

ESTTA Tracking number: **ESTTA188455**

Filing date: **01/24/2008**

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

**Notice of Opposition**

Notice is hereby given that the following party opposes registration of the indicated application.

**Opposer Information**

Name	M.J. Soffe Co.
Granted to Date of previous extension	02/02/2008
Address	One Soffe Drive Fayetteville, NC 28302 UNITED STATES

Attorney information	Eric Stevens Poyner & Spruill L.L.P. 3600 Glenwood Avenue Raleigh, NC 27612 UNITED STATES estevens@poynerspruill.com Phone:919-783-1017
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**Applicant Information**

Application No	78646504	Publication date	12/04/2007
Opposition Filing Date	01/24/2008	Opposition Period Ends	02/02/2008
Applicant	S-FASHION TAIWAN CO., LTD. 1F., NO. 135, SEC 4 JUNGSHIAU EAST ROAD TAIPEI, TAIWAN		

**Goods/Services Affected by Opposition**

Class 025. First Use: 2004/12/01 First Use In Commerce: 2004/12/01 All goods and services in the class are opposed, namely: SHOES, NAMELY, SANDALS, SLIPPERS, FABRIC SHOES, SPORTS SHOES, LEATHER SHOES, RUBBER FOOTWEAR, RUNNING SHOES, BOOTS, HIGH HEEL SHOES, ATHLETIC SHOES, CASUAL SHOES, BALLERINA SHOES, BEACH SANDALS, CHILDREN'S SHOES; CLOTHING NAMELY, SWEATERS, OVERCOATS, SUITS, PANTS, JEANS, SHIRTS, SHORTS, T-SHIRTS, POLO SHIRTS, UNDERWEAR, UNDERPANTS, SWEATERS, JACKETS, COATS, DRESSES, SKIRTS; SOCKS; HATS; BELTS; SCARVES; NECKTIES; GLOVES
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**Grounds for Opposition**

Priority and likelihood of confusion	Trademark Act section 2(d)
Other	Upon information and belief, the mark is not presently used in interstate commerce, and/or was not at the time stated on the application. E.g., Community of Roquefort v. Santo, 443 F.2d 1196 (1971).

## Marks Cited by Opposer as Basis for Opposition

U.S. Registration No.	1743249	Application Date	04/10/1991
Registration Date	12/29/1992	Foreign Priority Date	NONE
Word Mark	SOFFE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 025. First use: First Use: 1983/09/01 First Use In Commerce: 1983/09/01 clothing; namely, jackets, jerseys, tee shirts, shorts, sweat pants, sweatshirts and sweat suits		

U.S. Registration No.	3053916	Application Date	10/18/2004
Registration Date	01/31/2006	Foreign Priority Date	NONE
Word Mark	SOFFE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 025. First use: First Use: 1988/02/19 First Use In Commerce: 1988/02/19 clothing, namely jackets, jerseys, tee shirts, polo shirts, tank tops, sports bras, socks, shorts, sweat pants, sweat shirts, and sweat suits		

U.S. Application No.	77012671	Application Date	10/03/2006
Registration Date	NONE	Foreign Priority Date	NONE
Word Mark	SOFFE DRI		
Design Mark			
Description of Mark	The mark consists of the word SOFFE written in red capital letters angled upwards from right to left with two horizontal blue lines above and below the word SOFFE and the word "dri" written in blue lower case letters below the word SOFFE with a blue sweat drop next to the word dri.		
Goods/Services	Class 025. First use: clothing, namely, t-shirts, shorts, sweat shirts, sweat shorts, sweat pants, tank tops, jerseys, warm up suits, polo shirts, and sports bras		

U.S. Application No.	77013227	Application Date	10/04/2006
Registration Date	NONE	Foreign Priority Date	NONE
Word Mark	SOFFE DRI COTTON		
Design Mark			
Description of Mark	The mark consists of the word SOFFE written in red capital letters angled upwards from right to left with two horizontal blue lines above and below the word SOFFE and the words "dri cotton" written in blue lower case letters below the word SOFFE with a blue sweat drop next to the word "cotton".		

Goods/Services	Class 025. First use: clothing, namely, t-shirts, shorts, sweat shirts, sweat shorts, sweat pants, tank tops, jerseys, warm-up suits, polo shirts, and sports bras, all made of cotton in whole or significant part
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U.S. Application No.	77012801	Application Date	10/03/2006
Registration Date	NONE	Foreign Priority Date	NONE
Word Mark	SOFFE DRI SWEATS		
Design Mark			
Description of Mark	The mark consists of the word SOFFE written in red capital letters angled upwards from right to left with two horizontal blue lines above and below the word SOFFE and the words "dri sweats" written in blue lower case letters below the word SOFFE with a blue sweat drop next to the word "sweats."		
Goods/Services	Class 025. First use: clothing, namely, sweat shirts, sweat pants, sweat shorts, and warm-up suits		

Attachments	78501157#TMSN.jpeg ( 1 page )( bytes ) 77012671#TMSN.jpeg ( 1 page )( bytes ) 77013227#TMSN.jpeg ( 1 page )( bytes ) 77012801#TMSN.jpeg ( 1 page )( bytes ) miss sofi notice of opposition.pdf ( 4 pages )(155929 bytes ) miss sofi exhibits A and B.pdf ( 3 pages )(141592 bytes ) miss sofi exhibit C.pdf ( 2 pages )(90691 bytes ) miss sofi exhibit D.pdf ( 2 pages )(90504 bytes ) miss sofi exhibit E.pdf ( 2 pages )(89546 bytes ) miss sofi exhibit F.pdf ( 1 page )(61842 bytes ) miss sofi exhibit G.pdf ( 2 pages )(113741 bytes ) miss sofi exhibit H.pdf ( 1 page )(44812 bytes ) miss sofi exhibit I.pdf ( 1 page )(118787 bytes ) miss sofi exhibits J and K.pdf ( 2 pages )(171763 bytes ) miss sofi exhibit L.pdf ( 1 page )(77428 bytes ) miss sofi exhibit M.pdf ( 1 page )(97473 bytes )
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## Certificate of Service

The undersigned hereby certifies that a copy of this paper has been served upon all parties, at their address record by First Class Mail on this date.

Signature	/s/ John O'Hale
Name	John O'Hale
Date	01/24/2008

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

In the matter of trademark application Serial No. 78646504

For the mark MISS SOFI and design

Published in the Official Gazette on December 4, 2007

M.J. Soffe Co.

v.

S-Fashion Taiwan Co., Ltd.

NOTICE OF OPPOSITION

M.J. Soffe Co., a North Carolina Corporation  
One Soffe Drive  
Fayetteville, NC 28302

The above-identified opposer believes that it will be damaged by registration of the mark shown in the above-identified application, and hereby opposes the same. The time for opposing the MISS SOFI mark was previously extended until February 2, 2008, and this Notice of Opposition is timely filed.

The two grounds for opposition are as follows:

Likelihood of Confusion

1. The MISS SOFI mark (hereinafter the "contested mark") will create a likelihood of confusion with two registered marks owned by the opposer, namely the SOFFE® mark and design mark (Reg. Nos. 1743249 and 3053916, respectively) (copies of TESS entries attached as Exhibits A and B). The contested mark will also create a likelihood of confusion with three soon-to-be registered marks owned by the opposer, namely SOFFE DRI, SOFFE DRI COTTON, and SOFFE DRI SWEATS (Serial Nos. 77012671, 77013227, and 77012801, respectively) (copies of TESS entries attached as Exhibits C, D, and E). These latter three marks have all passed the publication period without opposition and should be registered in the near future.

2. The opposer, the M.J. Soffe Company, is headquartered in Fayetteville, North Carolina and manufactures a variety of active-wear apparel, including t-shirts, jerseys, shorts, fleeces, cheerleading apparel, and accessories. All of the Company's products are sold with the SOFFE® design mark on the hangtag, elastic waistband, or exterior of the clothing. Consumers recognize the SOFFE® name and make their purchasing decisions based upon its reputation for quality, as well as its popularity. The Company is particularly famous for its cheerleading shorts and other active-wear apparel for young women. For example, *Time* magazine has identified SOFFE® products as a popular "athletically driven loo[k]" for young adults, *see* Isabel Gonzalez, *Lessons in Style*, *Time Magazine*, Sep. 8, 2003, at 97 (Exhibit F), and in the words of another fashion reporter, "If you've been to the mall, the beach, a girls athletic event, a cheerleading practice, a slumber party, a theme park, a skate park or a city park, you've seen these shorts." Keeler, *Choice words for short shorts*, *St. Petersburg Times*, April 15, 2003, at 1D (Exhibit G). Consistent with the nature of these products, all of the registered SOFFE® marks and soon-to-be registered marks have been filed in International Class 25, which is the class for clothing.

3. Now, the S-Fashion Taiwan Co., Ltd. seeks to register the MISS SOFI mark in International Class 25, for use (among other things) upon shorts and shirts. Such registration would create a likelihood of confusion with the SOFFE® marks and soon-to-be registered marks.

4. Here, the dominant parts of the MISS SOFI mark and the registered SOFFE® mark are essentially phonetically equivalent. The SOFFE® mark is in fact pronounced "SO-fee," which is also the most likely pronunciation of SOFI. Any confusion is not alleviated by the addition of the word "Miss." If anything, given the fact that the M.J. Soffe Co. markets heavily

to young women, the addition of the word “Miss” gives rise to a greater likelihood of confusion, not less.

5. Moreover, all of the goods cited in the MISS SOFI application are very similar to the goods upon which the SOFFE® mark is used, and neither the SOFFE® mark nor the MISS SOFI application contain any limitations regarding trade channels for the goods. It may therefore must be assumed that the goods are sold everywhere that is normal for such items. It can also be assumed that the same classes of purchasers shop for these items and that consumers are accustomed to seeing them sold under the same or similar marks.

6. These factors weigh heavily in finding a likelihood of confusion, and the M.J. Soffe Company therefore opposes the registration of the MISS SOFI mark.

#### No Use In Interstate Commerce

7. Upon information and belief, the applicant for the contested MISS SOFI mark, the S-Fashion Taiwan Co., Ltd., a Taiwanese corporation, has failed to use the MISS SOFI mark in commerce as required by 15 U.S.C. § 1051, and as further defined by 15 U.S.C. § 1127.

8. Although the Application asserts that the mark was used in American interstate commerce as of December 1, 2004, a news article from the Taiwanese Central News Agency dated April 11, 2005 (copy attached as Exhibit H) states that Miss Sofi products were available in Taiwan, Hong Kong, Japan, and Italy as of 2005, but the article makes no mention of the United States or its territories, thereby implying that the goods were not in “interstate commerce” as of that date, or as of the date listed in the Application.

9. Moreover, a search of several popular merchandising web sites reveals no information to suggest that MISS SOFI goods are available in the United States today. See Exhibits I (Wal-Mart); J (Amazon.com); K (Payless); L (Macy's); and M (Bluefly).

10. The M.J. Soffe Co. therefore asserts upon information and belief that the goods are not used in interstate commerce, or were not used in interstate commerce as of the date listed on the Application.

WHEREFORE, the M.J. Soffe Company prays that registration of the MISS SOFI mark be denied.

This the 24th day of January, 2008.

**POYNER & SPRUILL LLP**



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Eric P. Stevens  
John W. O'Hale  
Post Office Box 10096  
3600 Glenwood Avenue  
Raleigh, NC 27605-0096  
Telephone: (919) 783-6400  
Facsimile: (919) 783-1075

ATTORNEYS FOR  
THE M.J. SOFFE COMPANY



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**Typed Drawing**

<b>Word Mark</b>	SOFFE
<b>Goods and Services</b>	IC 025. US 039. G & S: clothing; namely, jackets, jerseys, tee shirts, shorts, sweat pants, sweatshirts and sweat suits. FIRST USE: 19830901. FIRST USE IN COMMERCE: 19830901
<b>Mark Drawing Code</b>	(1) TYPED DRAWING
<b>Serial Number</b>	74155789
<b>Filing Date</b>	April 10, 1991
<b>Current Filing Basis</b>	1A
<b>Original Filing Basis</b>	1A
<b>Published for Opposition</b>	October 6, 1992
<b>Registration Number</b>	1743249
<b>Registration Date</b>	December 29, 1992
<b>Owner</b>	(REGISTRANT) M. J. Soffe Co. CORPORATION NORTH CAROLINA P.O. Box 2507 One Soffe Drive Fayetteville NORTH CAROLINA 283022507
<b>Assignment Recorded</b>	ASSIGNMENT RECORDED
<b>Attorney of Record</b>	Martha Gayle Barbara
<b>Prior Registrations</b>	1333340
<b>Type of Mark</b>	TRADEMARK
<b>Register</b>	PRINCIPAL-2(F)
<b>Affidavit Text</b>	SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20021007.
<b>Renewal</b>	1ST RENEWAL 20021007
<b>Live/Dead Indicator</b>	LIVE

**EXHIBIT** A

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<b>Word Mark</b>	SOFFE
<b>Goods and Services</b>	IC 025. US 022 039. G & S: clothing, namely jackets, jerseys, tee shirts, polo shirts, tank tops, sports bras, socks, shorts, sweat pants, sweat shirts, and sweat suits. FIRST USE: 19880219. FIRST USE IN COMMERCE: 19880219
<b>Mark Drawing Code</b>	(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS
<b>Design Search Code</b>	26.17.06 - Bands, diagonal; Bars, diagonal; Diagonal line(s), band(s) or bar(s); Lines, diagonal 26.17.13 - Letters or words underlined and/or overlined by one or more strokes or lines; Overlined words or letters; Underlined words or letters
<b>Serial Number</b>	78501157
<b>Filing Date</b>	October 18, 2004
<b>Current Filing Basis</b>	1A
<b>Original Filing Basis</b>	1A
<b>Published for Opposition</b>	November 8, 2005
<b>Registration Number</b>	3053916
<b>Registration Date</b>	January 31, 2006
<b>Owner</b>	(REGISTRANT) M.J. Soffe Co. CORPORATION NORTH CAROLINA One Soffe Drive Fayetteville NORTH CAROLINA 283022507
<b>Assignment Recorded</b>	ASSIGNMENT RECORDED
<b>Attorney of Record</b>	Eric P. Stevens

**EXHIBIT**             
 B  
 p. 1 of 2

**Prior Registrations** 1333340;1743249  
**Description of Mark** The colors red and blue are claimed as a feature of the mark. The color red appears in the word SOFFE and the color blue appears in the lines above and below the word SOFFE.  
**Type of Mark** TRADEMARK  
**Register** PRINCIPAL  
**Live/Dead Indicator** LIVE

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<b>Word Mark</b>	SOFFE DRI
<b>Goods and Services</b>	IC 025. US 022 039. G & S: clothing, namely, t-shirts, shorts, sweat shirts, sweat shorts, sweat pants, tank tops, jerseys, warm up suits, polo shirts, and sports bras
<b>Mark Drawing Code</b>	(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS
<b>Design Search Code</b>	01.15.08 - Raindrop (a single drop); Single drop (rain, tear, etc.); Teardrop (a single drop) 26.17.01 - Bands, straight; Bars, straight; Lines, straight; Straight line(s), band(s) or bar(s) 26.17.06 - Bands, diagonal; Bars, diagonal; Diagonal line(s), band(s) or bar(s); Lines, diagonal 26.17.13 - Letters or words underlined and/or overlined by one or more strokes or lines; Overlined words or letters; Underlined words or letters
<b>Serial Number</b>	77012671
<b>Filing Date</b>	October 3, 2006
<b>Current Filing Basis</b>	1B
<b>Original Filing Basis</b>	1B
<b>Published for Opposition</b>	November 6, 2007
<b>Owner</b>	(APPLICANT) M.J. Soffe Company CORPORATION NORTH CAROLINA One Soffe Drive Fayetteville NORTH CAROLINA 28302
<b>Attorney of Record</b>	Eric Stevens
<b>Prior Registrations</b>	1743249;3053916
<b>Disclaimer</b>	NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "DRY" APART FROM THE MARK AS SHOWN
<b>Description of</b>	The color(s) red and blue is/are claimed as a feature of the mark. The mark consists of the word SOFFE written in

**Mark** red capital letters angled upwards from right to left with two horizontal blue lines above and below the word SOFFE and the word "dri" written in blue lower case letters below the word SOFFE with a blue sweat drop next to the word dri.

**Type of Mark** TRADEMARK

**Register** PRINCIPAL

**Live/Dead Indicator** LIVE

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<b>Word Mark</b>	SOFFE DRI COTTON
<b>Goods and Services</b>	IC 025. US 022 039. G & S: clothing, namely, t-shirts, shorts, sweat shirts, sweat shorts, sweat pants, tank tops, jerseys, warm-up suits, polo shirts, and sports bras, all made of cotton in whole or significant part
<b>Mark Drawing Code</b>	(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS
<b>Design Search Code</b>	01.15.08 - Raindrop (a single drop); Single drop (rain, tear, etc.); Teardrop (a single drop) 26.17.05 - Bands, horizontal; Bars, horizontal; Horizontal line(s), band(s) or bar(s); Lines, horizontal 26.17.13 - Letters or words underlined and/or overlined by one or more strokes or lines; Overlined words or letters; Underlined words or letters
<b>Serial Number</b>	<b>77013227</b>
<b>Filing Date</b>	October 4, 2006
<b>Current Filing Basis</b>	1B
<b>Original Filing Basis</b>	1B
<b>Published for Opposition</b>	October 30, 2007
<b>Owner</b>	(APPLICANT) M.J. Soffe Co. CORPORATION NORTH CAROLINA One Soffe Drive Fayetteville NORTH CAROLINA 28302
<b>Attorney of Record</b>	Eric Stevens
<b>Prior Registrations</b>	1333340;3053916
<b>Disclaimer</b>	NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "DRY COTTON" APART FROM THE MARK AS SHOWN
<b>Description of</b>	The color(s) red and blue is/are claimed as a feature of the mark. The mark consists of the word SOFFE written in

**Mark** red capital letters angled upwards from right to left with two horizontal blue lines above and below the word SOFFE and the words "dri cotton" written in blue lower case letters below the word SOFFE with a blue sweat drop next to the word "cotton".

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<b>Word Mark</b>	SOFFE DRI SWEATS
<b>Goods and Services</b>	IC 025. US 022 039. G & S: clothing, namely, sweat shirts, sweat pants, sweat shorts, and warm-up suits
<b>Mark Drawing Code</b>	(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS
<b>Design Search Code</b>	01.15.08 - Raindrop (a single drop); Single drop (rain, tear, etc.); Teardrop (a single drop) 26.17.01 - Bands, straight; Bars, straight; Lines, straight; Straight line(s), band(s) or bar(s) 26.17.06 - Bands, diagonal; Bars, diagonal; Diagonal line(s), band(s) or bar(s); Lines, diagonal 26.17.13 - Letters or words underlined and/or overlined by one or more strokes or lines; Overlined words or letters; Underlined words or letters
<b>Serial Number</b>	77012801
<b>Filing Date</b>	October 3, 2006
<b>Current Filing Basis</b>	1B
<b>Original Filing Basis</b>	1B
<b>Published for Opposition</b>	October 30, 2007
<b>Owner</b>	(APPLICANT) M.J. Soffe Co. CORPORATION NORTH CAROLINA One Soffe Drive Fayetteville NORTH CAROLINA 27608
<b>Attorney of Record</b>	Eric Stevens
<b>Prior Registrations</b>	1333340;3053916
<b>Disclaimer</b>	NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "DRY SWEATS" APART FROM THE MARK AS SHOWN

**Description of Mark** The color(s) red and blue is/are claimed as a feature of the mark. The mark consists of the word SOFFE written in red capital letters angled upwards from right to left with two horizontal blue lines above and below the word SOFFE and the words "dri sweats" written in blue lower case letters below the word SOFFE with a blue sweat drop next to the word "sweats."

**Type of Mark** TRADEMARK

**Register** PRINCIPAL

**Live/Dead Indicator** LIVE

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September 8, 2003

EXHIBIT F

**SECTION:** YOUR TIME/LIFESTYLE; Pg. 97

**LENGTH:** 389 words

**HEADLINE:** Lessons in Style;  
Back-to-school fashion takes some cues from hip-hop--and the locker room

**BYLINE:** Isabel C. Gonzalez

**BODY:**

When Erik Soderstrom, a seventh-grader at Inman Middle School in Atlanta, did his back-to-school shopping last month, there were three sartorial imperatives on his list: a pair of black baggy jeans, all-white sneakers and Nike wristbands. "I wear them around my wrists for sports," says the basketball-and football-loving 13-year-old. "But during the school day I wear them close to my elbow."

Sweatbands are just part of an athletic-wear invasion that is one of this year's biggest themes in back-to-school fashion. "Music stars 50 Cent, Blink 182 and Avril Lavigne contributed to this trend," says bicoastal fashion stylist Darshan Gress, whose clients include wristband-sporting rockers Lillix and Good Charlotte. The popularity of dance-hall reggae artists like Sean Paul has added another dimension to the look: Rasta colors (yellow, red and green). Gwen Stefani of No Doubt is a fan of the tricolor bands.

Other athletically driven looks for early fall include hip-hop-influenced tracksuits and girls' teeny-tiny Soffe brand shorts, which have sporting words like CHEER, SOCCER and SOFTBALL printed across the rear. "They're always worn with the waistband turned down," explains Jennifer Bruder, owner of New York City's Berkley Girl, a tween and teen boutique. In fact, girls often roll them down twice, testing school dress-code limits on short shorts. The must-have shoe to wear with the shorts: equally sporty old-school-styled kicks, especially the groovy retro-looking Puma Mostros New Mesh sneakers (\$ 90).

An alternative to the athletic trend, though not necessarily one that will thrill parents, is the biker look. Teen stores are stocking up on lapel-less motorcycle-style jackets, an alternative to last year's omnipresent blazer. "It's a reinvented classic," says Gress. "Designers have played with the colors and fabrics so that the look is more accessible and affordable." DKNY Jeans, which now has a Juniors line for teens, offers a denim version with grommets for \$ 89.

As for fads that may not make it past midterms, check out those extra-wide, low-slung belts. They're worn over belt loops, instead of threaded through, and buckled to the side. Fashion doesn't have to make sense, especially in high school, as long as it looks cool.

--By Isabel C. Gonzalez

**GRAPHIC:** COLOR PHOTO: ARMBAND: ANTHONY VERDE, COLOR PHOTO, DKNY'S JUNIORS LINE features a denim, motorcycle-style jacket; COLOR PHOTO, TRACKSUITS are not just for gym; COLOR PHOTO, WIDE BELTS like this one are worn over, not through, belt loops

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April 15, 2003 Tuesday 0 South Pinellas Edition

EXHIBIT G  
p. 1 of 2

**SECTION:** FLORIDIAN; Pg. 1D

**LENGTH:** 815 words

**HEADLINE:** Choice words for short shorts

**BYLINE:** JANET K. KEELER

**BODY:**

Oh to be young, gifted and brave and have words like PRINCESS or CHEER! written on the backside of our shorts.

The way things are going for some of us, the entire Magna Carta could fit back there.

If you've been to the mall, the beach, a girls athletic event, a cheerleading practice, a slumber party, a theme park, a skate park or a city park, you've seen these shorts. When the Royal Teens asked the musical question "Who wears short shorts?" in 1958, they could only have dreamed about these legal underwear.

The kids call them Soffe shorts, even the ones not made by M.J. Soffe, a manufacturer of active wear since 1946. Of course, in the beginning Soffe (say it SO-fee) wasn't producing shorts with TUMBLE or SOCCER adorning the rear end.

Soffe's girls athletic shorts are staples on soccer fields and in cheerleading gyms and may have even been the inspiration for the teeny-weeny velour shorts popularized by Jennifer Lopez, singer/actor/fashion designer/perfume manufacturer/restaurateur. University pride also gets cheeky tribute with NOLES, GATORS and USF visible on shorts and sweat pants both coming and going.

If it's just a name that needs a shout out, <http://www.customglamgirl.com> can get behind you for about \$17. The online store also sells shorts emblazoned with 90210, the ZIP of Beverly Hills. Can area codes - a la American Idol contestant Ruben Studdard's 205, a nod to his hometown Birmingham, Ala. - be far away?

But for now, it's Soffes that are the must-haves. The shorts are 50 percent cotton and 50 percent polyester with a sewn-in elastic waistband that must be rolled down at least once if the wearer is to be considered at all with it. The shorts are made shorter by hiking them up before the waistband is tweaked.

These young, trim girls have the luxury of choosing to flip the waistband. They'll find out as they get older that a soft tummy will do that for them, exposing not a taut belly but something less awesome.

On a recent night at Rock Solid Allstars cheerleading gym in Pinellas Park, girls in Soffes, with and without backside messages, were executing aerial stunts and complete 360s from a dead stand. ROCK and CHEER and the cheerleading stunt count 1-2 down-up (represented by directional arrows) were flying on the seats of their pants.

The moms-in-waiting, none wearing Soffes, were fine with the skimpy shorts but wrinkled their noses at HOT STUFF, BOY TOY or other provocative advertising. Wouldn't it be great to look like that again? was the prevailing

Choice words for short shorts St. Petersburg Times (Florida) April 15, 2003 Tuesday 0 South Pinellas Edition

sentiment as they gazed through the viewing mirror at their athletic daughters. Many dads, one mom notes, prefer longer shorts on their girls. Baggy, turn-of-the-century bloomers, perhaps.

Jessica Norman, 15, a sophomore at Boca Ciega High School in St. Petersburg, claims nearly 40 pairs of Soffes. So does Carrie Bariteau, 18, a senior at Northside Christian High School, also in St. Petersburg. They are not unusual.

"They wear them all the time. They never take them off," chimes Brandon Bariteau, 11, Carrie's brother. "I've seen some that say ANGEL and HOTTIE."

Brandon is watching from the sidelines because mom Carol Bariteau is co-owner of Rock Solid. The youngest Bariteau cheerleader, Chelsea, 8, is practicing tricks on a trampoline. She's wearing black Soffes, rolled once. She models them with the waist turned down twice but Mom shakes her head. Too low.

When does a young woman have to switch from Soffes to knee-skimming walking shorts and perhaps, ultimately, to long warm-up pants?

Carrie and Jessica, being polite to a reporter obviously unsuitable for Soffes, seemed honestly stumped. They couldn't imagine a day when they wouldn't be wearing micro-shorts.

"You're never too old to wear them," Carrie says. "Wear them whenever you feel the need."

Jessica cautioned that it was best to wear the right size. She's probably unaware that the sizes don't include double-wide.

A trip through Tyrone Square Mall in St. Petersburg turned up shorts that proclaimed LUCKY, TOO (for Limited Too), ALL STAR, and every sport imaginable, except wrestling. One pair even boasted DADDY'S GIRL, to which we imagine an exasperated father demanding to know "Who's your Daddy?"

If Carrie and Jessica are right and a woman over 30 can wear her heart on her bum, what would she proclaim? The shorts of youth brim with self-esteem and pride. The shorts of adulthood might be less enthusiastic.

Some possibilities: DUMPED!, CANNED!, DIVORCED, GRAVITY!, FIRST WIFE!, SECOND WIFE!, DIMPLED!, TIRED!, TAXES!, MORTGAGE!, DINNER TIME!, or maybe even OLD SPICE! or QUEEN MOTHER!

That's enough. We don't want to scare Carrie and Jessica and all the other girls still rocking in their Soffes. After all, they are young, gifted and brave. So says their shorts.

**GRAPHIC:** PHOTO, LARA CERRI; Rock Solid Allstars cheerleader Jessica Stover, 13, of Holiday, pauses before tumbling in a routine at practice Thursday while wearing shorts with CHEER! on the rear end.

**LOAD-DATE:** April 15, 2003

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April 11, 2005, Monday

**LENGTH:** 288 words

**HEADLINE:** TAIWAN OEMS MAKE INROADS INTO INT'L MARKET

**BYLINE:** By Elizabeth Hsu

**DATELINE:** Taipei, April 11

**BODY:**

Taiwan's leading shoemaker Ever Rite Corp., Ltd. and porcelain ornament producer Franz Collection, Inc. are gaining fame in the international market after their brands have become recognized in the international market.

Ever Rite was founded 25 years ago to make footwear as an OEM -- original equipment manufacturer. It is now a major global maker of women's shoes, producing more than 80 million pairs of shoes thus far, according to an Ever Rite executive.

In 2001, the group created the brand "Miss Sofi," Manager Kuo Yi-chun said Monday, noting that the company has opened a total of 19 booths at department stores and exclusive shops around Taiwan, and two franchise stores in Hong Kong.

Miss Sofi products entered the Japanese market this spring, while the company obtained strong orders for Miss Sofi shoes at a trade fair in Italy in March, marking a good start in the Taipei County-based group's efforts to make inroads into the European market, Kuo indicated.

Meanwhile, the Franz Collection, which has been providing OEM/ODM services since its founding in 1979, won the Guild of Specialist Gift Retailers of Britain's first prize for the best china gift creation May 17 last year with its "Franz" products, according to the company.

The Taipei-based chinaware producer has now nearly 6,000 employees at its 4,000 operational bases and outlets around the globe.

The "Franz" series of ornament-oriented products are now seen in the top-graded shopping centers of the world like the Neiman Marcus in the United States, Harrods in Britain, David Jones in Australia and Lane Crawford in Hong Kong, the company said.

EXHIBIT H



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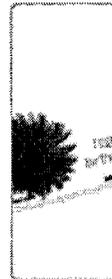
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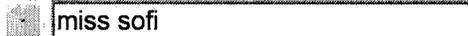
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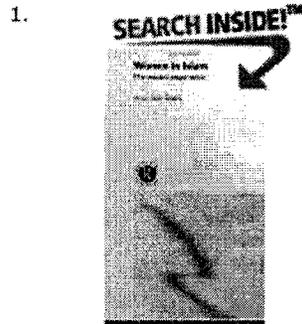
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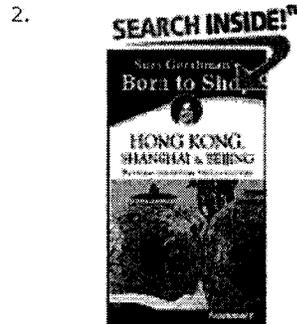
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