bike. Void where prohibited. Go to BigGulp.com for rules and eligibility information.

Purchase will not increase chances of winning. Sponsored by the Coca-Cola Company. (MUSIC OUT)

###

330 West 42nd Street, New York, NY 10036 T 212 736 2010

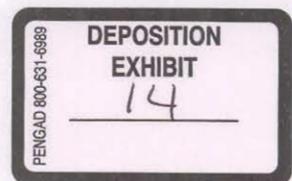
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7-Eleven Trial Exhibit 14

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A

at 7-Eleven Hungry Thirsty Play Cash and Cards And More The Company Franc

Enter a zip code or city

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7-Eleven, Inc. v. Bucenell
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Franchise | Careers | Find a Store | Location

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are

- Cold
- From the Fridge
- Hot

Find a Store

Hey, Chantilly!

Find nearest location

Advanced Search

city



Cold Drinks



From the Fridge



Hot Drinks

Thirsty?

If you're thirsty for variety (or just thirsty), you're in the right place. We have hot and cold drinks including awesome originals like Slurpee® and Big Gulp® drinks.

MORNING

AFTERNOON



LATE AFTERNOON

EVENING

LATE NIGHT



- The Company
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- Menu
- Thirsty
- Star
- Cold and Cream
- Hot
- Get Your Balance

Franchise | Careers | Find a Store | Location

Find a Store

Sign Me Up

Hey Chemist!

Advanced Search

city

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q

are

Cold

Big Gulp

Iced Coffee

Slurpee

From the Fridge

Hot

Cold Drinks



Drink like you mean it.

Learn More



Taste love at first sight.

Learn More



It's ice-cold awesome!

Learn More

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are

Cold

Big Gulp

Iced Coffee

Slurpee

From the Fridge

Hot



Big Gulp®

The Big Gulp, Super Big Gulp, Double Gulp and Gulp are genetically engineered to quench even the most diabolical thirst. And if you fill it up in one of our reliable cups or mugs, you can quench your thirst for even less. Plus we carry all your favorite flavors.

3127 LIKES

Mix things up

At 7-Eleven®, our fountain flavors are like singles – they like to mingle. Mix up as many as you want. And do it all in a cup.



LIKE THAT?
THEN LOVE THIS!



Find a Store



Search bar with magnifying glass icon

city

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Hey, Champ!

Find nearest location

Advanced Search





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Fun Facts

Milestones

Management Team

International Licensing

Domestic Licensing

A World Leader

Welcome to 7-Eleven.

Our doors are always open and our friendly store teams are ready to serve you. Come in to any 7-Eleven store and you'll find a great selection of fresh, high-quality products at an everyday fair price, along with speedy transactions in a clean, safe, friendly shopping environment.

What started out as an ice house in Dallas, Texas back in 1927 has grown and evolved into the world's largest operator, franchisor and licensor of convenience stores.

The company operates, franchises and licenses close to 7,100 stores in the U.S. and Canada. Of the 6,000 stores the company operates and franchises in the United States, more than 4,700 are franchised. 7-Eleven master franchisees, licensees and affiliates operate more than 32,000 7-Eleven and other convenience stores in countries including Japan, Taiwan, Thailand, South Korea, China, Hong Kong, Malaysia, Mexico, Singapore, Australia, Philippines, Indonesia, Norway, Sweden and Denmark.

A World-Class Organization

At 7-Eleven Our **Mission** is: To consistently serve the changing needs of customers for *their* convenience.



Oh thank heaven for 7-Eleven!

Our **Vision** is: To be the best retailer of convenience.

Our culture is based on the principles of **Servant Leadership** and **The 7-Eleven Way**.

Servant Leadership is best defined by the three "Cs."

- **Capacity:** What you *can* do to lead.
- **Commitment:** What you *want* to do to lead.
- **Character:** What you *will* do to lead.

The 7-Eleven Way principles are illustrated in the acronym: I CARE about People & Teamwork.

I – Integrity
C – Customer Focus
A – Accountability
R – Recognition
E – Excellent Execution

People & Teamwork

Maybe you're a new customer, a prospective franchisee or employee, you'll be able to use this site to discover the world of 7-Eleven.

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7-Eleven, Inc. is the world's largest operator, franchisor and licensor of convenience stores. Its company's name was changed from The Southland Corporation to 7-Eleven, Inc. after approval by shareholders on April 28, 1999. 7-Eleven is also one of the nation's largest independent gasoline retailers.

Founded in 1927 in Dallas, Texas, 7-Eleven pioneered the convenience store concept during its first years of operation as an ice company when its retail outlets began selling milk, bread and eggs as a convenience to customers.

The name 7-Eleven originated in 1946 when the stores were open from 7 a.m. to 11 p.m. Today, offering customers 24-hour convenience, seven days a week is the cornerstone of 7-Eleven's business.

7-Eleven focuses on meeting the needs of convenience oriented customers by providing a broad selection of fresh, high quality products and services at everyday fair prices, speedy transactions and a clean, safe and friendly shopping environment. Each store's selection of about 2,500 different products and services is tailored to meet the needs and preferences of local customers. Stores typically vary in size from 2,400 to 3,000 square feet and are most often located on corners for great visibility and easy access.

Well known for the Big Gulp® fountain soft drink, Big Bite® grill items, the Slurpee® beverage and its fresh-brewed coffee, 7-Eleven's food service offerings bring consumers a proprietary line of prepared-fresh-daily and daily delivered deli sandwiches, wraps, breakfast sandwiches and a wide assortment fruits, salads and baked goods.

7-Eleven offers consumers a number of convenient services designed to meet the specific needs of individual neighborhoods, including automated money orders, automatic teller machines, phone cards and, where available, lottery tickets.

7-Eleven, Inc. is the world's largest convenience retail chain. Based in Dallas, Texas, the company operates, franchises and licenses close to 7,100 stores in the U.S. and Canada. Of the 6,000 stores the company operates and franchises in the United States, more than 4,700 are franchised. 7-Eleven master franchisees, licensees and affiliates operate more than 32,000 7-Eleven and other convenience stores in countries including Japan, Taiwan, Thailand, South Korea, China, Hong Kong, Malaysia, Mexico, Singapore, Australia, Philippines, Indonesia, Norway, Sweden and Denmark.

7-Eleven, Inc. is privately held and became a wholly owned subsidiary of Seven-Eleven Japan Co., Ltd. in Tokyo, Japan, and its affiliates on Nov. 9, 2005. The company's Web site address is www.7-Eleven.com.

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Registration No. 91177807

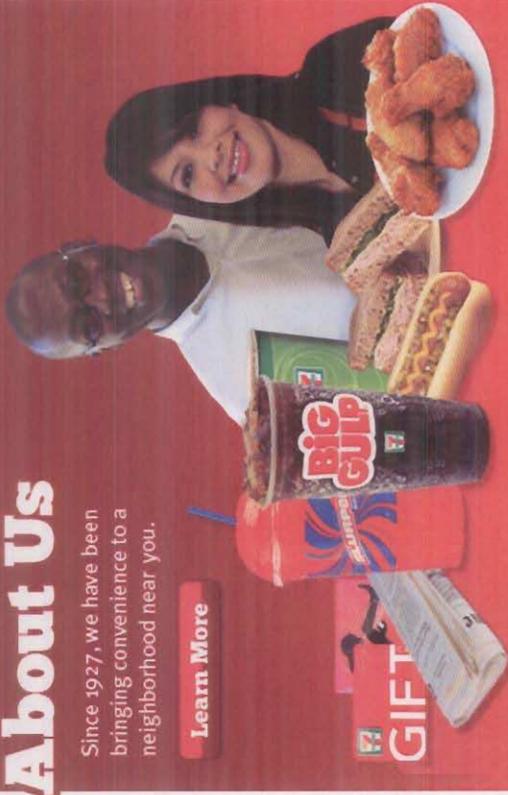


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About Us

Since 1927, we have been bringing convenience to a neighborhood near you.

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In the Community

Our mission is simple: To serve the needs of our communities.

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Careers

To be the best retailer, we must also be the best employer.

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Franchising

With 7-Eleven®, you can enjoy being part of one of the world's strongest brands.

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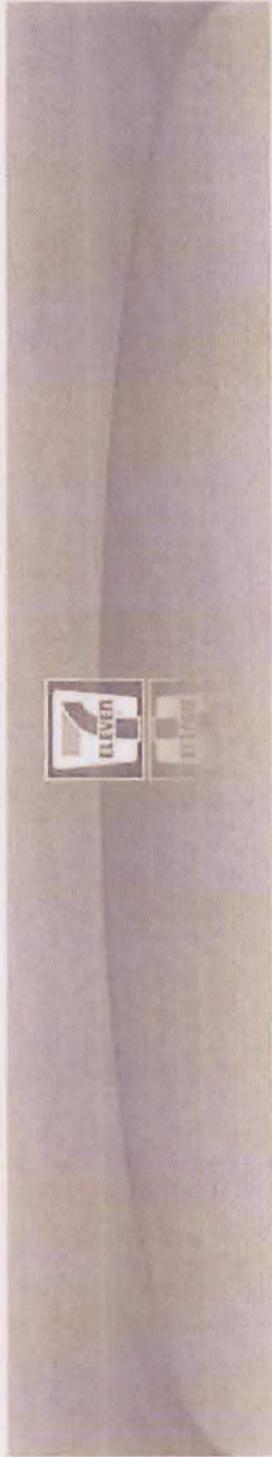
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[New at 7-Eleven® Stores](#)

[Everyday Convenience](#)

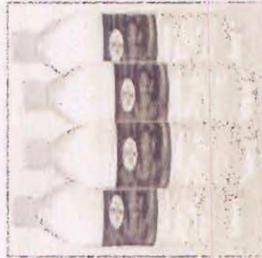
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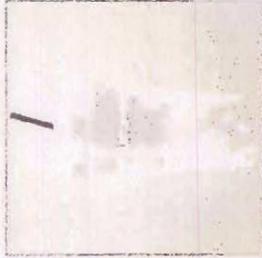
7-Select®
Spring Water



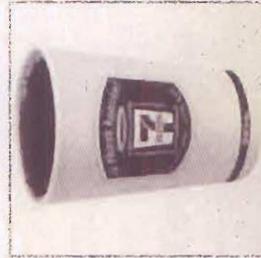
Brazilian Bold
Coffee



Iced
Coffee



Slurpee Beverage



Guaranteed Fresh:
7-Eleven® Coffee



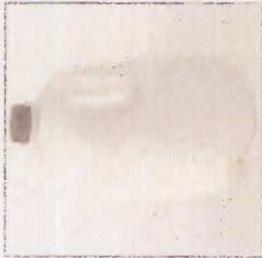
Hot Tea



Big Gulp®
Fountain Drink



Energy Drinks



Milk



Juice &
Juice Drinks

The Gulp® proprietary Gulp®, Su refillable c bigger size refillable c than a regt majority o beverage c Coca-Cola Mountain .

Products and services described on 7-Eleven.com may not be available at all stores in North America. The listed prices are suggested retail prices and may vary by region.

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Welcome to 7-Eleven.

Our doors are always open and our friendly store teams are ready to serve you. Come in to any 7-Eleven store and you'll find a great selection of fresh, high-quality products at an everyday fair price, along with speedy transactions in a clean, safe, friendly shopping environment.

What started out as an ice house in Dallas, Texas back in 1927 has grown and evolved into the world's largest operator, franchisor and licensor of convenience stores. Based in Dallas, Texas, the company operates, franchises and licenses more than 7,750 stores in North America. Of the more than 5,700 stores the company operates and franchises in the United States, some 4,200 are franchised. Internationally, 7-Eleven licensees and affiliates operate more than 28,200 7-Eleven and other convenience stores in countries including Japan, Taiwan, Thailand, South Korea, China, Hong Kong, Malaysia, Singapore, Australia, Philippines, Norway, Sweden and Denmark.

A World-Class Organization

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R – Recognition
E – Excellent Execution
about

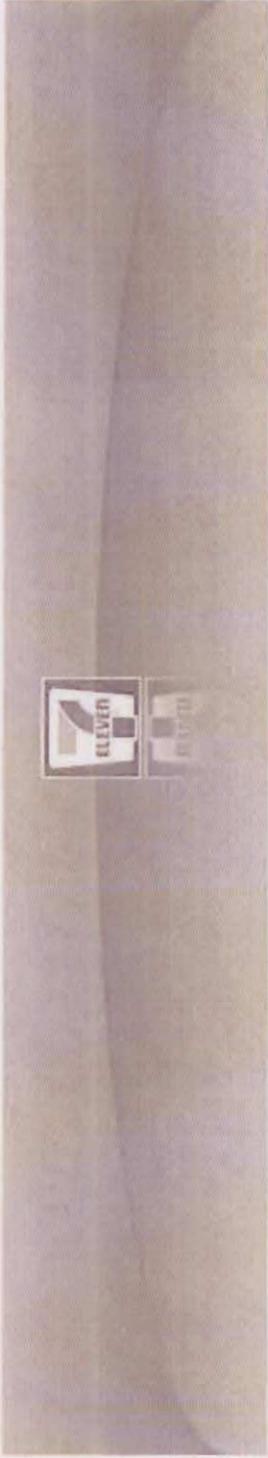
People & Teamwork

Maybe you're a new customer, a prospective franchisee or employee, you'll be able to use this site to discover the world of 7-Eleven.

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Fun Facts

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7-Eleven, Inc.

How We Give

- 7-Eleven is the premier name and largest chain in the convenience retailing industry. Based in Dallas, Texas, 7-Eleven, Inc., operates, franchises and licenses more than 7,700 stores in North America.

History

- Globally, 7-Eleven operates, franchises or licenses approximately 35,900 stores in 14 countries.
- July 11 (7/11) is the official birthday of the 7-Eleven® convenience store chain.

Fun Facts

- In 1927, convenience retailing began simply enough when an employee of Southland Ice Company in Dallas started selling milk, eggs and bread from the ice dock. Soon, the convenience store was born and became known as 7-Eleven to reflect the 7 a.m. to 11 p.m. hours of operation.

Milestones

Management Team

Industry Firsts

- 7-Eleven was the first to ... operate 24 hours a day ... sell fresh-brewed coffee in to-go cups ... have a self-serve soda fountain ... and offer super-size fountain drinks.
- 7-Eleven aired the first television advertising by any convenience store; the animated commercial featuring a singing owl and rooster ran in 1949.
- 7-Eleven was the first retailer to offer fresh-brewed coffee in to-go cups, introducing it in their Northeast stores in 1964. And now is the first retailer to add functional, herbal enhancements to its coffee to go.
- 7-Eleven was the first c-store retailer to give customers "freedom of choice" by offering all major soft drink brands at the fountain.
- 7-Eleven was the first convenience store to sell pre-paid phone cards.

Slurpee® Beverages



- The most Slurpee® beverages are sold in Winnipeg, Manitoba, in Canada, followed by Detroit, Michigan. But the #1 Slurpee store in the world is located in Kennewick, Wash.
- 7-Eleven customers sip more than 13 million Slurpee beverages each month. Favorite flavors are Coca-Cola, Minute Maid Cherry and Mountain Dew. Since its introduction in 1966, some 6 billion Slurpee drinks have been sold, just about enough for every person on the planet to have slurped.

Fresh Bakery

- 7-Eleven sells 60 million fresh-baked donuts and pastries per year – enough to feed every person in the state of Virginia a dozen donuts!
- If you lined up all the bakery items made for 7-Eleven in a year, they would extend almost 6,000 miles – from Boston to San Diego ... and back again.
- How sweet it is! 7-Eleven uses 365,000 pounds of glaze each month on its donuts, fritters and other pastries.
- Most customers want a beverage with their favorite donut – 70 percent choose a cup of 7-Eleven coffee.
- Blueberry is at the top of the hill as the best-selling muffin in 7-Eleven stores across the country. And customers #1 pick for a donut is glazed.

Who? What? Where? Who's buying the most 7-Eleven stuff?

- Of all U.S. retailers, 7-Eleven sells the most ... USA Today newspapers, cold beer, cold single-serve bottled water, cold Gatorade, fresh-grilled hot dogs and money orders.
- Nearly one-third of the 6 million people who stop by a U.S. 7-Eleven store each day purchase immediately consumable food.
- 7-Eleven is America's favorite beverage destination. At least one out of three customers purchases a non-alcohol beverage.
- A typical 7-Eleven store in the United States has between 2,400 and 3,000 square feet, and carries about 2,500 different items.
- 7-Eleven sell the most hot dogs in Washington, D.C., coffee on Long Island, nachos in Colorado; and Big Gulp® drinks in sunny Southern California.
- California has more 7-Eleven stores than any other state – about 1,200.
- Of all its proprietary products, 7-Eleven sells more fresh-brewed coffee than anything else – 1 million cups each day. That's more than 10,000 pots of coffee an hour every hour of every day of the year. In fact, 7-Eleven could serve a cup of coffee to every person in its hometown of Dallas every single day – now that's a Texas-sized coffee break!
- 7-Eleven sells approximately 56 million fresh-grilled hot dogs every year, more than any other retailer in America.
- 7-Eleven stores sell almost 26 million gallons of fountain drinks a year – enough to fill 65 Olympic-size swimming pools.
- 7-Eleven sells 41 million gallons of milk each year – enough for lots of milk mustaches! And enough to pour more than two glasses of milk for every man, woman and child in the United States.
- 7-Eleven has the largest ATM network of any retailer in United States.
- Ho Ho Ho! The day most retailers are closed, 7-Eleven is hopping. Christmas is one of the biggest sales days of the

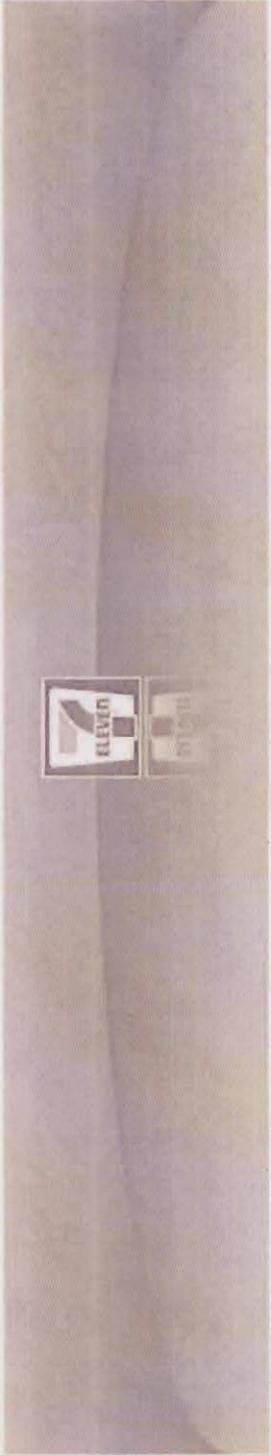
year for the convenience chain.

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Company Milestones

In The Community Since 1927, 7-Eleven has accomplished a number of milestones. Here is an overview:

- Programs**
 - 1927 The Southland Ice Company is founded in Oak Cliff, Texas
- How We Give**
 - Tote'm stores introduced
 - 1928 Tote'm stores begin selling gasoline
- History**
 - 1946 7-Eleven® store name introduced because the stores are open 7 a.m. until 11 p.m.
 - 1949 "Owl & Rooster" television commercial introduced: first for a convenience store chain
 - 1952 100th store opening
 - 1954 First store opened outside of Texas (Florida)
 - 1958 First cold weather store opened in the northeast (Virginia)
 - 1960 500th store opening
 - 1963 1,000th store opening
 - 7-Eleven purchases Speedee Mart in California and enters into franchising
 - First 24-hour operation introduced (Austin, TX and Las Vegas, NV)
 - 1964 Coffee-to-go introduced in Long Island, NY
 - 1966 Slurpee® frozen beverage introduced
 - 1968 First domestic area license signed
 - 1969 "Oh Thank Heaven for 7-Eleven" campaign introduced
- Fun Facts**
- Milestones**
- Management Team**
- International Licensing**



- First Canadian store opened
- 1971 First \$1,000,000,000 sales year
- First store opens in Mexico
- First entry into the European market (England & Scotland)
- Self-serve gasoline introduced
- 1974 First store opens in Japan
- 1979 First \$1,000,000,000 sales quarter
- 1980 7-Eleven International opens 1,000th store
- 1984 Super Big Gulp® is introduced (44-ounce fountain soft drink)
- ATMs introduced to convenience stores
- 7-Eleven International opens 2,500th store
- 1988 Oscar Mayer Big Bite® Hot Dogs (proprietary brand) introduced
- 7-Eleven International opens 5,000th store
- 1991 Revitalization of 7-Eleven begins
- Deli Central™ introduced (proprietary sandwiches)
- World Ovens® pastry introduced (proprietary bakery items)
- 1993 7-Eleven International opens 7,500th store
- 1995 Company opens its 15,000th store
- 1996 7-Eleven Mexico celebrates its 25th Anniversary
- 7-Eleven International opens 10,000th store
- 1997 Café Select® coffees introduced
- Retail Information System rollout begins
- 1998 Café Cooler™ introduced (proprietary frozen cappuccino)
- Financial Services Centers introduced
- 1999 The Southland Corporation changes name to 7-Eleven, Inc.
- Früt Cooler™ introduced (proprietary low-fat smoothie-like fruit drink)
- 7-Eleven International opens 12,500th store
- 2000 20,000th store opens (Tokyo)
- 7-Eleven International opens its 15,000th store

- 7-Eleven is re-listed on the New York Stock Exchange
- 2001 Vcom™ kiosk, the next generation of financial service centers, is introduced in Texas and Florida
- 7-Eleven raises more than \$2 million for the Red Cross to assist victims of the September 11 terrorist attacks
- Store of the Future Lab opens in Dallas, TX
- 2002 7-Eleven achieves \$10,000,000,000 in revenue
- 7-Eleven Celebrates its 75th Anniversary
- First sugar-free Slurpee drink introduced nationally
- Slurp & Gulp Introduced
- 7-Eleven Australia celebrates its 25th Anniversary
- 7-Eleven begins rollout of Vcom kiosks in 1,000 of its 7-Eleven stores in the United States
- 2003 7-Eleven International opens its 20,000th store
- Seven-Eleven Japan observes 30th anniversary as 7-Eleven's first overseas licensee
- 7-Eleven introduces its first proprietary import beer - Santiago
- 7-Eleven offers nationally its own stored value card called the 7-Eleven Convenience Card
- Company opens its 25,000th store - celebration noting milestone held in July at a downtown Chicago store grand opening
- 2004 7-Eleven offers Atkins and other controlled-carbohydrates products
- 7-Eleven launches new online Vendor/Supplier Application process in March
- 7-Eleven opens stores in Beijing, China, in April
- 7-Eleven sells Cityplace headquarters building in April
- 7-Eleven introduces new Franchise Agreement in March
- 7-Eleven becomes first retailer to offer its own prepaid wireless program, called 7-Eleven Speak Out™ wireless
- 2005 7-Eleven re-enters Manhattan after 23-year hiatus
- Company launches Stir Crazy -- first soft-serve dairy dessert ready to eat from freezer
- 7-Eleven launches Pick Smart and Formula 7 in fresh foods
- 7-Eleven becomes wholly owned subsidiary of Seven-Eleven Japan
- Launches of Business Conversion Program to invite well-positioned independent c-stores/mom & pop operations to become 7-Eleven stores

Colorado and Utah company-operated stores are converted from company-operated to franchise operations

C.P. Seven-Eleven Co. Ltd. Opens its 3,000th store in Thailand

President Chain Store Corp. opens its 4,000th 7-Eleven store in Taiwan

South China licensee opens 200th store in Guangdong Province

Hong Kong Convenience Stores licensee brings 7-Eleven to Macau

Seven & I Holdings purchases outstanding shares of 7-Eleven, Inc. and takes U.S.-based convenience-store chain private

Joe DePinto named president and CEO of 7-Eleven, Inc.

2006 Company culture shifts to "I C.A.R.E. About People and Teamwork" and Servant Leadership

7-Eleven product featured in Donald Trump's TV show, *The Apprentice*

Seven and i Holdings become's Japan's largest retailer with purchase of Sogo Co. and Seibu Department stores Ltd.

7-Eleven teams with Blockbuster, Inc. on 20th Century Fox's *X-Men: The Last Stand* movie promotion

Acquisition of White Hen, Pantry (Chicago and Boston areas); doubles 7-Eleven, Inc.'s presence in Chicagoland

Acquisition of 10 McKee Oil Co. stores in Salt Lake City area

7-Eleven, Inc.'s stores in Texas begin converting from company-operated to franchise operations

Giabatta sandwiches made with artisan bread are introduced

7-Eleven launches sports marketing/sponsorship program with multiple major league teams in Chicago, Dallas and Miami

Company established Retailer Initiative Department; presents RI Award to UST and BakeFresh

Company changes focus and organizes to support regional fresh food and product preferences

Norway opens the northernmost store in the world: Trosnø, Norway - Latitude 69o 39'; Longitude 18o 56'

China authorizes 7-Eleven operations in Beijing and Guangdong Province to offer individual store franchise opportunities

7-Eleven, Inc. opens its 30,000th store

7-Eleven Hong Kong celebrates its 25th Anniversary

7-Eleven International opens its 25,000th store

2007 7-Eleven, Inc. moves up from the #9 spot to #4 in Entrepreneur Magazine's 2007 Franchise 500

7-Eleven announces comprehensive, local sports marketing sponsorship program that includes high-profile teams in major markets – NFL, NBA, MLB, NASCAR venues, IRL Andretti Green team and Extreme Sports

National introduction of first herbal-extract enhanced coffee sold in a cup called Fusion Energy
7-Eleven offers ReVoS, a prepaid international phone card that allows unlimited talk time to 42 countries for \$19.99 a month

7-Eleven offers franchise opportunities for first time in Dallas-Fort Worth, Temple-Killeen and Austin areas of Texas

Slurpee beverage gets energized with the introduction in May of Full Throttle Fury Energy Slurpee enhanced with guarana, ginseng and taurine.

Super cool 3-D lenticular Slurpee cups makes Spider-Man come alive as part of 7-Eleven's promotion of Spider-Man 3 movie. Other characters featured on the xx-oz collectible cups are Venom and Sandman.

The Kwik-E-Mart conversion of 11 US and 1 Canadian stores plus marketing of Simpsons products in July leading up to The Simpsons Movie captures international attention and becomes the biggest promotion in 7-Eleven's history.

Advertising Age names 7-Eleven among its Top 50 Ideas award winners.

7-Eleven introduced its proprietary energy drink – **Inked** – that targets the tattooed community.

Entrepreneur magazine judges 7-Eleven, Inc. as the No. 1 franchise company in the USA and features the organization in its Dec. 12 edition.

The Wall Street Journal selects 7-Eleven's Simpsons promo in July as No. 2 among its ranking of U.S.'s best advertising campaigns.

2008 *Wine Enthusiast* magazine award 7-Eleven stores' proprietary Sonoma Crest line of wines a "Best Buy" rating.

The company's campaign for The Simpsons Movie in 2007 receives honors for integrated marketing excellence, including the Super Reggie from the Promotions Marketing Association and Planet Retail's international Innovation Award.

Company launches its private-label brand, **7-Select**, introducing 32 new products to stores, mostly snacks, chips, candy and cookies.

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 A promotional banner for the movie 'X-Men Origins: Wolverine'. The background features Wolverine's face and claws. Text on the banner includes:

- X-MEN ORIGINS WOLVERINE** ONLY IN THEATERS
- Super Big Gulp® only 20¢ more!** (in a starburst graphic)
- 1/4 lb Big Bite, 7-SELECT® Chips and Big Gulp® \$2.99***
- 7-Eleven logo
- Dr. Pepper logo
- 7-Eleven Rewards logo
- Small text: 'Offer is good on any flavor of 7-SELECT® chips. Plus tax where applicable.'

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Learn about our products & services.

A World Leader
 Since 1927, 7-Eleven has been a leader in convenience retailing. Today, more than 21,000 stores worldwide make customers say, "Oh Thank Heaven for 7-Eleven!"

[View History](#)



A Part of the Community

7-Eleven wants to be a part of every community it serves. Find out what we're doing to be a good neighbor.

Multicultural affairs

7-Eleven has built a workforce that reflects the world's diversity and the diversity of our customer base. We also strive to provide opportunities for manufacturers, suppliers and service providers.

Learn how you can participate.

Fun Facts

Big Gulp lovers gulp over 30 million gallons of fountain soft drinks per year at 7-Eleven. That's enough to fill 59 Olympic-size swimming pools.

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Meet the Management

It's a 24/7 life for the men and women who make up 7-Eleven's management.

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History

The Story of Convenience Shopping

7-Eleven pioneered the convenience store concept way back in 1927 at the Southland Ice Company in Dallas, Texas. In addition to selling blocks of ice to refrigerate food, an enterprising ice dock employee began offering milk, bread and eggs on Sundays and evenings when grocery stores were closed. This new business idea produced satisfied customers and increased sales, and convenience retailing was born!



Learn about our products & services.



The company's first convenience outlets were known as Tote'm stores since customers "toted" away their purchases, and some even sported genuine Alaskan totem poles in front. In 1946, Tote'm became 7-Eleven to reflect the stores' new, extended hours - 7 a.m. until 11 p.m., seven days a week. The company's corporate name was changed from The Southland Corporation to 7-Eleven, Inc. in 1999.

Today, 7-Eleven is the undisputed leader in convenience retailing with more than 21,000 stores operating in the U.S. and 16 other countries and total sales of more than \$27 billion in 1999.

Business Operations

More than 5,700 7-Eleven and other convenience stores are operated and franchised by 7-Eleven, Inc. in the United States and Canada, and they serve



approximately six million customers each day.

Each store focuses on meeting the needs of busy shoppers by providing a broad selection of fresh, high-quality products and services at everyday fair prices, along with speedy transactions and a clean, safe, friendly shopping environment.

Proprietary Products



7-Eleven is known internationally for Big Gulp fountain soft drinks, Big Bite hot dogs, Slurpee beverages, and Café Select fresh brewed coffee. The stores have expanded their food service offerings with a proprietary line of deli items and baked goods, which are prepared and delivered fresh daily.

7-Eleven also offers convenient services based on each neighborhood's individual needs, including automated money orders, copiers, fax and automatic teller machines, long-distance phone cards and lottery tickets, where available.

Global Convenience

Approximately 3,300 of the company's 5,300 stores in the United States are operated by franchisees, and about 430 are operated by licensees. 7-Eleven, Inc., its licensees and affiliates operate approximately 15,000 7-Eleven and other convenience stores in Japan, Australia, Mexico, Taiwan, Singapore, Canada, the Philippines, Spain, Sweden, Denmark, South Korea, Thailand, Norway, Turkey, Malaysia, China and the U.S. territories of Puerto Rico and Guam.

IYG Holding Company, a wholly owned subsidiary of Ito-Yokado Co., Ltd. and Seven-Eleven Japan Co., Ltd., has owned a majority interest in 7-Eleven since 1991. Seven-Eleven Japan operates more than 8,400 7-Eleven stores in Japan and Hawaii under an area license agreement with 7-Eleven, Inc.



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Oh Thank Heaven for 7-Eleven



IN-STORE CREATIONS

Only at 7-Eleven

Try our New Big Sub and Big Morning Combos!

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Mountain Dew® Slurpee®

It's bold. It's cold. It's what you've been waiting for. Get it now at participating 7-Eleven stores.



7-Eleven Internet Shopping Card & Gift Card from American Express

Effective July 9th, 2001, 7-Eleven stores will no longer be able to sell or reload Internet Shopping Cards or Gift Cards. We apologize for the inconvenience and hope to have a new program of pre-paid shopping cards in the future. Cards with a remaining balance will be honored at all retailers accepting American Express, including 7-Eleven, until funds have been depleted from the card, or until the card expiration date (12/03). *Customers with additional questions may call American Express @ 1-877-451-8045*

Q & A about my existing card.



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LATEST "LOTTERY NUMBERS"

PRODUCT OF THE MONTH

7-Eleven responds to recent attack on U.S. with public service efforts
NEW Big Sub Combo™ and Big Morning Combo™ Meals

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WISCONSIN RELATIONS

New Combo Meals

Announcing Another Big Idea from 7-Eleven!

#1 Big Bite Combo™ Meal

- Juicy Oscar Mayer® Big Bite™ Hot Dog
- Big Grab® Frito-Lay® Chips
- 16 oz. Gulp® Drink

only **\$1.99** (plus tax where applicable)



#2 Really Hungry? Get a Bigger Bite Combo™ Meal!

- Big, 1/4 lb. Oscar Mayer® Hot Dog
- Big Grab® Frito-Lay® Chips
- 32 oz. Big Gulp® Drink

only **\$2.49** (plus tax where applicable)



#3 Big Sub Combo™ Meal

- Delicious 8-inch Big Sub Sandwich
- Any Big Grab® Frito-Lay® Chips
- 32 oz. Big Gulp® Drink

only **\$3.99** (plus tax where applicable)

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#4 Big Morning Combo™ Meal

- Any Breakfast sandwich
- 12 oz. Coffee

only **\$2.49** (plus tax where applicable)
Product selection may vary.



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