

ESTTA Tracking number: **ESTTA534971**

Filing date: **04/29/2013**

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

Proceeding	91194974
Party	Defendant GFA Brands, Inc.
Correspondence Address	JOHANNA M WILBERT QUARLES & BRADY LLP 411 EAST WISCONSIN AVENUE, SUITE 2040 MILWAUKEE, WI 53202-4497 UNITED STATES johanna.wilbert@quarles.com, marta.levine@quarles.com, david.cross@quarles.com, deena.rafinski@quarles.com
Submission	Defendant's Notice of Reliance
Filer's Name	Johanna M. Wilbert
Filer's e-mail	johanna.wilbert@quarles.com, david.cross@quarles.com, andrea.fowler@quarles.com, deena.rafinski@quarles.com
Signature	/Johanna M. Wilbert/
Date	04/29/2013
Attachments	Ex 21 - 3d party SNACK SMART Serial No 75095435.pdf (6 pages)(56002 bytes) Ex 22 - 3d party use HEART SMART (Bisquick) Website.pdf (3 pages)(316924 bytes) Ex 23 - 3d party use HEART SMART (Prego) Website.pdf (2 pages)(218138 bytes) Ex 24 - 3d party use PLUM SMART Website.pdf (2 pages)(140928 bytes) Ex 25 - 3d party use SIMPLY SMART Website.pdf (2 pages)(216349 bytes) Ex 26 - 3d party use SMART DELI Website.pdf (3 pages)(332131 bytes) Ex 27 - 3d party use SMART DOGS Website.pdf (4 pages)(565652 bytes) Ex 28 - 3d party use SMART POP Website.pdf (3 pages)(412325 bytes) Ex 29 - 3d party use SMART SAUSAGES Website.pdf (4 pages)(424725 bytes) Ex 30 - 3d party use SMART START Website.pdf (3 pages)(295890 bytes)

EXHIBIT 21
to GFA Brands, Inc's Notice of Reliance
Opposition Nos. 91194974 (parent) and 91196358

Generated on: This page was generated by TSDR on 2013-04-23 12:03:09 EDT

Mark: SNACK SMART

US Serial Number: 75095435
US Registration Number: 2107921
Register: Principal
Mark Type: Trademark
Status: A Section 15 declaration has been acknowledged.
Status Date: Aug. 16, 2008
Publication Date: Mar. 25, 1997
Application Filing Date: Apr. 29, 1996
Registration Date: Oct. 21, 1997
Notice of Allowance Date: Jun. 17, 1997

Mark Information

Mark Literal Elements: SNACK SMART
Standard Character Claim: No
Mark Drawing Type: 1 - TYPESET WORD(S) /LETTER(S) /NUMBER(S)
Disclaimer: "SNACK"

Goods and Services

Note: The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((..)) identify any goods/services not claimed in a Section 15 affidavit of
- Asterisks *..* identify additional (new) wording in the goods/services.

For: cakes, snack cakes, cookies, [donuts, candy,] pies, [pastries, rolls, crackers, buns] and other bakery goods (excluding bread); [breakfast cereal, ready to eat cereal derived food bars; granola and granola bars]

International Class: 030 - Primary Class

U.S Class: 046

Class Status: ACTIVE

Basis: 1(a)

First Use: Jun. 10, 1996

Use in Commerce: Jun. 10, 1996

Basis Information (Case Level)

Filed Use: No	Currently Use: Yes	Amended Use: No
Filed ITU: Yes	Currently ITU: No	Amended ITU: No
Filed 44D: No	Currently 44D: No	Amended 44D: No
Filed 44E: No	Currently 44E: No	Amended 44E: No
Filed 66A: No	Currently 66A: No	
Filed No Basis: No	Currently No Basis: No	

Current Owner(s) Information

Owner Name: MCKEE FOODS KINGMAN, INC.
Owner Address: 2675 WEST OATMAN ROAD
KINGMAN, ARIZONA 86413
UNITED STATES
Legal Entity Type: CORPORATION
State or Country Where Organized: ARIZONA

Attorney/Correspondence Information

Attorney of Record

Attorney Name: LILE H. DEINARD

Docket Number: 442064-00001

Attorney Primary Email ny.trademark@dorsey.com
Address:

Attorney Email Yes
Authorized:

Correspondent

Correspondent Name/Address: LILE H. DEINARD
DORSEY & WHITNEY LLP
250 PARK AVENUE, 15TH FLOOR
NEW YORK, NEW YORK 10177
UNITED STATES

Phone: 212-415-9200

Fax: 212-953-7201

Correspondent e-mail: ny.trademark@dorsey.com

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Aug. 16, 2008	REGISTERED - SEC. 15 ACKNOWLEDGED	75461
Aug. 07, 2008	ASSIGNED TO PARALEGAL	75461
Aug. 01, 2008	TEAS SECTION 15 RECEIVED	
Oct. 23, 2007	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	67723
Oct. 23, 2007	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	
Oct. 23, 2007	ASSIGNED TO PARALEGAL	67723
Aug. 17, 2007	TEAS SECTION 8 & 9 RECEIVED	
Feb. 26, 2007	CASE FILE IN TICRS	
Jun. 07, 2006	AMENDMENT UNDER SECTION 7 - ISSUED	
May 27, 2006	ASSIGNED TO PARALEGAL	75184
Mar. 27, 2006	SEC 7 REQUEST FILED	
Mar. 27, 2006	REQUEST FOR NEW CERTIFICATE FILED	
Mar. 27, 2006	PAPER RECEIVED	
Oct. 28, 2003	REGISTERED - SEC. 8 (6-YR) ACCEPTED	
Sep. 12, 2003	REGISTERED - SEC. 8 (6-YR) FILED	
Sep. 12, 2003	TEAS SECTION 8 RECEIVED	
Oct. 21, 1997	REGISTERED-PRINCIPAL REGISTER	
Aug. 28, 1997	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Aug. 21, 1997	ASSIGNED TO EXAMINER	73714
Aug. 20, 1997	STATEMENT OF USE PROCESSING COMPLETE	
Jul. 28, 1997	USE AMENDMENT FILED	
Jun. 17, 1997	NOA MAILED - SOU REQUIRED FROM APPLICANT	
Mar. 25, 1997	PUBLISHED FOR OPPOSITION	
Feb. 21, 1997	NOTICE OF PUBLICATION	
Jan. 06, 1997	APPROVED FOR PUB - PRINCIPAL REGISTER	
Dec. 24, 1996	EXAMINER'S AMENDMENT MAILED	
Nov. 14, 1996	EXAMINER'S AMENDMENT MAILED	
Oct. 31, 1996	ASSIGNED TO EXAMINER	73714

Maintenance Filings or Post Registration Information

Affidavit of Continued Use: Section 8 - Accepted

Affidavit of Incontestability: Section 15 - Accepted

Renewal Date: Oct. 21, 2007

Change in Registration: Yes

Amendment to a Registration/Renewal Certificate: In the statement, column 1, line 6, donuts, candy, pastries, rolls should be deleted and in line 7, crackers, buns should be deleted and in line 8 the word breakfast should be deleted, line 9 should be deleted. In the statement, column 2, line 1 should be deleted and in line 2, the word bar should be deleted.

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: POST REGISTRATION

Date in Location: Aug. 16, 2008

Assignment Abstract Of Title Information

Summary

Total Assignments: 1

Registrant: MCKEE FOODS CORPORATION

Assignment 1 of 1

Conveyance: ASSIGNS THE ENTIRE INTEREST

Reel/Frame: [2529/0504](#)

Pages: 11

Date Recorded: Jun. 27, 2002

Supporting Documents: [assignment-tm-2529-0504.pdf](#)

Assignor

Name: [MCKEE FOODS CORPORATION](#)

Execution Date: Jun. 19, 2002

Legal Entity Type: CORPORATION

State or Country Where Organized: TENNESSEE

Assignee

Name: [MCKEE FOODS KINGMAN, INC.](#)

Legal Entity Type: CORPORATION

State or Country Where Organized: ARIZONA

Address: 2675 WEST OATMAN ROAD
KINGMAN, ARIZONA 86413

Correspondent

Correspondent Name: CHAMBLISS, BAHNER & STOPHEL

Correspondent Address: DAVID J. HILL
1000 TALLAN BLDG.
TWO UNION SQUARE
CHATTANOOGA, TN 37402

Domestic Representative - Not Found

Proceedings

Summary

Number of Proceedings: 2

Type of Proceeding: Opposition

Proceeding Number: [91185104](#)

Filing Date: Jul 09, 2008

Status: Terminated

Status Date: Oct 21, 2008

Interlocutory Attorney: ROBERT COGGINS

Defendant

Name: RBS Snacks, LLC

Correspondent Address: CLINTON J. CUSICK
MUSKIN & CUSICK LLC
30 VINE STREET, STE 6
LANSDALE PA , 19446-3635
UNITED STATES

Correspondent e-mail: ccusick@patentstrademarks.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
WHOLESOME DELIGHTS SNACKS SNACK SMART... STAY WELL	Abandoned - After Inter-Partes Decision	77208717	

Plaintiff(s)

Name: McKee Foods Kingman, Inc.and McKee Foods Corporation

Correspondent Address: Lile H. Deinard
Dorsey & Whitney LLP
250 Park Avenue, 15th Floor
New York NY , 10177
UNITED STATES

Correspondent e-mail: ny.trademark@dorsey.com , deinard.lile@dorsey.com , sarola.amy@dorsey.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
SNACK SMART	Section 15 - Acknowledged	75095435	2107921
SNACK SMART	Registered	77006745	3322295
SNACK SMART	Registered	77006726	3333346
SNACK SMART	Registered	78816851	3612466
SNACK SMART	Registered	78816865	3612467

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jul 09, 2008	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jul 09, 2008	Aug 18, 2008
3	PENDING, INSTITUTED	Jul 09, 2008	
4	NOTICE OF DEFAULT	Sep 04, 2008	
5	BOARD'S DECISION: SUSTAINED	Oct 21, 2008	
6	TERMINATED	Oct 21, 2008	

Type of Proceeding: Opposition

Proceeding Number: [91182382](#)

Filing Date: Feb 11, 2008

Status: Terminated

Status Date: Jun 24, 2010

Interlocutory Attorney: ANN LINNEHAN

Defendant

Name: Griesedieck Enterprises, LLC

Correspondent Address: DAVID GRIESEDIECK
GRIESEDIECK ENTERPIRSES, LLC
10745 MIDWEST INDUSTRIAL BLVD
ST. LOUIS MO , 63132
UNITED STATES

Correspondent e-mail: david@griesedieck.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
HEALTHY HEART SNACK SMART	Registered	77066399	4019658

Plaintiff(s)

Name: McKee Foods Kingman, Inc. and McKee Foods Corporation

Correspondent Address: LILE H. DEINARD
DORSEY & WHITNEY LLP
250 PARKE AVENUE, 15TH FLOOR
NEW YORK NY , 10177
UNITED STATES

Correspondent e-mail: ny.trademark@dorsey.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
SNACK SMART	Section 15 - Acknowledged	75095435	2107921
SNACK SMART	Registered	77006745	3322295
SNACK SMART	Registered	77006726	3333346
SNACK SMART	Registered	78816851	3612466
SNACK SMART	Registered	78816865	3612467

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Feb 11, 2008	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Feb 11, 2008	Mar 22, 2008
3	PENDING, INSTITUTED	Feb 11, 2008	
4	ANSWER	Mar 17, 2008	
5	STIPULATION FOR AN EXTENSION OF TIME	Sep 04, 2008	
6	EXTENSION OF TIME GRANTED	Sep 04, 2008	

7	D'S MOT FOR EXTEN. OF TIME W/ CONSENT	Nov 05, 2008	
8	EXTENSION OF TIME GRANTED	Nov 05, 2008	
9	P'S MOT FOR EXTEN. OF TIME W/ CONSENT	Jan 06, 2009	
10	EXTENSION OF TIME GRANTED	Jan 12, 2009	
11	D'S REQUEST TO WITHDRAW AS ATTORNEY	Jan 15, 2009	
12	RESPONSE DUE 30 DAYS (DUE DATE)	Jan 26, 2009	Feb 25, 2009
13	CHANGE OF CORRESPONDENCE ADDRESS	Jan 26, 2009	
14	NOTICE OF DEFAULT	Mar 17, 2009	
15	D'S CHANGE OF CORRESPONDENCE ADDRESS	Apr 07, 2009	
16	TRIAL DATES RESET	May 07, 2009	
17	P'S MOTION TO COMPEL DISCOVERY	May 21, 2009	
18	SUSPENDED	May 22, 2009	
19	RESPONSE DUE 30 DAYS (DUE DATE)	Mar 12, 2010	Apr 11, 2010
20	STIPULATION FOR AN EXTENSION OF TIME	May 07, 2010	
21	EXTENSION OF TIME GRANTED	May 07, 2010	
22	WITHDRAWAL OF OPPOSITION	Jun 22, 2010	
23	BD'S DECISION: DISMISSED W/O PREJUDICE	Jun 24, 2010	
24	TERMINATED	Jun 24, 2010	

EXHIBIT 22
to GFA Brands, Inc's Notice of Reliance
Opposition Nos. 91194974 (parent) and 91196358

Brands

Baking products

Betty Crocker

Bisquick

Gold Medal

Jus-Rol

Knack & Back

La Salteña

Pillsbury

Pillsbury Atta

Yoki

Cereals

Dough / Pastries

Fruit

Ice Cream

Meals

Organic / natural

Pasta

Pizza

Snacks

Soup

Vegetables

Yogurt

General Mills Shop

Recipes

Bisquick

Whether you crave pancakes, a quick dinner or even want to add some calcium to your diet, *Bisquick* can help.



Bisquick Heart Smart pancake and baking mix is an excellent source of calcium and is naturally low in cholesterol. Low fat with no trans fat, it has the seal of the American Heart Association.

Pancakes? Added calcium? A quick dinner?

Bisquick has the product for each.

En Español

Bisquick para deliciosos pancakes y otras comidas.



The first baking pre-mix

Bisquick was a revolutionary product in 1931. Never had a baking pre-mix appeared on grocery shelves. Of course, consumers loved it, and *Bisquick* remains the category leader today.



Product and nutrition details

For the *Bisquick* family. ▶



Product locator

Find General Mills products near you ▶



Bisquick.com

Visit *Bisquick*: Products, recipes, fun and games - plus Español. ▶



Bisquick® Heart Smart® Pancake and Baking Mix

Like  One person likes this. Sign Up to see what your friends like.



A healthy alternative for your favorites. Bisquick® Heart Smart® Pancake and Baking Mix is an excellent source of calcium and is naturally low in cholesterol. It's low fat with 0% trans fat, earning the seal of the American Heart Association.

Member Reviews (0)

[Nutrition Information](#)

[Product Locator](#)



Betty on the go!
What you need, when you need it »



Cookbooks & Mags
Trusted & tested recipes »



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- | | | | | | |
|--|--------------------------------|------------------------------------|-------------------------------|--------------------------------|--|
| Betty Crocker Recipes | Bisquick | Fiber One | Muir Glen | Old El Paso | General Mills (USA) |
| Box Tops for Education Support Your School | Cascadian Farm | Green Giant | Nature Valley | Progresso Soup | General Mills (Canada) |
| Live Better America Healthy Recipes | Cheerios | Hamburger Helper | Total | Wheaties | |
| Pillsbury Easy Recipes | Chex | Honey Nut Cheerios | Totinos | Yoplait | |
| Que Rica Vida Recetas de Cocina | | | | | |
| Tablespoon Quick Recipes | | | | | |

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EXHIBIT 23
to GFA Brands, Inc's Notice of Reliance
Opposition Nos. 91194974 (parent) and 91196358

Prego

IT'S IN THERE



EXPLORE OUR DELICIOUS ITALIAN SAUCES

HEALTHY & DELICIOUS

CLASSIC ITALIAN

CHUNKY GARDEN

PIZZA SAUCE

HEART SMART TRADITIONAL

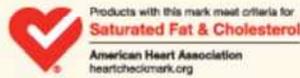
Heart-healthy goodness with the perfect balance of sweet tomato taste and savory Italian seasoning that you expect from Prego® Italian sauce.

Available in 24 oz. jars.



Health Benefits

- Low in saturated fat and cholesterol
- Certified by the American Heart Association



NUTRITION FACTS**

Amount Per Serving (serving size) = 1/2 cup (120 ml)

Calories	70	Dietary Fiber	3g
Fat Calories	15	Sugars	10g
Total Fat	1.5g	Protein	2g
Sat. Fat	0g		
Trans Fat	0g	% Daily Values**	
Polyunsat. Fat	0.5g	Vitamin A	10%
Monounsat. Fat	1g	Vitamin C	4%
Cholesterol	0mg	Calcium	2%
Sodium	360mg	Iron	4%
Total Carb.	13g		

*While many factors affect heart disease, diets low in saturated fat and cholesterol may reduce the risk of heart disease.

OTHER DELICIOUS RECIPES

Check out Campbell's Kitchen for more delicious Prego recipes with that traditional Italian flavor!

GO TO Campbell's Kitchen ▶



★★★★☆ 4

Good-For-You Stuffed Peppers

Revive an old-fashioned recipe with new-fashioned sensibilities and...

▶ VIEW RECIPE



★★★★★ 5

Good-For-You Chicken Parmesan

There's no reason to skip the great flavor or choice ingredients you...

▶ VIEW RECIPE



★★★★☆ 4

Balsamic Chicken

Flavorful chicken breast halves are simmered in a savory balsamic...

▶ VIEW RECIPE

EXHIBIT 24
to GFA Brands, Inc's Notice of Reliance
Opposition Nos. 91194974 (parent) and 91196358



[Home](#)

[What is Digestive Health](#)

[Essential Minerals & Eating Right](#)

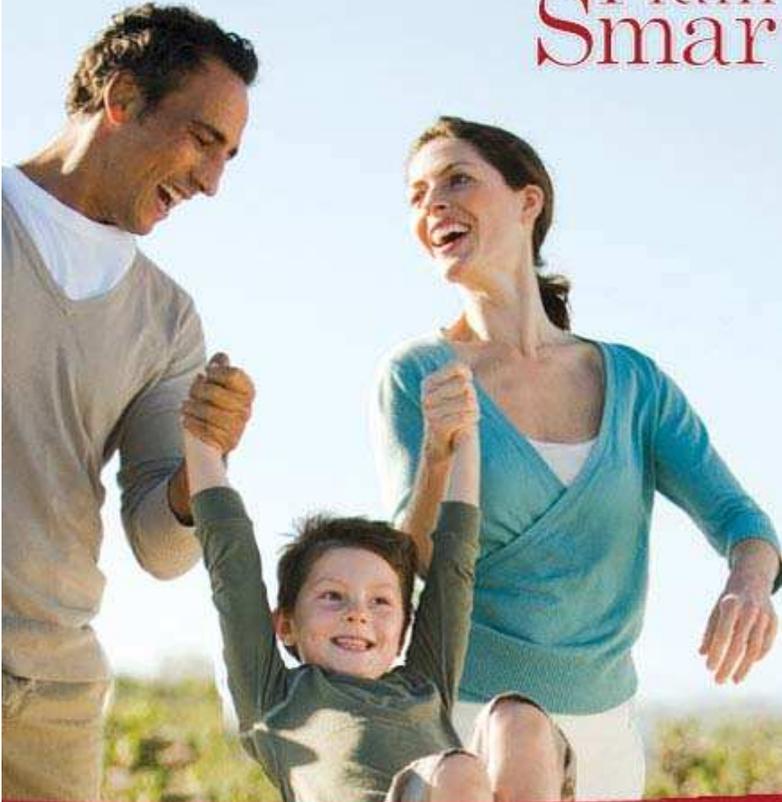
[The PlumSmart® Solution](#)

[Clinical Research](#)

Plum Smart. The Crisp and Delicious Juice

A refreshing combination of our special variety of fresh plums and tasty grape juice.

- ✓ 3g Fiber
- ✓ Potassium



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**COUPONS
RECIPES
NUTRITION TIPS**

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EXHIBIT 25
to GFA Brands, Inc's Notice of Reliance
Opposition Nos. 91194974 (parent) and 91196358



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Simply Smart Milk

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[SIMPLY SMART CHOCOLATE FAT FREE MILK](#)

[SIMPLY SMART FAT FREE MILK](#)

[SIMPLY SMART 1% LOWFAT MILK](#)

Hood® found an innovative, natural technique called ultra-filtration to remove some of the water that makes lowfat milk look and taste watery. The result is simply delicious milk rich in nutrition and taste. Simply Smart®: All the taste, without all the fat™.

And all Hood Milk comes from farmers who pledge not to use artificial growth hormones*. When you give your family Hood, you're giving them the best. Always Good. Always Hood.

*To satisfy our consumers, our farmers pledge not to use artificial growth hormones. [Click here](#) for more information.

For more information about Simply Smart Milk, visit www.BeSimplySmart.com.



[SIMPLY SMART CAPPUCCINO](#)

[VIEW OUR RECIPES](#)



[SIMPLY SMART COOKING TIPS](#)



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POLL QUESTION

How do you use Hood Simply Smart Milk?

- IN CEREAL
- DRINK IT PLAIN
- TO COOK



[SUBMIT POLL RESULT](#)

EXHIBIT 26
to GFA Brands, Inc's Notice of Reliance
Opposition Nos. 91194974 (parent) and 91196358



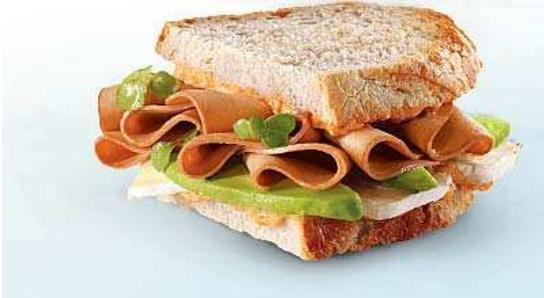
Weggie goodness for you and the planet.



SHARE

our food ▾ recipes ▾ our story ▾ your health ▾ your planet ▾ giving back coupons where to buy

our food » Deli » **Smart Deli® Turkey**



- 3.5g**
FAT
- 100**
CALORIES
- 0mg**
CHOLESTEROL
- 14g**
PROTEIN

Smart Deli® Turkey

★★★★★ [Read all 2 reviews](#) [Write a review](#)



From melts to paninis to clubs, the hearty succulent flavor of Smart Deli® Turkey lets you lunch veggie-style any time you want.

Ingredients

Water, vital wheat gluten, soybean oil, soy protein isolate, soy sauce (water, soybeans, salt, wheat), navy bean flour, yeast extract, rice bran, wheat gluten, wheat starch, organic dried tofu (organic soybeans, calcium sulfate), carrageenan, calcium lactate, natural flavor (from plant sources), sea salt, dried onions, dried garlic, citric acid, salt, natural smoke flavor.

Contains: Wheat, soy.



Recipes for Smart Deli® Turkey



Smart Deli®
Turkey
Pinwheels

FIND IN STORE

Nutrition Facts

Per Single Serving
Serving Size: 4 Slices (52g)
Servings Per Package: 3

Nutrition	Amount per Serving	Percentage Daily Value
Calories	100	
Calories From Fat	30	
Total Fat	3.5g	5%
Saturated Fat	0.5g	3%
Trans Fat	0g	
Polyunsaturated Fat	2g	
Monounsaturated Fat	1g	
Cholesterol	0mg	0%
Sodium	290mg	12%
Potassium	170mg	5%
Total Carbohydrate	4g	1%
Dietary Fiber	2g	8%
Sugars	Less than 1g	
Protein	14g	9%
Vitamin A		0%
Vitamin C		6%
Calcium		6%
Iron		6%

Percent Daily Values are based on a 2,000 calorie diet. Your diet values may be higher or lower depending on your calorie needs.

	Calories:	2,000	2,500
Total Fat	Less than	65g	80g
Sat. Fat	Less than	65g	80g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2400mg	2400mg
Potassium		3500mg	3500mg
Total Carb.		300g	375g
Dietary Fiber		25g	30g
Protein		50g	65g

Related Products



Smart Deli® Bologna



Smart Deli® Ham



Smart Deli® Pepperoni

Smart Deli® Turkey

Product Reviews

WRITE A REVIEW



Quality

Value

1 out of 1 (100%) customers recommend this product.

Advanced filters

Star Rating Quality Value Age Gender

Sort by



Quality

Value

AngelaB

From: CA

Age: 18 to 24

Gender: Female

great taste!

February 6, 2013

I am a brand new vegetarian! I never really ate much meat so giving it up was pretty easy until I started craving a good turkey sandwich & got excited when I saw these. New to "fake" meat I was very hesitant to try it. But my sandwich was amazing and tasted like the real thing!!

Yes, I recommend this product.

helpful 0



COMMENT ON REVIEW



Quality

Value

Paul

From: Denver, CO, USA

Age: 25 to 34

Gender: Male

Finally someone gets it right!

January 15, 2013

After being a vegetarian for almost 4 years there are certain meats I miss. I get my chicken craving met with a few great products out there, but I feel like I haven't had a good turkey substitute so far. Deli Turkey sandwiches used to be one of my favorite things and after trying the Smart Deli Turkey I feel like I can have that again. Tastes great alone and makes an even better sandwich. Great job guys!

helpful 1



COMMENT ON REVIEW

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The Connecticut River flowing through our backyard

EXHIBIT 27
to GFA Brands, Inc's Notice of Reliance
Opposition Nos. 91194974 (parent) and 91196358



Waggle goodness for you and the planet.



SHARE

our food ▾ recipes ▾ our story ▾ your health ▾ your planet ▾ giving back coupons where to buy

our food » Hotdogs & Sausages» **Smart Dogs®**



- 2g** FAT
- 50** CALORIES
- 0mg** CHOLESTEROL
- 7g** PROTEIN

Smart Dogs®

★★★★★ [Read all 5 reviews](#) [Write a review](#)



Just like the classic, only you'll know what's in it. The Lightlife Smart Dogs® offer up all the plump, juicy flavor you love, just without the meat. So fire up the grill and enjoy the ultimate summertime favorite while keeping it all veggie.

Ingredients

Water, soy protein isolate, soybean oil, evaporated cane syrup, pea protein isolate, tapioca starch, salt, potassium chloride, bakers yeast extract, carrageenan, dried garlic, natural flavor (from plant sources), natural smoke flavor, xanthan gum, fermented rice flour, guar gum, oleoresin paprika (color).

Contains: Soy.



Recipes for Smart Dogs®



Grilled Franks with Sesame Apple Slaw



Smart Dogs® in a Blanket

FIND IN STORE

Nutrition Facts

Per Single Serving
Serving Size: 1 Link (42g)
Servings Per Package: 16

Nutrition	Amount per Serving	Percentage Daily Value
Calories	50	
Calories From Fat	20	
Total Fat	2g	3%
Saturated Fat	0g	0%
Trans Fat	0g	
Polyunsaturated Fat	1g	
Monounsaturated Fat	0.5g	
Cholesterol	0mg	0%
Sodium	330mg	14%
Potassium	160mg	5%
Total Carbohydrate	2g	1%
Dietary Fiber	1g	4%
Sugars	0g	
Protein	7g	10%
Vitamin A		0%
Vitamin C		0%
Calcium		0%
Iron		6%

Percent Daily Values are based on a 2,000 calorie diet. Your diet values may be higher or lower depending on your calorie needs.

	Calories:	2,000	2,500
Total Fat	Less than	65g	80g
Sat. Fat	Less than	65g	80g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2400mg	2400mg
Potassium		3500mg	3500mg
Total Carb.		300g	375g
Dietary Fiber		25g	30g
Protein		50g	65g

Related Products



Smart Dogs® Jumbo



Smart Sausages® Chorizo Style



Smart Sausages® Italian Style



Smart Sausages® Smoked Style



Tofu Pups®

Smart Dogs®

Product Reviews

WRITE A REVIEW

★★★★★ =

Quality _____ Value _____

5 out of 5 (100%) customers recommend this product.

Advanced filters

Star Rating
 Quality
 Value
 Age
 Gender

Sort by

★★★★★

Quality _____

Value _____

[churchhaus](#)

From: Minnesota

Age: 55 to 64

Gender: Male

Yes, I recommend this product.

Good dogs!

March 27, 2013

If you miss having a good old fashioned hot dog, these by far come the closest to the real deal. They've got good flavor and good "mouth feel". I've tried several different products and have never been completely satisfied until I tried these. With Smart Dogs I can finally have a Chicago style dog!

helpful 0
 not helpful 0



COMMENT ON REVIEW

★★★★★

Quality _____

Value _____

[idoqq27](#)

From: Cincinnati, OH, USA

Age: 35 to 44

Gender: Female

Yes, I recommend this product.

Not a vegetarian

March 15, 2013

I like to limit the meat I eat, but I'm not a vegetarian. I'm trying to eat healthier. I was very skeptical about this product and assumed I would'nt like it. I was wrong. These are VERY close to tasting like real hot dogs. And no guilt. I have been dieting and this has helped with my weight loss. Usually, when I was overweight I would want to eat three hot dogs but always felt too guilty to do it. Now, I can have three veggie dogs with whole wheat buns and still be under my weight watchers points! Amazing~

helpful 1
 not helpful 0



COMMENT ON REVIEW

★★★★★

Quality _____

Value _____

[SilverKarateKid](#)

Yes, I recommend this product.

EXCELLENT!

January 25, 2013

I have been a Vegetarian for 7 years and in the beginning for a very long time I just ate tofu and vegetables and such, and when I found out about this company I bough few things to try and I loved it! You can bake, fry in olive oil, or cook, or grill doesn't matter which way you do it they taste amazing!

helpful 0
 not helpful 1



 COMMENT ON REVIEW



Quality

Value

Brit

From: Vermont, USA

Age: 18 to 24

Gender: Female

Yes, I recommend this product.

 helpful **0**  **0** 



 COMMENT ON REVIEW

1 [2](#) [next](#)

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The Connecticut River flowing through our backyard

EXHIBIT 28
to GFA Brands, Inc's Notice of Reliance
Opposition Nos. 91194974 (parent) and 91196358



OUR
POPCORN

RECIPES

NEWS AND
OFFERS

ABOUT
ORVILLE

HEALTHY POPCORN - SMART POP!

Who says you can't rush perfection? Orville Redenbacher's® Gourmet® Popping Corn pops up in minutes to give you a delicious, light, and fluffy snack that's perfect anytime.

READY-TO-EAT POPCORN

MICROWAVE POPCORN

KERNEL POPCORN & OIL



SmartPop!®

Orville Redenbacher's® SmartPop! Gourmet® microwave popcorn has just 100 calories per 6 cups and is 94% fat free, so you can snack without giving up the delicious, fresh-popped taste and aroma you love. **Also available in the Pop Up Bowl™.**

Popping Instructions

[ShareThis](#)

Smart Pop



The Pop Up Bowl features this favorite buttery classic that's 94% fat free and 100% delicious.

[Nutrition Information](#)

SmartPop! Butter Mini Bags



The Mini Bag version of our 94% Fat-Free Gourmet Popping Corn—buttery and only 100 calories.

[Nutrition Information](#)

SmartPop! Kettle Korn



Same great taste as your favorite microwave kettle corn—slightly sweet, slightly salty, and 94% fat free!

[Nutrition Information](#)

SmartPop! Kettle Korn Mini Bags



The Mini Bag version of our 94% Fat-Free Kettle Korn—satisfy your sweet and salty cravings for only 100 calories!

[Nutrition Information](#)

NEW! POP CRUNCH™
Smart snacking never tasted so good!

[DIG IN >](#)

POP UP BOWL™

THE BAG THAT NEEDS NO BOWL!

[WATCH NOW >](#)

READY-TO-EAT POPCORN

Big flavor in every bite.

[LEARN MORE >](#)

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Join
the
Fight

EXHIBIT 29
to GFA Brands, Inc's Notice of Reliance
Opposition Nos. 91194974 (parent) and 91196358



Weggie goodness for you and the planet.



SHARE

our food ▾ recipes ▾ our story ▾ your health ▾ your planet ▾ giving back coupons where to buy

our food » Hotdogs & Sausages» **Smart Sausages® Italian Style**



- 7g**
FAT
- 140**
CALORIES
- 0mg**
CHOLESTEROL
- 13g**
PROTEIN

Smart Sausages® Italian Style

★★★★★ [Read all 5 reviews](#) [Write a review](#)



The Tuscan spirit is alive and well in the veggie world. Throw one of our perfectly seasoned Italian sausages in a bun or sauté it up with a fresh mix of peppers and onions and have yourself an Italian-veggie feast.

Ingredients

Water, textured soy protein concentrate, soybean oil, egg whites, dried vegetables (onions, garlic, tomato, red and green bell peppers), potato starch, soy protein isolate, wheat gluten, cellulose gum, sea salt, yeast extract, salt, tapioca starch, barley malt extract, spices, natural flavor (from plant sources), evaporated cane syrup, calcium phosphate.

Contains: Soy, egg, wheat.



FIND IN STORE

Nutrition Facts

Per Single Serving
Serving Size: 1 Link (85g)
Servings Per Package: 4

Nutrition	Amount per Serving	Percentage Daily Value
Calories	140	
Calories From Fat	60	
Total Fat	7g	11%
Saturated Fat	1g	5%
Trans Fat	0g	
Polyunsaturated Fat	4g	
Monounsaturated Fat	2g	
Cholesterol	0mg	0%
Sodium	560mg	23%
Potassium	230mg	7%
Total Carbohydrate	7g	2%
Dietary Fiber	1g	4%
Sugars	Less than 1g	
Protein	13g	21%
Vitamin A		0%
Vitamin C		0%
Calcium		10%
Iron		8%

Percent Daily Values are based on a 2,000 calorie diet. Your diet values may be higher or lower depending on your calorie needs.

	Calories:	2,000	2,500
Total Fat	Less than	65g	80g
Sat. Fat	Less than	65g	80g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2400mg	2400mg
Potassium		3500mg	3500mg
Total Carb.		300g	375g
Dietary Fiber		25g	30g
Protein		50g	65g

Recipes for Smart Sausages® Italian Style



Easy Penne



Easy Sausage and Vegetable Soup



Pesto Pizza with Italian Smart Sausages® and Artichokes



Roasted Vegetables with Smart Sausages®

Related Products

Smart Dogs[®]

Smart Dogs®



Smart Dogs® Jumbo



Smart Sausages® Chorizo Style



Smart Sausages® Smoked Style



Tofu Pups®

Smart Sausages® Italian Style

Product Reviews

[WRITE A REVIEW](#)



Quality

Value

5 out of 5 (100%) customers recommend this product.

Advanced filters

Star Rating Quality Value Age Gender

Sort by



Quality

Value

[NewHealthyFreak](#)

From: Delaware, USA

Age: 18 to 24

Gender: Female

Yes, I recommend this product.

Sausage Heaven

March 27, 2013

I could not believe I was eating sausage. At first I was not exited because I thought since is vegetarian it was not going to taste anything like an italian sausage but as soon as a eat the first bite (I made a sausage and grilled peppers sandwich), I was so deligthd!! This made my transition to pescetarian so much more enjoyable! I cant wait for summer to try the burgers and everything else. The products are helping me keep my lifestyle and be happy while eating! :)

helpful 0 0



[COMMENT ON REVIEW](#)



Quality

Value

[Yoshismom](#)

From: New York, NY, USA

Age: 55 to 64

Gender: Female

Yes, I recommend this product.

Delicious !

February 14, 2013

We love all of the light life products. They have been a great addition to our diet. We recently tried your sausages and after our first bite we had to check that we hadn't bought real sausages! They are excellent. Thank you for making great products. Maybe a kielbasa sausage next, fingers crossed.

helpful 0



[COMMENT ON REVIEW](#)



Quality

Value

[amdean4](#)

From: Corvallis, OR, USA

Age: 18 to 24

Gender: Female

Yes, I recommend this product.

Please Help! I'm now a Vegan!

February 12, 2013

We were vegetarians and fell in love with these Italian sausages. We enjoy all of your products but recently, we decided to cut out dairy and become vegans. I was hoping to continue buying these Italian sausages until I saw on the ingredients list that there are egg whites!!! Please, please try to make the same product but without the egg whites. It would be much appreciated.

Besides that I think the Italian sausages are delicious!

helpful 1



[COMMENT ON REVIEW](#)



Quality

Value

[casevldi](#)

From: Michigan, USA

Age: 18 to 24

Gender: Female

Yes, I recommend this product.

AMAZING! I just wish for a vegan version.

February 5, 2013

Delicious!!!! These have been my go-to for months! Even my meat eating friends and family rave about these. After being a vegetarian for 15 years, I'm now transitioning to a vegan life. I'm going to miss these so very much! I suggest making a vegan version...please? :)

helpful 0



[COMMENT ON REVIEW](#)

1 2 [next](#)



The Connecticut River flowing through our backyard

EXHIBIT 30
to GFA Brands, Inc's Notice of Reliance
Opposition Nos. 91194974 (parent) and 91196358



Home :: Our Brands :: Smart Start®



Our Brands

Category

Choose a Product Type

- All
- Bars
- Beverages
- Cereal
- Crackers
- Fruit Flavored Snacks
- Toaster Pastries
- Warm Breakfasts

Brand

Choose a Brand

- All-Bran®
- Apple Jacks®
- Cinnabon™
- Corn Pops®
- Cracklin' Oat Bran®
- Crispix®
- Crunchmania

Products

Choose a Product Category

- All Products
- New Products

Clear

Nutrition Preferences

Browse Cereal Products by Nutrition Values



Smart Start®

Lightly sweetened, toasted multi-grain flakes and crunchy oat clusters.

1-2 of 2 Product



Quickview

Kellogg's® Smart Start® Strong Heart Antioxidants cereal

Add to Compare



Quickview

Kellogg's® Smart Start® Strong Heart Toasted Oat cereal

Add to Compare

1-2 of 2 Product



Have a Taste of Great



Kellogg Store

The official site for Kellogg merchandise.

Be Better Together



Kellogg's Youtube

Watch us on YouTube

Feed Your Curiosity



Oct 03, 2012

Help Outsmart Hunger With New Special K® Protein Cereal, Meal Bars And Shakes

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