ESTTA Tracking number: **ESTTA393269**
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.
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Submission	Testimony For Plaintiff
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Filer's e-mail	schlossd@gtlaw.com
Signature	/Daniel I. Schloss/
Date	02/14/2011
Attachments	Reidl ex part 3a.pdf (35 pages)(1263180 bytes)

PAUL W. REIDL

EXHIBIT
25 For ID
11/29/11 DM

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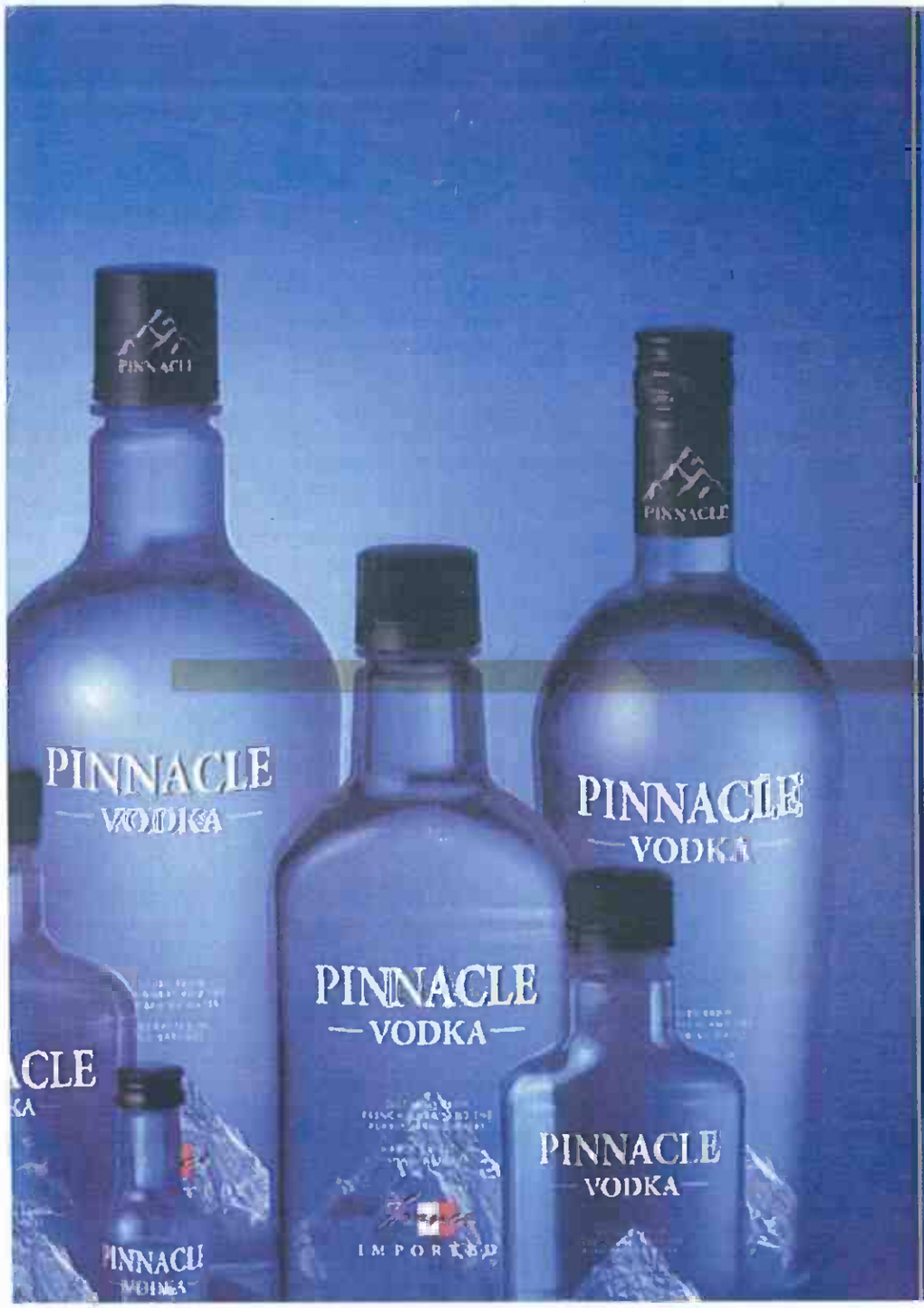
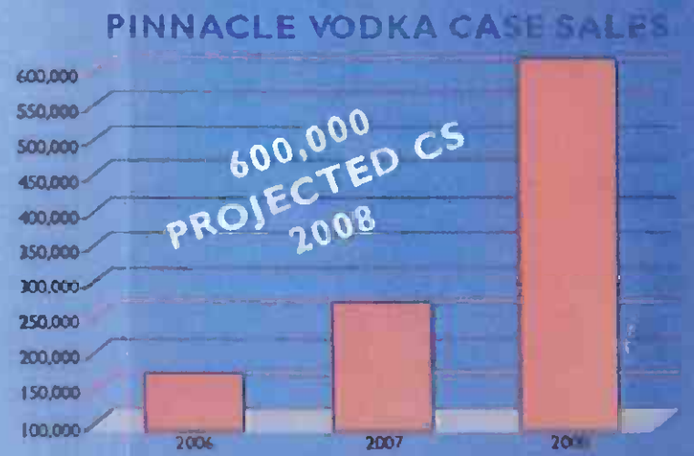


PINNACLE IS A RED-HOT BRAND!

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

G
GABRIELE
MOSCATO

G
CANTINA
GABRIELE

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PAUL W. REIDL

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