

ESTTA Tracking number: **ESTTA604223**

Filing date: **05/14/2014**

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

Proceeding	91186148
Party	Defendant The Great Atlantic & Pacific Tea Company, Inc.
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Date	05/14/2014
Attachments	Warren Notice of Filing Trial Testimony (Non-Confidential) Part 3b of 3.pdf(3612990 bytes)

Feeding the Homeless

Our Devon, Pennsylvania store partners with two area homeless shelters to take the "Health Starts Here" message to them and to feed the patrons high quality, chef-prepared meals. They obtain most of the food from the store's culling programs in Produce and Bakery, as well as using the food from dented cans in the Grocery department. The store's partners are Safe Harbor, a shelter that houses fifty men and women located in the heart of downtown West Chester, Pennsylvania, and Center for Homeless Outreach, a fifty-bed facility located on the grounds of Norristown State Hospital.

Five people on each "Feed the Homeless" team are responsible for culling the food needed to make healthy versions of lasagna, fruit salad, green salad, vegetable soup, and dessert. Culled flowers are used for each table's centerpiece. They wear chef coats when serving to demonstrate that the residents are important and that they are proud to be there with them.

Based on their collections, between the feeding the homeless and donating culled food to two different food cupboards, Team Member volunteers are culling about 1,500 pounds of usable food each month from the small Devon store.

food pantries. Our Ann Arbor, Michigan, store converted its empty mezzanine space into an art gallery offering four different exhibits each year, with free space for local artists, as well as a performance venue for local musicians. We're an active part of our communities everywhere there's a Whole Foods Market.

Local Producer Loan Program



Whole Foods Market's Local Producer Loan Program provides up to \$10 million in low-interest loans to small, local

producers. We believe in supporting local farmers and producers and want to make it easier for them to grow their businesses and bring more local products to market.

Loans range from \$1,000 to \$100,000 and can be for things like purchasing more animals, investing in new equipment, or converting to organic production. This program minimizes the fees, interest rates, and paperwork that can often get in the way of a small local farm or business taking the next step toward expanding its operations. Since inception in 2007, the program has loaned out more than \$5 million.

We have completed loans to organic vegetable farmers, a heritage turkey grower, a nutritional protein bar maker, a maker of body care products, and many others. The program is driven by the twelve regions of Whole Foods Market, with support from the Local Producer Loan Program office in Austin. In addition to fostering supportive relationships with growers and producers in our regions, the loan program supports the development of specific products (including organic and animal compassionate products) that we would like to include in our stores.

Whole Planet Foundation®

A Whole Foods Market nonprofit created in 2005, Whole Planet Foundation empowers the poor through microcredit loans. Whole Planet Foundation partners



with established microfinance organizations operating in communities that supply Whole Foods Market stores with products, with a specific focus on the developing world. The Foundation provides grants to partner organizations, which then provide impoverished entrepreneurs with access to capital and credit to start or expand small, home-based businesses and, through the success of the business, lift themselves out of poverty.

Whole Planet Foundation Supplier Alliance for Microcredit

An association of like-minded companies, the Supplier Alliance for Microcredit is helping to change the course of poverty through a grassroots agreement to fund microcredit.

In 2008, Whole Foods Market was a founding member of this unique coalition of several natural foods companies pledging \$1.05 million over a three-year period to support microlending through Whole Planet Foundation. Seven of the original companies—including Allegro Coffee Company, Back to Nature, Cascad, Earth's Best, Naked Juice, Seventh Generation, Stacy's, Teas' Tea and Whole Foods Market—renewed their commitment to Whole Planet Foundation's mission in 2011 with an additional pledge of \$1.45 million.

As of late 2011, the Foundation has disbursed more than \$114 million in microloans in 50 countries in Africa, Asia, North America and Latin America, offering nearly 200,000 people (92% of them women) with an opportunity to change their own lives.

With administrative costs wholly covered by Whole Foods Market, 100% of donations go directly to providing small

loans (the average amount is \$235) to entrepreneurs. Whole Planet Foundation's funding is provided through multiple channels: Whole Foods Market Team Member payroll donations (nearly \$3M since 2007), online giving, annual month-long store campaigns (more than \$4M raised in 2011), store-level fundraising events, and the Supplier Alliance for Microcredit, detailed above. In addition, up to one percent of the sales of many of our Whole Trade products go to funding the Whole Planet Foundation. With nearly 1,000 third-party certified Whole Trade products, funding for the Foundation totaled more than \$740,000 in 2011.

Whole Planet Foundation's Team Member Volunteer Program

The Team Member Volunteer Program enables select Team Members to participate in a 1-week, 2-week or 4-week immersion program in developing world communities in New York City, India, Kenya, and Peru where Whole Planet Foundation is currently working. Eventually, this program will be offered in all the countries where the Foundation works.

The program immerses team members in local language, culture, and community activities. Volunteers donate time to projects ranging from education to environmental conservation. Team Member volunteers also visit Whole

Planet Foundation microentrepreneurs to learn about the businesses and experience the impact that small loans can have on the lives of people.

The in-country experience is run by partners worldwide who have experience hosting volunteers.

Team Members return to their home location and bring global knowledge to their local environment, using their influence and knowledge to increase support for the Whole Planet Foundation and make a difference in their own localities.

Whole Foods Market supports this program to help Team Members fulfill our Core Value of Caring for our Communities. How does it work? Team Members who've worked at Whole Foods Market for at least a year and who are in good standing apply for one of the four volunteer opportunities. If chosen to go, Whole Foods Market covers the full cost of the program while in-country. Team members cover their airfare and must take leave from their jobs for the two- or four-week experience.

Since the program started in 2007, 168 Team Members have participated in the program, with 60 more slated to go in 2012. Past programs have been held in Costa Rica and Guatemala, as well.

Meet Three Microcredit Clients

Manuela, a microcredit client of Pro Mujer in Peru, used her microloan to expand her fruit stand business. She likes Pro Mujer, not just for the microcredit loans they offer, but also for other services like their mobile health campaign. Whole Planet Foundation is proud to partner with Pro Mujer in Peru, Argentina, Bolivia, Mexico and Nicaragua.



Claudine, a farmer in Jurwe, Rwanda, is a microcredit client of Whole Planet Foundation partner One Acre Fund. Her first season's maize harvest "was the best harvest I've ever seen," she said. She harvested 440 pounds of maize on 1/10 acre of land! She attributes her exceptional harvest to the One Acre Fund planting method. This season she is increasing the amount of

land she cultivates to 1/4 acre and will also plant beans. Last season, Claudine kept part of her maize harvest for her family and she sold part to buy a goat. With her next harvest, she is dreaming of purchasing a cow. "With a cow, I can sell milk and use the money to send my children to university," she said.

Rosario packs a bundle of her shirts, tablecloths, belts and bags and travels to the market every weekend. Rosario is now embarking on her third loan cycle as a member of Banrural Grameen Guatemala, a Whole Planet Foundation partner. She accredits these loans to the salvation of her business. In 2005, Rosario's house was destroyed by Hurricane Stan. She lost everything—her stove, pots, pans, mattress, loom and thread were carried away by floods or damaged beyond repair. She took out a loan to buy yarn and diversify her products to grow her business and be able to repair the damage to her home.



Team Member Volunteer Project: Buena Vista
Whole Foods Market and Global Vision International (GVI) worked together over a period of three years in the Lake Atitlan region of Guatemala to install energy efficient stoves in the homes of every student attending the Buena Vista School. Team Members built stoves for students, and then expanded out to build stoves for their relatives and grandparents. Between August and October, 2010, they built 24 stoves, reaching a goal of having an energy-efficient stove in every home in the community.



The community's children will now grow up in a smoke-free environment. The change in the region is meaningful. Deforestation has been drastically reduced, since much less fuel is needed for cooking and heating, and respiratory illness is less prevalent because simple flues direct the smoke outside the home. The introduction of these low tech stoves into the community increases the longevity of the lives of all community residents.

Whole Kids Foundation™



Whole Kids Foundation's mission is to support schools and inspire families to improve

children's nutrition and wellness. Its ultimate goal is an end to the childhood obesity epidemic. Through partnerships with innovative organizations, schools, and educators the foundation works to provide children access to fresh, nutri-

tious meals. Whole Kids Foundation uses their voice to help children and families make healthy food choices for life. In its inaugural year, the foundation is involved in the following projects:

Salad Bars in Schools

Whole Kids Foundation is a member of Let's Move Salad Bars to Schools, which will fund and grant 6000 salad bars to schools by 2013. In 2010, \$1.4 million was raised to award 564 salad bar grants through the generosity of Whole Foods Market shoppers. Seeing the overwhelm-

ing response from customers, Whole Foods Market pledged an additional \$1 million to the program. Today, Whole Kids Foundation continues this work by raising awareness and funds and by encouraging schools to experience the difference a salad bar can make in increasing children's consumption of fruits and vegetables.

School & Community Garden Grants

Children often develop a deep understanding of the connection between healthy eating and a healthy body when they learn to grow food. School and community gardens offer an opportunity to integrate math, science and health curriculum into a dynamic, interactive setting.

Gardens provide a base of knowledge that allows children to take an active role in healthy food choices. As of

October 2011, Whole Kids Foundation raised more than \$2,268,000 for the School Garden Grant Program.

In the fall of 2011, the Whole Kids School Garden Grant program started taking applications for grants intended to support the implementation or expansion of school gardening programs.

Nutrition Education & Inspiration for Teachers

Educators are some of the most important role models for children. Whole Kids Foundation is piloting nutrition and cooking education for teachers with the goal of improving their nutrition, health and wellness. This pilot is taking place in Austin, Texas, with the Austin Independent School District. The Foundation intends to roll out resources more broadly in 2012.

Looking Ahead—Together

Whole Foods Market has been the leader in organic retailing for more than 31 years. Our deep commitment to organics and sustainable agriculture is the foundation for our global citizenship efforts.

Yet we're doing so much more, from working upstream through our supply chain to ensure higher product quality and responsible packaging, to volunteering in our communities on projects ranging from feeding the homeless to teaching nutrition in local elementary schools. We're a pioneer in the use of, and experimentation with, alternative energy sources for retail stores. And every new store we open features new and improved green building systems, techniques, and materials.

Are we doing everything right? Of course not. As we state in the Whole Foods Market Declaration of Interdependence:

“It is our dissatisfaction with the current reality, when compared with what is possible, that spurs us toward excellence and toward creating a better person, company, and world. When Whole Foods Market fails to measure up to its stated Vision, as it inevitably will at times, we should not despair.”

Rather let us take up the challenge together to bring our reality closer to our vision. The future we will experience tomorrow is created one step at a time today.”

Our Team Members are continually striving to create that better tomorrow. While that effort is an ongoing process, this Green Mission Report gives us a chance to showcase what we've achieved and our goals for the future.

We're always open to learning about new ways we can help make this a healthier planet. Thank you for taking the time to read about our citizenship efforts and we'd love to hear from you. What would you like to know more about? What do you think we might pay attention to next? What inspires you about what we're doing?

Let us know at greenmissionreport@wholefoods.com.

Green Mission

Wise moms everywhere remind us that actions speak louder than words. We can all talk about saving our planet but making those smart and sometimes challenging choices every day is what's going to get the job done. We've been trying to make green choices since we opened our first store. We understand that companies can have a large impact on our environment.

We were the first major retailer to offset 100% of our energy use with wind energy credits. And we are glad to see that some of the world's largest retailers are following the example we've set in green building, the use of solar power, company-wide recycling programs, internal green mission programs and support for organics. When more companies take green steps, we all win.



Do we have a perfect track record? Nope. Have we found solutions for all of the green issues affecting our stores? Not yet. But we are working on it. We promise you that our team members are concerned, driven people who are searching for ways to do more every day. If that sounds passionate, well, it is. The people who work here — from the CEO on down — are passionate about food, good health and the future of this little blue dot that we all call home.

The 3 R's: Reduce, Reuse, Recycle

Everyone around here strives to honor this golden rule of environmental stewardship.

REDUCE

Our stores are taking the initiative in many areas to reduce our impact on the earth and its resources including:

- Implementing paperless ordering systems to reduce paper waste.
- Supporting carpooling and public transportation for team members.
- Implementing the use of power monitors and other technology to reduce our energy consumption.
- Using compostable supplies for food and wine sampling.
- Composting, which has reduced our landfill waste by up to 75% in some regions.
- Banning plastic grocery bags.

REUSE

We reuse material of all kinds whenever possible. For example:

- We strongly encourage using reusable grocery bags by providing affordable bags and by paying at least a nickel-per-bag refund.
- We are implementing the use of reusable and compostable plates and bowls in our dining areas.
- We save packing peanuts and donate them to local shipping stores, plus we work with suppliers to eliminate Styrofoam use in shipping.

RECYCLE

We're excited about our pioneering composting program. Spoiled produce and other compostable used to go into landfills is now being backhauled by our delivery trucks to regional facilities where into compost. Then, we donate it to community gardens or sell it in our stores, reducing our landfill up to 75%. Other examples of recycling initiatives include:

- Replacing disposable batteries with rechargeable ones.
- Holding company and community recycling drives for electronics.
- Using recycled paper with a high percentage of post-consumer waste whenever possible.
- Providing receptacles for glass and plastic recycling in our dining areas along with collection boxes in many stores for cell phones and ink jet cartridges.

2012 Green Mission Report WHOLE FOODS MARKET'S FIRST GREEN MISSION REPORT

Our first-ever green mission report provides an overview of the many areas we focus upon as a company to help lessen our impact on the environment, as well as how we give back to our local and global communities. [Download the 2012 Green Mission Report \(1.8mb PDF\).](#)

Alternative Energy WIND POWER

In January of 2006, we made our first landmark purchase of renewable energy credits (RECs) from wind farms to offset 100% of the electricity used in all of our stores and other facilities in the United States and Canada. In 2007, 2009, 2010, 2011 and 2012, we did it again! This green action and others earned us the Environmental Protection Agency Green Power Partner of the Year 2006, 2007 and 2010. Additionally, the Environmental Protection Agency awarded us the Green Power Partner of the Year 2006, 2007 and 2010. Additionally, the Environmental Protection Agency awarded us the Green Power Partner of the Year 2006, 2007 and 2010.

Whole Foods Market's First Green Mission Report

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More Resources

- [Find Electric Vehicle Charging Stations](#)
- [The Internet Consumer Recycling Guide](#)
- [Department of Energy and EPA fuel economy](#)
- [EPA Vehicle Emissions Guide](#)
- [Union of Concerned Scientists — Clean Vehicles](#)
- [Paper Calculator](#)
- [Refrigerator Retirement Savings Calculator](#)
- [Union of Concerned Scientists World Wildlife Fund](#)
- [Calculate Your Household Carbon Footprint](#)

Related Blog Posts

- [Upcycled Store Décor](#)
- [Austin's Green Mission Teams Adopt the Colorado River Wildlife Sanctuary Who's Going To See The Lorax?](#)
- [Project Green Challenge Plants Seeds](#)

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2004, 2005 and 2006.

Our investment in wind energy supports the clean energy industry and helps us avoid nearly 551,000 metric tons of carbon dioxide pollution. That's an environmental benefit equivalent to *not* consuming 1,200,000 barrels of oil or avoiding the annual electricity usage of 65,000 average-sized homes*. [Learn more about how national wind RECs work.](#)

*For more details on these calculations and clean energy in general, visit the [Environmental Protection Agency's Clean Energy page](#).

Solar

Individual stores from several regions supplement our wind credit purchase with power from solar panels. A typical solar installation can:

- Produce and save more than 2.2 million kilowatt hours over 20 years
- Result in more than 1,650 tons of CO₂ emissions avoided, the equivalent of removing 440 cars from the roadways
- Reduce the impact on our country's power grids

In 2002, our Berkeley store became the nation's first major food retailer to introduce solar energy as its primary lighting power source. More of our stores followed suit; for example our Brentwood, California, store uses solar energy for 24% of its power source and our Edgewater, New Jersey, store hosts an impressive array of 14,000 square feet of solar panels.

Green Building

Green building techniques conserve natural resources by reducing the use of virgin raw materials and minimizing the amount of toxic resins and volatile organic compounds (VOCs) off-gassed by traditional building materials such as laminates, paint and carpeting. Our store in Sarasota, Florida received LEED (Leadership in Energy and Environmental Design) Silver Certification by the U.S. Green Building Council, the first-ever environmentally-friendly supermarket designed in accordance with the LEED Green Building Rating System®. As of March 2010 we had about ten LEED rated stores, including two LEED Gold; we also had two Green Globes certified stores—our Dedham, MA store earned 3 globes (the equivalent to LEED Gold), thanks in part to a fuel cell and solar panels that generate on site nearly 100% of the store's power needs.

New store construction includes innovative green materials such as MDF (medium density fiberboard), made from 100% recovered and recycled wood fiber; Marmoleum, a natural linoleum product; and FSC (Forest Stewardship Council) Certified Wood.

Organics

Organics is at the root of everything we do. Organic agriculture produces food that promotes the health of consumers, farmers and the earth, with an eye to maintaining that health far into the future. Organic farming is a hopeful enterprise, practiced with compassion and empathy for the land and the creatures upon it.

Organic agriculture:

- Builds healthy, vital soil that's rich with microorganisms and nutrients so it holds moisture, resists erosion and absorbs CO₂ to help thwart global warming.
- Promotes biodiversity, reducing the danger of large scale crop failure and plant disease.
- Relies on natural prevention instead of poison. No persistent pesticides, fungicides or herbicides are allowed on organic farms.
- Preserves the integrity of meat and dairy products by prohibiting the use of antibiotics and artificial growth hormones.
- Honors the role that domestic animals play in the cycle of life.
- Protects the safety of food and the integrity of soil and crops by prohibiting the use of genetically modified organisms (GMOs).
- Safeguards water quality by eliminating harmful runoff from artificial fertilizers and other toxic chemicals.
- Saves energy through reduced reliance on fossil fuels.

Palm Oil Pledge

Whole Foods Market is concerned with the social and environmental impacts of palm oil production in tropical rainforest ecosystems around the world. Whole Foods is committed to protecting rainforests, communities and our global climate.

Whole Foods Market pledges to support the development of more sources of sustainable, fairly traded palm oil, to ensure that palm oil in our private label (365 Everyday Value™ and Whole Foods Market™) brand products are not sourced from the conversion of rainforest ecosystems or from companies engaged in the conversion of natural forests and/or peat lands; respect the free, prior and informed consent of interested communities and meet or exceed RSPO (Roundtable on Sustainable Palm Oil) principles and criteria.

Whole Foods Market pledges that it will only use sources of palm oil independently verified and certified to these criteria in our private label brand products by 2012. Whole Foods Market calls on our peers in the food industry to join with us in this pledge.

Other Green Initiatives

In addition to the major efforts listed above, we are doing the following:

Compostable food packaging — We are in the process of replacing traditional plastic and paper prepared food containers and utensils with all-natural fiber packaging. Made from renewable resources such as bagasse made from sugar cane pulp and wood fibers, they are compostable and, because they are unbleached, free from chlorine and dioxins. In some regions this type of fiber packaging may have been treated with non-elemental chlorine bleach (that does not have the same environmental detriments as

WFM0131

Industrial generate beauty and therefore they appear again in 2011

Biodiesel — We are gradually converting our truck fleet to biodiesel fuels, reducing CO2 emissions into the atmosphere. Our fleet is also being fitted with aerodynamic aprons to cut down on wind resistance resulting in less fuel consumption. These trucks also use a fuel-saving (and emissions-cutting) system that allows the engine to be turned off completely at loading and delivery, rather than remain idling.

Water Conservation — Some stores converted to flush-less urinals; each will save approximately 40,000 gallons of water per year (average use).

5% Day Donations — A significant number of our Individual stores' 5% Days have an environmental mission: helping clean up air, rivers, oceans and landfills, to name a few.

Cleaning Supplies — Some stores are using Green Seal certified cleaning supplies and others are transitioning to the use of environmentally friendly cleaning and maintenance products.

Printing Standards — We carefully evaluate the need for everything we print, and when we do print, we insist on recycled paper, and we strive to use water-based inks and solvent-free printing processes where they are available.

For most of these green programs and initiatives, we have goals and metrics in place. We've reported those goals to the Carbon Disclosure Project for four years running, as well as included our scope 1 and 2 greenhouse gas emissions inventories in the last two years.

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Street Mission



At Whole Foods Market, we choose recycled, renewable materials for store

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WFM0040

Polished Concrete Floors - The floors in this store have several environmental advantages. By polishing the concrete there is no need to rub, wax, or carpet over the floor. This saves the expense and reduces environmental impact. Also, without the additional layer of low thermal conductivity, the thermal of the slab can fully contribute to heat transfer to the building. The process of polishing and polishing of the floor uses no chemicals. There are no VOC's, vapors, polyurethane, or other harmful vapors, or flammable compounds involved.

Aerobic Recycled Solid Surfaces - This surface, used in our engine room, utilizes chips from reclaimed solid surface materials. Annual usage is about 190,000 pounds of waste that previously would have been shipped to a landfill. Aerobic also uses an industrial water filtration system, in their sanding area saving about 100,000 gallons per year. They also have an sanding unit that develops 95% of VOC's emissions by the polishing process. The heat generated from the process is recycled to reduce energy usage.

Vetroz - These beautiful countertops are one of the greenest building materials available. All of the glass used in this product comes from manufacturing plant also demonstrates green practices. During daylight, a negative pressure dust booth to minimize air pollution, and state-of-the-art system that recycles the water used. The green glass material in this store is made with post-consumer recycled glass, glass bottles, olive oil containers, wine and water jugs.

Acoustical and Ceiling Tile Systems - The grid system that supports the acoustical and sheetrock ceiling is composed of 85% post-consumer recycled metal content. The acoustical ceiling panels contain 85% post-consumer recycled content.

Insulation - The insulation used in this facility, Battuloc, is made with 100% post-consumer recycled fibers, making recycled blue jeans.






REDUCE · REUSE · RECYCLE

WHOLE FOODS MARKET
green
MISSION

This bag contains
100% recycled
fibers from
post-consumer
material. It is
100% recyclable.

100%
**recycled &
recyclable**

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Composting Collection

All Food

fruits, vegetables, meat, poultry, seafood, shellfish, bones, rice, beans, pasta, bread, cheese and eggshells.

Food-soiled Paper

waxed cardboard, napkins, paper towels, paper plates, paper milk cartons, tea bags, coffee grounds/filters, wooden crates, sawdust.

Plants

floral trimmings, tree trimmings, leaves, grass, brush, weeds.

Toda Comida

frutas, verduras, carnes, mariscos, crustáceos, huesos, arroz, frijoles, pastas, pan, queso, cáscaras de huevo.

Papel Manchado por Comida

cartón sucio, servilletas, platos y toallas de papel, filtros y posos de café, recipientes de cartón para leche, bolas de té, cajas de madera, aserrín.

Plantas

recortes de flores y árboles, hojas, césped cortado, malezas, hierbas.

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No!

plastic bags/wrap/straws
 Styrofoam
 bottles and cans
 aluminum foil
 liquids
 hazardous waste

¡No!

bolsas/envolturas/pojitas
 de plástico
 espuma de poliestireno
 botellas y latas
 papel de aluminio
 líquidos
 desechos peligrosos



**WHOLE
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WHOLE
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WFM0065

WHOLE STORY

The Official Whole Foods Market® Blog

Austin's Green Mission Teams Adopt the Colorado River Wildlife Sanctuary

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By Anna Madrona, May 11, 2012 | [Meet the Blogger](#) | [More Posts by Anna](#)

It started out as just another quiet day at the office. By the end of the day we were muddy, sweaty, covered with debris, itchy — and happy. This was the third Earth Day (since 2010) that a group of Whole Foods Market® Green Mission enthusiasts gathered on the banks of the Colorado River in east Austin for a volunteer project. We were sensibly dressed, with long-sleeved shirts, long pants, work gloves and sturdy shoes. Most of us had hats. One of us had purple hair.



We concentrated on planting trees and removing invasive species like bamboo, with a bit of trash and debris removal tossed in for good measure. All the while, we kept an eye out for the poison ivy that sprawled throughout the underbrush. I was part of an all-female crew that had a few three-year-old bald cypress trees to plant. Karen and I got the low-lying location. Digging out the hole for the root ball was like carving through butter.

The water table was about six inches below the surface. It didn't take long, scooping out that slurpy soil, to get the tree planted. Susannah and Marisol, our sisters up on the hill, had a different experience. They had to employ a pickaxe to get through the clay-rich soil. We were grateful that a few of the guys came over to help with that one.



A few folks who had participated in previous clean-ups made sure to visit the trees they planted in previous years. I saw at least one chest swell with pride over a sapling planted two years ago. Not only had the young tree survived last year's extreme drought and heat, it had grown at least a foot.

One of the reasons our Green Mission Team here in Austin enjoys participating in the annual cleanup (other than the fact that one of our company's Core Values caring for our communities and the environment) is that we have seen amazing progress in the evolution of this wildlife sanctuary. In fact, a few of us helped put up the sign back in 2010, so you might say we have a special connection to the place.



Several years ago a City of Austin Parks and Recreation Department employee identified a valuable wetland on the bank of the Colorado River that had turned into a no-man's land. It was part unofficial dump, part needle park and part Sunday oil-change parking lot — pretty nasty. Almost every city of size has such places and most of us turn a blind eye to them.

Yet this public servant saw the possibility that the wetland represented and decided to do something about it. It wasn't even city land at the time. He rehabbed an old City of Austin greenhouse and started growing native tree and shrub species using donated materials. Further bootstrapping involved recruiting cleanup volunteers from some of the larger businesses in the area, like Whole Foods Market, whose employees occasionally come out in numbers to do public service projects.

In a few short years of effort — by hundreds of volunteers — we now see people using this area for picnics, dog walking and general recreation. Presumably the wildlife is happier, too, with less pollution. This is one partnership we feel especially enthusiastic about!

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ABOUT THE BLOG

Welcome to Whole Story, the official blog of Whole Foods Market. Don't know us? In a nutshell, we are the world's leading natural and organic grocer and we're passionate about healthy food and a healthy planet. Learn more about us.

We're lucky to have a whole bunch of smart, passionate people doing incredible things in areas like organics, supporting local growers, green practices, fair trade, micro-lending and all kinds of food related stuff. We'll use this blog to share some of the cool things going on around here.

Of course what makes this blog really exciting is YOU — so join the conversation!

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Have you adapted a park or do you volunteer for community cleanups for Earth Day or any other time of the year? We'd love to know how you support the environment with your sweat equity.

Category: [Environmental Stewardship](#), [Green Mission](#)



LEAVE A REPLY

Comments are moderated and generally will be posted if they relate to the specific topic discussed in the post on which they are made. Off-topic comments, personal attacks (hostile, derogatory or deliberately insulting comments toward a specific individual or group) and flaming (comments intended to induce an angry response) will not be posted. For more information, please see our [Comment Posting Guidelines](#).

YOUR NAME *

E-MAIL *

The content of this field is kept private and will not be shown publicly.

COMMENT *

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1 Comments

Comments

GARY SAYS ...

Great activity- any possibility of encouraging stores from other areas?

05/17/2012 12:33:07 PM CDT

WFM0137

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Earth Day Podcast Series / Episode 4



By Archive, April 27, 2007 | Meet the Blogger | More Posts by

In this fourth and final episode of our Earth-focused podcast series, you'll hear all about our "Green Mission Team", learn about some bigger steps you can take to green your life and get the scoop on whether or not buying local is a good environmental choice. Please let us know what you think. Click the comment link and type away!

Category: Green Action



LEAVE A REPLY

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ABOUT THE BLOG

Welcome to Whole Story, the official blog of Whole Foods Market. Don't know us? In a nutshell, we are the world's leading natural and organic grocer and we're passionate about healthy food and a healthy planet. Learn more about us.

We're lucky to have a whole bunch of smart, passionate people doing incredible things in areas like organics, supporting local growers, green practices, fair trade, micro-lending and all kinds of food related stuff. We'll use this blog to share some of the cool things going on around here.

Of course what makes this blog really exciting is YOU — so join the conversation!

WFM0138

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Earth Day Podcast Series / Episode 3

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By Archive, April 18, 2007 | [Meet the Blogger](#) | [More Posts by](#)

In this third episode of our four part Earth-focused podcast series, you'll learn about our National Green Mission Task Force, discover some good tips for reducing emissions and waste and even how to reduce, reuse and recycle when grocery shopping. Please let us know what you think. Click the comment link and type away!

Category: [Green Action](#)



LEAVE A REPLY

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Int. Cl.: 35

Prior U.S. Cls.: 100, 101 and 102

Reg. No. 2,836,248

United States Patent and Trademark Office

Registered Apr. 27, 2004

**SERVICE MARK
PRINCIPAL REGISTER**

GREENLIFE GROCERY

GREENLIFE GROCERY, LLC (TENNESSEE LTD
LIAB CO)
417 SPRING STREET
CHATTANOOGA, TN 37405

NO CLAIM IS MADE TO THE EXCLUSIVE
RIGHT TO USE "GROCERY", APART FROM THE
MARK AS SHOWN.

FOR: RETAIL GROCERY STORES, IN CLASS 35
(U.S. CLS. 100, 101 AND 102).

SER. NO. 76-521,085, FILED 6-6-2003.

FIRST USE 7-10-1999; IN COMMERCE 7-10-1999.

ALICE SUE CARRUTHERS, EXAMINING ATTOR-
NEY

APPLICANT'S EXHIBIT ~~XX~~
PUBLIX v. THE GREAT ATLANTIC &
PACIFIC TEA COMPANY
Opp. No. 91186148 and Opp. No. 91186863

WFM0007

United States of America

United States Patent and Trademark Office

Greenlife

GROCERY

Reg. No. 4,241,576

WHOLE FOODS MARKET IP, L.P. (DELAWARE LIMITED PARTNERSHIP)
550 BOWIE STREET, 6TH FLOOR
AUSTIN, TX 78703

Registered Nov. 13, 2012

Int. Cl.: 35

FOR: RETAIL GROCERY STORE SERVICES; RETAIL DELICATESSEN SERVICES, IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

SERVICE MARK

FIRST USE 7-10-1999; IN COMMERCE 7-10-1999.

PRINCIPAL REGISTER

OWNER OF U.S. REG. NO. 2,836,248.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "GROCERY", APART FROM THE MARK AS SHOWN.

THE MARK CONSISTS OF THE WORD "GREENLIFE" IN STYLIZED FONT, WITH THE DOT ABOVE THE "I" IN "GREENLIFE" DEPICTED AS A STRAWBERRY, ALL OVER A HORIZONTAL BAR WHICH IS BROKEN BY THE WORD "GROCERY" IN SMALLER BLOCK LETTERS AND THE BOTTOM OF THE "F" IN "GREENLIFE".

SER. NO. 85-576,914, FILED 3-22-2012.

DEBORAH LOBO, EXAMINING ATTORNEY



David J. Kappas

Director of the United States Patent and Trademark Office


APPLICANT'S EXHIBIT
PUBLIX v. THE GREAT ATLANTIC &
PACIFIC TEA COMPANY
Opp. No. 91186148 and Opp. No. 91186863

WFM0003

Greenlife

Community Center

1 DAY
TIL
VALENTINES

APPLICANT'S EXHIBIT 
PUBLIC v. THE GREAT ATLANTIC &
PACIFIC TEA COMPANY
Opp. No. 91186148 and Opp. No. 91186863

WFM0009



WEM0010

THIS WEEK'S SPECIALS

TOTAL SAVINGS

\$36.80

April 17 - April 23

Vidalia Onions

Grown in Vidalia Georgia by Stanley Farms. Enjoy a fresh salad with sweet onion.

99¢ lb

SAVE 50¢

Kaiser Rolls

Assorted varieties. This crusty roll makes any sandwich tasty or serve whole with your favorite spring soup.

\$2.29 6-pack

SAVE \$1

Organic Green Kale

Nutritious and delicious! Steam, bake, sautee or mix raw with other salad greens.

2 for \$4

SAVE \$1.00

Applegate Hand Tied Maple Ham

Sweet and smoky, pile it high on your favorite sandwich bread or Kaiser roll.

\$9.99 lb

SAVE \$2

Blue Ocean Institute Green Rated Fresh Wild Swordfish Steak

A great catch for your grill! Leave skin on and cook like you would a rare steak.

\$18.99 lb

SAVE \$3

Italian Beef Meatballs

In our Chef's Case. Pair with 365 Everyday Value® Spaghetti and Parmigiano Reggiano for a quick weekday meal.

\$7.99 lb

SAVE \$1

Top Sirloin Steak

A flavorful cut that is great for the grill. Serve with a fresh green salad and dine alfresco.

\$7.99 lb

SAVE \$2

St. Cloud Belgian White

Try this refreshing wheat ale with a slice of citrus! Pairs well with fish tacos, ceviche or lemony roasted chicken.

\$5.99 6-pack

SAVE \$2

APPLICANT'S EXHIBIT
PUBLIC v. THE GREAT ATLANTIC & PACIFIC TEA COMPANY
Opp. No. 91186148 and Opp. No. 91186863

AAA

SALE ITEM PRICES GOOD WHILE SUPPLIES LAST.

GreenLife
MARKET

SOME ITEMS MAY NOT BE AVAILABLE IN ALL STORES

WFM0011



APPLICANT'S EXHIBIT **1839**
PUBLIX v. THE GREAT ATLANTIC &
PACIFIC TEA COMPANY
Opp. No. 91186148 and Opp. No. 91186863

SAVE NOW!
HOT KEND WEEKEND!
Flounder
Fresh Wild Fillet
\$9.99 lb
SAVE \$8
GreenLife



WFM0024

Whole Foods Market® and Greenlife Grocery create stronger grocer in Chattanooga

CHATTANOOGA, Tennessee. (May 7, 2010) – Whole Foods Market, Inc. (NASDAQ: WFMI) and Greenlife Grocery LLC today announce they have signed an asset purchase agreement under which Whole Foods Market will assume all assets of Greenlife Grocery.

Greenlife Grocery operates two grocery stores in the Southeast, at 301 Manufacturer's Road in Chattanooga, Tennessee, and at 70 Merrimon Avenue in Asheville, North Carolina. The original Greenlife Grocery was opened by founder Chuck Pruett on July 10, 1999, on Hixson Pike in Chattanooga, and relocated to the Two North Shore complex off Manufacturer's Road in November 2007. The Asheville location was opened by Chuck Pruett and Asheville business partner John Swann on July 17, 2004.

"Greenlife is an outstanding grocery retailer and a vibrant and valued part of the communities it serves. We are proud to welcome Greenlife into the Whole Foods Market family. The customers and Team Members who define the Greenlife culture have created a truly special natural, organic and local food community in Chattanooga and Asheville. We believe Whole Foods Market's presence in the Southeast and our culture as a company will be enriched by this deal with Greenlife," said Scott Allshouse, president, Whole Foods Market South Region.

According to Greenlife CEO and founder Chuck Pruett, "A deal with Whole Foods Market makes sense for us at this time in our company's life cycle. Over the last eleven years, we have built a solid foundation for natural, organic and locally grown food in Tennessee and North Carolina. We are particularly proud of Greenlife's commitment and history of supporting the local food economy. Joining with Whole Foods Market, which shares a similar vision for supporting local and regional food networks, will open up even more opportunities for our customers to shop for the best and widest variety of the foods they value, and expand opportunities for local producers to sell their products. Our Team Members, too, will gain more opportunities to expand their food horizons and careers, thanks to Whole Foods Market's network of global natural and organic food resources and store locations in North America and Great Britain."

"I sincerely appreciate all the customer support we have enjoyed over the years in Chattanooga and Asheville, and I believe that our customers will continue to get the same great shopping experience after the deal closes. Based on their history and core value of Team Member happiness and excellence, I believe Whole Foods Market will care for our Team Members just as much as I have since the first day we opened our doors."

The transaction is expected to close within a couple of weeks.

Experts



Scott Allshouse

President – Mid Atlantic Region

Scott Allshouse's career in the grocery industry has spanned three decades, beginning at age 15.

