

ESTTA Tracking number: **ESTTA550450**

Filing date: **07/25/2013**

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

Proceeding	91202562
Party	Plaintiff Boston Athletic Association
Correspondence Address	BARBARA A BARAKAT WILMER CUTLER PICKERING HALE AND DORR LLP 60 STATE STREET BOSTON, MA 02109 UNITED STATES barbara.barakat@wilmerhale.com, angela.dyer@wilmerhale.com
Submission	Plaintiff's Notice of Reliance
Filer's Name	Barbara A. Barakat
Filer's e-mail	barbara.barakat@wilmerhale.com, angela.dyer@wilmerhale.com
Signature	/barbara a. barakat/
Date	07/25/2013
Attachments	Opposer's Notice of Reliance.pdf(160975 bytes) Ex. 1.pdf(244344 bytes) Ex. 2.pdf(75947 bytes) Ex. 3.pdf(493457 bytes) Ex. 4.pdf(247107 bytes) Ex. 5.pdf(144926 bytes) Ex. 6.pdf(82747 bytes) Ex. 7.pdf(354773 bytes) Ex. 8.pdf(881362 bytes) Ex. 9.pdf(418412 bytes) Ex. 10.pdf(397364 bytes) Ex. 11.pdf(246930 bytes) Ex. 12.pdf(1738268 bytes) Ex. 13.pdf(809021 bytes) Ex. 14.pdf(975302 bytes) Ex. 15.pdf(190638 bytes) Ex. 16.pdf(804105 bytes) Ex. 17.pdf(190285 bytes) Ex. 18.pdf(189184 bytes) EX. 19.pdf(194946 bytes) Ex. 20.pdf(146073 bytes) Ex. 21.pdf(469410 bytes) Ex. 22.pdf(304317 bytes) Ex. 23.pdf(320957 bytes) Ex. 24.pdf(108503 bytes) Ex. 25.pdf(94496 bytes) Ex. 26.pdf(548975 bytes) Ex. 27.pdf(464901 bytes)

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

Boston Athletic Association,)	
)	
Opposer)	
)	
v.)	Opposition No. 91/202562
)	
Velocity, LLC,)	
)	
Applicant)	

OPPOSER'S FIRST NOTICE OF RELIANCE

Pursuant to 37 C.F.R. §2.122(e), Opposer Boston Athletic Association submits its Notice of Reliance, on the following. Opposer submits the attached printed publications:

<u>Printed Publication</u>	<u>Trial Exhibit No.</u>
“MBTA Prepared To Carry Thousands To The Boston Marathon,” http://www.mbta.com/about_the_mbta/news_events/?id=21419	1
“Marathon Monday Drinkfest,” https://www.facebook.com/events/160891937304363/	2
Boston Biker, “Hal’s 26 th Annual Marathon Monday Ride,” http://bostonbiker.org/2011/04/07/hal%E2%80%99s-26th-annual-marathon-monday-ride/	3
“Marathon Monday T-Shirt Design Ideas,” http://www.customink.com/photos/tags/marathon-monday	4
“Mistress Carrie Live for Marathon Monday @ Lir 4.8.11 Gallery,” http://www2.waaf.com/photos/gallery/180	5
“Marathon Monday,” https://www.facebook.com/pages/Marathon-Monday/143894462343343	6
“Marathon Monday workouts,”	7

http://www.examiner.com/article/marathon-monday-workouts	
“Marathon Monday@ The PUMA Store Newbury Street,” http://www.puma.com/running/events/marathon-monday-the-puma-store-newbury-street	8
Boston Magazine, “Marathon Weekend Picks,” http://www.bostonmagazine.com/2008/04/marathon-weekend-picks/	9
Daily Free Press, “Marathon Monday ranked one of best college traditions,” http://dailyfreepress.com/2011/11/15/marathon-monday-ranked-one-of-best-college-traditions/	10
“Marathon Weekend: Marathon Monday,” http://www.baa.org/races/boston-marathon/marathon-weekend/marathon-monday.aspx	11
2012 Boston Marathon Results Book, Advertisements by John Hancock	12
Advertisement for SportsRadio WEEI, dated 4/16/2012	13
Definition of “Boston Marathon,” published by Wikipedia.org http://en.wikipedia.org/wiki/Boston_Marathon	14
“Many runners succumb to heat on Marathon Monday,” http://www1.whdh.com/news/articles/local/boston/12007230442930/many-runners-succumb-to-heat-on-marathon-monday/	15
Sarah Fit, Enabling Your Passion for Healthy Living, “Marathon Monday,” http://sarahfit.com/marathon-monday/	16
The Daily Free Press, “Staff Edit: Marathon Monday,” http://dailyfreepress.com/2012/04/17/staff-edit-marathon-monday/	17
RunnersWorld, “2100 Got Medical Treatment Marathon Monday,” http://www.runnersworld.com/elite-runners/2100-got-medical-treatment-marathon-monday	18
RunnersWorld, “Nan Kennard a Big Fan of Marathon Monday,” http://www.runnersworld.com/races/nan-kennard-big-fan-marathon-monday	19
RunnersWorld, “Songs about Boston,” http://www.runnersworld.com/workout-music/songs-about-boston	20
NECN, “Which Boston Patriots Day Boston-Related Sporting Event are you most Excited About?” http://nesn.com/2012/04/vote-which-boston-patriots-day-sporting-event-are-you-most-excited-about/?/	21
Hubway.com, “Mayor Menino Kicks Off Second Season of New Balance Hubway,”	22

<http://thehubway.com/news/2012/04/03/mayor-menino-kicks-off-second-season-of-new-balance-hubway/>

The Boston Globe, "Hotel chefs look forward to feeding marathoners," April 10, 2013 23

Boston Bar Association News Release, "Boston Bar Recruiting Lawyer Volunteers in Wake of Explosions on Marathon Monday," 24

Boston Bar Association News Release, "Boston Bar Foundation Gives \$25,000 to the One Fund Boston," 25

The City of Boston.gov, "Mayor Menino Announces "Boston Strong" Effort to Encourage More Business in Back Bay," 26

Women's Running Magazine, "Marathon Monday Motivation," 27
<http://womensrunning.competitor.com/2012/01/inspiration/marathon-monday-motivation> 639

Opposer submits that the above-identified exhibits, and the copies of same submitted herewith are printed publications, available to the general public or of general circulation among members of the public or that segment of the public which is relevant under an issue in this proceeding and therefore constitutes competent evidence. Specifically, Opposer submits that the attached exhibits submitted with this Notice of Reliance are relevant to the issues that applicant's mark is a close approximation of opposer's previously used name or identity and/or that applicant's mark would be recognized as such by purchasers, in that the mark points uniquely and unmistakably to opposer.

BOSTON ATHLETIC ASSOCIATION
By its attorneys,



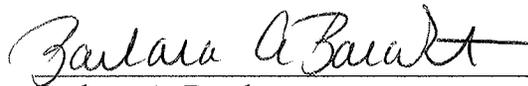
Michael J. Bevilacqua
Barbara A. Barakat
Wilmer Cutler Pickering Hale and Dorr LLP
60 State Street
Boston, Massachusetts 02109
(617) 526-6000

Date: July 25, 2013

CERTIFICATE OF SERVICE

I hereby certify that the a copy of the foregoing Opposer's First Notice of Reliance was served by first-class mail, postage-prepaid, this 25th day of July, 2013 upon:

Andrea J. Mealey
Mark A. Bross
Hinckley Allen & Snyder LLP
28 State Street
Boston, MA 02109-1775



Barbara A. Barakat

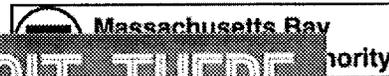
**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
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OPPOSER'S NOTICE OF RELIANCE

TRIAL EXHIBIT #1

Massachusetts Bay



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01 Wednesday August

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B-000004

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MBTA Prepared To Carry Thousands To The Boston Marathon

Monday, April 18, 2011

Start Date: 4/8/2011
 End Date: 4/18/2011
 Email: lriviera@mbta.com

In preparation for this year's Boston Marathon, the Massachusetts Bay Transportation Authority will enhance service to accommodate the thousands of fans expected to attend the event. Extra T officials and T Police will be on hand to provide assistance throughout the day. To accommodate pre-marathon preparation the weekend before the race, adjustments to various bus routes in and around Copley Square will be required. On Marathon Monday various bus routes on both the North and South sides will be diverted. Customers are urged to take public transportation and advised to check the T's website www.mbta.com for the most up to date information leading up to Marathon Monday. [<< Back to all News / Events](#)

Marathon Monday

- Blue, Orange, Red and Green line service will operate on its regular weekday schedule with extra service before and after the marathon.
- Commuter rail trains will operate on its regular weekday schedule.
- All buses and trackless trolleys will operate on a Saturday schedule.
- Commuter Boat and Inner Harbor Ferry service will operate on a regular weekday service schedule.
- THE RIDE will operate on a modified weekday schedule.
- Copley Station will be closed all day. Customers attending the Boston Marathon will have access to the Green Line at Hynes Convention Center or Arlington Stations.
- **Route 55 - Queensbury/Copley Station** ~ Entire service terminated until completion of Marathon.
- **The Green Line's Woodland Station along Route 16 in Newton** will be closed to automobile traffic between 9:00 a.m. and 3:00 p.m. The station will remain open for customer use.
- **On the Green Line** - the Arlington Station entrance located on Berkeley Street, and both entrances of Hynes Station will remain open Marathon Monday to accommodate Marathon attendees.
- **Customer Service Van** will be on Boylston Street at the rear of Hynes Station selling prepaid \$5:00 Charlie Cards.
- **On Marathon Monday**, buses will be rerouted at certain times during the day to prevent disruption of the race. These routes include:
 - o **Southside Routes**
 - 1 - Dudley - Harvard via Massachusetts Avenue.
 - 8 - Harbor Point - Kenmore ~Trip terminates at the Old Sears Building.

Browse all T Reports, statements, and publications in our Document Library.

T Projects:

The latest information on MBTA improvements and expansion projects. [Browse all T Projects](#)

Recently Updated Projects:

- [Newmarket Station](#)
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B-000005

- 9&10 – City Point (South Boston) – Copley Square ~ Trip terminates at Back Bay Station
- 39 – Forest Hills Station to Back Bay Station ~ Trip terminates at Back Bay Station on the Dartmouth Street Side
- 47 – Central Square Cambridge – Albany Street. Inbound trip terminates at Granite and Memorial Drive. Outbound trip terminates at the Old Sears Building.
- 52 – Watertown – Dedham Mall
- 57 – Watertown Square to Kenmore Square. Trip terminates at Blandford Street.
- 59 – Needham Junction – Watertown Square. Inbound trip terminates at Newton Highlands.
- 60 – Chestnut Hill Mall – Kenmore Square. Inbound trip terminates at the Old Sears Bldg.
- 65 – Brighton Center – Kenmore Square. Trip terminates at the Old Sears Bldg.
- 66 – Harvard - Dudley
- 86 – Sullivan Square Station – Reservoir (Cleveland Circle)
- 504(2) – Watertown Square or Newton Corner – Downtown.



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o **Northside Routes**

- 86 – Sullivan Square Station – Reservoir (Cleveland Circle)
- 62/76 – 62-Bedford V. A. Hospital – Alewife Station ~ No service to Lexington Ctr.
- 76 – Hanscom AFB – Alewife Station ~ No service to Lexington Ctr.
- 77 – Arlington Heights - Harvard Station via Mass. Avenue
- 80 – Arlington Center to Lechmere Station. Outbound service rerouted ONLY.
- 350 – North Burlington - Alewife Station
- 94 – Medford Square - Davis Square Station
- 95 – West Medford – Sullivan Square Station
- 96 – Medford Square – Harvard Station via George Street
- 134 – North Woburn – Wellington Station via Woburn Square and Winchester Ctr.
- 101 – Malden Center Station – Sullivan Square Station.
- **Red Sox fans** can now purchase CharlieTickets or add value to their CharlieCards at fare vending machines located inside Fenway park near the following gates: Gate C and Gate E.

Pre-Marathon Preparation

On Saturday, April 16 and Sunday, April 17 the following bus routes will be re-routed:

Bus routes 9 & 55 - that normally service the Copley Square station area will be temporarily re-located to the Dartmouth Street side of Back Bay Station.

Bus Route 39 - (Inbound) that normally services the Copley Square station area will temporarily re-located to Stuart and Dartmouth. Outbound is a regular route.

NOTE: Bicycles -- Due to anticipated crowds, bicycles are not allowed on the subway on Patriot's Day. Bicycles are permitted on the commuter rail except for peak-period trips, which are identified by shading on the schedules.

For additional information on routes, schedules, and fares, please call the MBTA Customer Service Center at (617) 222-3200 or 1-800-392-6100 (hearing impaired TTY 617-222-5146).

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OPPOSER'S NOTICE OF RELIANCE

TRIAL EXHIBIT #2



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MARATHON MONDAY DRINKFEST

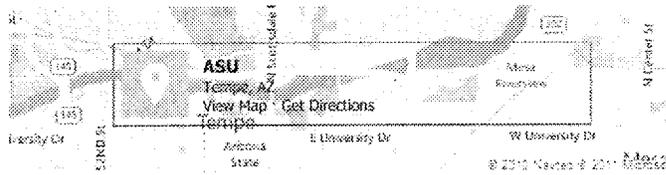
Public Event for MARATHON MONDAY at ASU

April 18, 2011 at 12:30am until April 19, 2011 at 8:00pm

MARATHON MONDAY is an all-day drinkfest for all of ASU and ASU's first official holiday. It's just like a real marathon so push through your hangover and keep on drinking.

No one parties harder than ASU. We're even recognized for it every year by playboy magazine. So in the spirit of partying and fun we're celebrating the only way we know how. Drinking from sun up to sun down.

INVITE every crazy Sun Devil you know. Lets make this shit HUGE.



Sam Matthews

I can't come due to geographical restrictions... Go hard!

April 18, 2011 at 4:59am



Jonathan Langevin

No better way to finish a 7day drinking week than a Monday Marathon

April 17, 2011 at 4:17pm

King Benjy likes this.



King Benjy

I know everyone is hung over right now but remember pain is just weakness leaving the body.

April 17, 2011 at 3:45pm

Amanda Duron and Joshua Donaldson like this.



King Benjy

Day drinking at the vue pool tomorrow should look like this. The Vue pool is always poppin'

<http://youtu.be/zX4ZAXIkzPg>



Arizona State University Pool Party

www.youtube.com

Spring Break Sendoff party presented by Tempe12 @

The Vue on Apache in Tempe. Check out

<http://www.tempe12.com/> for more

April 17, 2011 at 3:27pm

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OPPOSER'S NOTICE OF RELIANCE

TRIAL EXHIBIT #3

Boston Biker

A community for cyclists in Boston

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B-000052

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[Vintage and Used Bicycles in Cambridge](#)

[Rolling in Boston](#)

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For a list of all bostonbiker.org bloggers [click here](#)

B-000053



• Sitewide Feed

Subscribe to ALL the Boston Bike Blogs [click here](#)

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- [Boston Bicycle Messenger Association](#)

Besides the [super cool free blogs](#), BostonBiker.org also offers hosting (usually free).

Do you have need of a place to host your Boston bike related website? [Let us know](#), we can help.

• Boston Biker Guides

B-000054

Winter Riding

- [Pre-winter](#)
- [Dealing with the cold](#)
- [Riding in the snow](#)
- [Winter bike maintenance](#)

Back to school Guide

- [Helpful hints for back to school riding](#)

Bike Lanes

- [Door zone bike lanes](#)
- [Door zone bike lanes part 2](#)

General

- [A guide for new riders](#)
- [Dealing With Red Lights 1 2 3](#)
- [Dealing With The Rain](#)

• BostonBiker.org Archives

Select Month



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Hal's 26th Annual Marathon Monday Ride

Written by Boston Biker on Apr 07

April 18, 2011

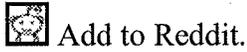
6:00 am

[Share](#)

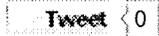
Hal's 26th Annual Marathon Monday Ride

It starts early, really early, at the steps of the Boston YMCA (Huntington Ave) at 6am (arrive 15 minute early)and rides all the way to the start line and back (52 miles). It is a fun ride. By the time riders turn around (before the wheelchair class starts) the roads are all closed for the race and the barriers are up. No traffic, and lots of fans on the sides of the roads cheering you on to the finish line. There was about 100 people who showed up at the start last year and another 30+ or so that joined us at Coolidge Corner.

B-000056



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Submit Comment

• Upcoming Events

- March 29, 2012:
 - [StreetTalk: Boston Under After Hours \(6:00 pm\)](#)
- March 31, 2012:
 - [E Ink Local Film Fest, With My Own Two Wheels Screening \(all day\)](#)
- April 1, 2012:
 - [Middlesex Canal Ride \(9:30 am\)](#)
- May 13, 2012:
 - [The Christina Clarke Genco Mother's Day Memorial Ride \(8:00 am\)](#)
- May 20, 2012:
 - [Cycle Kids Charity Ride \(all day\)](#)

• Event Calendar

« [Mar](#) [May](#) »

[April 2011](#)

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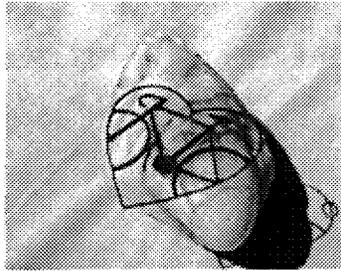
4 [5](#) [6](#) 7 [8](#) 9 10
[11](#) [12](#) 13 14 15 [16](#) [17](#)
18 19 20 [21](#) [22](#) 23 24
25 26 27 [28](#) 29 [30](#)

- **Submit Your Event**

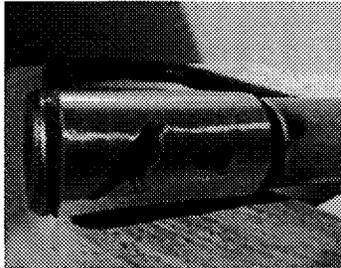
Click [here](#) to submit your bike related event.

- **Buy My Stuff!**

B-000058



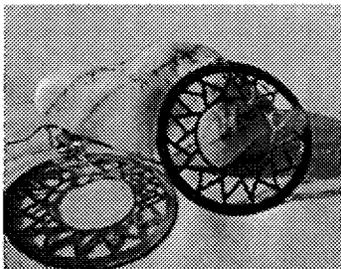
Bike Heart Pendant
FutureCrash \$25.00 USD



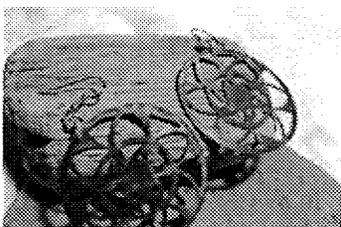
Custom U-Lock Badge
FutureCrash \$50.00 USD



Custom Bicycle Head Badge ...
FutureCrash \$60.00 USD



Brass "Woven" Earrings
FutureCrash \$39.00 USD



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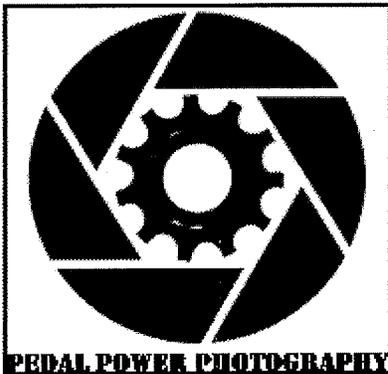
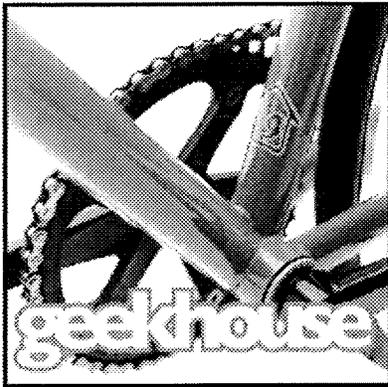
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• What People Are Saying

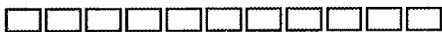
-  [Marianna on Spring Rebirth Of A Hubway Bike Share Station](#)
 -  [ugh on Spring Rebirth Of A Hubway Bike Share Station](#)
 -  [Charlie on Spring Rebirth Of A Hubway Bike Share Station](#)
 -  [Boston Biker » Blog Archive » Spring Rebirth Of A Hubway Bike Share Station on There Baaaaack!](#)
-  [Danno on Spring Rebirth Of A Hubway Bike Share Station](#)



B-000060



• **Translate**



• **Boston Bike Links**

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- [Boston Bike Polo](#)
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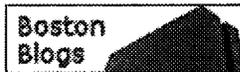


B-000061



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OPPOSER'S NOTICE OF RELIANCE

TRIAL EXHIBIT #4

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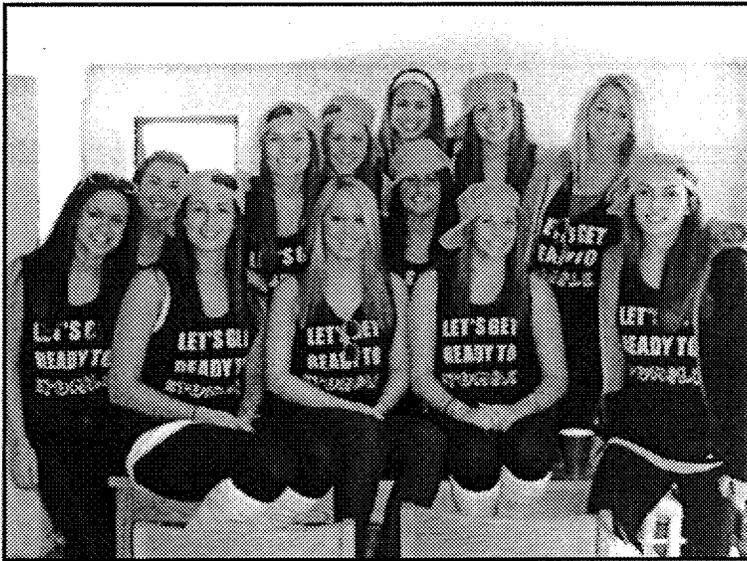
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Custom T-Shirts for marathon monday

Ballmasters in all their Marathon Monday Glory by Ballmasters - 11 months ago

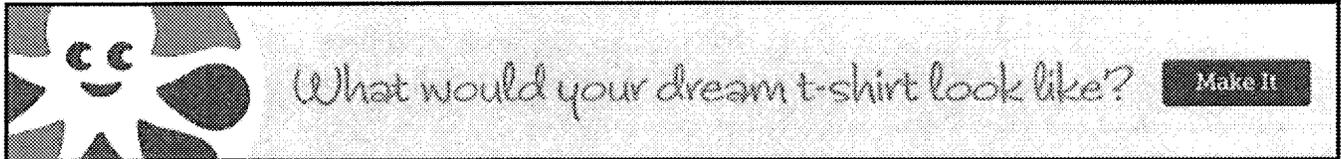
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"As seniors at Boston College, the Boston Marathon is the biggest holiday of the year. We got festive and made shirts to celebrate!"

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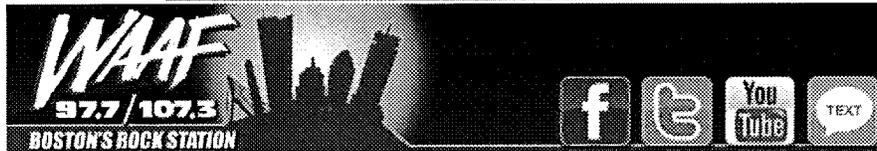
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**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
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Boston Athletic Association,)	
)	
Opposer)	
)	
v.)	Opposition No. 91/202562
)	
Velocity, LLC,)	
)	
Applicant)	
_____)	

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Mike Hsu
Welcome to WAAF.com

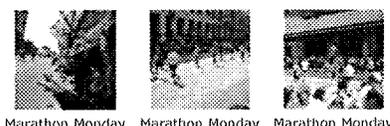


Photo Galleries

Mistress Carrie Live for Marathon Monday @ Lir 4.18.11 Gallery



Marathon Monday Marathon Monday Marathon Monday



Marathon Monday Marathon Monday Marathon Monday



Marathon Monday

Photo Galleries

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Opposer)	
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v.)	Opposition No. 91/202562
)	
Velocity, LLC,)	
)	
Applicant)	
_____)	

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Keep me logged in Forgot your password?

Facebook helps you connect and share with the people in your life.



Marathon Monday

Community

Want to like or comment on this page?

To interact with Marathon Monday you need to sign up for Facebook first.

It's free and anyone can join. Already a member? [Log in.](#)

- Wall
- Info
- Photos
- Questions

Wall **Marathon Monday** · Everyone (Top Posts)

Share: **Post** Photo Link Video

Write something...

15 like this



Marathon Monday asked: How drunk will you be at class on Marathon Monday?

- Wake up Sticky, naked and not remembering what happened the previous day
- Pass out in Donovan drunk
- Hit on my 75 year old Prof. dunk

Add an answer...

Share · 5 · March 30, 2011 at 9:08am ·



Marathon Monday Great Video, and an inspiration to all!!



Marathon Monday
www.spike.com

During Marathon Monday, a BMS drinking tradition where the whole campus parties from 6 a.m. Monday to 6 a.m. Tuesday, Alex meets and hooks up with the girl of his dreams who turns out to be just...

Like · Comment · March 30, 2011 at 8:58am ·



Marathon Monday We were up at the crack of dawn, to run? No. To drink. We pregame at dawn, and keep running tallies of how much we drink, we fill up our big gulps and camel backs with beer, and we are out on the streets until we cannot stand any longer. We Love Marathon Monday!

Like · Comment · March 30, 2011 at 8:57am ·

Marathon Monday and Tim Hordern like this.



Marathon Monday added 6 new photos to the album Boston Marathon Monday.

Like · Comment · March 30, 2011 at 8:55am ·

B-000069



Marathon Monday

Hey everyone welcome to the official Marathon Monday page

Like · Comment · March 29, 2011 at 5:59pm ·

RECENT ACTIVITY

Marathon Monday changed their Description.

RECENT ACTIVITY

Marathon Monday joined Facebook. · Like · Comment

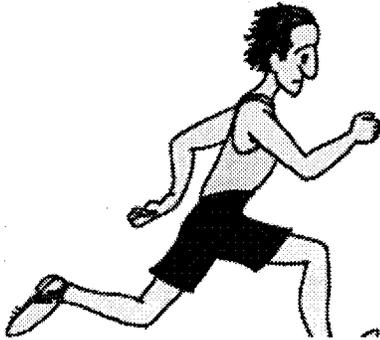
There are no more posts to show.

B-000070

Examiner.com

Marathon Monday workouts

HEALTH & FITNESS | APRIL 19, 2010 | BY: LAUREN WILKE |



Runners are partaking in the Boston Marathon this morning.

Photo credit:

Photo from free clip art

Today is **Marathon Monday**

(http://en.wikipedia.org/wiki/Boston_Marathon) - host to the **Boston Marathon** (http://en.wikipedia.org/wiki/Boston_Marathon).

For most serious runners, this is one of the most exciting and important days of the year. The Boston Marathon (typically referred to as just 'Boston' among distance runners) is one of the most prestigious events of the year as entry to the event is only permitted for those with a qualifying time at a previous marathon or those running (<http://www.examiner.com/running>) for charity (<http://www.examiner.com/topic/charity>).

Not a part of Boston this year? You can still be inspired by the event and have a great workout of your own with these ideas:

- **Pull up a computer and watch the race streamed live.** **Universal Sports**

(<http://www.universalsports.com/>) is hosting race day coverage and you can witness the battle to win from a distance. This year's event has brought out many big name runners, all competing for the bragging rights.

- **Find your own heartbreak hill** (http://www.google.com/url?sa=t&source=web&ct=res&cd=2&ved=0CBgQFjAB&url=http%3A%2F%2Fen.wikipedia.org%2Fwiki%2FHeartbreak_Hill&rct=j&q=heartbreak+hill&ei=5FzMS6rWKZTUsAPX35CCDA&usg=AFQjCNFtH UxM7zZZE9ULvmtUg6k_0FN_4w&sig2=p17AqFgv_vqy4U_RswZ_GA) and run some

repeats. The valley may be flat, but with a little bit of searching hills can be found. If you'd like to stick to pavement, **North Mountain** (<http://phoenix.gov/parks/hikenort.html>) and A Mountain (at ASU) are ideal for steep climbs. If you'd like more scenery, **Piestewa Peak**

(<http://www.google.com/url?sa=t&source=web&ct=res&cd=1&ved=0CAkQFjAA&url=http%3A%2F%2Fwww.phoenix.gov/parks/piestewa.html>)

<http://phoenix.gov/parks/>

<http://hikephx.html&rct=j&q=piestewa+peak&ei=XI3MS4XEJJTUsAPX35CCDA&usq=AFQjCNEegotIuaXpiaQKaqvkvXHGc-1zQ&sig2=dqHHATB5vOCHLjOCIGUHRA> and [Camelback Mountain \(http://phoenix.gov/parks/hikecmlb.html\)](http://phoenix.gov/parks/hikecmlb.html) are conveniently located near downtown.

Attempt a mile at your Boston Marathon pace. Qualifying times

<http://www.bostonmarathon.org/bostonmarathon/qualifying.asp> are what sets Boston apart, and although you may not be able to run 26.2 miles at qualifying pace, you can attempt one mile. **Paces range from 7:15 for 18-34 year old men up to 12:36 for women over 80.** <http://www.runcim.org/data/boston.html> Don't feel like you're at the speed yet? Try running as hard as you can for the same amount of time. You may surprise yourself!

Have a lot of time on your hands? **How about working out for as long as your Boston qualifying time? Ranging from 3 hours and 10 minutes to five and a half hours** <http://www.bostonmarathon.org/bostonmarathon/qualifying.asp>, a workout of this duration is sure to get you into the mood for Boston.

Track your favorite athletes in real time. This website

<http://www.bostonmarathon.org/2010/cf/Public/TrackingIndividual.cfm> will allow you to follow those you know running the race. If you need some mid-workout motivation, pull up some times and get your butt back into gear. If you don't personally know an athlete racing today there are several celebrities out there this morning, such as precious winner of the **Biggest Loser** [http://www.google.com/url?sa=t&source=web&ct=res&cd=4&ved=0CBgQFjAD&url=http%3A%2F%2Fbbc.com%2Fthe-](http://www.google.com/url?sa=t&source=web&ct=res&cd=4&ved=0CBgQFjAD&url=http%3A%2F%2Fbbc.com%2Fthe-biggest-)

[biggest- loser&rct=j&q=biggest+loser&ei=eVzMS9qjGZTUsAPX35CCDA&usq=AFQjCNGGFeo8fNief97IVTCi5Mi2pre3eA&sig2=zh3kOAt_WERk6DPkx111A](http://www.google.com/url?sa=t&source=web&ct=res&cd=1&ved=0CAYQFjAA&url=http%3A%2F%2Falivincent.com%2F&rct=j&q=biggest+loser&ei=eVzMS9qjGZTUsAPX35CCDA&usq=AFQjCNGGFeo8fNief97IVTCi5Mi2pre3eA&sig2=zh3kOAt_WERk6DPkx111A)) and Mesa resident, **Ali Vincent**

http://www.google.com/url?sa=t&source=web&ct=res&cd=1&ved=0CAYQFjAA&url=http%3A%2F%2Falivincent.com%2F&rct=j&q=biggest+loser+ali+vincent&ei=jVzMS6HPPIG6tQO5_MSBDA&usq=AFQjCNGXLFm6OYIC0yByzsyWv-SYmznzGg&sig2=luS0iYSOWnW22B9FDif6ZQ.

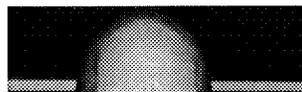
For more information about the **Boston Marathon**, visit the event's website [here](http://www.bostonmarathon.org/)

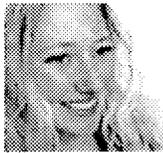
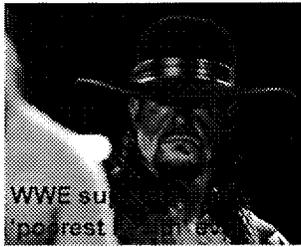
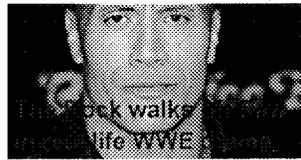
<http://www.bostonmarathon.org/>) and read the race facts posted [here](http://www.bostonmarathon.org/BostonMarathon/RaceFacts.asp)

<http://www.bostonmarathon.org/BostonMarathon/RaceFacts.asp>.

You May Like

by Taboola





Lauren Wilke, Scottsdale Running Fitness Examiner

Lauren Wilke is a mid-twenties transplant to Scottsdale and a slow-but-steady distance runner. Her professional experience as a structural designer allows her to spend her days helping runners select shoes which provide the best bio-mechanical fit for their needs. Her love for running itself...

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Tell Us Your Thoughts

Events

15 Apr

Marathon Monday @ The PUMA Store Newbury Street



FOR EVERY MILE RUN ON OUR TREADMILL FROM
APRIL 15 TO APRIL 18,
 PUMA WILL DONATE ONE PAIR OF SHOES
 AND \$100 TO SOLES4SOULS,
A WICKED GOOD CAUSE.

WE'RE LOOKING FOR FRIDAY RUNNERS!
 PLEASE EMAIL MOREMILES@PUMA.COM
 IF YOU WOULD LIKE TO RESERVE A TIME SLOT.

SEE STORE STAFF FOR DETAILS

THE PUMA STORE
 333 NEWBURY STREET
 APRIL 15-18



B-000090

PUMA is heading into Marathon Monday, Boston's marathon, in a charitable way with their 'Run Wicked Fah With PUMA' program.

For every mile run in the PUMA Store Newbury Street store window treadmill from April 15th-April 18th, PUMA will donate one pair of shoes and \$100 to Soles4Souls, a charity organization who collect shoes and distribute to people in need all around the world.

PUMA will be keeping track of all the miles logged throughout the event on a special "More Miles, More Money" mile counter.

Before you run, PUMA will lace you up with an opportunity to demo styles from our new lightweight running collection, Faas. And, for folks who run a mile, they'll receive a free t-shirt (while supplies last).

This event is free and open to the public (spectators welcome too!), run on over!

- **Date:** Friday, April 15, 2011
- **Time:** 10:00 AM
- **Price:** Free
- **Who's Invited?:** Everyone
- **Location:** PUMA Store Newbury Street
33 Newbury Street
Boston, MA 02115



- [Get Directions](#)
- [Add to Calendar](#)

Event Recap

Event News

PUMA will donate \$100 AND a pair of Faas shoes to Soles4Souls (<http://www.soles4souls.org/>) for each mile ran on their instore treadmill. Soles4Souls is a non profit that coordinates the distribution of shoes to people in need all over the globe. Since their inception, Soles4Souls has donated over 12 million pairs of shoes in over 125 different countries. ...

[Read the Full Recap](#)

Event Media

B-000091

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Running

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Section 10. Relationship

Nothing in this Agreement is intended to or shall be construed to constitute or establish an agency, joint venture, partnership, or fiduciary relationship between the parties, and neither party shall have the right or authority to act for or on behalf of the other Party.

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These terms and conditions shall be governed by, construed, and enforced in accordance with the laws of the Commonwealth of Massachusetts, United States of America, without regard to any choice of law principles.

Section 12. Jurisdiction

User hereby agrees and irrevocably consents to submit to the exclusive jurisdiction and venue of the courts of the State of Massachusetts and of the United States of America located in the State of Massachusetts for any and all claims arising from the use of this web site.

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These terms and conditions constitute the full and entire understanding and agreement between the parties pertaining to the subject matter and supersede in their entirety any and all written or oral agreements previously existing between the parties with respect to the subject matter.

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Even if you do not make a purchase on our site, we have the ability to track usage of our web site – including the server from which the site was visited. This information is not used to track information about individuals, but is used on an aggregate level to customize our site, improve the on-line experience and plan advertising and promotions. Information Voluntarily Provided There are times when you may provide information to us voluntarily. This occurs when you provide your feedback to us through e-mails, return forms, letters or telephone calls. We use this information to respond to your query and to keep track of customer feedback.

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Disclosure And Retention Of Personal Information

B-000095

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Accuracy And Protection Of Personal Information

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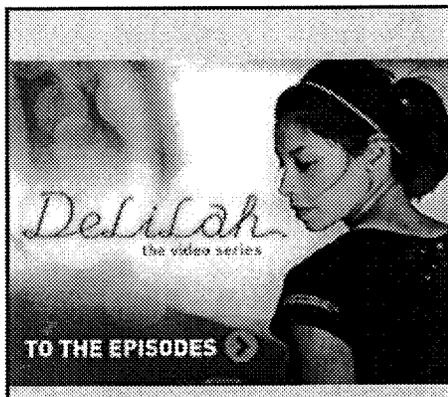
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You don't have to have blisters on your feet to have fun at the Boston Marathon. Bystanders can enjoy a plethora of events, including pre-race dinners, viewing parties, festivals, award ceremonies, and much more. Have your own marathon running around town and stopping at as many of these activities as you can.

April 18-20



John Hancock Sports & Fitness Expo

Apr. 18, 10 a.m.-8 p.m.

Apr. 19, 9 a.m.-6 p.m.

Apr. 20, 9 a.m.- 6 p.m.

Hynes Convention Center, 900 Boylston St.

[sidebar]More than 200 exhibitors touting the latest running gear will be spotlighted at this running expo, hailed as the country's best by *Runner's World* magazine.

Finish Line Flight

Apr. 18-19, 5-10:30 p.m.

Apr. 20, 5-10 p.m.

Prezza

Carb loaders looking to prep are invited to Prezza to chow down on three different pasta dishes for \$30. The lineup includes spring pea raviolini with ham, mascarpone, and fresh peas, orecchiette with sausage, broccoli rabe, and extra virgin olive oil, and tagliatelle with clams and oregano.

April 19

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B.A.A. Relay Challenge

Photo by Photo Run
April 19, 11 a.m.-1 p.m.
Boylston Street at Copley Square Park

Boston-area youngsters involved in Club 112, a year-round youth running program created by the Boston Athletic Association (B.A.A.) and Adidas, will participate in a series of age-group and team-oriented relay races. The kids will race down Boylston Street, and there will also be a relay where two members from each youth club will race with elite Adidas athletes.

April 20



2008 U.S. Olympic Team Trials: Women's Marathon

Apr. 20, 8 a.m.
Boylston Street, in front of the Boston Public Library

The B.A.A. is hosting the 2008 U.S. Olympic Team Trials for the Women's Marathon. The top three finishers will go to Beijing this summer as members of the U.S. Olympic Team. Fourteen elite athletes from New England have qualified for the trials, including 2004 Olympic bronze medalist Deena Kastor. Participants will complete four loops of approximately six miles each through Back Bay, across the Charles River and into Cambridge.

Finish Line Festival

Apr. 20, 8 a.m.-2 p.m.
Prudential Center

Join thousands for this annual two-day festival, which will celebrate both the running of the U.S. Women's Olympic Marathon Trials on Sunday, as well as Monday's Marathon. Watch the race live on the WZLX Comcast Jumbotron, enjoy live entertainment and food, and sample new products. Live music will be provided by The Chris Fitz Band and Revolver.

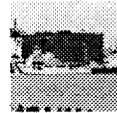
Official Boston Marathon Pre-Race Dinner

Apr. 20, 4:30-8 p.m.
Boston City Hall

Boston Marathon runners and their guests can pack in the pasta together the evening before the big run. Dinner will feature a buffet and live entertainment, and the Big Apple Circus will also perform mini-acts under the Big Top, on a first-come, first-served basis. As if running 26.2 miles wasn't a circus act itself!

Marathoners will receive a ticket with their official bib number. Additional tickets can be purchased at the Boston Marathon Number Pick-up area of the **Sports & Fitness Expo**.

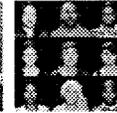
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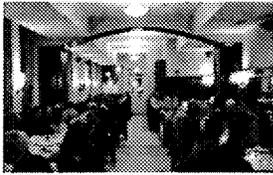


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Pre-Marathon-Carbo-Load Dinner

Apr. 20, 5:30-10 p.m.
Beacon Hill Bistro

Consume your carbs with class at the Beacon Hill Bistro. Executive chef Jason Bond will serve a healthy and gourmet selection of specials, including spaghetti alla chitarra, ravioli of braised organic rapini greens, and baked penne pasta.



MS Cure Fund Marathon Kick Off Party

Apr. 20, 6 p.m.
Vox Populi

Not a runner? Come celebrate the marathon with a kick off party at Vox Populi, which includes light hors d'oeuvres and a sponsored bar.

Go on to the next page for all race-day activities...

April 21



112th Boston Marathon

Apr. 21, 10 a.m.
Race Start: Hopkinton, MA
Race Finish: Outside the Boston Public Library at 700 Boylston St.

The world's oldest annual marathon follows a 26.2-mile route from Hopkinton to Back Bay, finishing outside the Boston Public Library.

Hal's Boston Marathon Day Ride

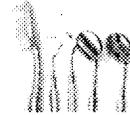
Apr. 21, 6 a.m.
Boston Central YMCA

Every Patriot's Day since 1986, Hal Gabriel leads a group of cyclists to bike the Boston Marathon path, for a 52-mile round-trip ride from Boston to Hopkinton and back! The event is BYOB: Bring Your own Bicycle!



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Marathon for the Social Athlete

Apr. 21, 8 a.m.-2 a.m.

Vox Populi

Ideally located right on the finish line, Vox Populi will open its doors at the crack of dawn—8 a.m. to be exact. The prime location will offer race-inspired cocktails, including Finish Line Mojito, Heartbreak Cocktail, and the Marathontini, passed hors d'oeuvres and a buffet, as well as the Vox Marath-Omelet, packed with every food group imaginable to prep for a long day of "running," up your tab, that is.

Marathon Monday Brunch

Apr. 21, 10 a.m.-3 p.m.

Beacon Hill Bistro

Those hoping to fuel up for the day should run over to the Beacon Hill Bistro for a delicious and nutritious brunch, including favorites like scrambled eggs with crème fraîche, smoked salmon and cheddar cheese and French toast with cider braised apples and spiced crème fraîche.

Finish Line Festival

Apr. 21, 10 a.m.-4 p.m.

Prudential Center

Join thousands for this annual two-day festival, which is located right in the final .2 mile stretch to the finish line! Watch the race live on the WZLX Comcast Jumbotron, enjoy live entertainment and food, and sample new products. Live music will be provided by The Chris Fitz Band and Revolver.



Celebrate on the Finish Line

Apr. 21, 11:30 a.m.

Atlantic Fish Co.

Atlantic Fish is open to the public, so guests can enjoy lunch and a refreshing cocktail right on the finish line. There is no cover and chef Tim Partridge will serve up a special race-day menu, including a raw bar, lobster rolls, jumbo lump crab cake melts, oyster po'boys, fried "day boat" scallops, and much more. Each item is priced individually.



GoKids! Celebrate the Boston Marathon

Apr. 21, 11 a.m.-2 p.m.
Boston Children's Museum

Calling all future marathoners! Parents can psych kids up for the big race by teaching them all about the history and international appeal of the event with hands on activities and trivia.

Boston Marathon Awards Ceremony

Apr. 21, 5 p.m.
Fairmont Copley Plaza Boston

The champions and top age division finishers will receive their awards, courtesy of Long's Jewelers, in the Grand Ballroom at the Fairmont Copley Plaza.



Post-Race Dance Party

Apr. 21, 8 p.m.-12:30 a.m.
The Roxy

If your legs can still handle it, prepare to dance the night away at the Roxy and Pearl nightclubs. A video of the race will be shown, and runners can check race results in a cyber cafe. A complimentary ticket is included with each official bib number. Additional tickets may be purchased at the B.A.A. Information Booth at the Hynes Convention Center. Also note that there will be continuous free shuttle bus service back and forth from major Boston hotels to the Roxy, starting at 7:30 p.m.

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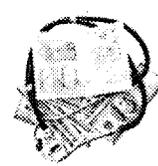
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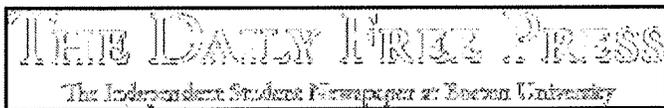
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Marathon Monday ranked one of best college traditions

- Written by Eddie Donga
- Published Nov 15, 2011
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A pair of red party cups jumped in and joined Boston Marathon runners rounding the corner of Boylston and Hereford Streets in downtown Boston on April 18.
 AMANDA SWINHART/DFP STAFF

When April rolls around, many Boston University students look forward to two things: warmer weather and Boston's annual Marathon Monday.

According to a Nov. 9 article in the Huffington Post, Marathon Monday at BU was ranked second in a list of the most infamous college traditions.

Students pointed to the exciting atmosphere of the day and its tendency to bring people together as reasons why the tradition is ranked second.

"Definitely, the wildest and most out-of-control moments in my college life have been Marathon Monday and Halloween," said Jose Cota, a senior in the College of Communication. "I mean on Marathon Monday you have the day-drinking, and it's spring time so kids are kind of going a little nuts because it's finally warm in Boston."

Bostonians traditionally celebrate Marathon Monday, officially known as Patriot's Day, by having waffle breakfasts at sunrise, pre-gaming, throwing parties and cheering on the runners, according to the article.

Eight other college traditions made the list, including Ohio State University's Mirror Lake Jump before their football game against University of Michigan, which came in first. Tufts University's Naked Quad Run placed third, with University of Michigan's marijuana festival Hash Bash and the Massachusetts Institute of Technology's pumpkin drop from the University's Green Building trailing in fourth and fifth place, respectively.

Matt Paterno, a junior in COM, said he was surprised that Marathon Monday was listed solely as a BU tradition.

"I think it's pretty interesting that they named it just for BU because when I think of Marathon Monday, I think of it as an event where all the schools come out and come together on a road and just go crazy for the marathon," he said.

B-000104

However, COM sophomore Brooke Singman said Marathon Monday is different for students at BU than at other schools because it's a day where students show spirit that often goes unnoticed.

"I think it's really cool that it has such a high-ranking because no one thinks of BU as having such a huge school spirit," Singman said.

"While other schools are showing their school spirit at football games, we all kind of get to have this common excitement for Marathon Monday because it's something that everybody is involved in."

College of Arts and Sciences sophomore Breaundra Woods said she thinks the Marathon should have been ranked first.

"I'm a little disappointed because it's the perfect excuse for a day off. I'm from San Diego, and we don't get state holidays for events like that so it's a little bit of a treat, and it kind of makes my heart-swell with pride because I used to run cross-country in high school," she said.

Whether or not BU can claim Marathon Monday as its own tradition, a number of students said the day certainly lives up to its reputation.

Cota, Singman and Paterno all recalled stories of getting up early with friends to start the "festivities" before taking to the streets to see the runners and then returning home for an early night.

"I'm a junior now so I've been here for two Marathon Mondays, and it's pretty crazy. Everyone has a good time," Paterno said.

Singman said that as a sophomore, he is looking forward to experiencing Marathon Monday a second time.

"Everyone talked about it all year, how it's the best day ever and how you just really won't know until you are there to experience it, but it was actually the best day ever," Singman said.

While most flock to the sidelines on Marathon Monday, some choose to get in on the race.

"I had been training for the half marathon in October and I thought why not? How often will I have this chance?" COM and College of Arts and Sciences senior Ginny Soskey told The Daily Free Press in an interview last April. "I decided I wanted to run because I wanted to push myself to my limit."

Others, such as John Hale, a Boston resident, told the DFP that the Marathon is a good opportunity for Bostonians to support people who commit to the healthy lifestyle necessary to compete.

"This is a once-a-year special commitment for them. It means many different things to each person and they appreciate it when people come to cheer them on," he said in an interview in April.



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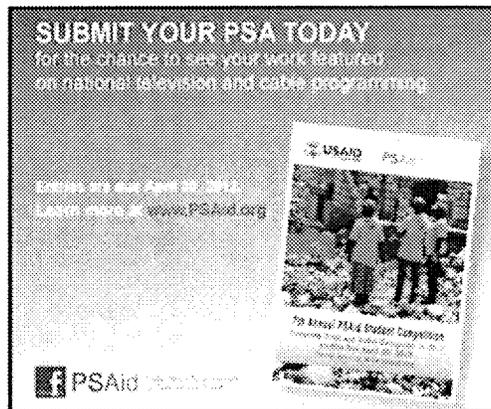
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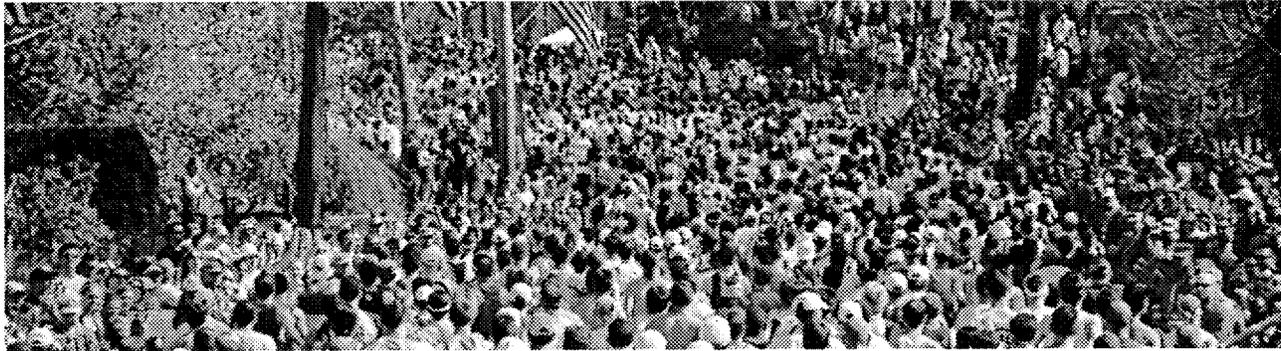
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Time: 9:22 AM
Location: Hopkinton, MA

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Start of Elite Women's Race of the 117th Boston Marathon

Time: 9:30 AM
Location: Hopkinton, MA

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Start of Elite Men's Race and Wave One of the 117th Boston Marathon

Time: 10:00 AM
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Start of Wave Two of the 117th Boston Marathon

Time: 10:20 AM
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Start of Wave Three of the 117th Boston Marathon

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

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OPPOSER'S NOTICE OF RELIANCE

TRIAL EXHIBIT #12

a day of warm

smiles

A blistering heat greeted Wesley Korf and Sharon Cherop on Marathon Monday. But they were all smiles afterward, winning their divisions and the admiration of all of us, who dream of one day crossing the finish line.

Overcoming the elements, the course and the competition, they take their place amongst the champions of the past and are welcomed into the Boston Marathon Community.



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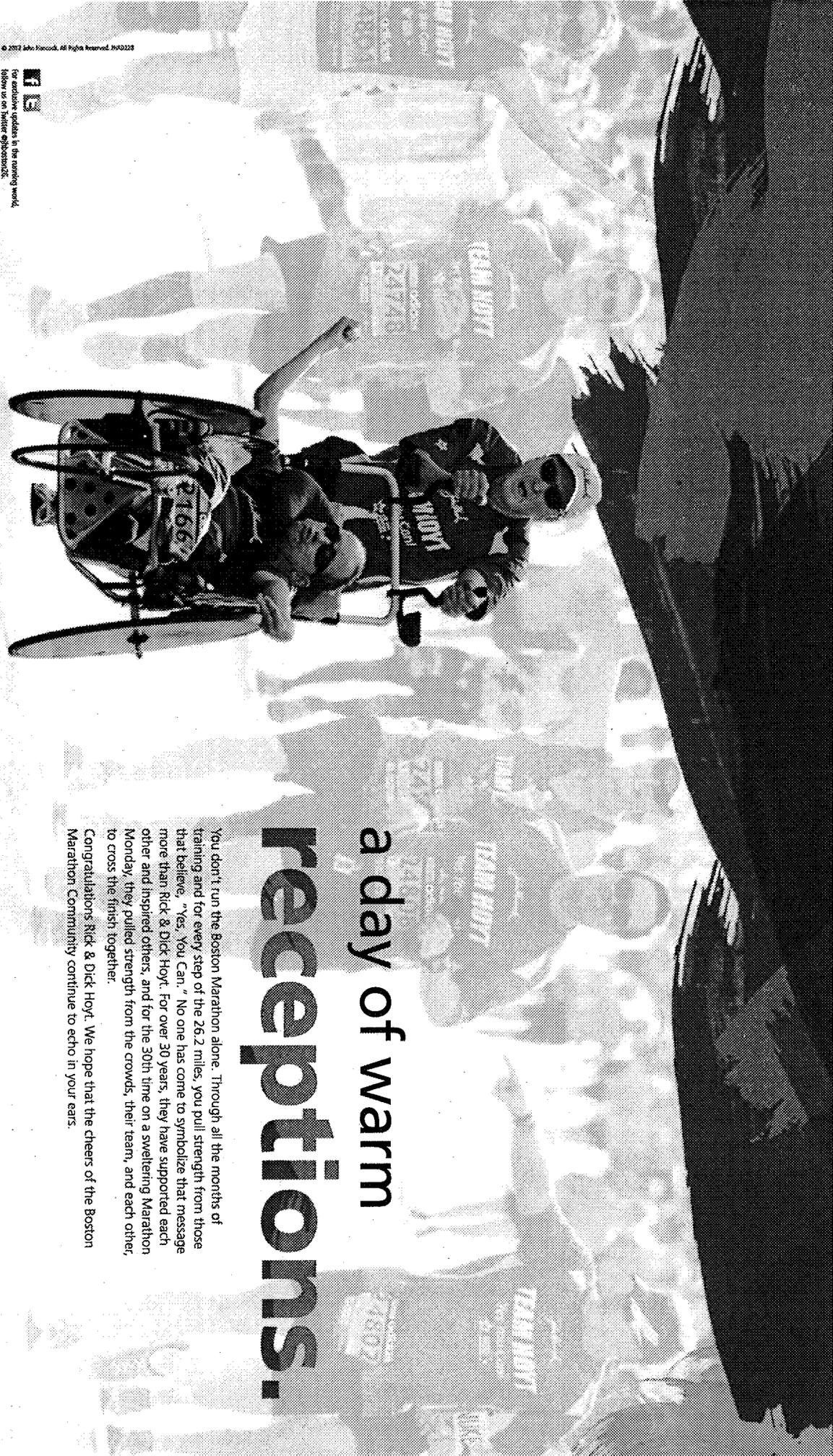
For exclusive updates in the running world, follow us on Twitter @johnhancock.

John Hancock 150
Promises Kept

B-000111

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For exclusive updates in the running world,
follow us on Twitter @Boston26.2.



a day of warm receptions.

You don't run the Boston Marathon alone. Through all the months of training and for every step of the 26.2 miles, you pull strength from those that believe, "Yes, You Can." No one has come to symbolize that message more than Rick & Dick Hoyt. For over 30 years, they have supported each other and inspired others, and for the 30th time on a sweltering Marathon Monday, they pulled strength from the crowds, their team, and each other, to cross the finish together.

Congratulations Rick & Dick Hoyt. We hope that the cheers of the Boston Marathon Community continue to echo in your ears.

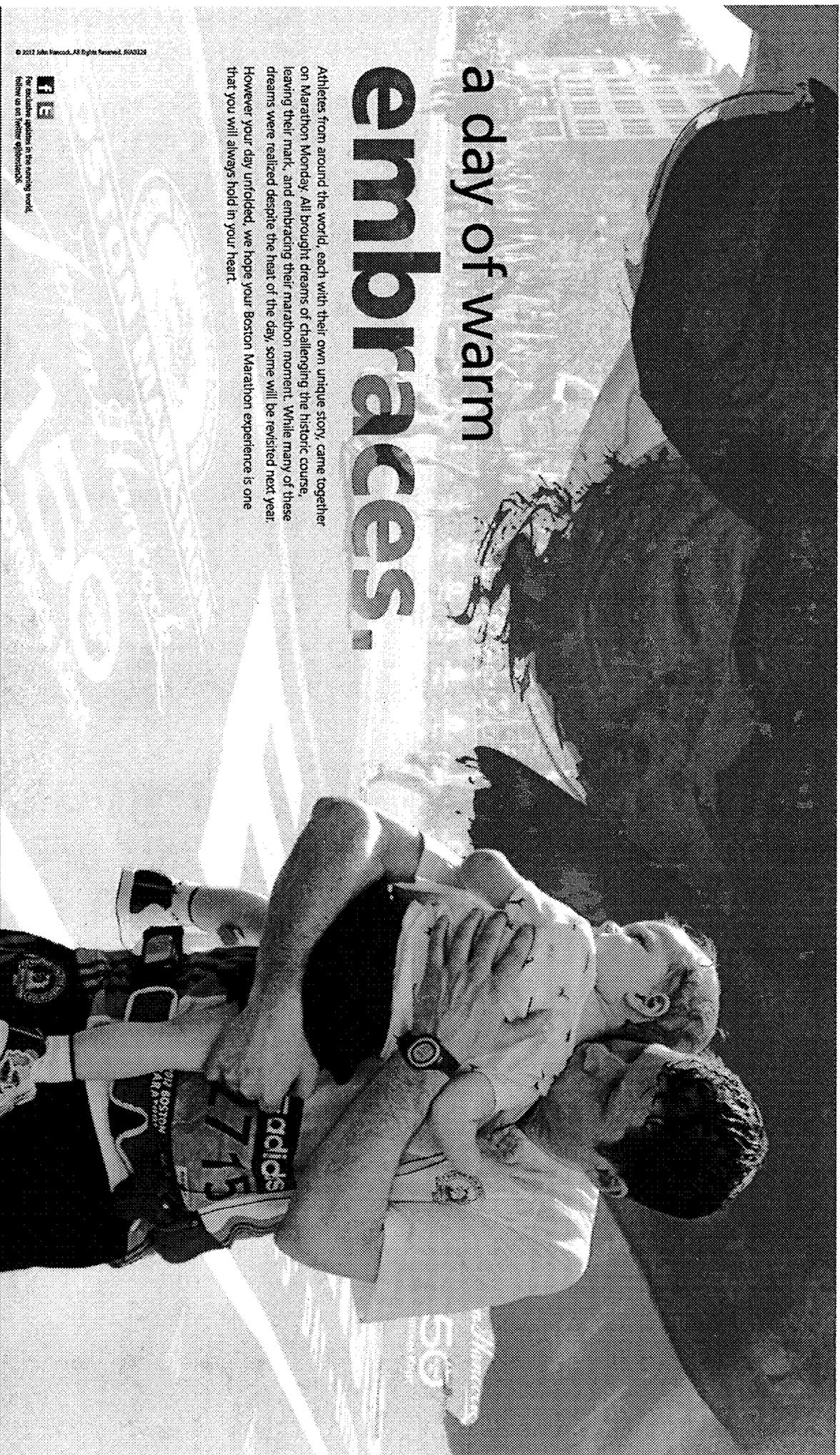
John Hancock 150
PROMISES KEEP

B-000112

a day of warm embraces.

Athletes from around the world, each with their own unique story, came together on Marathon Monday. All brought dreams of challenging the historic course, leaving their mark, and embracing their marathon moment. While many of these dreams were realized despite the heat of the day, some will be revisited next year. However your day unfolded, we hope your Boston Marathon experience is one that you will always hold in your heart.

 For exclusive updates in the running world, follow us on Twitter @tbsportscenter.



John Hancock 150
Promises kept

B-000113

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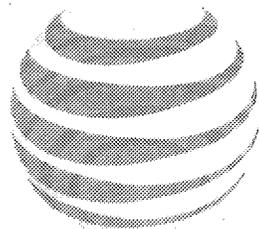
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TRIAL EXHIBIT #13

SPORTSRADIO
WEEH
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**RUN YOUR
SOAK
OFF!**

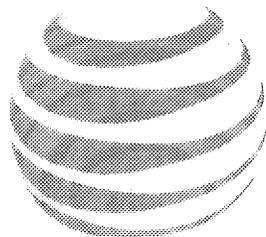
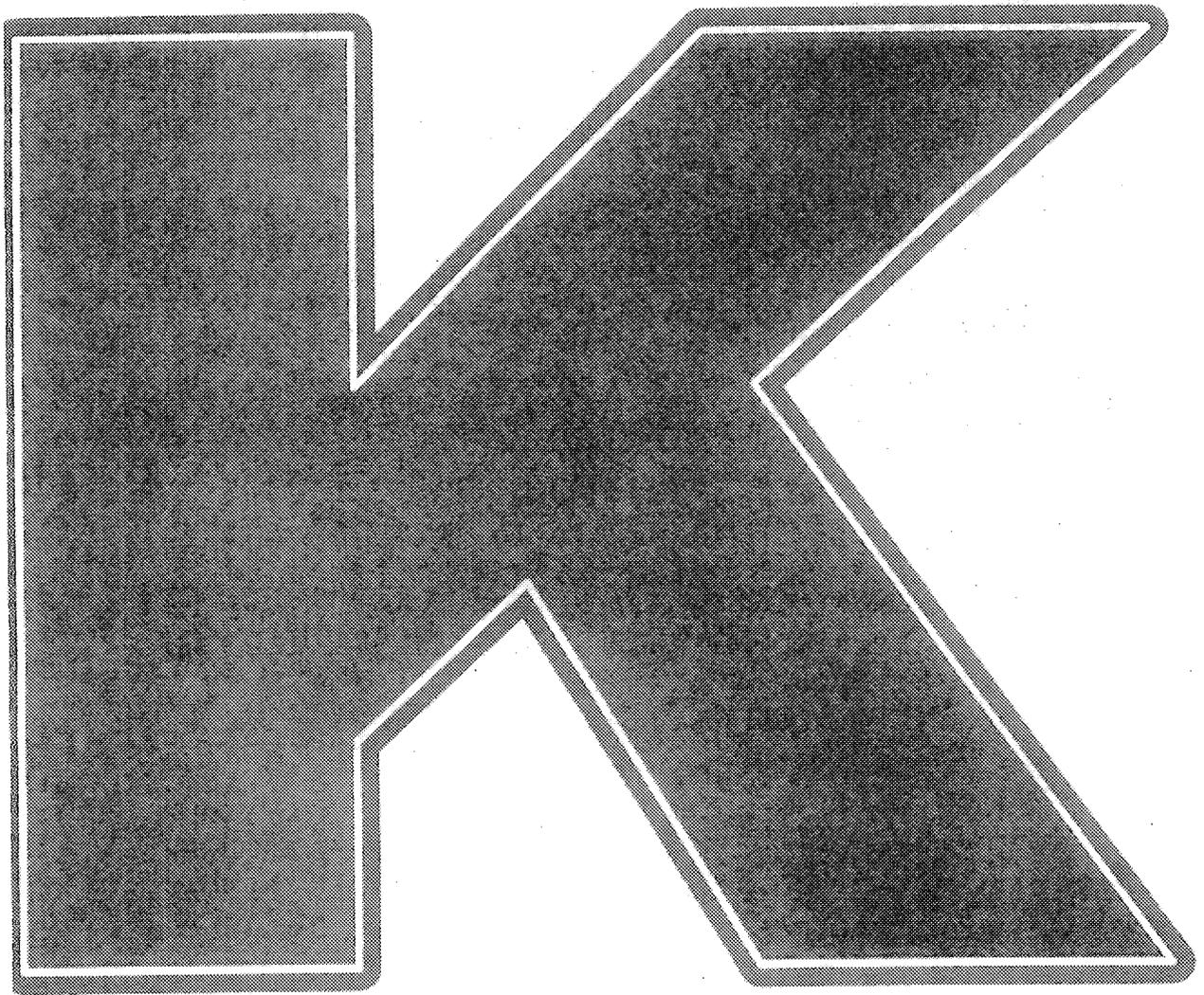


at&t

E-000172

MARATHON MONDAY  4/16/2012

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93.7FM/850AM



at&t

B-000173

MARATHON MONDAY  4/16/2012

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

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OPPOSER'S NOTICE OF RELIANCE

TRIAL EXHIBIT #14

Boston Marathon

From Wikipedia, the free encyclopedia

The **Boston Marathon** is an annual marathon hosted by several cities in Greater Boston in eastern Massachusetts. It is always held on Patriots' Day, the third Monday of April. Begun in 1897, inspired by the success of the first modern-day marathon competition in the 1896 Summer Olympics,^[1] the Boston Marathon is the world's oldest annual marathon, and ranks as one of the world's best-known road racing events. It is one of five World Marathon Majors.

Today, the Boston Athletic Association (B.A.A.) manages this event. Amateur and professional runners from all over the world compete in the Boston Marathon each year, braving the hilly New England terrain and varying weather to take part in the race.

The event attracts 500,000 spectators each year, making it New England's most widely viewed sporting event.^[2] Though starting with 18 participants in 1897, the event now attracts an average of about 20,000 registered participants each year, with 26,895 people entering in 2011.^[3] The Centennial Boston Marathon in 1996 established a record as the world's largest marathon with 38,708 entrants, 36,748 starters, and 35,868 finishers.^[2]

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- 2 Race
 - 2.1 Qualifying
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 - 2.3 Starting times
 - 2.4 Course
 - 2.4.1 Heartbreak Hill
 - 2.5 Records
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- 3 The B.A.A.
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Boston Marathon

× Bostonmarathonlogo.jpg

The Boston Marathon Logo

Date	the third Monday of April
Location	Eastern Massachusetts, ending in Boston
Event type	Road
Distance	Marathon
Established	1897
Course records	Men: 2:03:02 (2011) Geoffrey Mutai Women: 2:20:43 (2002) Margaret Okayo
Official site	www.bostonmarathon.org

- 6.1 Dick and Rick Hoyt
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History

See also: List of winners of the Boston Marathon

The Boston Marathon began in April 1897; it is the second longest continuously running footrace in North America, having debuted five months after the oldest, the Buffalo Turkey Trot.^[4]

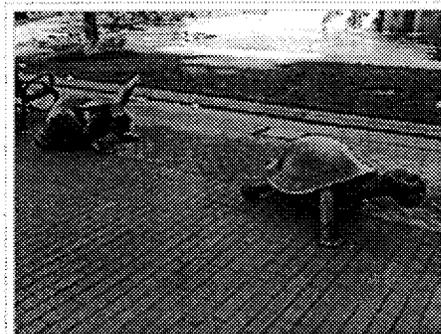
The Boston Marathon was originally a local event, but its fame and status have attracted runners from all over the world. For most of its history, the Boston Marathon was a free event, and the only prize awarded for winning the race was a wreath woven from olive branches.^[5] However, corporate-sponsored cash prizes began to be awarded in the 1980s, when professional athletes began to refuse to run the race without cash awards. The first cash prize for winning the marathon was awarded in 1986.^[6]

Walter A. Brown was the President of the Boston Athletic Association from 1941 to 1964.^[7] In 1951, during the height of the Korean War, Brown denied Koreans entry into the Boston Marathon. He stated: "While American soldiers are fighting and dying in Korea, every Korean should be fighting to protect his country instead of training for marathons. As long as the war continues there, we positively will not accept Korean entries for our race on April 19."^[8]

Women were not allowed to enter the Boston Marathon officially until 1972. Roberta "Bobbi" Gibb is recognized as the first woman to run the entire Boston Marathon (in 1966). In 1967, Kathrine Switzer, who had registered as "K. V. Switzer", was the first woman to run with a race number. She finished, despite a famous incident in which race official Jock Semple tried to rip off her numbers and eject her from the race.^[9] In 1996 the B.A.A. retroactively recognized as champions the unofficial women's leaders of 1966 through 1971. In 2011, about 43 percent of the entrants were female.



Boston Marathon Finish Line, 1910.



"Tortoise and Hare", created by the artist Nancy Schön and installed on May 19, 1993 by the Friends of Copley Square as a tribute to the runners who have participated in the Boston Marathon

B-000115

2011 Boston Marathon

On Monday, April 18, 2011 Geoffrey Mutai of Kenya won the Boston Marathon in a time of 2:03:02.

^[10] In recognizing Mutai's mark as the "fastest Marathon ever run", the International Association of Athletics Federations noted that the performance was not eligible for world record status given that the course does not satisfy rules regarding elevation drop and start/finish separation (the latter requirement being intended to prevent advantages gained from a strong tailwind, as was the case in 2011).^[11] The Associated Press reported that Mutai has the support of other runners who describe the IAAF's rules as "flawed".^[12] According to the *Boston Herald*, race director Dave McGillivray said he was sending paperwork to the IAAF to have Mutai's mark ratified as a world record.^[10] The AP also indicated that the attempt to have the mark certified as a world record "would force the governing bodies to reject an unprecedented performance on the world's most prestigious marathon course".^[12]

Race

Qualifying

See also: Boston Qualifying Marathons

The Boston marathon is open to runners 18 or older from any nation, but they must meet certain qualifying standards.^[13] To qualify, a runner must first complete a standard marathon course certified by a national governing body affiliated with the International Association of Athletics Federations within a certain period of time before the date of the desired Boston Marathon (usually within approximately 18 months prior).

In the 1980s and 1990s, membership in USA Track & Field was required of all runners, but this requirement has been eliminated.

Qualifying standards for the 2013 race were tightened on February 15, 2011 by five minutes in each age-gender group for marathons run after September 23, 2011.^[14] Now, prospective runners in the age range of 18–34 must run a time of no more than 3:05:00 (3 hours and 5 minutes) if male, or 3:35:00 (3 hours and 35 minutes) if female; the qualifying time is adjusted upward as age increases. In addition, the 59 second grace period on qualifying times has been completely eliminated; for example, a 40–44 year old male will no longer qualify with a time of 3:15:01. For many marathoners to qualify for Boston (to "BQ") is a goal and achievement in itself.^[15]

Boston Marathon Qualifying Standards (effective for 2013 race)		
Age	Men	Women
18–34	3hrs 5min	3 hrs 35min
35–39	3hrs 10min	3 hrs 40min
40–44	3hrs 15min	3 hrs 45min
45–49	3hrs 25min	3 hrs 55min
50–54	3hrs 30min	4 hrs 0min
55–59	3hrs 40min	4 hrs 10min
60–64	3hrs 55min	4 hrs 25min
65–69	4hrs 10min	4 hrs 40min
70–74	4hrs 25min	4 hrs 55min
75–79	4hrs 40min	5 hrs 10min
80+	4hrs 55min	5 hrs 25min

An exception to the qualification times is for runners who receive entries from partners. About one-fifth of the marathon's spots are reserved each year for charities, sponsors, vendors, licensees, consultants, municipal officials and marketers. In 2010, about 5,470 additional runners received entries through partners, including 2,515 charity runners.^[16] The marathon currently allocates spots to two dozen charities who in turn are expected to raise more than \$10 million a year.^[17]

On October 18, 2010, the 20,000 spots reserved for qualifiers were filled in a record-setting eight hours and three minutes.^[18] The speed of registration prompted the BAA to change its qualifying standards

B-000116

for the 2012 marathon onward.^[14] In addition to lowering qualifying times, the change includes a rolling application process, which gives faster runners priority. Organizers decided not to significantly adjust the number of non-qualifiers.

Race day

The race has traditionally been held on Patriots' Day, a state holiday in Massachusetts, and until 1969 that was every April 19, whichever day of the week that fell on. Starting in 1969, the holiday was observed on the third Monday in April and so the marathon date was correspondingly fixed to that Monday, often referred to by local residents as "Marathon Monday."

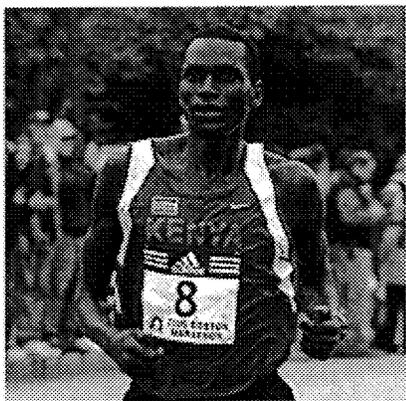
Starting times

Through 2005, the race began at noon (wheelchair race at 11:25 a.m., and elite women at 11:31 a.m.), at the official starting point in Hopkinton, Massachusetts. Beginning with the 2006 event, the race has used a staggered "wave start," where (in 2006) top seeded runners (the elite men's group) and a first batch of up to 10,000 runners started at noon, with a second group starting at 12:30. Beginning in 2007 the starting times for the race were moved up, allowing runners to take advantage of cooler temperatures and enabling the roads to be reopened earlier. The marathon later added a third wave to help further stagger the runners and reduce congestion.^{[19][20]}

As of 2011, the starting times are:

- 9:00 a.m.: Mobility Impaired Program
- 9:17 a.m.: Push Rim Wheelchair Division
- 9:22 a.m.: Handcycle Participants
- 9:32 a.m.: Elite Women
- 10:00 a.m.: Elite Men and First Wave
- 10:20 a.m.: Second Wave
- 10:40 a.m.: Third Wave^[21]

Course



Robert Kipkoech Cheruiyot in the 2006 Boston Marathon, where he set a new course record.

The course runs through 26 miles 385 yards (42.195 km) of winding roads, following Route 135, Route 16, Route 30 and city streets into the center of Boston, where the official finish line is located at Copley Square, alongside the Boston Public Library. For this reason, the MBTA suspends service to the Copley Square stop for the day, and runs increased service to the general area. The race runs through eight Massachusetts cities and towns: Hopkinton, Ashland, Framingham, Natick, Wellesley, Newton, Brookline, and Boston.^[22]

The Boston Marathon is considered to be one of the more difficult marathon courses because of the Newton hills, which culminate in *Heartbreak Hill* near Boston College.^[23] While the three hills on Commonwealth Avenue (Route 30) are better known, a preceding hill on Washington Street (Route 16), climbing from the Charles River crossing at 16 miles (26 km), is regarded by Dave

McGillivray, the long-term race director, as the course's most difficult challenge.^{[24][25]} This hill, which follows a 150-foot (46 m) drop in a half-mile stretch, forces many lesser-trained runners to a walking pace.

Heartbreak Hill

Heartbreak Hill is an ascent over 0.4 mile (600 m) of the Boston Marathon course, between the 20 and 21 mile (32 and 34 km) marks, in the vicinity of Boston College. It is the last of four "Newton hills", which begin at the 16-mile (26 km) mark. The Newton hills confound contestants (out of proportion to their modest elevation gain) by forcing a late climb after the downhill trend of the race to that point. Heartbreak Hill itself rises only 88 vertical feet (27 m), from an elevation of 148 feet (45 m) at the bottom to an elevation of 236 feet (72 m) at the top,^[26] but is positioned at a point on a marathon course where muscle glycogen stores are likely to be depleted—a phenomenon referred to by marathoners as "hitting the wall."

The nickname "Heartbreak Hill" originated with an incident in the 1936 race. On this stretch, defending champion John A. Kelley caught race leader Ellison "Tarzan" Brown, giving Brown a consolatory pat on the shoulder as he passed. His competitive drive apparently stoked by this gesture, Tarzan Brown rallied, pulled away from Kelley, and went on to win—in the words of *Boston Globe* reporter Jerry Nason, "breaking Kelley's heart."^{[27][28]}

Records

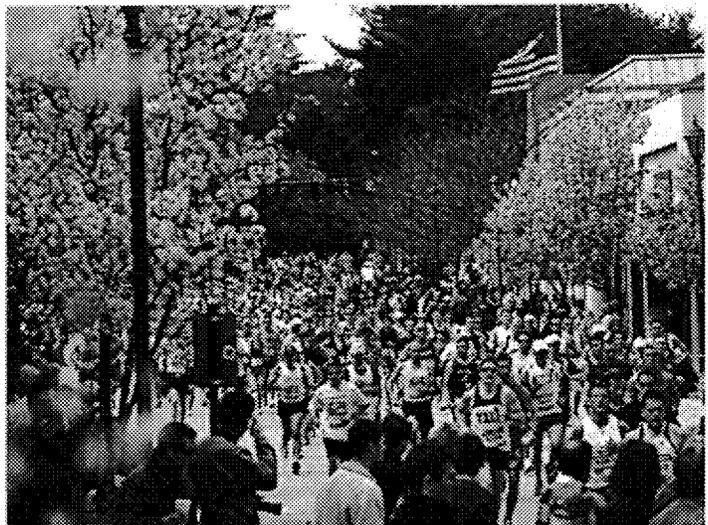
With the possibility of times being aided by its significant downhill trend (459-foot elevation difference) from start to finish^[29] and/or tailwind, the Boston Marathon is a point-to-point course that does not satisfy two of the criteria necessary for the ratification of world^[30] or American records.^[31]

On April 18, 2011, Geoffrey Mutai of Kenya ran the fastest marathon ever in a time of 2 hours 3 minutes 2 seconds at the 2011 Boston Marathon.^{[32][33]} Margaret Okayo, also from Kenya, set the women's course record with a 2:20:43 performance in 2002.

Other course records include:

- Men's Masters: John Campbell (New Zealand), 2:11:04 (set in 1990)
- Women's Masters: Firaya Sultanova-Zhdanova (Russia), 2:27:58 (set in 2002)
- Men's Push Rim Wheelchair: Joshua Cassidy (Canada), 1:18:25 (set in 2012)
- Women's Push Rim Wheelchair: Jean Driscoll (United States), 1:34:22 (set in 1994)^[34]

On only four occasions have world record times for marathon running been set in Boston.^[citation needed] In 1947, the men's record time set was 2:25:39, by Suh Yun-Bok of South Korea. In 1975, a women's



Participants in the 2010 Boston Marathon in Wellesley, just after the halfway mark

world record of 2:42:24 was set by Liane Winter of West Germany, and in 1983, Joan Benoit Samuelson of the United States ran a women's world record time of 2:22:43. In 2012 Joshua Cassidy of Canada set a men's wheelchair marathon world-record time of 1:18:25.

The race's organizers keep a standard time clock for all entries, though official timekeeping ceases after the six-hour mark.

Spectators

With approximately 500,000 spectators, the Boston marathon is New England's most widely-viewed sporting event.^[35] About 1,000 media members from more than 100 outlets received media credentials in 2011.^[36]

For the entire distance of the race, thousands line the sides of the course to cheer the runners on, encourage them, and provide free water and snacks to any of the runners. The crowds are even more encouraging for the amateur runners and first time runners. At Wellesley College, located in the 13th mile, it is traditional for the students to cheer on the runners in what is referred to as the "scream tunnel."^[37]^[38]

Every year, the Boston Red Sox play a home game at Fenway Park, starting at 11:05 a.m. When the game ends, the crowd empties into Kenmore Square to cheer as the runners enter the final mile. This tradition started in 1903.^[citation needed] In the 1940s, the American League and National League teams in the city would alternate yearly as to which would play the morning game. (Boston had teams in both leagues from 1903 to 1952.) In 2007, the game between the Red Sox and the Los Angeles Angels of Anaheim was delayed until 12:05 p.m. due to heavy rain. The marathon, which had previously been run in a wide variety of weather conditions, was not delayed.

The B.A.A.

Main article: Boston Athletic Association

The **Boston Athletic Association** is a non-profit, organized sports association that organizes the Boston Marathon and other events.^[39]^[40]

Divisions

The Boston Marathon does not only offer running divisions for both men and women. In 1975, a tradition of offering racing opportunities to those with disabilities and impairments began when one wheelchair racer decided to take the challenge and complete the entire distance. Since then, three new divisions have emerged, including a push rim wheelchair division, a visually impaired/blind division, and a mobility impaired division. Similar to the running divisions, a set of realistic qualifying times has been developed for these divisions, to ensure the continuation of competitive excellence. In 1986, the Boston Athletic Association, which is responsible for running the event, introduced prize money into the push rim wheelchair division and made this purse the highest purse in the history of the sport. To date, more than 1,000 people with disabilities and impairments have participated in the wheelchair division, with the other divisions gaining popularity each year. The wheelchair division frequently gains a great deal of national and international attention considering the performances in the Boston Marathon are often record-breaking performances that demonstrate the continued evolution and advancement in the sport.

B-000119

Memorial

The Boston Marathon Memorial in Copley Square, not far from the finish line, was installed to mark the one-hundredth running of the race. A circle of granite blocks set in the ground surrounds a central medallion that traces the race course and other segments that show an elevation map of the course and the names of the winners.^[41]

Notable events

Dick and Rick Hoyt

One of the most recognized duos each year at the Boston Marathon is Dick and Rick Hoyt. Dick is the father of Rick, who has cerebral palsy. While doctors said he would never have a normal life and thought that institutionalizing Rick was the best option, Dick and his wife disagreed and raised him as an ordinary child. Eventually a computer device was developed that helped Rick communicate with his family, and they learned of one of his biggest passions was sports. Dick and Rick started competing in charity runs, with Dick pushing Rick in a wheelchair. Dick and Rick have competed in 66 marathons and 229 triathlons (as of August 2008). Their top marathon finish was 2:40:47. The team completed their 27th Boston Marathon in 2009, when Dick was 68 and Rick was 47.^[42]

Rosie Ruiz scandal

Scandal came to the Boston Marathon in 1980 when amateur runner Rosie Ruiz came from out of nowhere to win the women's race. Marathon officials became suspicious when it was found Ruiz did not appear in race videotapes until near the end of the race. A subsequent investigation concluded that Ruiz had skipped most of the race and blended into the crowd about one mile (1.6 km) from the finish line, where she then ran to her apparent victory. Ruiz was officially disqualified, and the winner was proclaimed to be Canadian Jacqueline Gareau.^{[43][44]}

Deaths

In 1996, a 62-year-old Swedish man died of a heart attack during the 100th anniversary event.^[45] In 2002, Cynthia Lucero, 28, died of hyponatremia.^[46]

Products

In February 2012, The Boston Beer Company announced that Samuel Adams will brew a special commemorative beer called "Adams Boston 26.2 Brew". This will be light beer with a slightly lower alcohol level than many other Samuel Adams beers. It will be available exclusively at Boston Marathon-related events, and select pubs and restaurants along the marathon route and around Greater Boston.^[47]

Popular culture

A 2004 Canadian-produced feature film, *Saint Ralph*, is the fictional story of a fourteen year-old Ontario, Canada parochial schoolboy who runs and almost wins the 1954 Boston Marathon in order to commit a miracle to save his mother from dying of cancer.

B-000120

See also

- List of marathon races
- The Sports Museum (at TD Garden)

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- History of the Boston Marathon
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- Boston Marathon: What to Expect on Race Day

Photo and video stories

- Boston Marathon Photos-2005
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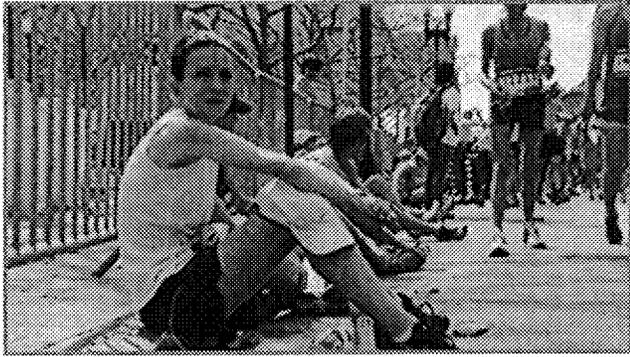
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Many runners succumb to heat on Marathon Monday



Posted: 04/16/12 at 4:10 pm Updated: 04/16/12 at 10:34 pm

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BOSTON (WHDH) -- Boston Marathon runners dealt with record heat on Monday, forcing many to slow their pace, and even drop out.

Runners slumped on the ground at the finish line, and many told 7News they lost steam after just a few miles.

So many people needed medical assistance that there was a logjam of wheel chairs in front of the medical tent.

B-000124

It was estimated about 4,000 runners decided to sit this race out and defer until next year. Seventy-five runners had to be transported to area hospitals, many with heat-related exhaustion and dehydration. An estimated 2,200 runners needed some kind of assistance this year, which was twice the amount as last year.

"No, not yet. They're bringing them in by bus loads obviously. It will probably be one of our highest dropout rates of the last 20 years. But we don't know just yet," said David McGillivray, Boston Athletic Association.

"It was hot. I am from the Midwest and we do not train in weather like this. It was good, I just took it steady and slow," said Corine Johnson, a runner from Minnesota.

Many seasoned runners heeded the BAA's warning and slowed their pace.

"This was a PW; a personal worst for me," one marathoner said.

For the first time in Boston Marathon history, no reporters or cameras were allowed inside the medical tent.

"It was hot. I struggled at the end, but Boston's great and I'd do it again," said Jerry Gannullo, a marathoner.

Poland Spring brought in 28,000 water bottles. In total, 53,000 were consumed during the marathon.

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Marathon Monday

by Sarah on April 16, 2012

Happy Marathon Monday! Today is the 2012 Boston Marathon and guess who lives about half mile from the finish line? This girl.



If you do not live in the area, you might not be aware that we are going to be experiencing record heat. By the time the women and men reach the finish line, it will be about 88F. This is not only going to effect times significantly, but it's also very dangerous. The Boston Athletic Association even asked people with preexisting conditions or first timers to sit this one out, allowing them to defer until next year.

I have a couple of friends running this year and none deferred. Understanding the time commitment that comes along with training, I don't think I would train either. We had a very mild winter, which were ideal training conditions. **Would you defer?**

Boston is unique and in order to run, you either need to be wicked fast and qualify or raise over \$3500 for a charity. Over 26.7K people were registered to run on Friday. Of those registered, 16% decided to defer. *I also found out that 10 of the elite runners decided not to run, and 4 that did were taken to the hospital. This is unconfirmed but was rumored in the VIP bleachers that I was lucky to get my hands on.*

Celebrities running the 2012 Boston Marathon include Ryan Sutter or The Bachelorette fame, former Patriot Tedy Bruschi, soccer star Kristine Lilly, and a bunch of other local radio and TV personalities. Lance Armstrong, Will Farrell, Valerie Bertinelli have all run in the past. I'm curious if we will see any Biggest Losers as well.

B-000127

Other people to look for, are barefoot and funny costumed runner! Good luck to everyone:

I'll be tweeting, facebooking and tumblr'ing photos and updates from the finish so make sure you follow me.

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1 Sara, Food Blogger on a Diet / Ms. Adventures in Italy April 16, 2012 at 4:09 pm

They said about 16% deferred this year vs. 8% normally...

<https://twitter.com/#!/runnersworld/status/191907893359022080>

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2 Hannah April 16, 2012 at 4:19 pm

http://www.cbsnews.com/8301-400_162-57414562/boston-marathon-heat-slows-runners/

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3 Katie @ Katie Moves April 16, 2012 at 8:08 pm

Honestly- If i had trained for such a big event for so long- there's no way I would have deferred. I would have had to be REALLY sick or something to get me out of that race.

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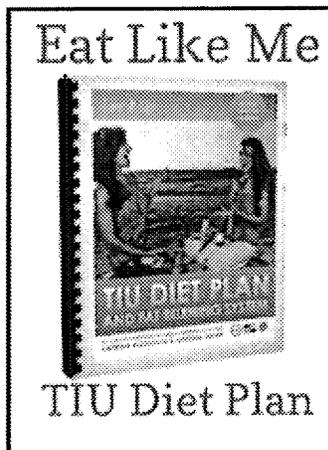
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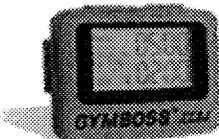


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- I'm seriously obsessed lately with these chips. I don't usually eat a ton of chips but hot

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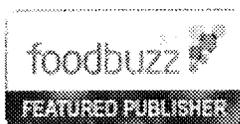
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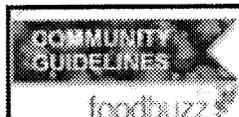
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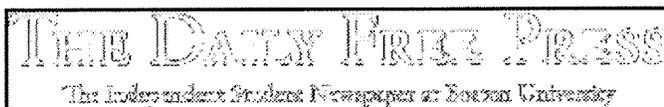
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STAFF EDIT: Marathon Monday

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There is only one day of the year where thousands of college students voluntarily wake up early to soak in the morning sun. Only on the morning of the annual Boston Marathon can you see people from all kinds of schools, cities and even countries line up along the barricades awaiting the runners ahead. Regardless of whether your “Marathon Monday” includes hopping from gathering to gathering or following the runners until the finish line, it is a day when the city seems to come to a standstill.

This year, the marathon unfolded in exceptionally warm conditions. For the first time in several years, officials were reluctant to have amateur runners go through with the race in fears of dehydration and other potential health hazards. Nevertheless, warnings aside, runners still flooded the streets. For people who hold marathon traditions in their home cities, Boston’s marathon brought to mind the memories and comfort of home.

Inspiration flooded in with each runner. There were runners with prosthetic legs. Runners who were pushing their friend in a wheelchair because he couldn’t stand on his own two feet. Runners who had friends and family endure the last mile with them. There were runners dressed as burgers, Teletubbies and Minnie Mouse, among many other equally colorful characters. There was a man who assisted a blind older man. Emotions peaked when supporters spotted a friend in the crowd; there, in that moment, differences were sat aside and the overwhelming support for the runners took over.

There were Boston University students cheering fervently for Boston College runners. Barriers of animosity that existed between schools disappeared. Despite the heat and sheer number of people clustered in central Boston and beyond, the electricity and spirit of the marathon trumped those obstacles. Unfortunately, there was a contingent of students who couldn’t be bothered with seeing a world-class event at their doorstep. But those that did watch at least some of the race were filled with a renewed insight and appreciation for life. Watching individuals of all ages and circumstances relentlessly continue to the end of the race brought about perspective. As we near the end of the semester, these revelations could not come at a more befitting time.



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NEWSWIRE

2,100 Got Medical Treatment Marathon Monday

Published April 19, 2012

By Matt McCue

Photo by Robert Reese

The illuminated highway advisory signs all along that Boston Marathon course flashed the obvious on Monday. "HOT HOT HOT," they warned the sweat-slicked racers. "HYDRATE HYDRATE HYDRATE." The forecasts for stifling temperatures were fulfilled, with the Boston Athletic Association recording a



highest reading of 89 degrees at 12:30 p.m. at the 10K mark in Framingham. While the B.A.A. warned runners about the heat danger, and offered deferments to anyone who wanted to sit out this year, they beefed up their medical staff numbers on the course to aid those who decided to compete. The plan was to treat as many people as they could on the course by encouraging them to consume more fluids, offering them a chance to sit in the shade of the pop up tents, or pouring water over their heads, and then sending them on their way.

"On an average normal marathon Monday, we treat approximately 600-750 runners on site, and have anywhere from 20-25 hospital transports. This year we had 2,181 athletes or spectators treated in the four medical aids tents along the course and in the three tents at the finish line," says Marc Davis, communications manager for the B.A.A. (Yes, that Marc Davis, former American record-holder at 2 miles and 1996 Olympian in the steeplechase.) Of those treated, 157 runners were eventually transported to one of the nine area hospitals for symptoms related to heat exhaustion. Davis didn't have stats on how many of those were admitted. "Once they go into a hospital vehicle, it is out of our hands based on the privacy laws of a hospital patient," he says. In comparison, at the 2007 Chicago Marathon, which experienced nearly identical temperatures and was called off three hours and thirty minutes into the race, 185 runners were sent to the hospital, according to a 2008 Runner's World report. That year, 8,700 runners, or 19% of registrants, didn't start, whereas 4,290 people, or 16.1%, of those entered didn't start in Boston. Because the B.A.A. already had water stops at every mile, they reinforced the Poland Spring and Gatorade supplies at each one to ensure that the racers had fluids whenever they needed them. Gary Allen, the race director of the Mount

Desert Island Marathon in Maine, finished his 20th Boston Marathon in 3:16:10 and praised the B.A.A. for its preparation.

"The Boston Athletic Association has been around since 1887 and it showed on race day," he says. "It appeared to me that they had added several water cooling tunnels and many fire hydrants had sprinklers installed. On top of all that, the crowds were out in force with ice, water, cold drinks and garden hoses."

This was a marked change from another hot Boston, the 1976 edition, according to a conversation Allen had with that year's winner, Jack Fultz, on the ride out to the starting line on Monday morning.

"I asked Jack two questions," says Allen. "What was the temp at the start in 1976? [The race started at noon then.] He said 96 degrees. Then I asked him how many official water stops where there? He said zero."

How about the Mylar blankets available to runners at the finish line? Davis says they were used, despite the heat. "They serve the purpose of regulating someone's body temperature from going up or down," he notes. "They may not have been used as much as previous cooler years, but the ones we didn't use we'll use next year."

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Nan Kennard a Big Fan of Marathon Monday

By Scott Douglas

Published April 16, 2011

Here's one thing [Nan Kennard](#) has going for her: She doesn't have to worry about feeling horrible on a pre-marathon run on Sunday and letting that sap her confidence. That's because she's never run on a Sunday.

Kennard is Mormon, and takes seriously her faith's call for Sunday to be a day of rest. On Sundays the 29-year-old Boulder, Colo. resident spends time with her husband and three small children, goes to church, naps, maybe goes for a family walk. But she doesn't run. She didn't while being a high school state champion in Utah, she didn't while being an All-American at Brigham Young University and she doesn't now that she's a pro road runner who trains with ageless wonder Colleen De Reuck.



So Kennard is quite happy about the coincidence of the Patriot's Day holiday being celebrated on Mondays. She set her marathon PR of 2:35:49 at last October's Baltimore Marathon, chosen in part because it's run on a Saturday. Her races this year indicate more marathon potential than that. She was third in 1:12:03 at January's national half marathon championship in Houston, where a separate elite-only half marathon was run, conveniently enough, on a Saturday as a dry run for next year's Olympic marathon trials. On March 12 she took second at the Gate River Run 15K in Jacksonville, Fla., a Saturday fixture at which Kennard ran 49:56. A sub-2:30 breakthrough at Boston was looking eminently doable.

But since the Gate River Run, Kennard has struggled with a pesky left plantar fascia that causes compensatory problems in her left hip flexor. She's been spending a lot more time running in the pool than on the roads. Her last run of more than 90 minutes was two weeks ago. Is Kennard concerned?

"Not really," she says. "I know I'm fit. Obviously it's not the ideal circumstances, but my heart and lungs are really fit, and I'm hoping they'll carry my legs to the finish line. In a way, it's kind of exciting—I don't know what I can do." If Kennard discovers on Tuesday that her plantar fascia wasn't thrilled with racing 26.2 miles, she says, "Nine months is plenty of time [before the Olympic marathon trials]. The worst-case scenario is that I have to take a month off and be in the pool before getting back to the roads."

Kennard is used to finding a way to succeed other than the typical route. De Reuck's husband, Darren, who coaches her, has tweaked his standard schedule

to accommodate Kennard's never-on-a-Sunday approach. "Tuesday and Friday are workout days, with Colleen," Kennard says. "I go long on Saturday, whereas Colleen goes long on Sunday. I actually think this might be better—I'm running long on tired legs, then I have Sunday to recover from that combination."

Other top Mormon runners, such as two-time Olympian Ed Eyestone and 2006 NCAA cross country champion Josh Rohatinsky, would occasionally sneak in a few easy miles Sunday mornings before attending church. Kennard isn't interested, and doesn't buy the more-miles-are-always-better mindset.

"What it boils down to is that I don't agree with that concept," she says. "I think there's a reason why God took the seventh day to rest, to set an example for us. And not just as runners, but in everyday life. Our bodies, minds and spirits need that rest. It enables us to do more. There are too many other better things to do on Sunday than running."

OK, then we'll look for you on Monday.

Tags: Boston Marathon

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BOSTON MARATHON

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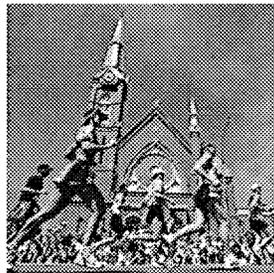
RUNNING PLAYLISTS

Songs About Boston

Running the Boston Marathon (or dreaming of the day you will)? Here are 12 songs to get you psyched for Marathon Monday.

By Caitlin Giddings

Published April 11, 2013



Boston Marathon weekend is upon us—that thrilling time of year when we celebrate one of the oldest road races in the world, and what many marathoners consider the ultimate unlockable race achievement.

If you're running Boston this year, training time is over, the hay is in the barn, and ain't nothing to it but to do it.

This Boston-themed playlist is less about getting you pumped (let's face it—you're *wicked* pumped already) and more about blowing away any last-minute doubts that might creep up on the path to the starting line.

If you're *not* running Boston this year, but like me, you dream of that Holy Grail qualifying time, here are the motivational jams you'll need to get psyched for your long run this weekend. (Note that we could have just thrown together a list of hits by the band Boston and called it a day, but we went the extra mile to do right by the countless bands and songs inspired by the city.)

So, without further exposition, here are 12 songs about Boston to get you psyched for Marathon Monday. Good luck out there, runners, whether you're headed to Hopkinton or training to get there!

"[I'm Shipping Up to Boston](#)" - Dropkick Murphys

"[Dirty Water](#)" - The Standells

"[Ladies of Cambridge](#)" - Vampire Weekend

"[Mass Pike](#)" - The Get Up Kids

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"[Back to Boston](#)" - the Rosebuds

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"[\(Charlie on the\) M.T.A.](#)" - The Kingston Trio

Tags: Boston Marathon, Playlist

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Which Patriots' Day Boston-Related Sporting Event Are You Most Excited About?

by NESN Staff on Sun, Apr 15, 2012 at 10:54PM

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Patriots' Day is finally upon us.

The third Monday in April commemorates the brave soldiers who fought in the battles of Lexington and Concord, as well as the first battles of the American Revolution.

But for us sports nuts, Patriots' Day means three things.



1. The Boston Red Sox season is officially in full swing -- pun very much intended.
2. The NHL playoffs have begun, and the Boston Bruins are looking to repeat.
3. Last, but certainly not least, Marathon Monday.

With so many great Boston sporting events jam-packed into a mere 24 hours, it's tough to decide which is the best. So, without further ado, here is your chance to vote for your favorite Boston sports Patriots' Day event.

Cast your vote below.

Which Boston Sports Patriots' Day event are you most excited about?

Boston Red Sox' 11 a.m. game vs. Tampa Bay Rays

Boston Bruins vs. Washington Capitals, Game 3

The Boston Marathon

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Mayor Menino Kicks Off Second Season of New Balance Hubway

Posted on Apr 03, 2012

This Press Release was published by the Mayor's Office on April 3, 2012.

Mayor Menino today kicked off the second season of the New Balance Hubway program, celebrating the full launch of Hubway's 61 stations this week and previewing plans for the program's expansion. The Hubway system will offer new locations in 2012, adding new locations at the Boston Convention and Exhibition Center, the Seaport Hotel, and Cambridge Street in downtown Boston. The program also plans to expand to neighboring communities this year.



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"The first season of New Balance Hubway was a great success, and we expect season two to be even better," Mayor Menino said. "As warm weather returns and more residents are spending time outside, it's great to see so many people eager to explore our great city through Hubway. It's a pleasure to be able to say that we are well on our way to being a world class cycling city."

Mayor Menino also asked residents and Hubway users to exercise biking safety precautions as they return to the roads, reminding cyclists to always wear a helmet and observe traffic laws.

During its inaugural season (July 28 through November 30, 2011) the New Balance Hubway logged more than 140,000 rides and, in that time, signed up more than 3,700 annual members and nearly 30,000 casual users. Since Hubway bikes began returning to Boston streets on March 15th this year, the program has already added more than 15,000 total trips in just two weeks and now has over 5,000 members signed up. Boston Bikes is also continuing its fundraising efforts to further expand the system in the future with an eye towards adding locations in Roxbury, downtown, and the Back Bay as well as Charleston, Jamaica Plain, and Dorchester. Cambridge, Brookline and Somerville are finalizing their contracts and will be launching later this season more than 30 stations this year.

"There is a new barometer for Spring in Boston," said Hubway general manager, Scott Mullen. "People mark the onset of Spring by Marathon Monday and Opening Day at Fenway Park. Now they can add the relaunch of the New Balance Hubway to that list."

"We're thrilled that the system will be expanding to neighboring communities," said Jessica Robertson of the Metropolitan Area Planning Council, which has been coordinating the regional expansion. "Hubway's first season was a smash success, and we expect the system's popularity to keep growing in tandem with the number of neighborhoods served."

Users can monitor Hubway's deployment progress by visiting the Station Map on our website to view what stations are live and operational, displayed by green icons. Additionally, follow Hubway on Facebook and Twitter for relaunch announcements and events. Hubway also offers the free Spotcycle application for smartphones, which will help members navigate the system in real time.

Mayor Menino and the City of Boston have also taken significant steps towards improving Boston's biking infrastructure and safety outreach. Last year, Boston installed bike lanes on Massachusetts and Commonwealth Avenues; the two roads were identified as having the highest and second to highest accident rate in the city for cyclists. There are now more than 50 total miles of bike lanes on the streets of Boston. In addition to installing the biking infrastructure, the City distributed over 5,000 free and low-cost helmets last year and has sent out almost one million fliers with information educating drivers on how to drive safely in the presence of cyclists.

More info can be found at www.thehubway.com and <http://www.cityofboston.gov/bikes/>

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TRIAL EXHIBIT #23

Hotel chefs look forward to feeding marathoners

By Clara Silverstein
GLOBE CORRESPONDENT

Long before anyone starts sprinting toward the finish line, chefs in Boston hotels are brewing black coffee and stirring vats of oatmeal. Eggs Benedict and cappuccino can wait. On Boston Marathon morning, chefs concentrate on what jittery athletes need to fuel them for 26.2 hilly, unforgiving miles.

The Boston Marathon attracts runners from around the world, and most of them stay in hotels near the Copley Square finish line. That means the kitchen staffs will keep a fast pace all weekend to cater to the athletes participating in the 117-year-old Boston race. "The thing I always think about for marathon weekend is bananas, oatmeal, and pasta specials," says Laurent Poulain, executive chef at the Fairmont Copley Plaza hotel, where he has made specialties for runners for 17 years.

"Marathon Monday is our single busiest day of the year," says chef Jeremy Sewall, who oversees the food at Eastern Standard, Island Creek Oyster Bar, The Hawthorne, and room service at the Hotel Commonwealth in Kenmore Square. "It starts really early with room service requests. The restaurants are full by 9 a.m. It's nonstop."

Marathon Monday is also the busiest day of the year at the Lenox Hotel. "We prepare weeks and weeks in advance," says food and beverage director Michael Carlisle. "The first thing we do is put in a 40- to 100-case order for bananas. The runners are usually eating one banana and have one or two in their pockets."

A few runners bring their own food and ask the Lenox kitchen to reheat it. Carlisle says he feels a responsibility to accommodate any food requests. "They are training for months, eating at home or in trusted restaurants. All of a sudden they're in a new city, and forced to go out. We want to give them the simple foods that they are looking for before the race."

Most hotels also offer at least one pasta special the night before for carb-loading runners.



MATTHEW J. LEE/GLOBE STAFF

Laurent Poulain, executive chef at the Fairmont Copley Plaza, has "bananas, oatmeal, and pasta specials" for marathoners.

The Boston Athletic Association hosts an annual prerace dinner, but some runners would rather stay in and eat at their hotels. The Lenox menu typically includes baked rigatoni, a vegetarian pasta primavera, and gnocchi or ravioli. At the Ritz-Carlton, Boston Common, executive chef Andrew Yeo each year creates a "Boston Runner" menu with protein-and-carbohydrate combinations such as whole-wheat fettuccine with smoked salmon, spinach, and tomato.

Other carbs seem to be less popular, though Sewall reports that a few room service orders for plain, baked potatoes went out the night before the marathon last year. For those on special diets, the Fairmont offers a gluten-free quinoa salad or a vegetable-tofu stir fry on a bed of rice. Foreign runners sometimes go out to restaurants serving their native cuisines to find specialty rice or grain dishes.

Many athletes find their hotels through Marathon Tours and Travel, the official travel agency of the marathon, which works with 35 local establishments. Its president, Thom Gilligan, helped Brisco Suites, a new DePasquale Ventures hotel on Hanover Street, develop a package for runners. A three-course dinner at Brisco the night before the race includes a choice of pappardelle with wild boar and porcini braised in red wine or

chicken roasted under a brick and served with mashed potatoes. Kathrine Switzer, who challenged the marathon's former restriction to men only by running in 1967, makes an appearance. The next morning, a limousine takes runners out to the Hopkinton starting line. "We're excited for it. What better place for runners to load up on carbs than in the North End?" says David Dugan, manager of Brisco Suites.

The excitement of race day transfers to the hotels, too. Staff and spectators fill the lobbies and cheer the thermal-wrapped-runners who limp through the door after the race.

The menu changes then, too. "People are very careful about what they eat the day or two before the marathon. Afterward, it's burger central," says Brooke Vosika, executive chef at the Four Seasons Hotel. For dessert, the hotel creates a gold medal cupcake which looks like a Boston Marathon finisher's medal with ribbons of frosting.

The Ritz sends participants home with a framed printout of the runner's name and finishing time, and a bag of "Freedom Trail Mix," house-made granola with dried fruits and nuts.

"They are easy guests to serve. All they want to do is run," says Yeo.

Clara Silverstein can be reached at clsilver@gmail.com.

Pappardelle with tomatoes, burrata, and fresh basil

Serves 4

Fairmont Copley Plaza executive chef Laurent Poulain prepares wide pappardelle with homemade tomato sauce, creamy burrata, and a handful of fresh basil.

- Salt and black pepper, to taste
- 1 pound dried pappardelle or fettuccine
- 3 tablespoons olive oil
- 1 shallot, finely chopped
- 4 cloves garlic, finely chopped
- Pinch of crushed red pepper, or more to taste
- 1 teaspoon dried oregano
- 1/2 cup red wine
- 1 can (26 ounces) whole Italian plum tomatoes, preferably San Marzano, drained
- 16 ounces fresh burrata or mozzarella cheese, torn into pieces
- 12 fresh basil leaves, torn into pieces

cook 1 minute more. Sprinkle with red pepper and oregano. Add the red wine and bring to a boil, scraping to deglaze the pan. Lower the heat and simmer for 4 minutes, or until the liquid is reduced to a syrup.

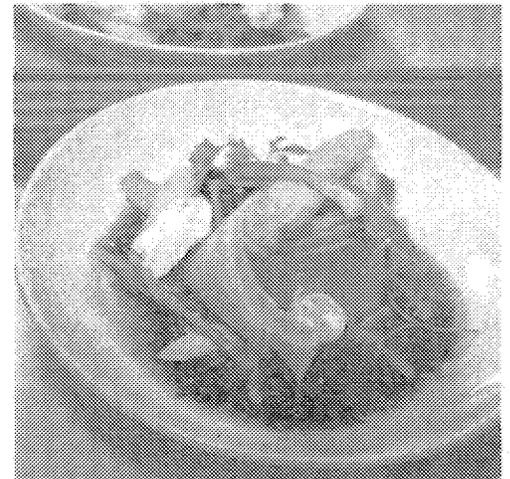
3. Add the tomatoes, salt, and black pepper. Cook, stirring occasionally, for 3 minutes or until the tomatoes begin to soften. Crush the tomatoes with a fork, leaving a few chunks. Cover the pan and simmer for 10 minutes more.

4. Taste for seasoning and add more salt and red pepper if you like. Remove from the heat and set aside.

5. Cook the pappardelle for 9 minutes, stirring occasionally, or until it is tender but still has some bite. Drain without rinsing and return to the pot. Add the tomato sauce and toss gently.

6. In each of 4 deep bowls, arrange pasta and sprinkle with the burrata, basil, and the remaining 2 tablespoons of olive oil. Adapted from Fairmont Copley Plaza.

1. Bring a large pot of salted water to a boil.
2. Meanwhile, in a skillet over medium heat, heat 1 tablespoon of the olive oil. Cook the shallots, stirring often, for 4 minutes or until translucent. Add the garlic and



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Boston Bar Recruiting Lawyer Volunteers in Wake of Explosions on Marathon Monday

In response to an appeal from the City of Boston's Department of Neighborhood Development, Boston Bar Association President J.D. Smeallie today announced that the Boston Bar Association will begin compiling a list of volunteer lawyers ready, willing, and able to assist small, independent businesses directly affected by Monday's tragedy at the Boston Marathon finish line.

Boston Mayor Thomas M. Menino stated:

"Boston is a resilient city and our citizens are determined to recover from this tragedy. A crucial piece of that recovery is ensuring the economic health of the Back Bay. The help of Boston Bar Association members will go a long way in making it as easy as possible for affected businesses to rebuild and reopen. We are grateful to the BBA for lending support to our business community, and we look forward to partnering with them as we move Boston forward."

BBA President James D. Smeallie stated:

"The BBA is on standby, ready to support our city in its time of need. Based on what the City of Boston has told us, small business owners in the Back Bay may face legal issues involving insurance claims, the interruption of their business activities, possible relocation, and employee matters. We are committed to helping these businesses get back on their feet."

The BBA anticipates needing volunteer lawyers with experience in insurance, labor and employment, and relocation issues for this pro bono opportunity. Prospective volunteer lawyers should contact Katie D'Angelo at Kdangelo@bostonbar.org with their contact information and area of expertise.

The Boston Bar Association is a non-profit, voluntary membership organization of 10,000 attorneys drawn from private practice, corporations, government agencies, legal aid organizations, the courts, and law schools. It traces its origins to meetings convened by John Adams, the lawyer who provided pro bono representation to the British soldiers prosecuted for the Boston Massacre and went on to become the second president of the United States.

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BBA to host Summer Assoc. Diversity Luncheon Wednesday @ 12. Hear how diverse Boston leaders launched their careers ow.ly/mLyQA

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BBA President JD Smeallie presented @mayortommenino with award for years of commitment to BBA Summer Jobs Program @ kickoff event #sjobs

 **Mayor Tom Menino** @mayortommenino 7h

Thank you @BostonBar for putting young people to work for 20 years. #summerjobs pic.twitter.com/VBsDRwZDM

Retweeted by BostonBar



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What's Ahead

Strategies for Success: Summer Associates Diversity & Inclusion Luncheon
 7.10.2013 @ 12:00p

Summer Reception in Honor of New Admittees
 7.11.2013 @ 5:30p

Everything You Need to Know About the Practical Implications of DOMA
 7.15.2013 @ 4:30p
[Entire Schedule](#)

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BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD**

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Boston Athletic Association,)	
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v.)	Opposition No. 91/202562
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OPPOSER'S NOTICE OF RELIANCE

TRIAL EXHIBIT #25



Membership Publications News Release

BBA News Release

Contact: Contact: Bonnie Sashin, APR
Director of Communications & External Relations
(617) 778-1902

FOR IMMEDIATE RELEASE:
4/25/2013

Join the BBA
Become a BBA Member
Today

Our Sponsors
Helping Us Advance Our
Mission

Boston Bar Foundation Gives \$25,000 to the One Fund Boston

The Boston Bar Foundation today announced that it has donated \$25,000 to the One Fund Boston, the charity established to aid victims of the Marathon Monday bombings here in Boston.

"The gift we announce today reflects our heartfelt concern and commitment to our community," said Boston Bar Foundation President Jack Clymer. "We hope this contribution will inspire members of the Boston Bar Association and lawyers throughout the nation to give generously to the One Fund Boston in light of this horrific tragedy."

Today's announcement by the Boston Bar Foundation, the charitable affiliate of the Boston Bar Association (BBA), comes on the heels of the BBA's recruiting more than 120 of its members, 20 law firms and 2 law schools to provide pro bono legal assistance to small, independent businesses affected by the attacks on Patriot's Day.

To donate to the One Fund Boston, visit www.onefundboston.org.

The Boston Bar Association is a non-profit, voluntary membership organization of 10,000 attorneys drawn from private practice, corporations, government agencies, legal aid organizations, the courts, and law schools. It traces its origins to meetings convened by John Adams, the lawyer who provided pro bono representation to the British soldiers prosecuted for the Boston Massacre and went on to become the second president of the United States.

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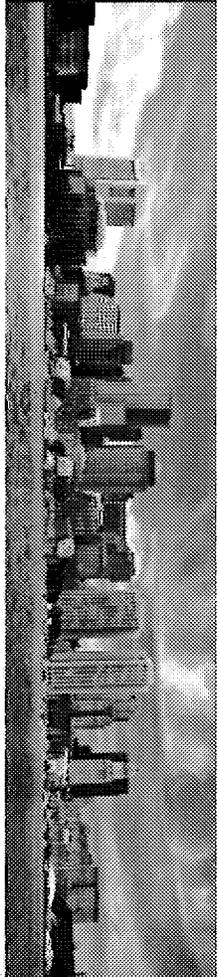
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OPPOSER'S NOTICE OF RELIANCE

TRIAL EXHIBIT #26



Mayor Menino Announces "Boylston Strong" Effort to Encourage More Business in the Back Bay

Free Parking Today-Sunday On Boylston Street and in the Entire Back Bay

For Immediate Release

April 24, 2013

Released By:

For More Information Contact:
Mayor's Press Office
press.office@cityofboston.gov

Boston Mayor Thomas M. Menino today announced that parking at meters on Boylston Street, as well as throughout the entire Back Bay, will be free today through Sunday. The City encourages all to come back to the area, go to our restaurants, go to our shops and get involved in the recovery effort.

"Boston is strong and we will support Boylston Strong all weekend long," Mayor Menino said.

He continued, "As of today, these businesses that have been off limits since Marathon Monday are open and are looking forward to receiving and serving their customers once again. To support the efforts of our local businesses through the end of the weekend, the City of Boston is offering free parking at meters on Boylston Street and throughout the entire Back Bay."

The meters in question are located on all Back Bay streets between Arlington Street and Massachusetts Avenue, as well as those parking meters adjacent to the Public Garden.

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OPPOSER'S NOTICE OF RELIANCE

TRIAL EXHIBIT #27

WOMEN'S Running

Search Women's Running

Menu



Marathon Monday Motivation

By Kara Deschenes

Published Jan. 16, 2012

Updated Aug. 19, 2012 at 2:43 AM UTC

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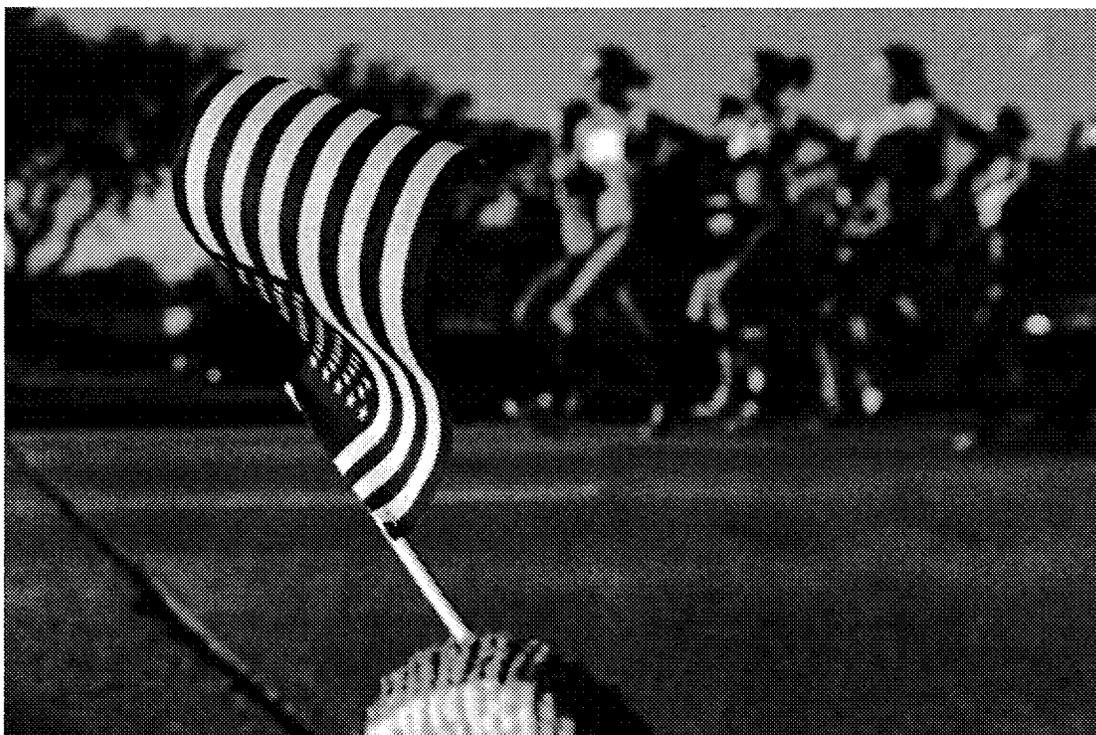


Photo by Johnny Hanson / Houston Chronicle

It isn't hard to be inspired by the top three finishers of the Olympic Marathon Trials, held this past weekend. They each embody the strength and grace that *Women's Running* magazine celebrates (not to mention their killer abs!). Even better, is the camaraderie that is evident and shared between the competitors. Over 150 women of all ages competed for three spots on the USA's 2012 Olympic Marathon Team. Held in Houston, TX, the flat 26.2 mile course featured a 2.2 mile loop through downtown before heading out on an eight mile loop that repeated three times before the finish line. *Women's Running* magazine editor-in-chief, **Jessie Sebor**, attended the trials and will give our blog readers an insiders view later this week (stay tuned!). . .

30 year-old Shalane Flanagan of Portland, OR won the trials (this was only her second

marathon!) with a finishing time of **2:25:38**. Flanagan shaved more than 3 minutes off her personal record and made USA Olympic Marathon Trials history with the fastest women's finish time ever.

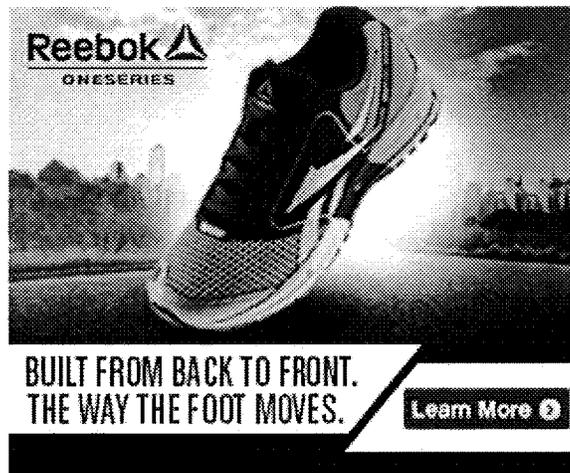
Desiree "Desi" Davila, 28, of Rochester Hills, MI finished 17 seconds behind Flanagan with a time of **2:25:55**. New mom Kara Goucher, 33, of Portland, OR finished third with a time of **2:26:06** and secured the final spot on the USA's Olympic Women's Marathon team.

After crossing the finish line, the top three women embraced and shared an endearing moment with each other. It's hard to watch them and *not* be inspired by the honest respect and admiration they share amongst competitors. ***So, on this Monday, we celebrate Flanagan, Davila and Goucher and thank them for motivating us to push harder and run stronger.***

How will you run stronger on this Monday?

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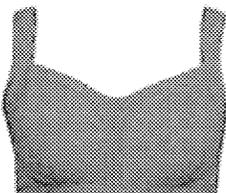
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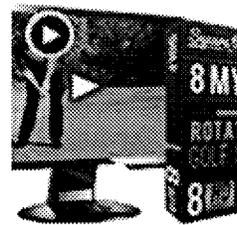
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