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

Proceeding	91189629
Party	Defendant Multi Media Exposure, Inc.
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Signature	/Mark S. Kaufman/
Date	01/13/2010
Attachments	Summary judgment.Exhibits A-F.pdf (51 pages)(1825228 bytes)

EXHIBIT A

EXHIBIT A

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

Borghese Trademarks, Inc.

Opposition No. 91189629

Opposer,

Mark: PRINCE LORENZO BORGHESE'S
LA DOLCE VITA

v.

Application No. 77/435,171

Multi Media Exposure, Inc.

Applicant.

**OPPOSER'S SUPPLEMENTAL RESPONSES TO APPLICANT'S
INTERROGATORIES**

Opposer, Borghese Trademarks, Inc. ("Opposer"), responds to Applicant's Interrogatories served by Applicant, Multi Media Exposure, Inc. ("Applicant") as follows:

GENERAL OBJECTIONS

1. The following general objections are incorporated by reference in Opposer's response to each and every Interrogatory set forth below.
2. The specific responses set forth below are for the purposes of discovery only, and Opposer neither waives nor intends to waive, but expressly reserves, any and all objections it may have to the relevance, competence, materiality, admission, admissibility or use at trial of any information, documents or writing produced, identified or referred to herein, or to the introduction of any evidence at trial relating to the subjects covered by such response.
3. Opposer expressly reserves its right to rely, at any time including trial, upon subsequently discovered information or information omitted from the specific response set forth below as a result of mistake, oversight or inadvertences.
4. The specific responses set forth below are based upon Opposer's interpretation of the language used in the Interrogatories and Opposer reserves its right to amend

or to supplement its responses in the event Applicant asserts an interpretation that differs from Opposer's interpretation.

5. By making these responses, Opposer does not concede it is in possession of any information responsive to any particular Interrogatory or that any response given is relevant to this action.
6. Subject to and without waiving the general and specific responses and objections set forth herein, Opposer will provide herewith information that Opposer has located and reviewed to date. Opposer will continue to provide responsive information as such is discovered. Opposer's failure to object to a particular Interrogatory or willingness to provide responsive information pursuant to an Interrogatory is not, and shall not be construed as, an admission of the relevance, or admissibility into evidence, of any such information, nor does it constitute a representation that any such information in fact exists.
7. Because Opposer may not have discovered all the information that is possibly within the scope of the Interrogatory, Opposer expressly reserves its right to amend or to supplement these responses and Objections with any additional information that emerges through discovery or otherwise.
8. Opposer objects to the Interrogatories to the extent that they require a response that is protected from disclosure by the attorney-client privilege, the attorney work product doctrine, the joint defense privilege or any other applicable privilege or immunities. Opposer responds to the Interrogatories on the condition that the inadvertent response regarding information covered by such privilege, rule or doctrine does not waive any of Opposer's right to assert such privilege, rule or doctrine and the Opposer may withdraw any such response inadvertently made as soon as identified.
9. Opposer objects to the Interrogatories to the extent that they seek proprietary, sensitive, or confidential commercial information or information made confidential by law or any agreement or that reflects trade secrets. Opposer responds to the Interrogatories on the condition that the inadvertent responses regarding any proprietary, sensitive, or confidential information does not waive

any of Opposer's rights and that Opposer may withdraw any such response inadvertently made as soon as identified.

10. Opposer objects to the Interrogatories to the extent that they seek information that is not relevant to the subject matter of this action or reasonably calculated to lead to the discovery of admissible evidence.
11. Opposer objects to the Interrogatories to the extent that they exceed the requirements of the Federal Rules of Civil Procedure or the Trademark Rules of Practice.
12. Opposer objects to the Interrogatories to the extent that they require Opposer to undertake any investigation to ascertain information not presently within its possession, custody or control on the grounds of undue burden and because information from other sources are equally available to Applicant.
13. Opposer objects to the Interrogatories to the extent that they require Opposer to undertake such an extensive review of information, persons, or documents and are unduly burdensome and that such requests are harassing.
14. Opposer objects to the Interrogatories to the extent that they are vague, ambiguous and overbroad and therefore not susceptible to a response as propounded. Opposer objects to the Document Requests to the extent that Opposer seeks the residential addresses of individuals, on the grounds that disclosure of such information impinges on the privacy interest of such individuals.
15. Opposer objects to these Interrogatories to the extent that they are not limited to use and registration of the marks in issue in the United States.
16. Opposer objects to the definition of "Identify" when used with reference to natural persons as being overly broad. Where natural persons are identified, they will be identified with sufficient information (if known) to enable Opposer to locate and contact such persons.
17. Opposer objects to the definition of "Identify" when used with reference to documents, as being overly broad. Where documents are identified, they will be identified with sufficient specificity to enable Opposer to request the same pursuant to a request for documents.

18. Opposer objects to the definition of "Opposer" to the extent it includes "predecessors", "directors", "officers", "employees", "agents", "sales representatives," "distributors," and "all other persons acting or purporting to act on its or their behalf or under its or their control." Opposer is under no obligation to serve each of the persons/entities referred to in the definition and Opposer is only obligated to produce information and documents under its possession or control.
19. Opposer objects to the definition of "Opposer" to the extent it includes "predecessors", "directors", "officers", "employees", "agents", "sales representatives," "distributors," and "all other persons acting or purporting to act on its or their behalf or under its or their control." Without such persons or entities being specifically identified to Opposer, the definition is incomprehensible. Applicant is under no obligation to investigate the identities of each such persons or entities prior to responding to the interrogatories.

INTERROGATORIES

INTERROGATORY NO. 1:

Identify each of the owners, assignors and assignees of the Opposer's Marks, from the date of their respective trademarks registrations with the PTO to the present.

Response: Opposer objects to this interrogatory on the grounds that it is unclear what Applicant means by "Opposer's Marks." Without waiver of and subject to the foregoing objection and each and every general objection, to the extent Applicant means the marks owned by Opposer and listed in paragraph 1 of the Notice of Opposition, attached at Schedule A are copies of the assignment information page from the USPTO for each of the four marks owned by Opposer that are listed in paragraph 1 of the Notice of Opposition.

INTERROGATORY NO. 2:

Identify any and all agreements and assignments of the Opposer's Marks, from the date of their respective trademark registrations with the PTO to the present.

Response: Opposer objects to use of the term "agreements" as being vague and ambiguous.

Without waiver of and subject to the foregoing objection and each and every general objection, for purposes of answering this interrogatory, Opposer assumes that the term "agreements" refers to assignments or other transfers of interest and refers Applicant to the response to Interrogatory No. 1.

INTERROGATORY NO. 3:

Specify all goods and services BTI has sold or provided in connection with the Opposer's Marks that are intended by BTI to be used on, for or by pets.

Response: Opposer's goods, i.e. shampoo, conditioner, hair cleaning preparations, nail polish, shower and bath foam, shower gel, perfume, cologne, body and facial soaps, cleansers could be used on pets. Opposer's products are intended to be used on anyone or anything that may be appropriate.

INTERROGATORY NO. 4:

State all goods and services sold or provided in connection with the Opposer's Marks that are marketed by or on behalf of BTI for use on, for or by pets.

Response: If by "marketed" Applicant means advertised or promoted, there are none directed or targeted to use for pets. If by "marketed" Applicant means sales, Opposer does not limit sales to any particular group of users.

INTERROGATORY NO. 5:

Identify all marketing materials, including advertisements, promotional materials, and websites, in which the Opposer's Marks are marketed to be used on, for or by pets.

Response: Currently, none.

INTERROGATORY NO. 6:

State in detail the basis for alleging that "goods of the type of Opposer's have been used on pets", as set forth in Paragraph 9 of the Notice of Opposition.

Response: Opposer objects to this interrogatory insofar as it asks for attorney work product.

Without waiver of and subject to the foregoing objection and each and every general objection, Opposer notes that it is common knowledge that consumers use products such as those identified in the answer to Interrogatory No. 3 above on or with pets.

INTERROGATORY NO. 7:

State in detail the basis for alleging that "Applicant's Goods are related to the goods offered under Opposer's Marks", as set forth in Paragraph 13 of the Notice of Opposition.

Response: Opposer objects to this interrogatory insofar as it asks for attorney work product.

Without waiver of and subject to the foregoing objection and each and every general objection, Opposer notes that Applicant's application lists "shampoo" and Opposer's registrations list "shampoo," Applicant's application lists "conditioner" and Opposer's registrations list "conditioner," and Applicant's application lists "body sprays" and Opposer's registrations list "perfume, cologne and fragrances."

INTERROGATORY NO. 8:

State in detail the basis for alleging that "Applicant's Goods are a natural extension of the product line offered under Opposer's Marks", as set forth in Paragraph 14 of the Notice of Opposition.

Response: Opposer objects to this interrogatory insofar as it asks for attorney work product.

Without waiver of and subject to the foregoing objection and each and every general objection, Opposer suggests Applicant look at the website for pet products offered by John Paul, a founder of the John Paul Mitchell Systems company.

INTERROGATORY NO. 9:

State in detail any basis for alleging that Opposer's Marks have acquired secondary meaning for (a) pet goods and (b) any other goods that are not set forth in the respective registrations for the Opposer's Marks.

Response: Opposer objects to this interrogatory on the grounds that it is unintelligible. Not alleged.

INTERROGATORY NO. 10:

Identify specific channels of trade through which goods are sold in connection with the Opposer's Marks, including

- (a) Any and all chains of pet goods stores, web sites, or direct television shows targeted to consumers of pet goods, and
- (b) Any other channels of trade.

Response: Opposer's objects to this interrogatory as vague and ambiguous insofar as what Applicant means by "direct television shows." Upon receipt of a definition, Opposer will be happy to reconsider its response.

Supplemental Response: Opposer's goods are sold in department stores, spas, drug stores, pharmacies, and over the Internet.

INTERROGATORY NO. 11:

- (a) State in detail any and all goods and services intended for use or on, by or for pets which Opposer has a bona fide intent to sell; (b) state the date Opposer commenced planning for sale of any such goods; and (c) identify any documents concerning any such intent.

Response: Opposer objects to this interrogatory on the grounds that it is unintelligible.

Supplemental Response: In an August 10, 2009 letter to Opposer, Applicant clarified Interrogatory No. 11 whereby part a) of this Interrogatory was revised to read "Identify any and all goods and services that Opposer sells or intends to sell in connection with Opposer's Marks which Opposer intends its consumers to use on, by or for pets." Opposer objects to this interrogatory as not relevant because the Opposition is based on the goods under Opposer's Marks, which are not limited to particular end users. Without waiver of and subject to the foregoing objection and each and every general objection, Opposer responds as follows: a) Opposer notes that it intends its consumers to use its products as they see fit; b) Opposer has not commenced planning for sale of its goods to pets; c) no such documents exist at the present time.

INTERROGATORY NO. 12:

State in detail any and all instances of actual confusion between the goods of Opposer that are sold in connection with the Opposer's Marks and the goods of Applicant that bear any trademark that includes the name "Borghese."

Response: Opposer objects to this interrogatory as vague and ambiguous and not capable of being answered as Applicant's trademark application was filed as intent-to-use and, as far as

Opposer is aware, Applicant is not yet selling goods that bear a trademark which includes the name "Borghese."

INTERROGATORY NO. 13:

Identify the person(s) who provided information necessary to answer each of the foregoing interrogatories and specify, for each such person, the interrogatory for which such person(s) provided information.

Response: Neil Petrocelli.

As to Supplemental Responses:

I, Neil A. Petrocelli, have reviewed the supplemental responses to Applicant's Interrogatories set forth above and state that pursuant to 28 U.S.C. § 1746, and under the penalty of perjury that the foregoing is true and correct to the best of my knowledge and belief.

Date: Aug. 31, 2009

By:



Neil A. Petrocelli
Vice President, Marketing of Borghese, Inc.
On behalf of Borghese Trademarks Inc. under the Advisory
Services Agreement between Borghese Inc. and
Borghese Trademarks Inc.

As to Objections Only:

Date: ~~Aug. 8~~, 2009
Sept.

By:



Stephen L. Baker
Moira J. Selinka
BAKER and RANNELLS, PA
575 Route 28, Suite 102
Raritan, New Jersey 08869
(908) 722-5640
Attorneys for Opposer, Borghese Trademarks, Inc.

CERTIFICATE OF SERVICE

I hereby certify that a true and correct copy of Opposer's Supplemental Responses to Applicant's Interrogatories, in re Borghese Trademarks, Inc. v. Multi Media Exposure, Inc. was forwarded by first class postage prepaid mail by depositing the same with the U.S. Postal Service on this 8th day of September, 2009, to the attorney for the Applicant at the following address:

Mark S. Kaufman
Kaufman & Kahn, LLP
747 Third Avenue, 32nd Floor
New York, NY 10017



Moira J. Selinka

EXHIBIT B

EXHIBIT B

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

Borghese Trademarks, Inc.

Opposition No. 91189629

Opposer,

Mark: PRINCE LORENZO BORGHESE'S
LA DOLCE VITA

v.

Application No. 77/435,171

Multi Media Exposure, Inc.

Applicant.

**OPPOSER'S RESPONSES TO APPLICANT'S REQUEST FOR THE PRODUCTION OF
DOCUMENTS**

Opposer, Borghese Trademarks, Inc. ("Opposer"), responds to the Request For Production of Documents served by Applicant, Multi Media Exposure, Inc. ("Applicant") as follows:

GENERAL OBJECTIONS

1. The following general objections are incorporated by reference in Opposer's response to each and every request for production of documents and things set forth below.
2. The specific responses set forth below are for the purposes of discovery only, and Opposer neither waives nor intends to waive, but expressly reserves, any and all objections it may have to the relevance, competence, materiality, admission, admissibility or use at trial of any information, documents or writing produced, identified or referred to herein, or to the introduction of any evidence at trial relating to the subjects covered by such response.

3. Opposer expressly reserves its right to rely, at any time including trial, upon subsequently discovered information or documents or information or documents omitted from the specific responses set forth below as a result of mistake, oversight or inadvertences.
4. The specific responses set forth below are based upon Opposer's interpretation of the language used in the requests for production of documents and things, and Opposer reserves its right to amend or to supplement its responses in the event Applicant asserts an interpretation that differs from Opposer's interpretation.
5. By making these responses, Opposer does not concede it is in possession of any information responsive to any particular request for production of documents and things or that any response given is relevant to this action.
6. Subject to and without waiving the general and specific responses and objections set forth herein, Opposer will provide herewith information that Opposer has located and reviewed to date. Opposer will continue to provide responsive information as such is discovered. Opposer's failure to object to a particular document request or willingness to provide responsive information pursuant to a document request is not, and shall not be construed as, an admission of the relevance, or admissibility into evidence, of any such information or documents, nor does it constitute a representation that any such information or documents in fact exist.
7. Because Opposer may not have discovered all the information that is possibly within the scope of the Document Requests, Opposer expressly reserves its right to amend or to supplement these Responses and Objections with any additional information or documents that emerges through discovery or otherwise.
8. Opposer objects to the Document Requests to the extent that they require the production of documents protected from disclosure by the attorney-client privilege, the attorney

work product doctrine, the joint defense privilege or any other applicable privilege or immunities. Opposer responds to the Document Requests on the condition that the inadvertent response regarding information covered or the inadvertent production of a document or documents covered by such privilege, rule or doctrine does not waive any of Opposer's right to assert such privilege, rule or doctrine and the Opposer may withdraw any such response or document inadvertently made or produced as soon as identified.

9. Opposer objects to the Document Requests to the extent that they seek proprietary, sensitive, or confidential documents or commercial information or information made confidential by law or any agreement or that reflects trade secrets. Opposer responds to the Document Requests on the condition that the inadvertent responses or documents regarding any proprietary, sensitive, or confidential information does not waive any of Opposer's rights and that Opposer may withdraw any such response or documents inadvertently made as soon as identified.

10. Opposer objects to the Document Requests to the extent that they seek information that is not relevant to the subject matter of this action or reasonably calculated to lead to the discovery of admissible evidence.

11. Opposer objects to the Document Requests to the extent that they are vague, ambiguous and overbroad and therefore not susceptible to a response as propounded. To the extent that any Request for Documents requires Opposer to produce a sample of each different document used for any particular category, or to produce "all documents", Opposer objects to the same as being overly broad, overly burdensome, and beyond what is required of Opposer under the applicable rules. Accordingly, to the extent that Opposer agrees to make available for

inspection or produce documents in response to any such requests, such production shall be limited to representative documents.

12. Opposer objects to the Document Requests to the extent that they exceed the requirements of the Federal Rules of Civil Procedure or the Trademark Rules of Practice.

13. Opposer objects to the Document Requests to the extent that they require Opposer to undertake any investigation to ascertain information or to obtain documents not presently within its possession, custody or control on the grounds of undue burden and because information from other sources is equally available to Applicant.

14. Opposer objects to the Document Requests to the extent that they require Opposer to undertake such an extensive review that such Document Requests are unduly burdensome and harassing.

REQUESTS FOR PRODUCTION

Request No. 1

Provide all documents that constitute any and all agreements and assignments of the Opposer's Marks, from the date of their respective trademark registrations with the PTO to the present.

Response:

Opposer objects to use of the term "agreements" as being vague and ambiguous. Without waiver of and subject to the foregoing objection and each and every general objection, for purposes of answering this document request, Opposer assumes that the term "agreements" refers to assignments or other transfers of interest. Responsive documents will be provided at a mutually convenient time and place.

Request No. 2

Provide all documents that constitute any and all marketing materials, including advertisements, promotional materials, and websites, in which the Opposer's Marks are marketed to be used on, for or by pets.

Response:

Opposer objects to this request as being overly broad and unduly burdensome. Opposer is only required to provide a representative sampling of the information requested. Without waiver of and subject to the foregoing objections and each and every general objection, Opposer has not located any document responsive to this request as of the present date.

Request No. 3

Provide all documents concerning whether Opposer has a bona fide intent to sell any goods and services intended for use or on, by or for pets.

Response:

Opposer objects to this request as being overly broad and unduly burdensome. Opposer is only required to provide a representative sampling of the information requested. Without waiver of and subject to the foregoing objections and each and every general objection, Opposer has not located any document responsive to this request as of the present date.

Dated: July 22, 2009

BAKER AND RANNELLS, PA

By: 

Stephen L. Baker

Moira J. Selinka

Attorneys for Opposer

575 Route 28, Suite 102

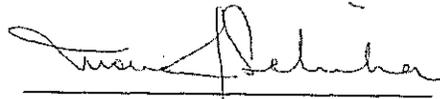
Raritan, New Jersey 08869

(908) 722-5640

CERTIFICATE OF SERVICE

I hereby certify that a true and complete copy of the foregoing Opposer's Objections and Responses to Applicant's Request for Production of Documents in re Opp. No. 91189629 was forwarded by first class postage pre-paid mail by depositing the same with the U.S. Postal Service on this 22nd day of July, 2009 to the attorneys for the Applicant at the following address:

Mark S. Kaufman
Kaufman & Kahn, LLP
747 Third Avenue, 32nd Floor
New York, NY 10017



Moira J. Selinka

EXHIBIT C

EXHIBIT C

Published on *PetMD* (<http://petmd.com>)

[Home](#) > Maintaining Your Dog's Skin pH

Maintaining Your Dog's Skin pH

The Best Shampoo for Your Dog is Not *Your* Shampoo!

Summer has ended, cooler nights have returned, and the dog has been celebrating with a romp through the wet leaves on the ground. The dog needs a bath, it's after 6 p.m. on a weekday, and you don't have any dog shampoo on hand. Let's concede that shampoo made for people will clean your dog, but the question is, is it *good* for your dog? This may seem like a quibbling question, but it can actually have far-reaching consequences.

We'll start with the how's of people skin and dog skin. A highly important component of skin is what is called the acid mantle. This is a lightly acidic layer that covers the skin, serving as a barrier to protect the porous topmost layer of the skin, the stratum corneum, from environmental contaminants such as bacteria and viruses. The stratum corneum is responsible for keeping the outer body well hydrated, by absorbing water and not allowing excessive evaporation to occur. When we bathe, using soaps and shampoos, we wash away this layer of acidic oil. This is why most human shampoos and soaps are formulated with moisturizers to replace the protective layer that has been scrubbed away, at least until the skin is able to replenish itself around 12 hours later. If the stratum corneum is left stripped and unprotected, it is open to a host of microorganisms, which may present as dry, flaky skin, irritated, peeling skin, or as a rash of itchy bumps.

The acid mantle can also be defined as the relative pH balance of the skin. The pH scale ranges from 0 to 14, with levels less than 6.4 considered high acidity, and levels more than 6.4 considered high alkalinity. The normal range of skin pH levels for humans is 5.2 to 6.2, which means it tends to be on the acidic side, and shampoos and skin products are formulated specifically to maintain this balance.

Now consider the relative pH balance for dogs. Depending on breed, gender, climate, and the anatomical site on the dog, the pH levels range from 5.5 to 7.5, tending toward a more alkaline concentration. Therefore, if a shampoo that is formulated for human skin is used on a dog, the dog's acid mantle will be disrupted, creating an environment where bacteria, parasites, and

viruses can run rampant. Unknowingly, many pet owners will repeat washings of their dogs because of the smell caused by a proliferation of bacteria, making the problem worse as the skin's acid mantle/pH level becomes more imbalanced. Additionally, if the shampoo makes the skin feel dry, your dog will scratch at its skin, creating abrasions for bacteria to invade. It quickly becomes a vicious cycle.

Just as you would look for a shampoo that helps maintain the pH balance of your own scalp, you should also concentrate on finding a shampoo with a pH balance that is specifically balanced for a dog's skin. Dog shampoos should be in the neutral range, around 7. Many shampoo manufacturers will include the pH level on the label, but at the very least, they will clearly state that the shampoo is pH-balanced for dogs.

What else to look for:

Do read the labels, making sure that there are no artificial fragrances or colors added to the shampoo. Your dog may be a big strong guy and still have sensitive skin. Look for natural skin moisturizers like vitamin E, aloe vera, honey, and tea tree oil. Fragrances to look for should be natural; chamomile, lavender, eucalyptus, and citrus are some examples of clean, pleasant fragrances, some of which also do double duty as insect repellents. If you can find organic, even better, but don't rely on the front label alone. Again, read the ingredients list.

Your dog doesn't need to be washed with shampoo on a regular basis. A good cleaning every few months is all your dog needs (you can give water baths in between), so you can splurge a little on a shampoo with quality ingredients when you weigh the overall time you will be using it. One bottle can last a year, even if you only shampoo your dog once a month. So go for the good stuff, and you won't mind when your dog places his paws on your lap for a friendly hug.

Related Articles

- [Doggie Dental Care](#)
- [Enlarged Gum Tissue in Dogs](#)

[Grooming](#)

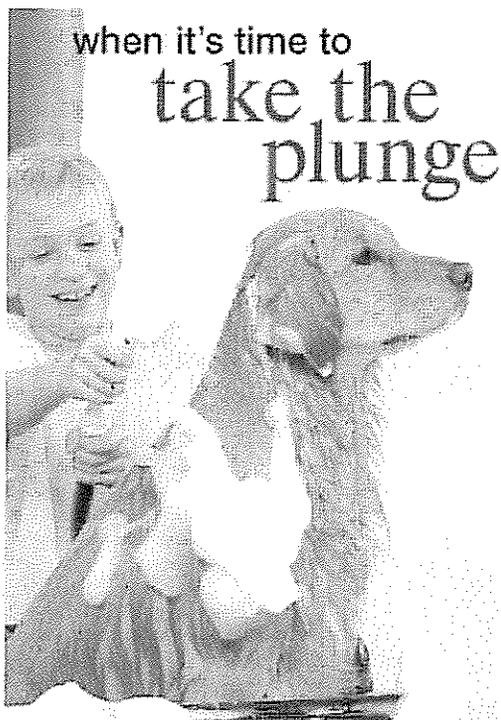
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Grooming: 5 Signs Your Dog Needs a Bath

Drs. Foster & Smith Educational Staff



Trying to decide when and how to bathe your dog is often difficult. This is because bathing frequency depends on a number of factors: the particular breed of dog, how much time is spent outdoors, the dog's age, and any existing medical conditions, to name a few.

The fact is that when and how you bathe your dog will change throughout the year and throughout the dog's life. Here are some reasons that your dog may need a bath, as well as some bathing pointers:

1. The dog rolled in something and smells.

Pretty obvious right? This is actually the #1 reason most dogs are bathed. If your dog has a habit of seeking out something smelly and rolling in it, then he will need a bath right away. Use a good strong shampoo like the

Deodorizing Dog Shampoo and don't be afraid to wash him twice.

2. The dog has a doggy smell.

An odor on the coat can often be traced to a problem with the ears, mouth, feet, or anal glands. An odor coming from the skin is often a sign of disease, such as a yeast infection. Any dog with more than a "doggy" smell should be checked by a veterinarian. For dogs with a simple doggy odor, choose a general shampoo, such as Deodorizing Dog Shampoo.

3. The dog has dandruff.

Dandruff may be caused by dry, irritated, or oily skin, but all of these conditions can be helped by the appropriate shampoo and a good bathing. Check with your veterinarian or groomer to determine the cause of your dog's skin condition and then choose the right shampoo.

4. The dog has allergies.

Bathing a dog with itchy skin from allergies can be soothing and help reduce itching. In most cases, a soothing oatmeal shampoo, or a gentle hypo-allergenic or hydrocortisone-based shampoo should be used.

5. The dog has fleas, mites, or lice.

Shampooing is still one of the best ways to get rid of external parasites. Our advanced flea and tick shampoo formula is pH-balanced and cleans and conditions coat while fighting the problem of fleas and ticks on your dog. Make sure to work with your veterinarian and get the appropriate diagnosis and corresponding treatment.

Once you determine the primary purpose for the shampoo you will need - for instance, if your dog always gets an unpleasant doggy

Before...



odor three weeks after bathing - then choose an appropriate shampoo and have it on hand for when you need it. Use our [Shampoo Selection Guide](#) for help in choosing the right shampoo for your dog.



A few other tips to remember about bathing. . .

- Always use a shampoo formulated for dogs. Human shampoos have a different pH level and often use harsher detergents than pet shampoos. You can do more damage than good if you use a human shampoo on pets. After shampooing, rinse very thoroughly. Shampoo residue can be very irritating to your pet's skin.
- Start bathing your dog when he or she is young so bath time will be easier as your dog ages.
- Brushing is one of the best ways to take care of your dog's skin and coat and, in many cases, is more important than bathing. Brushing and removing mats should always be done before the bath.
- Fatty acid supplements added to your pet's good diet will help maintain a healthy haircoat and skin. For the best coats, we recommend daily brushing, regular baths, and supplementation with a fatty acid supplement like [Vitacoat® Plus](#).

Every dog needs a bath from time to time so follow your instincts - and these tips - and your dog and your family will thank you for it.

EXHIBIT D

EXHIBIT D

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Web [Show options...](#) Results 1 - 10 of about 20,900,000 for **shampoo** [definition]. (0.25 seconds)

Women's Shampoo

www.Dove.us/HairCare Enhance the Natural Beauty of Your Hair with Dove® Therapy Shampoo!

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SHAMPOO NIGHTCLUB [PHILADELPHIA]

shampoo. SWITCH IT UP SUNDAYS HALF OFF with your COLLEGE ID every Sunday Night! ... The city's only club event for teens is Spoiled Saturdays at Shampoo! ...

[Show map of 417 N 8th St, Philadelphia, PA 19123](#)

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Suave® Professionals

Add Fullness to Your Hair with Volumizing Shampoo & Conditioner. www.Suave.com

Shampoo - Wikipedia, the free encyclopedia

Shampoo is a hair care product used for the removal of oils, dirt, skin particles, dandruff, environmental pollutants and other contaminant particles that ...

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Shampoo

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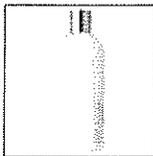
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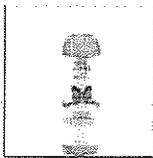
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Pet Hair Conditioners Videos: Watch the top **pet hair conditioners** video and clips from thousands of online video sites on Mefedia.

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Affordable Hair Conditioner

The very best leave-in **conditioner** I've found for long **hair** (cutting mine isn't an option either!) is in the **pet** section under Mane 'n Tail® **conditioner**. ...

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Fresh 'n Clean **Pet Hair Vac Away Carpet 10.5oz Odor & Stain** Lambert Key Fresh 'n Clean **Pet Hair Vac-Away Carpet ... CO2 Systems · Conditioners & Additives ...**

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EXHIBIT E

EXHIBIT E-1

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A botanically enriched shampoo that cleanses hair as it moisturizes the scalp. Contains a body building formula for greater volume, substance and thickness.

Price: \$17.50 **Size: 8.4 oz.**

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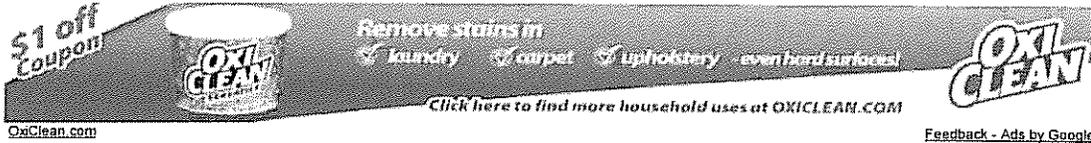
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EXHIBIT E-2



All Shampoos Are Not Created Equal: A Comparison of 28 Brands 80

By *shawna.wilson*

Have you ever wondered why a bottle of generic shampoo costs 99 cents at the drug store while a bottle of salon shampoo can cost \$20 or more? The price range is so extreme, that it would be easy to assume that cheap shampoos are bad for your hair, and expensive shampoos are good for your hair. Does a higher price equal higher quality? Let's find out! Before exploring the specifics of each brand of shampoo, here's a little background information on shampoo ingredients.



Which shampoo should I buy? There are so many choices!

Shampoo Ingredients 101

Water is the main ingredient in all shampoos. Detergent is the second ingredient listed on a shampoo label. The remaining ingredients are typically moisturizers, thickeners, conditioners, fragrances, extracts, and dyes. These are washed away by the detergent when you rinse the shampoo out of your hair. There are six major types of detergents commonly used to make shampoo, and each has a different effect on your hair. Some are mild while others are more abrasive.

Common Detergents Used in Shampoo:

- Ammonium Lauryl Sulfate** - very harsh
- Ammonium Laureth Sulfate** - harsh
- Sodium Lauryl Sulfate** - slightly less harsh
- Sodium Laureth Sulfate** - mild
- TEA or MEA Lauryl Sulfate** - gentle
- TEA or MEA Laureth Sulfate** - gentle

All of these detergents are FDA approved, but the mild and gentle detergents are obviously a better choice for your hair. Sodium Laureth Sulfate is a great choice for adult hair. The gentler TEA detergents are not used commonly in shampoos made for adults.

I decided to do some research to find out which brands of Shampoo are best for my hair. I chose 28 popular shampoo brands that can be purchased at most drug stores, grocery stores, discount stores, or salons. Each entry below contains a shampoo name, the detergent it contains, and the price of a specific sized bottle. I referenced prices at CVS pharmacy because their drug stores are accessible nationwide in the United States. The prices listed are the regular prices before tax. One or two types of shampoo are listed for each brand with a few exceptions. Make sure to note the differences in detergents among brands as you read.

28 Brands of Shampoo in Alphabetical Order

A-M

Aussie Moisturizing Shampoo
 Detergent: Ammonium Lauryl and Ammonium Laureth
 Price: \$3.99 for 13.5 oz.

Aveda Brilliant Shampoo
 Detergent: Ammonium Lauryl (third on ingredient list after water and extracts)
 Price: \$13.99 for 8.5 oz.

Bed Head Dumb Blonde Shampoo
 Detergent: Ammonium Lauryl

N-Z

Neutrogena Clean Shampoo Replenishing
 Detergent: Ammonium Lauryl and Sodium Laureth
 Price: \$5.19 for 10.1 oz.

Neutrogena T-Gel Shampoo Original Formula
 Detergent: Sodium Laureth
 Price: \$9.69 for 8.5 oz.

Price: \$11.99 for 13.5 oz.

Bed Head Self Absorbed Shampoo
Detergent: Sodium Laureth
Price: \$10.99 for 13.5 oz.

Bumble and Bumble Thickening Shampoo
Detergent: Sodium Laureth
Price: \$25.49 for 8 oz.

Christophe Beverly Hills Volumizing Shampoo
Detergent: Sodium Laureth
Price: \$7.99 for 10 oz.

Dove Shine Therapy Shampoo
Detergent: Sodium Laureth
Price: \$4.99 for 12 oz.

Finesse Moisturizing Shampoo
Detergent: Ammonium Lauryl and Ammonium Laureth
Price: \$5.39 for 25.4 oz.

Garnier Fructis Fortifying Shampoo
Detergent: Sodium Laureth
Price: \$3.99 for 13 oz.

Garnier Fructis Fortifying 2 in 1
Detergent: Sodium Laureth
Price: \$3.99 for 13 oz.

Head and Shoulders Smooth and Silky Dandruff Shampoo
Detergent: Sodium Lauryl and Sodium Laureth
Price: \$5.69 for 14.2 oz.

Head and Shoulders 2 in 1 Classic Clean Dandruff
Detergent: Sodium Lauryl and Sodium Laureth
Price: \$5.69 for 14.2 oz.

Herbal Essences Body Envy Shampoo
Detergent: Sodium Laureth and Sodium Lauryl
Price: \$3.99 for 12 oz.

Herbal Essences Hello Hydration 2 in 1
Detergent: Ammonium Laureth and Ammonium Lauryl
Price: \$3.99 for 12 oz.

Infusium 23 Repair Ologie Shampoo Step 1
Detergent: Ammonium Lauryl and Ammonium Laureth
Price: \$7.29 for 16 oz.

John Frieda Sheer Blonde Highlight Activating Shampoo
Detergent: Sodium Laureth and Ammonium Lauryl
Price: \$6.79 for 8.45 oz.

John Frieda Frizz Ease Curl Around Style-Starting Daily Shampoo
Detergent: Sodium Laureth and Sodium Lauryl
Price: \$5.89 for 10 oz.

L'oreal Vive Pro Nutri Gloss Shampoo for damaged hair
Detergent: Sodium Laureth
Price: \$4.99 for 13 oz.

L'oreal Vive Pro for Men Daily Thickening 2 in 1
Detergent: Sodium Laureth
Price: \$4.99 for 13 oz.

Nexus Therappe Luxury Moisturizing Shampoo
Detergent: Sodium Laureth
Price: \$8.79 for 13.5 oz.

Pantene Pro-V Full and Thick Shampoo
Detergent: Sodium Laureth and Sodium Lauryl
Price: \$4.99 for 12.6 oz.

Pantene Pro-V Classic Clean Shampoo
Detergent: Ammonium Laureth and Ammonium Lauryl
Price: \$4.99 for 12.6 oz.

Pantene Pro-V Sheer Volume Shampoo
Detergent: Sodium Laureth and Sodium Lauryl
Price: \$4.99 for 12.6 oz.

Pantene Pro-V Always Smooth 2in1
Detergent: Ammonium Laureth and Ammonium Lauryl
Price: \$4.99 for 12.6 oz.

Paul Mitchell Shampoo One Shampoo
Detergent: Sodium Laureth
Price: \$7.29 for 8.5 oz.

Paul Mitchell Color Protect Daily Shampoo
Detergent: Sodium Myreth (uncommon-very similar to Sodium Laureth)
Price: \$7.99 for 8.5 oz.

Pert Plus Happy Medium 2 in 1
Detergent: Ammonium Laureth and Ammonium Lauryl
Price: \$3.69 for 13.5 oz.

Selsun Blue Daily Dandruff Shampoo
Detergent: Ammonium Lauryl and Ammonium Laureth
Price: \$9.69 for 11 oz.

Suave Daily Clarifying Shampoo
Detergent: Ammonium Laureth and Ammonium Lauryl
Price: \$1.79 for 22.5 oz.

Suave Professionals 2 in 1 Plus
Detergent: Ammonium Laureth and Ammonium Lauryl
Price: \$2.69 for 14.5 oz.

Sunsilk Anti-Poof Shampoo
Detergent: Sodium Laureth
Price \$4.29 for 12 oz.

Tresemme Moisture Shampoo with Vitamin E
Detergent: Sodium Laureth
Price: \$4.69 for 32 oz.

Mane N Tail Shampoo
 Detergent: Sodium Lauryl
 Price: \$6.99 for 32 oz.

Marc Anthony Instantly Thick Hair Thickening Shampoo
 Detergent: Sodium Laureth
 Price: \$7.99 for 12.9 oz.

Matrix Biolage Fortifying Shampoo
 Detergent: TEA Lauryl
 Price: \$17.49 for 16.9 oz.

Matrix Biolage Hydrating Shampoo
 Detergent: Sodium Laureth
 Price: \$17.49 for 16.9 oz.

Matrix Biolage Color Care Shampoo
 Detergent: Sodium Laureth and Sodium Lauryl
 Price \$17.49 for 16.9 oz.

I know that's a lot of information to process, so let me sum it up for you. My conclusions are based solely on the detergents and the price per ounce of the shampoos on this list. I have not used most of these shampoos, so I can't tell you what they smell like or how they make your hair feel after washing and drying.

And the Winner Is...

Gentlest Shampoo

Matrix Biolage Fortifying Shampoo gets the award for being the gentlest shampoo. It was the only shampoo on the list that contained TEA Lauryl Sulfate, one of the gentlest detergents. The gentleness comes with a high price tag though, costing more than \$1 per ounce.

Overly Priced Shampoo

Bumble and Bumble Thickening Shampoo is the winner (or loser) in this category. At over \$3 per ounce, this shampoo is definitely over priced. It contains Sodium Laureth Sulfate, a good mild detergent, but so do many other shampoos on the list with much lower price tags. I'd give some of the cheaper mild options a try before buying Bumble and Bumble.

Harshest Shampoo

I'm not sure if it is worse for a shampoo to contain just one harsh detergent or multiple harsh detergents. That being said, one shampoo on the list solely contained ammonium lauryl sulfate, the harshest detergent of all. Bed Head Dumb Blonde Shampoo receives the award for harshest shampoo. In addition to being very harsh, this particular shampoo is on the pricey

Ultra Swim Chlorine Removing Shampoo Moisturizing Formula
 Detergent: Sodium Laureth
 Price: \$5.49 for 7 oz.

VO5 Extra Body Volumizing Shampoo
 Detergent: Sodium Lauryl
 Price: 99 cents for 15 oz.

White Rain Shampoo Extra Body
 Detergent: Ammonium Laureth and Ammonium Lauryl
 Price: \$1.99 for 33.8 oz.

Buy Tresemme Shampoo on Ebay



Tresemme tre semme shampoo and conditioner 2 / 44 oz

Current Bid: \$16.99



TRESemme COLOUR REVITALISING SHAMPOO & CONDITIONER TWIN

Current Bid: \$6.62



TRESemme Shampoo & Conditioner 2/44 oz bottles

Current Bid: \$18.99



TRESemme VOLUME SILK PROTEINS SHAMPOO 32 OUNCE

Current Bid: \$6.95



NEW Tresemme Pro Moisture Rich Hair Shampoo 44 Oz

Current Bid: \$1.77

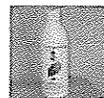


Buy Matrix Biolage Fortifying Shampoo on Ebay



MATRIX BIOLAGE FORTIFYING Shampoo 33.8 oz LITERS

Current Bid: \$26.99



MATRIX BIOLAGE FORTIFYING SHAMPOO 16.9OZ

Current Bid: \$11.99



2 MATRIX BIOLAGE FORTIFYING Shampoo 16.9 oz

Current Bid: \$20.99



2 MATRIX BIOLAGE FORTIFYING Shampoo 16.9 oz

Current Bid: \$18.99

side. It doesn't make sense to pay big bucks for a shampoo that treats your hair so harshly.



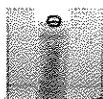
Best Buy All Around

The Best Buy award goes to a shampoo that is a great price but also contains the mild detergent sodium laureth sulfate. First place goes to Tresemme Moisture Shampoo with Vitamin E with a price tag of only 15 cents per ounce. What a deal! Second place is a tie between the two Garnier Fructis shampoos on the list. They both contained mild detergent and cost 31 cents per ounce.

Best Buy Salon Style

There were many salon style shampoos that contained the mild detergent sodium laureth sulfate and were reasonably priced. At 62 cents per ounce, Marc Anothony's Instantly Thick Hair Thickening Shampoo wins first place for being a best buy that's also good for your hair. At 65 cents per ounce, second place goes to Nexxus Therappe Luxury Moisturizing Shampoo.

Buy Marc Anthony Shampoo on Ebay



Marc Anthony True Professional Simply Straight Shampoo
Current Bid: \$3.99



Marc Anthony True Professional Simply Straight Shampoo
Current Bid: \$3.99



Buy Nexxus Shampoo on Ebay



NEXXUS THERAPPE SHAMPOO HUMECTRESS CONDITIONER COMBO
Current Bid: \$17.50



NEXXUS THERAPPE SHAMPOO + HUMECTRESS CONDITIONER COMBO
Current Bid: \$16.51



How to Save Money on Shampoo

If you plan on buying shampoo at a salon, look for coupons in the newspaper or online. Ulta, for example, regularly offers \$3.50 off of a \$10 purchase in store or online. That's 35% off. You can usually find manufacturers coupons in the newspaper for brands that are sold at drug stores and discount stores, such as Garnier Fructis, Dove, and L'oreal Vive Pro. Buy your shampoo when it is on sale to save even more on top of your coupons. By combining coupons with sales, I often pay \$1 or less per bottle of shampoo and conditioner. Stock up at a low price so you won't have to pay full price later.

If you use salon shampoo, try finding it for less on Ebay or Craigslist. You might be able to get a great deal if you buy multiple bottles at once. Making your own shampoo at home might save money. I haven't ever done this, so I can't tell you how much money it would save. I imagine that homemade shampoos are gentler on your hair and scalp than store bought shampoos. Making your own shampoo is better for the environment than buying shampoo at the store because it eliminates the plastic bottle. Making shampoo sounds like a fun Saturday project, so give it a try. Click on one of the links below to find shampoo recipes.

[How to Make Your Own Natural Shampoo](#)

[Spa At Home: Easy Home Recipes for Natural Shampoo](#)

[Organic Shampoo Recipes](#)

Using your shampoo wisely also saves money. Many shampoo bottles instruct the user to lather, rinse, and repeat if desired. The repeat is not necessary. Manufacturers encourage a repeat lather because it uses more shampoo, resulting in higher sales. By lathering only once, your shampoo will last twice as long. You'll buy less shampoo, and therefore save money.

What now?

Make Your Own Shampoo



Making Natural Liquid Soaps, Herbal Shower Gels / Conditioning Shampoos / Moisturizing Hand Soaps

Price: \$8.34
List Price: \$14.95



Natural Beauty Recipe Book, How to Make Your Own Organic Cosmetics and Beauty Products

Price: \$13.59
List Price: \$19.99



Beauty by Nature

Price: \$12.47
List Price: \$19.95



Earthly Bodies & Heavenly Hair: Natural and Healthy Personal Care for Every Body

Price: \$11.25
List Price: \$17.95



Take a look at the label on the bottle of shampoo in your shower. Are you surprised at what type of detergent it contains? I was! Prior to writing this article, I was using a Pantene Pro-V 2 in 1 shampoo. Before learning about shampoo detergents, I always assumed Pantene was a great choice. It was moderately priced, and the television and magazine ads had me convinced that the shampoo was good for my hair. I was shocked to find ammonium lauryl sulfate and ammonium laureth sulfate, the harshest detergents, on the ingredient label.

I'm going to pay more attention to the shampoo I buy from now on. Just because it is a well known and highly advertised brand doesn't mean it's good for your hair. If you're disappointed with the findings on your shampoo bottle, try a new brand that contains a milder detergent. You might even be able to save some money by switching to a different brand. Enjoy pampering your hair with a new shampoo!

EXHIBIT F

EXHIBIT F

Borghese Family

Italian family

Main

a noble Italian family, originally from Siena, who first gained fame in the 13th century as magistrates, ambassadors, and other public officials. They moved to Rome in the 16th century and there, following the election (1605) of Camillo as Pope **Paul V**, rose in wealth and fame.

Among the early members, Galgano was papal ambassador to Naples (1456), Pietro was nominated senator by **Leo X** (pope 1513–21) in 1516, and Giambattista was a famed apologist for Clement VII (pope 1523–34).

The move to Rome was started by Marcantonio (1504–74), the father of **Camillo Borghese**, the future Pope Paul V. (See **Paul V under Paul** [Papacy].) Paul V bestowed privileges upon family members, first naming as cardinal his nephew Scipione Caffarelli (1576–1633), whom he adopted into the Borghese family.

Augmenting his wealth and influence, Scipione played a leading role in church politics. His chief interest, however, was the cultivation of the arts, to which he devoted the greater part of his life and wealth. Most importantly, he recognized and encouraged the talent of the young **Gian Lorenzo Bernini** (1598–1680), who later became the outstanding sculptor and architect of the Italian Baroque.

With the sizable income that he enjoyed from the several ecclesiastic offices that he held, Scipione financed the restoration and construction of many churches and palaces in the city of Rome. His major project was to have the **Villa Borghese** built in Rome, where he assembled an important collection of paintings and sculptures.

Pope Paul V also helped his nephew Marcantonio II (1601–58), who fathered the present branch of the Borghese family, whose wealth and estates he vastly augmented. Paul V obtained for Marcantonio the important principality of Sulmona and made him prince of Vivaro. Marcantonio married Camilla Orsini (1619), thereby acquiring the estates of the powerful **Orsini family**. He also arranged the marriage of his son Paolo (d. 1646) to Olimpia, the Aldobrandini heiress.

Other family members who remained prominent in church affairs in Siena included Cardinals Pier Maria (c. 1600–1642), Francesco (1697–1759), and Scipione (1734–82). Somewhat later, Marcantonio III became viceroy of Naples. The Borghese tradition of patronage of the arts was carried on by his nephew Marcantonio IV (1730–1800), who had the Villa Borghese renewed. He also enlarged the Borghese estates by his marriage to the wealthy and prominent Maria Salviati.

In the 19th century, Camillo Filippo Ludovico (1775–1832) played an important role in Franco-Italian relations. Having married Napoleon's sister Marie Pauline (1803), he reached the rank of general in the army and was named governor of Piedmont (1807). After Napoleon's abdication, he concluded a surrender with the victorious Austrians and later maintained order during the transfer of power. Camillo won infamy for having sold to Napoleon the magnificent Borghese family **art collection**, part of which he recovered in 1815.

Camillo's brother Francesco (1776–1839) later became a general. Francesco's grandsons split the family into two branches. One, led by Paolo (1845–1920), retained the name Borghese; the other, led by Giulio (1847–1914), took the cognomen Torlonia.

Related Articles

Aspects of the topic Borghese-family are discussed in the following places at Britannica.

Assorted References

- **influenced by Petrucci** (*in* **Pandolfo Petrucci (ruler of Siena)**)

...briefly outcast by the ruling popolo, Petrucci returned in 1487 and began to take advantage of the struggles among various political factions. Having married Aurella Borghese, daughter of one of the most powerful men in the city, Petrucci entered public office, acquiring so much authority and wealth that he became the actual despot of Siena with the title...

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