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Filing date: **02/14/2011**

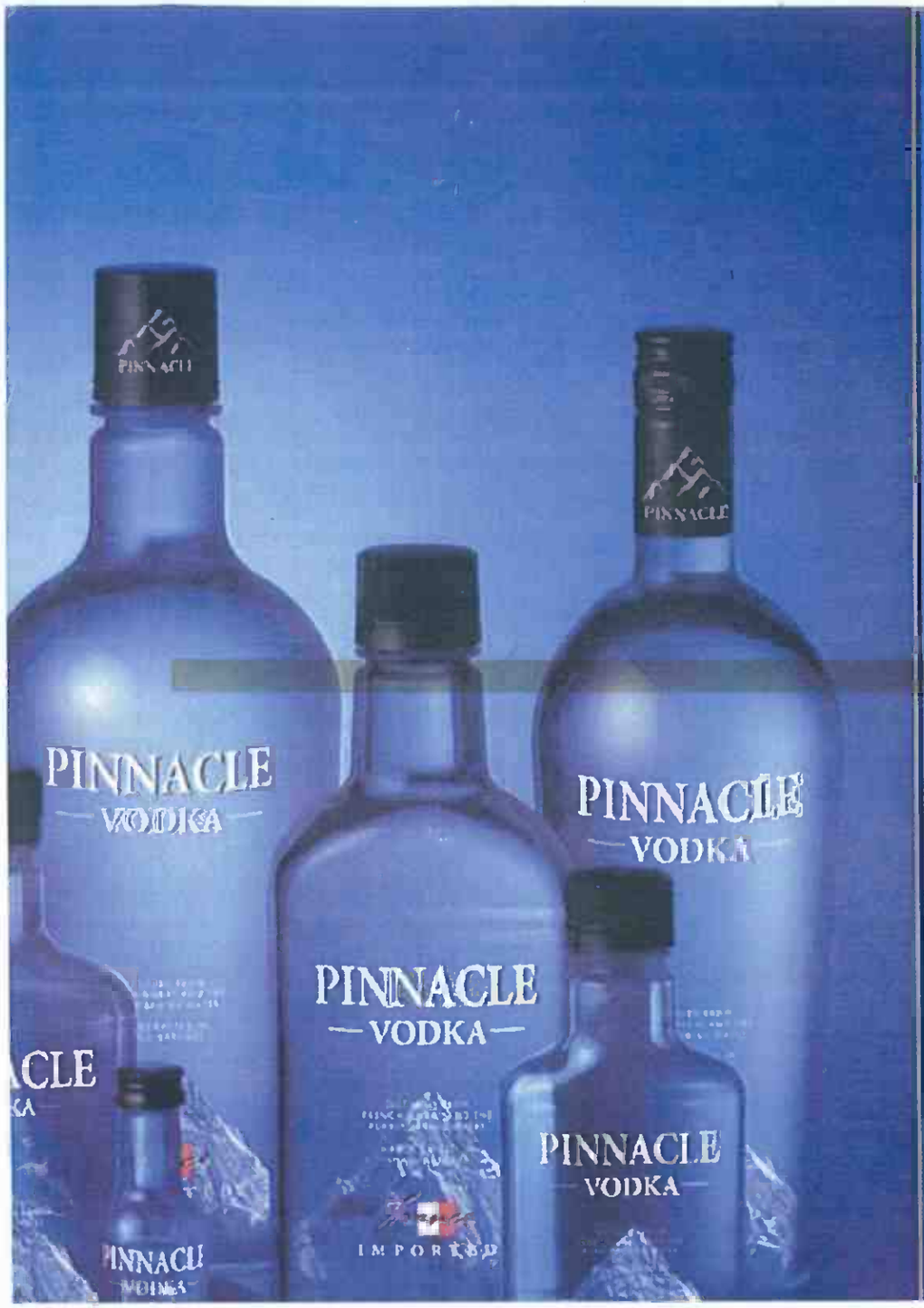
IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Proceeding	91191056
Party	Plaintiff White Rock Distilleries, Inc.
Correspondence Address	DANIEL I SCHLOSS GREENBERG TRAURIG, LLP 200 PARK AVENUE, 34TH FLOOR NEW YORK, NY 10166 UNITED STATES schlossd@gtlaw.com
Submission	Testimony For Plaintiff
Filer's Name	Daniel I. Schloss
Filer's e-mail	schlossd@gtlaw.com
Signature	/Daniel I. Schloss/
Date	02/14/2011
Attachments	Reidl ex pt 3A.pdf (50 pages)(1752438 bytes)

PAUL W. REIDL

EXHIBIT
25 For ID
11/29/11 DM

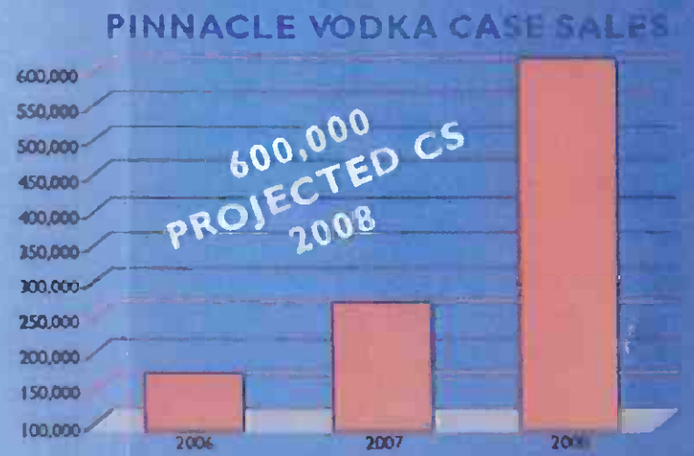
PAUL W. REIDL



PINNACLE IS A RED-HOT BRAND!

Pinnacle is the affordable luxury vodka – a premium French import, handcrafted with the finest French wheat and the purest spring water, yet not overly priced like other French imports. With the state of the economy the way it is, customers are more price-conscious then ever and the trading up phenomenon is slowly fading. Consumers still want a premium import, but now they are looking for it at a reasonable price. We have the solution: Pinnacle Vodka.

Vodka is the fastest growing spirits category, and Pinnacle is priced at the fastest growing price-point. Now the #9 imported Vodka in the US, Pinnacle is growing faster then any other Import, and is showing no signs of stopping.



Pinnacle is putting a lot of marketing support behind the brand and has launched its first-ever national advertising campaign. With a $7 million media schedule and exciting new flavor introductions, this brand is on fire.

Full Page Ads	JUNE 2001	JULY 2001	AUGUST 2001	SEPTEMBER 2001	OCTOBER 2001	NOVEMBER 2001	DECEMBER 2001	JANUARY 2002	FEBRUARY 2002	MARCH 2002	APRIL 2002	MAY 2002
KING		■			■		■	■		■		■
SPORTS ILLUSTRATED	■		■	■			■	■			■	
VIBE		■		■		■	■		■		■	
ROLLING STONE	■		■				■	■			■	■
MONEY		■	■		■		■		■	■		
GOLF		■			■		■		■			■
PLAYBOY	■			■			■	■		■	■	
TIME	■			■			■		■	■		■

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EXHIBIT
26 FOR ID
1/26/10 DM

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VIÑA
ZACO
2007
RIOJA

BODEGAS BILBAINAS

PAUL W. REIDL

Marqués
de Cáceres
Vendimia Seleccionada
CRIANZA 2006
RIOJA

S · MARQUÉS DE
VENDIMIA

PAUL W. REIDL

Lopez Noceu
1919
Cabernet Sauvignon 2003

finca
Lopez Noceu

PAUL W. REIDL

2007
"LE TRONCEY"
MONTAGNY 1ER CRU
WHITE WINE
PRODUCT OF FRANCE

PAUL W. REIDL

PAUL W. REIDL

PAUL W. REIDL

VINTAGE
2006
AMARONE
TOMMASI
A SOLAR SELECTION

ZIONE DI ORIGINE CONTROLL
AMARONE DELLA
VALPOLICELLA
AAB 03080655 LTD

PAUL W. REIDL

RUFFINO
RISERVA DUCALE
Chianti Classico
Riserva 2006

RUFFINO

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PAUL W. REIDL

PAUL W. REIDL

G
GABRIELE
MOSCATO

G
CANTINA
GABRIELE

PAUL W. REIDL

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Goats do Roam
2007

PAUL W. REIDL

PAUL W. REIDL

GUARDIAN
2006
GUARDIAN
PEAK
SOUTH AFRICA
FRONTIER

GUARDIAN

PAUL W. REIDL

L
LINDEMANS
SOUTH AFRICA
SHIRAZ
SOUTH AFRICA

L
EST 1843
LINDEMANS

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NOBILO
REGIONAL COLLECTION
MARLBOROUGH
SAUVIGNON BLANC
2009
NEW ZEALAND

NOBILO

CHANSON
2004 CHANSON
CHANSON
VIRÉ-CLESSÉ

CHANSON
PÈRE & FILS

PAUL W. REIDL

PAUL W. REIDL

PAUL W. REIDL

PAUL W. REIDL

CAVIT
CAVIT
COLLECTION
MERLOT

CAVIT
COLLECTION
PORTED FROM ITALY

PAUL W. REIDL

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PAUL W. REIDL

PAUL W. REIDL

Cantina Zaccagnini
il vino "dal tralcetto"
montepulciano d'Abruzzo
2007
Red Dry Wine

ZACCAGNINI

PAUL W. REIDL

CASTELLO MONACI
PILÚNA
PRIMITIVO

PAUL W. REIDL

PAUL W. REIDL

PAUL W. REIDL

PAUL W. REIDL

Bonterra
CHARDONNAY
MADE WITH ORGANIC GRAPES
MENDOCINO COUNTY

BONTERRA VINEYA

PAUL W. REIDL