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Filing date: **03/13/2015**

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

Proceeding	91212680
Party	Plaintiff Frito-Lay North America, Inc.
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Submission	Opposition/Response to Motion
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Signature	/Paul Madrid/
Date	03/13/2015
Attachments	Continuation slip sheet.pdf(5851 bytes) Evidentiary Appendix (Public Version)_Part21.pdf(5216942 bytes) Evidentiary Appendix (Public Version)_Part22.pdf(5185932 bytes) Evidentiary Appendix (Public Version)_Part23.pdf(5214015 bytes) Evidentiary Appendix (Public Version)_Part24.pdf(5235134 bytes) Evidentiary Appendix (Public Version)_Part25.pdf(5197928 bytes) Evidentiary Appendix (Public Version)_Part26.pdf(5237201 bytes) Evidentiary Appendix (Public Version)_Part27.pdf(5239015 bytes) Evidentiary Appendix (Public Version)_Part28.pdf(5232648 bytes) Evidentiary Appendix (Public Version)_Part29.pdf(5230105 bytes) Evidentiary Appendix (Public Version)_Part30.pdf(4978041 bytes)

CONTINUATION OF EVIDENTIARY APPENDIX

(PUBLIC VERSION)

that is only the daytime. My first year, I packed a lot of canned food and soup, which was fine, but when it began to cool off at sundown and my neighbors fired up their grills, my stomach forced me to come begging.

So, as others have pointed out above, you can get some great food through gifting. You can plan for this (either offer something as a trade, or give something in return for someone's culinary generosity) and incorporate it into your food plan.
posted by anotherbrick at 11:24 PM on August 22

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Nutrition Facts

Serving Size Standardized to 100g

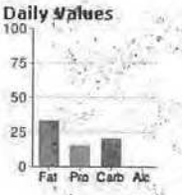
Amount Per Serving	
Calories 477	Calories from Fat 195
	% Daily Value*
Total Fat 21.7g	33%
Saturated Fat 15.5g	78%
Sodium 600mg	25%
Total Carbohydrates 62.7g	21%
Dietary Fiber 4.2g	17%
Sugars 6.6g	
Protein 7.8g	

* Based on a 2000 calorie diet

See more extended nutritional details

Breakdown

Daily Values



Legend
Fat Protein Carbs Alcohol Other

Calories in Savours Rosemary & Sea Salt Thins

Manufactured by Jacob's Bakery

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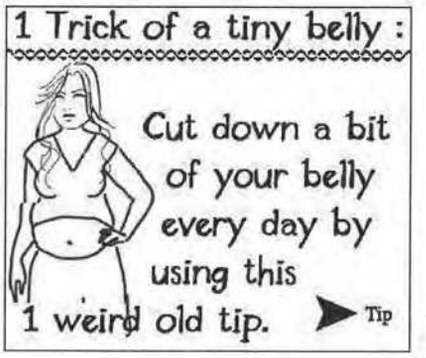

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how2heroes:
we took eunice's advice and made ice cream sandwiches with these cookies. an act of brilliance. SO amazing! we used maple walnut ice cream but i'm sure anything would be great.
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Snyder's of Hanover Thins Fat Free Pretzels

Buy snacks at Amazon.com

Taste: Guest reviewer Frank Remick reports: "Great! A nice baked flavor. Just enough salt brings out the light crispy taste of this thin pretzel."

Shop: Buy snacks at Amazon.com

Aroma: Mild salty aroma.

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From the package:

"In 1909, Harry Warehime founded Snyder's of Hanover on the belief that everyone would love his fresh bakery pretzels. Nearly a hundred years later, the Snyder's family of bakery pretzels has grown to

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bakery pretzels. Nearly a hundred years later, the Snyder's family of bakery pretzels has grown to include over 20 unique varieties. Take our distinct line of Traditional Pretzels. Each one crafted from a time-honored recipe ... like our Thins, a crispy and flavorful fat-free treat. One taste and we think you'll agree. Nobody makes bakery pretzels like Snyder's of Hanover."

This snack was discovered by Frank at TechTarget headquarters, 117 Kendrick Street, Needham, Massachusetts.

Latest snack reviews

Still hungry? Check out the 100 latest reviews

- President's Choice Spicy Piri Piri
- Gerbs Pumpkin Seeds Touch of Salt Baked Kernels
- Cheese Tris Tocineta
- Lay's BBQ Rib
- Cadbury Wunderbar
- Terrell's Orange Cheese Twists
- Fiesta Crunch Tomato Cilantro Flavored Tortilla Chips
- Pran Hot Chanachur Bombay Mix
- President's Choice World of Flavours Sweet Chili Thai
- Fiesta Crunch Restaurant Style White Corn Tortilla Chips
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E!
' TOTALS FOR 10/23
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T WOULD VP COOKIES LOOK

DAILY COOKIE POLL TOTALS, 10-28
Tuesday October 28th 2008, 9:45 am
Filed under: Great American Cookie Poll

Obama - 34

McCain - 1

0 Comments

HELP FEED YOUR NEIGHBORS! NATIONAL FOOD BANK WEEK!
Friday October 17th 2008, 9:23 am
Filed under: What's New

October 19-25 is National Food Bank Week. In honor of this we are collecting non-perishable food and toiletry items for the Bethany Church Food Pantry, right in our neighborhood. This food pantry serves the needs of the McLaughline Neighborhood. To encourage participation, we are offering a special package of Ryke's Butter Thins to anyone who contributes. NO PURCHASE NECESSARY!

You may be thinking....I don't live in the McLaughlin Neighborhood. These aren't my neighbors. Aren't they?

Do you remember when you were a kid andyour neighborhood was your whole world? Everthing you needed was within a one mile radius of your home. Your friends, your grocery store, your babysitter, your

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T DO RYKE'S AND THE
4P TOWER HAVE IN
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home. Your friends, your grocery store, your babysitter, your playground....everything! The world has changed alot. Neighborhood groceries have turned into giant supermarkets, thesprawling of school districts has spread out our friends network, the "invention" of malls and Chuck E. Cheese have created an entirely different sort of playground and the internet has redefined the term "neighbor". We now live in a "global neighborhood".

In light of our current economic strife across the country, more families are in need of assistance than have been since the Great Depression. Word is buzzing that the coffers of food pantries are at an all-time low as they enter into their busiest season. Suggested items include: canned meats, canned tuna, macaroni & cheese, packaged dinners, peanut butter, canned soup and toiletries.

Ryke's Bakerywas born in the midst of the Great Depression, another time of great need. John Ryke was finding it hard to make ends meet. He decided tostart producing a family recipe for butter cookies in his kitchen with his children selling them door to door in their wagon. Much has changed since then, but the recipe for the famous Ryke's Butter Thins remains the same and the bakery has always made its home in the McLaughlin Neighborhood.Ryke's current location is less than one block from the original Ryke family home.

So, from October 20 through October 25, bring in your contribution to the Bethany Church Food Pantry to Ryke's and get your special package of Butter Thins in appreciation. This event is just one of many unconventional holidays and observances that Ryke's celebrates each month.We want it to be fun for customers when they come in and fun for our employees as they spend their day here.

Our business hours at Ryke's are Mondays-Fridays 6:30am-5:30pm and Saturdays7:00am-3:00pm. We are located at 1788 Terrace at the corner of Laketon in Muskegon. For more ways to help your community contact Community enCompass at 726-4161, visit their office at 289 E. Larch (Sacred Suds) or their website at www.communityencompass.org

0 Comments

DECORATE A CAKE AND TAKE IT HOME!

Tuesday October 07th 2008, 10:06 am
Filed under: The Crazy *@!% We Come Up With

Have you ever wondered what it would be like to decorate a cake like the artists at Ryke's? Sure, you have! On Friday, October 10 you'll get your chance to give it a shot. On National Cake Decorating Day Ryke's Bakery, Catering and Cafe is offering up the opportunity for you to decorate a cake....and maybe even take it home with you!

Cakes have been baked and decorated at Ryke's for 70 years. Generations of Muskegonites have spent countless birthdays and holidays with a Ryke's cake on their table. The cakes are always delicious and beautifully decorated. Your place in the life of that cake has always been at the end. You and your loved ones are simply there to orchestrate the cake's demise. How wonderful to be a part of its creation! This is your chance.

From 11am-1pm on Friday, October 10, three cakes will be displayed in the store at Ryke's. Each customer will be invited to don an attractive hairnet and gloves and

at Ryke's. Each customer will be invited to don an attractive hairnet and gloves and add one design element to the cake of their choice then choose to enter the drawing to win that cake! At 1 pm, a winner's name will be drawn for each cake.

This day of Cake Decorating is just a part of the daily fun and promotions that Ryke's celebrates each month. Haven't you always wanted to rejoice in being left-handed (August 11) or win a free donut for telling an old joke (July 24) or even show the world that you are bald and proud of it (October 14)? You can at Ryke's. Visit Ryke's and pick up a Daily Promotions Calendar, along with a Soup and Wraps Calendar for their Cafe. You may find it very amusing to commemorate Ball Point Pen Day (June 10)!

Come on in and join the party!!

0 Comments

DAILY TOTALS FOR 10/23

Monday October 06th 2008, 3:24 pm
Filed under: Great American Cookie Poll

Obama: 21

McCain: 7

0 Comments

DAILY TOTALS FOR 10/01 AND 10/02

Friday October 03rd 2008, 12:32 pm
Filed under: Uncategorized

In-Store totals for 10/01:

Obama: 39

McCain: 7

Muskegon Big Reds: 1

In-Store totals for 10/02:

Obama: 22

McCain: 4

0 Comments

WHAT WOULD VP COOKIES LOOK LIKE?

Friday October 03rd 2008, 12:20 pm
Filed under: Great American Cookie Poll

So did everyone catch the VP debate last night? Interesting folks, aren't they? Both of them are focused on family. They've both had personal challenges to overcome. There are differences, of course.

There are differences, of course.

Biden has been a dedicated public servant for Delaware in the US Senate since 1972. He has served as chairman of the Senate Judiciary Committee, the Senate Foreign Relations Committee and the Caucus on International Narcotic Control. He has also served on several subcommittees including Crime and Drugs, Human Rights and the Law and Immigration, Border Security and Refugees.

Palin, on the other hand, has only been in politics for 16 years. She first entered as a city council member in Wasilla, Alaska running on the platform of wanting to make sure tax money wasn't being wasted. She rose to mayor in 1996, becoming one of the highest paid mayors in the nation. Palin jumped on the fast track ~ became governor in 2006 and now..... So, she went from mayor of a small city of 6,000 to one heartbeat away from the most powerful position on earth in just two years!!! Whew! I'm surprised she hasn't broken her neck from the speed!

So how does all of this translate to baked goods? Well, what, do you suppose, Vice Presidential cookies would look like? I have a theory! (I know, you're shocked!) I believe the Biden cookie would be quite thick, full of a variety of ingredients, well-baked, perhaps a little crispy from it's length in the oven....In fact, it may even be closer to a biscuit. Warm...seems overdone....but delicious and very satisfying.

On the other hand, a Palin cookie would be made of only two or three ingredients, hastily prepared leaving the batter quite lumpy, and baked at a high temperature for a very short time. What you're left with is a very thin,bland cookie, burnt around the edges but runny on the inside. Hot...interesting at first....but tasteless and not fulfilling in the least.

Food for thought.

0 Comments

WHAT DO RYKE'S AND THE TRUMP TOWER HAVE IN COMMON?

Wednesday October 01st 2008, 9:05 am
Filed under: Great American Cookie Poll

They were both mentioned in the Press of Atlanitc City on Monday, September 22, 2000.

http://www.pressofatlanticcity.com/180/story/264391.html

Other than that.....Pretty much nothing!

0 Comments

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[ILLUSTRATION OMITTED]

Company: Truco Enterprises, Dallas, Texas

Web site: www.Truco.com

Introduced: October 2007

Distribution: National

Suggested Retail: $2.78 for a 12-oz. bag

Product Snapshot: Whole-kernel white corn is cooked, stone-ground and pressed into On the Border's new Cantina **Thins**, which are lightly baked and hand-cut into irregular triangles before being fried.

Ingredients: White stone-ground corn, vegetable oil, (Contains one or more of the following: canola, corn, partially hydrogenated soybean, or soybean oil), salt and a trace of lime

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PASTRY SAMPLER QUESTIONS & ANSWERS

What does 10X mean? Is it just powdered sugar?

By Renee Shelton

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Powdered sugar is sugar ground to a powder and usually mixed with an anti-caking agent such as starch. The coarseness of the grind is given by the numbers, such as 10x for the finest, and 6x for standard. A brand of sugar when tested side by side with another may have a different coarseness to it, easily detectable by tasting and sometimes by touching. Powdered sugar also goes by the names 'confectioner's sugar' and 'icing sugar'. Powdered sugar is great for using in recipes where the sugar needs to be fully blended, like icings, frostings and the like, and for creating decorative marks on cakes and pastries.

Research Notes: The name of the sugar may represent a product that differs from country to country. "Pure icing sugar" from Australia means just that, no added ingredients such as starch mixed with it—just sugar ground to a fine powder. This is a preferred powdered sugar for some recipes but can be hard to find elsewhere. Icing sugar from the UK is powdered sugar similar to Australia, but may or may not contain cornstarch. Icing sugar from Canada is powdered sugar with cornstarch in it. Some links to read up on this sugar and powdered sugar in general are below.

Sugar Australia, supplier of Australian sugar products.

The Essential Ingredient store chain's info page on the different sugars available in Australia.

Allergic to corn and need powdered sugar? This link is for making powdered sugar with tapioca or potato starch from Nestlé Lifestyles.

Below are some recipes using powdered sugar.

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Sweet Glaze for Coffee Cakes

1 c powdered sugar
1 T butter, softened
1 1/2 T milk
1/2 t vanilla

Mix all together. Add in more milk if desired. Use to glaze quick and yeast coffee cakes.

Browned Butter Orange Frosting

1/2 c whole butter, no substitutions
3 cups powdered sugar, sifted
1/3 c orange juice

In heavy bottomed saucepan over medium-low heat, stirring constantly, cook butter until golden brown. Pour this into a bowl and add powdered sugar and orange juice. Mix well. Add additional sifted powdered sugar if frosting to adjust to desired consistency.

Chocolate Thins

3/4 c powdered sugar
1/2 c flour
1/4 t salt
1/3 c oil
1 egg
2 T evaporated milk
1/2 t vanilla
1 oz. unsweetened chocolate, melted
1/2 c walnuts, chopped finely

Preheat oven to 400°F.

In mixing bowl, mix sugar, flour and salt. Make a well in center and add in the oil, egg, and vanilla. Stir and mix in the melted chocolate. Mix until the mixture is smooth. Spread this onto a lightly greased 15" by 10" baking pan with sides. Sprinkle evenly with the nuts. Bake for about 10 to 15 minutes, or until done. Remove from oven, let cool for about 5 minutes, and cut while warm into desired sized squares. Let cool completely, then remove from pan.

Peanut Butter Frosting

1/2 c peanut butter, creamy style
1/4 c butter
2 c powdered sugar, sifted
5 to 7 T milk
1 t vanilla

In mixing bowl with electric mixer, beat peanut butter and butter until very light. Add in slowly, alternately, the powdered sugar and milk until the frosting is of desired consistency. Add in the vanilla.

References used:

Recipes from the files of Renee Shelton.

Casella, Dolores. A World of Breads. New York: David White, 1966.

Gisslen, Wayne. Professional Baking. New York: John Wiley, 1985.

Chocolate Thins recipe adapted from an old box of C&H Powdered Sugar.

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Frequently Asked...

Can I order your products directly from you?
We're sorry, but our company is not set up to sell directly to consumers. There are several mail order sites where you can purchase Sesmark crackers. *Related links: WWW.MYBRANDSINC.COM*

What are the differences between the four kinds of Sesmark crackers?
Sesmark offers four different varieties of cracker, each with several variations.

- **Sesmark Sesame Thins** - A rich and robust cracker made from wheat flour and sesame seeds, slow baked to perfection. Three flavors: Original Sesame, Garlic, and Cheddar.
- **Sesmark Savory Thins** - A crisp and tasty cracker produced with a nutritious rice base, enhanced with sesame flour, sesame seeds and other ingredients. Always baked, never fried. Six flavors: Original, Teriyaki, Cracked Wheat & Sesame, Toasted Onion & Garlic, Black Sesame & Garlic, Three Cheese & Tomato.
- **Sesmark Rice Thins** - The lightest and crispiest of the Sesmark cracker range, rice based crackers are lightly baked to perfection and have no wheat flour at all.Four flavors: Sesame, Brown, Cheddar, Terivaki.
- **Sesmark Savory Rice Minis** - Rice flour based with corn masa added in some varieties, these light mini crackers offer lots of flavor in each and every bite. Two flavors: Lightly Salted, Sesame Garlic
- **Sesmark Multigrain Chips** - hey're delicious. They're all natural. They have no transfat. And they're made with whole grains. Available in 5 delicious flavors: Original, Hickory Cheddar, Roasted Garlic & Herbs, Buttery Caramel and Cinnamon Sugar.
- **Sesmark Ancient Grains** - Heart healthy snacks that let you experience robust flavors from a time long before modern "food processing.

What is Gluten?
Gluten is a component of the protein in wheat, rye, oats and barley. Common food items that contain gluten include many breads, bagels, pastries, pasta and pizza. *Related Links: HTTP://WWW.INTERNETHEALTHLIBRARY.COM/DIETANDNUTRITION/GLUTEN.HTM*

What is Celiac Disease?
Celiac Disease is a life-long inflammatory condition of the gastro-intestinal tract that affects the small intestine in genetically susceptible individuals. Gluten damages the lining of the small

Celiac Disease is a life-long inflammatory condition of the gastro-intestinal tract that affects the small intestine in genetically susceptible individuals. Gluten damages the lining of the small intestine, reducing its ability to absorb adequate nutrients from food, resulting in illness which may resemble malnutrition, The treatment for Celiac Disease is a strict gluten-free diet for life. For more information on Celiac Disease click the Web site link provided. *HTTP://WWW.INTERNETHEALTHLIBRARY.COM/DIETANDNUTRITION/GLUTEN.HTM*

Are any Sesmark crackers gluten free?
The four Sesmark Rice Thins are produced with rice flour and they contain no wheat, so there is no gluten added. However, these rice crackers are manufactured in a facility where wheat is used in the production of other items. All production lines are thoroughly cleaned between manufacturing runs. For this reason, we do not claim they are gluten free, just that there are no ingredients in the product that contain gluten. For your convenience, we list all ingredients on our packaging and in the product section of the website.

What is the shelf life of Sesmark?
It varies with the type of cracker. Most have a shelf life of nine months, although the Sesame Thins range have a shelf life of seven months.

How should I store Sesmark crackers?
Sesmark crackers should be stored in a cool, dry place. They do not require refrigeration.

Are Sesmark crackers natural?
All Sesmark crackers are all-natural. This means that they contain NO artificial flavors, NO artificial colors, NO preservatives,

On some of the ingredient statements, it says there is "natural flavor". What does that mean?
Our Natural flavor is a wheat-free soy sauce.

What is the source of the maltodextrin in Sesmark?
Maltodextrin is from a corn source.

What is Whole Grain and why is this important?
Whole grains include grains like wheat, corn, rice, oats, barley, quinoa, sorghum, spelt, rye - when these foods are eaten in their "whole" form (more on that later). Eating whole grains has been shown to reduce the risks of heart disease, stroke, cancer, diabetes and obesity. Health experts, including the FDA, advise that grains are a healthy necessity in every diet, and that it's important to eat at least half our grains as "whole grains." *Related Links: HTTP://WWW.WHOLEGRAINCOUNCIL.ORG*

Are Sesmark crackers made with whole grains?
All Sesmark crackers are made with good grains including rice, corn, and wheat. Three varieties - Rice Thins, Brown Rice, Savory Thins Black Sesame & Garlic, Savory Thins Cracked Wheat & Sesame are made with enough whole grains to qualify for the whole grain council seal. *Related Links: HTTP://WWW.WHOLEGRAINCOUNCIL.ORG*

What is MSG and is there MSG in Sesmark?
Monosodium glutamate is a flavor enhancer and an additive in foods. It used to be that monosodium glutamate (MSG) was primarily found in Asian foods as a flavor enhancer, but its use is now widespread. MSG looks like white crystals like that of salt. No, there is no MSG in any Sesmark cracker. Some ingredients used in the crackers, such as yeast extract, are naturally high in amino acids including naturally occurring glutamic acid which is a component of MSG. The FDA does not require that these products be labeled as containing MSG. Anyone with a severe sensitivity to MSG may want to consider whether they choose to consume these types of products.
RELATED LINKS: HTTP://WWW.HOLISTICMED.COM/MSG/

Are Sesmark crackers suitable for vegans?
Most Sesmark crackers are fine for those following a vegan diet. The exceptions, which contain some dairy ingredients are:

- Sesmark Sesame Thins - Cheddar
- Sesmark Rice Thins - Cheddar Flavor

What is a food allergy?
The immune system mistakenly believes that a harmless substance, in this case a food item, is harmful. In its attempt to protect the body, it creates specific antibodies to that food. The next time the individual eats that food, the immune system releases massive amounts of chemicals and histamines in order to protect the body. These chemicals trigger a cascade of allergic symptoms that can affect the respiratory system, gastrointestinal tract, skin or cardiovascular system. *Related Links: HTTP://WWW.FOODALLERGY.ORG*

Are there any other potential allergenic materials in the factory?
A list of potential allergens for Sesmark are:

- Almonds
- Pecan Pieces
- Hazelnuts
- Sesame Seeds and Sesame Oil
- Poppy Seeds
- Wheat Flour
- Seasonings which contain dairy ingredients
- Soybean Oil
- Milk

Each package contains specific information as to ingredients used and potential allergens used elsewhere in the plant.

What kind of rice flour is used in the Savory Thins and the Rice Thins?
All of these items use white rice flour, with the exception of the Brown Rice Thins, which uses brown rice flour.

Which products contain eggs?
None

Which products contain sugar?
See the nutritional panel declaration for the sugar content of each individual item.

Which products contain sodium?
All of the crackers contain some sodium. See the nutritional panel declaration for the sodium content of each individual item.

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Gluten Free Flax Crackers - Amy Lyn's Flax Thins

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Delicious Helathy Gluten Free Sugar Free Flax Crackers

http://challahnmore.com/flaxthins.htm

Amy Lyn's Flax Thins are a tasty nutritious bread

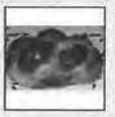
The flax thins are gluten free, sugar free, wheat free, egg free, dairy free and yeast free. They contain no trans fats or preservatives and are high in fiber and protein. They are handmade in beautiful Rockland county New York and certified kosher by the OU. Manufactured in a facility that also processes wheat and egg products

Available in three delicious flavors: Original, Golden Onion Garlic and Baja Chili.

Flax Facts

Why Cameron Diaz is the 'most dangerous'
Julia Roberts & Jessica Biel follow suit

Chat with your friends



by **challah**
Challah-n-More

Challah-n-more is located in beautiful Rockland county, New York. We pride ourselves in offering the best tasting challah delivered di... (more)

Create a Lens!

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This meatloaf does triple duty: it is low-carb for Atkins eaters, it is gluten-f...

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Nature Valley® Granola Thins are delicate squares of granola with a unique, delightfully crispy texture. Each thin is paired with a delicious melt-in-your-mouth Dark Chocolate flavor. Granola Thins are 100 percent natural, individually packaged and, at 80 calories per square, a perfect pick-me-up you can feel good about eating.
Our Bars & Snacks
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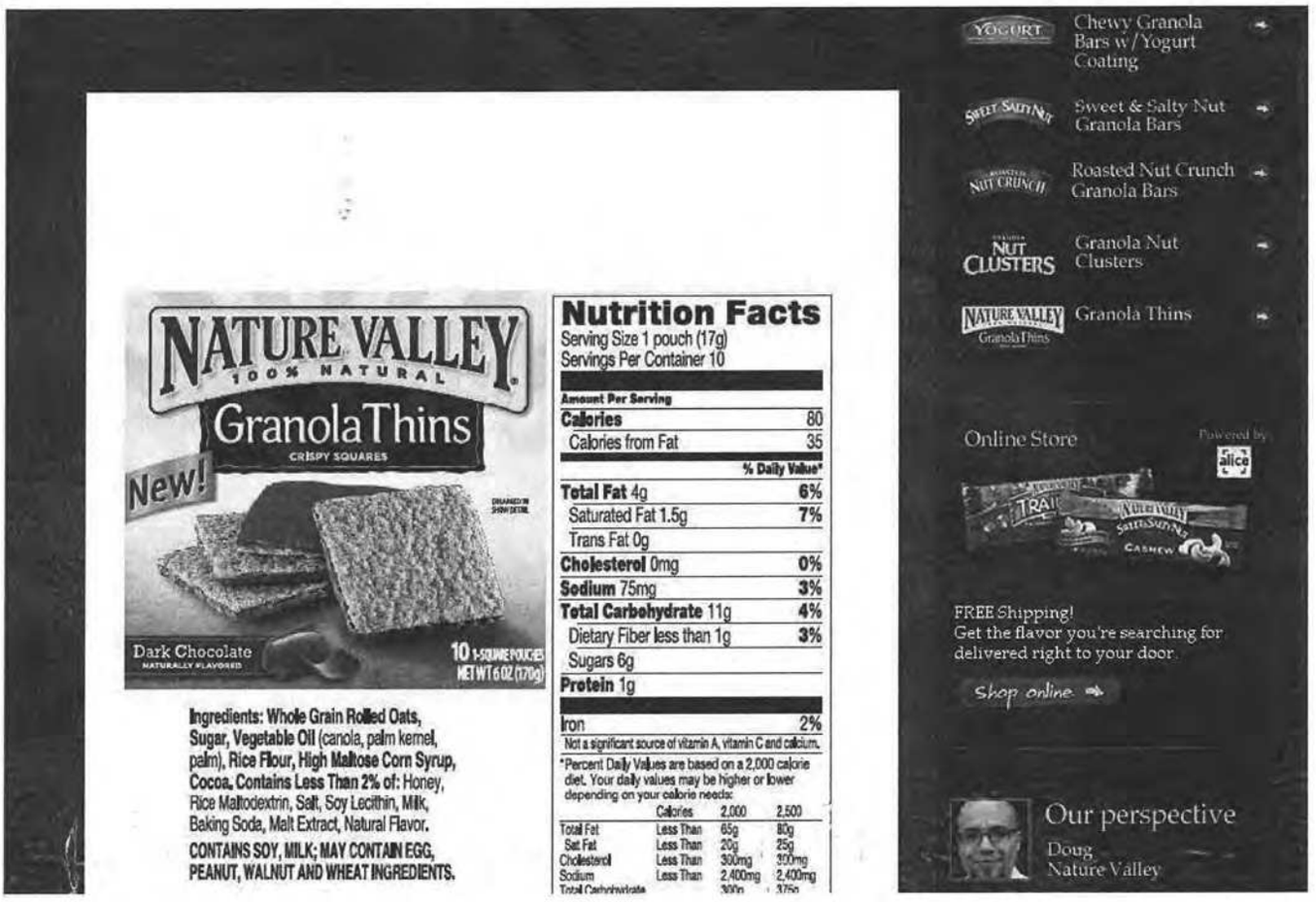
Crunchy Granola Bars
TRAIL MIX
Chewy Trail Mix Granola Bars



Nutrition Facts
Serving Size 1 pouch (17g)
Servings Per Container 10

Amount Per Serving	
Calories	80
Calories from Fat	35
	% Daily Value*
Total Fat 4g	**6%**
Saturated Fat 1.5g	**7%**
Trans Fat 0g	
Cholesterol 0mg	**0%**
Sodium 75mg	**3%**
Total Carbohydrate 11g	**4%**
Dietary Fiber less than 1g	**3%**
Sugars 6g	
Protein 1g	
Iron	2%

Not a significant source of vitamin A, vitamin C and calcium.

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

	Calories	2,000	2,500
Total Fat	Less Than	65g	80g
Sat Fat	Less Than	20g	25g
Cholesterol	Less Than	300mg	300mg
Sodium	Less Than	2,400mg	2,400mg
Total Carbohydrate		300g	375g

Ingredients: Whole Grain Rolled Oats, Sugar, Vegetable Oil (canola, palm kernel, palm), **Rice Flour, High Maltose Corn Syrup, Cocoa. Contains Less Than 2% of:** Honey, Rice Maltodextrin, Salt, Soy Lecithin, Milk, Baking Soda, Malt Extract, Natural Flavor.

CONTAINS SOY, MILK; MAY CONTAIN EGG, PEANUT, WALNUT AND WHEAT INGREDIENTS.

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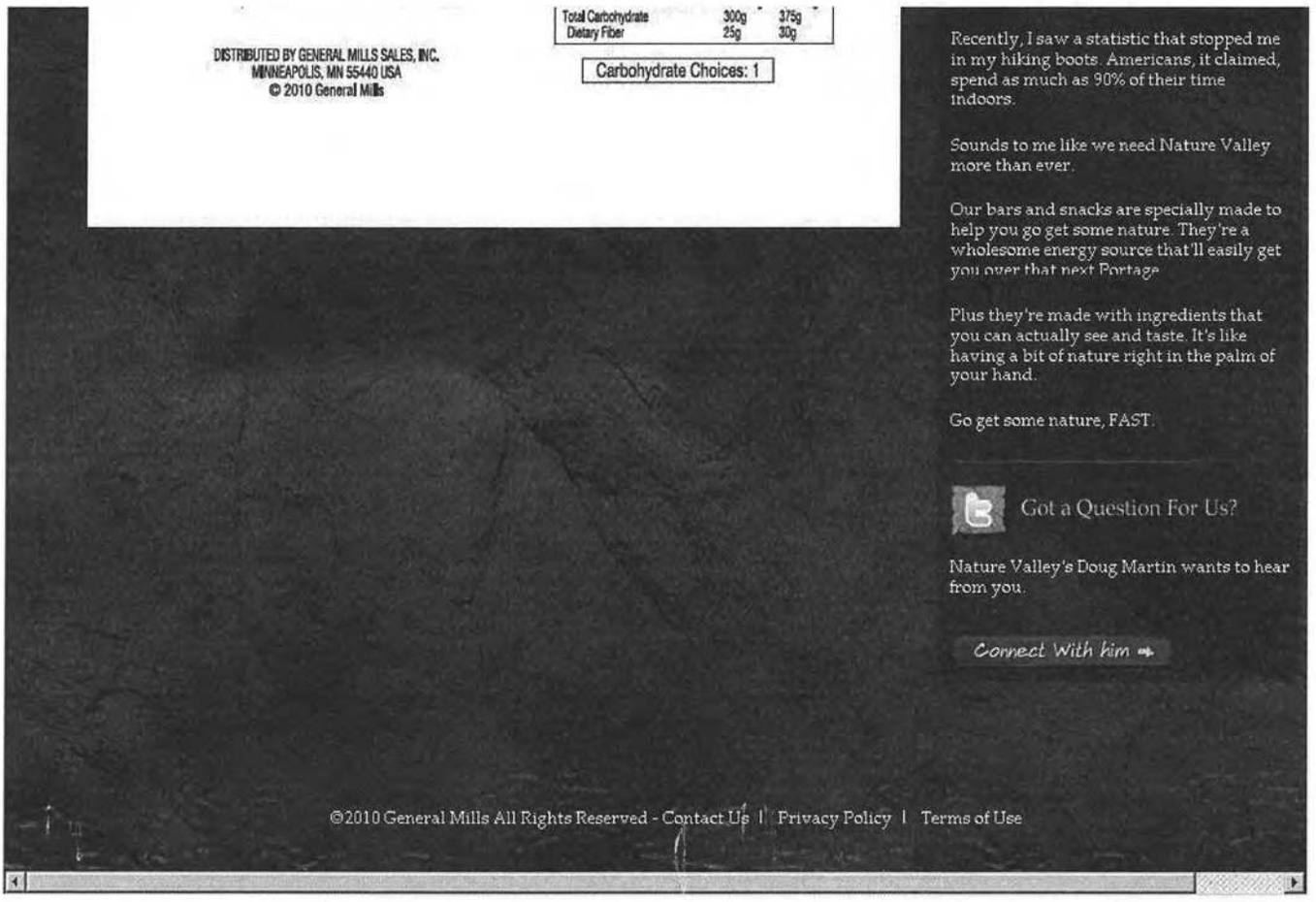
Total Carbohydrate 300g 375g
Dietary Fiber 25g 30g
Carbohydrate Choices: 1
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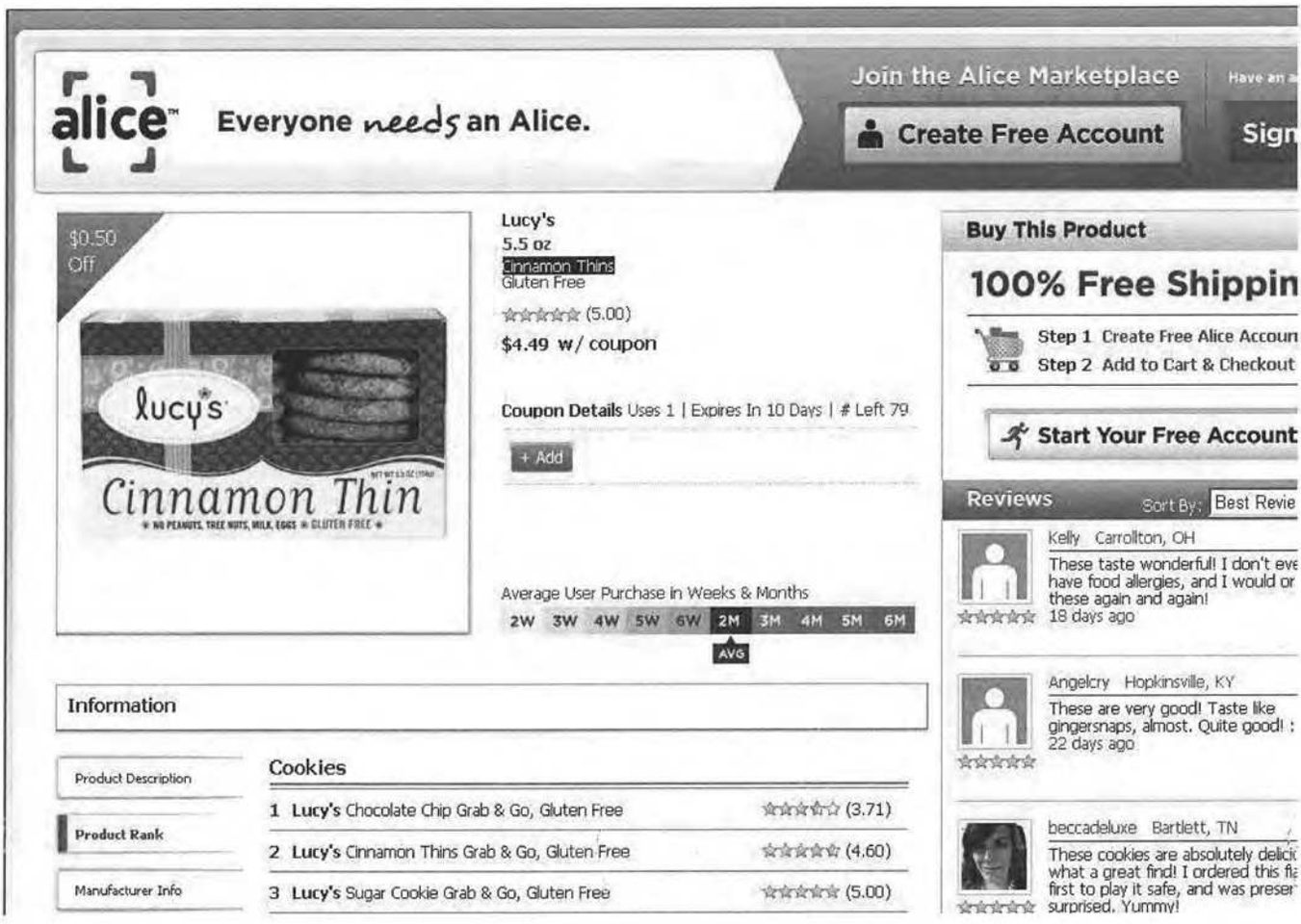
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Cinnamon Thins
Gluten Free
(5.00)
$4.49 w/ coupon
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Reviews
Sort By: Best Revie
Kelly Carrollton, OH
These taste wonderful! I don't eve have food allergies, and I would or these again and again!
18 days ago
Angelcry Hopkinsville, KY
These are very good! Taste like gingersnaps, almost. Quite good! :
22 days ago
beccadeluxe Bartlett, TN
These cookies are absolutely delici what a great find! I ordered this fl first to play it safe, and was preser surprised. Yummy!
Information
Product Description
Product Rank
Manufacturer Info
Cookies
1 Lucy's Chocolate Chip Grab & Go, Gluten Free (3.71)
2 Lucy's Cinnamon Thins Grab & Go, Gluten Free (4.60)
3 Lucy's Sugar Cookie Grab & Go, Gluten Free (5.00)

Reviews

Brand Speak

4	**Keebler** Fudge Dipped Mint Cookies, 100 Calories	☆☆☆☆☆ (4.22)
5	**Lucy's** Oatmeal Cookie Grab & Go, Gluten Free	☆☆☆☆☆ (4.00)
6	**Walkers Shortbread** Pure Butter Shortbread, Fingers	☆☆☆☆☆ (4.67)
7	**Lucy's** Chocolate Chip, Gluten Free	n/a
8	**6 Hour Energy** Dark Chocolate, Almond & Cranberry	☆☆☆☆☆ (4.00)
9	**Walkers Shortbread** Pure Butter Shortbread, Twin Pack Highlanders	n/a
10	**Lucy's** Cinnamon Thins, Gluten Free	☆☆☆☆☆ (5.00)

☆☆☆☆☆ surprised. Yummy!
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Rambles
a cultural arts magazine

The Anderson Pretzel Bakery
A rambling by Tom Knapp, 1998

There are places you can go to watch traditional bakers make pretzels the way they've been made for centuries. Some will even let you try your hand at twisting your own.

The Anderson Pretzel Bakery, on Route 340 east of Lancaster, isn't one of them. After providing a brief peek at the old way of doing things, via a row of vintage photographs from days gone by, Anderson gives patrons a glimpse of the modern pretzel industry.

That doesn't include white-smocked bakers in tall hats rolling dough into strips, tying deft knots and sliding them into an oven. Instead, the large windows on the Anderson tour look down over large steel machines connected by miles of conveyor belts, and huge mounds of yellowish dough being mixed, sifted and shaped by metal hands.

Blue t-shirted workers roam through the maze of belts and ovens, but most of the actual pretzel making is done mechanically. Like soldiers marching off to war, pretzels in a variety of shapes and sizes march in uniform rows through a series of cookers, salters, bakers, sorters and baggers.

The classic Dutch twist. Thins, stix and logs. Bite-sized "gems" and saltless baldies. Specialties like the sourdough, pizza-flavored and peanut butter-filled.

Ten huge ovens running constantly can output 300,000 pounds of pretzels a day. The old Anderson bakery prior to 1949 was producing 500 pounds a day.

The self-guided tour through the observation deck over the factory floor takes 10 to 15 minutes. It ends in a snack bar hawking soft drinks and soft pretzels, where a large wall mural and sign explain the pretzel's long history.

Long associated with Germany, perhaps because of its beer-dunking potential, the pretzel was developed in southern France or northern Italy by a 7th-century monk who used leftover dough, folded as if in prayer, to reward children for good behavior. In 1510, Vienna was saved from invading Turks by alert pretzel bakers who heard the Turks tunneling under their walls at night.

Imported to the Colonies by early European settlers, pretzels quickly became a Pennsylvania Dutch tradition.

On the way to the exit, visitors can stock up on pretzels and pretzel novelties -- pretzel chips, chocolate-covered pretzels and assorted Anderson snack foods -- at a small retail outlet.

by Tom Knapp
Rambles.NET

back to ... ramblings

Home New

A Rambles production from http://www.rambles.net

Categories
Agave Nectar (Syrup)
Amber Agave Nectar
Blue Agave Nectar
Bulk Agave Nectar
Flavored Agave Nectar
Light Agave Nectar
Raw Agave Nectar
All Natural
Case Discount
Cereal
Concentrates
Condiments
Crackers
FREE Shipping
Gluten Free
Healthy Supplements
Maple Syrup
Organic
Pasta
Snacks
Candies
Chips
Cookies
Drinks
Gum
Gummi Bears
Health Bars
Popcorn
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Agave
Honey
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Real Foods Corn Thins Organic Flax & Soy, 5.3 oz

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Real Foods Flax & Soy Corn Thins are the best tasting wholegrain popped corn cakes you can buy. Made with a great recipe for maximum crunch and flavour, they taste sensational on their own or with any number of delicious toppings.

Our Flax & Soy Corn Thins are made simply by popping organic grains of corn with added flaxseed and organic soy under high temperature. Being fat free and all natural Real Foods Corn Thins really are good for you.

- Fat Free
- 22 Calories Per Slice
- 10% Dietary fiber
- GMO Free
- All Natural
- Gluten Free
- Certified Organic
- 112mg of omega-3 Fatty Acid per serving
- 301mg of Omega-6 Fatty Acid per serving.

Certified Organic By: Australian Certified Organic

Kosher Certified: The NSW Kashrus Authority

Net Wt: 5.3 oz. (150g)

Ingredients: Organic Corn (93%), Flaxseed (4%), Organic Soy (2%), Sea Salt.

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UpFront

Ingredients: Organic Corn (93%), Flaxseed (4%), Organic Soy (2%), Sea Salt.

Nutrition Facts

Serving Size 2 slices (12g)
Serving Per Container 13

Amount Per Serving	% Daily Values
Calories 44 Calories from Fat 0	
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 28mg	1%
Total Carb. 8g	3%
Dietary Fiber 1g	5%
Sugars 0g	
Protein 1g	
Vitamin A 0% Vitamin C 0%	Calcium 0% Iron 0%

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Price: $3.89 Each

Madhava Light Organic Agave Nectar
Price: $6.99 Each

Tinkyada Brown Rice Pasta Spaghetti
Price: $4.29 Each

Real Foods Corn Thins Organic Flax & Soy
Price: $3.19 Each

Glennys Brown Rice Marshmallow Treats Vanilla
Price:$1.09 Each

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ProStores UpFront

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To:	Bimbo Hungria Zrt (officeactions@brinkshofer.com)
Subject:	U.S. TRADEMARK APPLICATION NO. 77798540 - BREAKFAST THINS - 14254/5
Sent:	9/10/10 4:20:40 PM
Sent As:	ECOM105@USPTO.GOV
Attachments:	

IMPORTANT NOTICE REGARDING YOUR U.S. TRADEMARK APPLICATION

USPTO OFFICE ACTION HAS ISSUED ON 9/10/2010 FOR SERIAL NO. 77798540

Please follow the instructions below to continue the prosecution of your application:

TO READ OFFICE ACTION: Click on this **link** **or** go to **http://portal.uspto.gov/external/portal/tow** and enter the application serial number to **access** the Office action.

PLEASE NOTE: The Office action may not be immediately available but will be viewable within 24 hours of this e-mail notification.

RESPONSE IS REQUIRED: You should carefully review the Office action to determine (1) how to respond; and (2) the applicable **response time period**. Your response deadline will be calculated from **9/10/2010** (or sooner if specified in the office action).

Do NOT hit "Reply" to this e-mail notification, or otherwise attempt to e-mail your response, as the USPTO does NOT accept e-mailed responses. Instead, the USPTO recommends that you respond online using the Trademark Electronic Application System Response Form.

HELP: For *technical* assistance in accessing the Office action, please e-mail **TDR@uspto.gov**. Please contact the assigned examining attorney with questions about the Office action.

WARNING

Failure to file the required response by the applicable deadline will result in the ABANDONMENT of your application.

EXHIBIT 75

To the Declaration of Diana L. Rausa

To:	Bimbo Hungria Zrt (officeactions@brinkshofer.com)
Subject:	U.S. TRADEMARK APPLICATION NO. 77798540 - BREAKFAST THINS - 14254/5
Sent:	1/3/11 10:44:00 AM
Sent As:	ECOM105@USPTO.GOV
Attachments:	Attachment - 1 Attachment - 2 Attachment - 3 Attachment - 4 Attachment - 5

UNITED STATES PATENT AND TRADEMARK OFFICE (USPTO)
OFFICE ACTION (OFFICIAL LETTER) ABOUT APPLICANT'S TRADEMARK APPLICATION

APPLICATION SERIAL NO. 77798540

MARK: BREAKFAST THINS

77798540

CLICK HERE TO RESPOND TO THIS LETTER:
http://www.uspto.gov/teas/eTEASpageD.htm

CORRESPONDENT ADDRESS:
Joshua S. Frick
Brinks Hofer Gilson & Lione
P. O. Box 10395
Chicago IL 60610

APPLICANT: Bimbo Hungria Zrt

CORRESPONDENT'S REFERENCE/DOCKET NO:
14254/5

CORRESPONDENT E-MAIL ADDRESS:
officeactions@brinkshofer.com

OFFICE ACTION

STRICT DEADLINE TO RESPOND TO THIS LETTER

TO AVOID ABANDONMENT OF APPLICANT'S TRADEMARK APPLICATION, THE USPTO MUST RECEIVE APPLICANT'S COMPLETE RESPONSE TO THIS LETTER **WITHIN 6 MONTHS** OF THE ISSUE/MAILING DATE BELOW.

ISSUE/MAILING DATE: 1/3/2011

THIS IS A FINAL ACTION.

This Office action is in response to applicant's communication filed on December 13, 2010 in which applicant:

1) Partially answered the request for information on the mark's significance;

2) Failed to submit additional product information about the goods; and

3) Argued against the Trademark Act Section 2(e)(1) refusal.

The examining attorney has carefully considered the applicant's arguments but has found them unpersuasive/unacceptable. For the reasons below, the refusal under Trademark Act Section 2(e)(1) and the requirement for an acceptable response to both information requests is maintained and now made FINAL.

SECTION 2(e)(1) REFUSAL – MERELY DESCRIPTIVE

Registration was refused because the applied-for mark merely describes a feature/characteristic/purpose of applicant's goods. Trademark Act Section 2(e)(1), 15 U.S.C. §1052(e)(1); *see* TMEP §§1209.01(b), 1209.03 *et seq.*

A mark is merely descriptive if it describes an ingredient, quality, characteristic, function, feature, purpose or use of the specified goods. TMEP §1209.01(b); *see In re Steelbuilding.com*, 415 F.3d 1293, 1297, 75 USPQ2d 1420, 1421 (Fed. Cir. 2005). The determination of whether a mark is merely descriptive is considered in relation to the identified goods, not in the abstract. *In re Abcor Dev. Corp.*, 588 F.2d 811, 814, 200 USPQ 215, 218 (C.C.P.A. 1978); TMEP §1209.01(b).

In this case, applicant intends to use the marl BREAKFAST THINS on or in connection with "bakery products." To the extent that the goods are thin and are served at breakfast, the mark is merely descriptive of a salient feature or purpose of the goods. BREAKFAST is defined as "day's first meal" while THIN is defined as "shallow or narrow: of relatively small extent from surface to surface or side to side," "of small diameter," and "slim." See dictionary definitions from www.encarta.com attached to the November 11, 2009 Office Action which are incorporated by reference herein.

A term that describes the shape or form of a product is merely descriptive. *In re Metcal Inc.*, 1 USPQ2d 1334 (TTAB 1986) (holding SOLDER STRAP merely descriptive of self regulating heaters in the form of flexible bands or straps); *In re H.U.D.D.L.E.*, 216 USPQ 358 (TTAB 1982) (holding TOOBS merely descriptive of bathroom and kitchen fixtures in the shape of tubes). As such, the mark is merely descriptive of the applicant's goods, namely, breakfast bakery products that are thin in size or shape or nature.

Applicant has already disclaimed the wording BREAKFAST because it is descriptive of the goods. With respect to the wording THINS, the examining attorney previously attached the dictionary definition of the wording, internet evidence of the wording used in the industry, and evidence of past Office practice regarding disclaimers of the wording or registration on the Supplemental Register or the Principal Register 2(f) with respect to related goods. For example, please note the following:

- Internet evidence from SparkRecipes providing a recipe of "Breakfast Sandwich with Oroweat Sandwich thins"

- Internet evidence from www.thedailyplate.com including information about "Breakfast Sandwich Arnold Thins"
- U.S. Registration No. 3568922 of ANNA'S GINGER THINS DELGADITAS DE JENGIBRE 0 TRANS FAT for "cookies, gingerbread biscuits, and biscuits" with a disclaimer of THINS
- U.S. Registration No. 2863802 of EMMA'S THINS for "cookies" with a disclaimer of THINS

Attached to the August 23, 2010 Letter of Protest, the evidence submitted therein and incorporated by reference herein indicates that the wording has become descriptive under Trademark Act Section 2(e)(1). The evidence includes additional evidence showing use of the word THINS in the baked goods industry, namely, products named:

- Potato Thins which are "like a rice cake"
- Eli Zabar's Onion Thins, Caraway Thins, Sesame Thins, Black Pepper Thins, Parmesean Thins, and Olive Rosemary Thins which are "feathery light savory wafers"
- Anna's Ginger Thins
- Almond Thins which are butter almond cookies
- Chocolate Thins which are chocolate covered butter biscuits

Attached to the September 10, 2010 Office Action was additional evidence indicating that the wording BREAKFAST THINS and THINS has become descriptive of bakery products. See, for example:

- A www.yelp.com review of Entenmann's/Oroweat discussing a consumer's purchase of "English muffins and breakfast thins."
- An article from Building A Kingston Castle where the author wants to "try out something new for breakfasts: turkey sausage with cheese and breakfast thins, possibly with the addition of scrambled egg whites."
- A review from exquisitecandy.blogspot.com stating, "This is my first review of Zentis, a well known German food producer. They sell a lot of bakery ingredients and breakfast thins, as well as marzipan and nougat bars.
- A review of Trader Joe's Meyer Lemon Cookie Thins from Baking Bites
- A recipe for Fabulous Blackberry Brownie Thins from Inn Cuisine, adapted from Betty Crocker's Easy Entertaining, circa 1992
- A discussion on www.ask.metfilter.com where a poster states "Peanut butter (and maybe jelly? maybe you can get individual packets.) on crackers or flatbread, if you think bread won't withstand the heat very well. We take the sandwich thins or bagel thins canoeing and they keep ok outside the cooler (although my max trip length is 3 days)."
- A variety of manufacturers of baked and bakery products using the word THINS to describe their goods such as Snyder's of Hanover Thins, Ryke's Butter Thins, On the Border's new Cantina Thins, various Sesmark Thins, Nature Valley Granola Thins and Real Foods Corn Thins.

APPLICANT'S ARGUMENTS ARE NOT PERSUASIVE

Applicant maintains its argument that the mark is suggestive. A mark is suggestive if some imagination, thought or perception is needed to understand the nature of the goods described in the mark; whereas a descriptive term immediately and directly conveys some information about the goods. *In re Steelbuilding.com*, 415 F.3d 1293, 1297, 75 USPQ2d 1420, 1422 (Fed. Cir. 2005); TMEP §1209.01(a); *see In re Shutts*, 217 USPQ 363, 364 (TTAB 1983). In this case, the evidence of record clearly shows that the term "THINS" is used in connection with bakery products in a descriptive manner and thus the mark as a whole is descriptive of goods that are thin and served as or for breakfast. There is no imagination or

though or perception required to understand the nature of applicant's goods other than being thin and for breakfast. It is unclear what other meaning or connotation a consumer could have when viewing the mark BREAKFAST THINS in connection with applicant's thin bakery products.

Applicant argues that the phrase BREAKFAST THINS is not listed in the dictionary. The record clearly shows that each word has a meaning and each meaning, separately and together, is descriptive of applicant's goods. Generally, a mark that merely combines descriptive words is not registrable if the individual components retain their descriptive meaning in relation to the goods and the combination results in a composite mark that is itself descriptive. TMEP §1209.03(d); *see, e.g., In re King Koil Licensing Co. Inc.*, 79 USPQ2d 1048, 1052 (TTAB 2006) (holding THE BREATHABLE MATTRESS merely descriptive of beds, mattresses, box springs and pillows where the evidence showed that the term "BREATHABLE" retained its ordinary dictionary meaning when combined with the term "MATTRESS" and the resulting combination was used in the relevant industry in a descriptive sense); *In re Associated Theatre Clubs Co.*, 9 USPQ2d 1660, 1663 (TTAB 1988) (holding GROUP SALES BOX OFFICE merely descriptive of theater ticket sales services because such wording "is nothing more than a combination of the two common descriptive terms most applicable to applicant's services which in combination achieve no different status but remain a common descriptive compound expression").

Only where the combination of descriptive terms creates a unitary mark with a unique, incongruous, or otherwise nondescriptive meaning in relation to the goods is the combined mark registrable. *See, e.g., In re Colonial Stores, Inc.*, 394 F.2d 549, 551, 157 USPQ 382, 384 (C.C.P.A. 1968). In this case, both the individual components and the composite result are descriptive of applicant's goods and do not create a unique, incongruous or nondescriptive meaning in relation to the goods. Specifically, although applicant argues that it is possible consumers viewing the mark would believe applicant's goods are "healthier versions of the bakery products they usually consumer [sic] for at [sic] breakfast," there is no evidence to support this speculation (especially since applicant has not yet exposed its consumers to the mark and "is still developing the products"); there is, however, evidence that third parties use each term together and separately to describe goods that are served at breakfast and that are thin in shape.

See, e.g., In re Tower Tech, Inc., 64 USPQ2d 1314 (TTAB 2002) (holding SMARTTOWER merely descriptive of "commercial and industrial cooling towers and accessories therefor, sold as a unit"); *In re Sun Microsystems, Inc.*, 59 USPQ2d 1084 (TTAB 2001) (holding AGENTBEANS merely descriptive of "computer software for use in development and deployment of application programs on a global computer network"); *In re Putman Publ'g Co.* , 39 USPQ2d 2021 (TTAB 1996) (holding FOOD & BEVERAGE ON-LINE merely descriptive of news and information service for the food processing industry); *In re Copytele, Inc.*, 31 USPQ2d 1540 (TTAB 1994) (holding SCREEN FAX PHONE merely descriptive of facsimile terminals employing electrophoretic displays); *In re Entenmann's, Inc.* , 15 USPQ2d 1750 (TTAB 1990) (holding OATNUT merely descriptive of bread containing oats and hazelnuts), *aff'd per curiam*, 928 F.2d 411 (Fed. Cir. 1991).

Descriptiveness is considered in relation to the relevant goods. The fact that a term may have different meanings in other contexts as applicant argues is the case with "THINS" is not controlling on the question of descriptiveness. *In re Chopper Indus.*, 222 USPQ 258, 259 (TTAB 1984); *In re Bright-Crest, Ltd.*, 204 USPQ 591, 593 (TTAB 1979); TMEP §1209.03(e).

Two major reasons for not protecting descriptive marks are (1) to prevent the owner of a descriptive mark from inhibiting competition in the marketplace and (2) to avoid the possibility of costly infringement suits brought by the trademark or service mark owner. *In re Abcor Dev. Corp.*, 588 F.2d 811, 813, 200 USPQ 215, 217 (C.C.P.A. 1978); TMEP §1209. Businesses and competitors should be free to use descriptive language when describing their own goods to the public in advertising and marketing materials. *See In re*

Styleclick.com Inc., 58 USPQ2d 1523, 1527 (TTAB 2001). Although applicant has not yet begun using the descriptive language when describing its own goods, it is clear that other parties have been.

Applicant states that competitors do not use the phrase to describe a particular category of bakery product. Even if applicant starts to use the mark in commerce and, despite the evidence of record, is found to be the first and only user of the phrase, the fact that an applicant may be the first and only user of a merely descriptive designation is not dispositive on the issue of descriptiveness where, as here, the evidence shows that the word or term is merely descriptive. *See In re Sun Microsystems, Inc.*, 59 USPQ2d 1084, 1087 (TTAB 2001); *In re Acuson*, 225 USPQ 790, 792 (TTAB 1985); TMEP §1209.03(c).

Reliance on the registration of "SANDWICH THINS" or any of the other marks is misplaced because (a) the issue regarding the descriptiveness of THINS was never discussed and (b) prior registrations are not conclusive on the question of descriptiveness. Each case must be considered on its own merits. An applied-for mark that is merely descriptive does not become registrable simply because other similar marks appear on the register. In re Scholastic Testing Serv., Inc., 196 USPQ 517 (TTAB 1977); TMEP §1209.03(a).

To the extent other marks include the term "THINS" without a disclaimer, please note that a term that was once arbitrary or suggestive may lose its distinguishing and origin-denoting characteristics through use in a descriptive sense over a period of time, and come to be regarded by the purchasing public as nothing more than a descriptive designation. *In re Digital Research, Inc.*, 4 USPQ2d 1242, 1243 (TTAB 1987); *In re Int'l Spike, Inc.* , 190 USPQ 505, 507 (TTAB 1976).

Thus, trademark rights are not static, and eligibility for registration must be determined on the basis of the facts and evidence in the record at the time registration is sought. *In re Morton-Norwich Prods., Inc.*, 671 F.2d 1332, 1344, 213 USPQ 9, 18 (C.C.P.A. 1982); *In re Thunderbird Prods. Corp.*, 406 F.2d 1389, 1391, 160 USPQ 730, 732 (C.C.P.A. 1969). As the evidence of record demonstrates, the term "THINS" is currently in use by many third parties to describe their bakery products and the purchasing public would not view the phrase as belonging to any one entity. Furthermore, although applicant points out that "as recently as July 2010, the USPTO found the term to be suggestive" please note the following:

- The marks "RICE THINS" and "CORN THINS" to which applicant is referring have merely been approved for publication but **have not been registered at all**; and
- The mark "BLUE THINS" for "cookies, biscuits, crackers", U.S. Registration NO. 3870613, was only permitted to register with the disclaimer of "THINS" on November 2, 2010 demonstrating that the current Office practice is to require disclaimers of the wording in connection with baked goods.

Applicant also attempts to rely on its pending application for "BAGEL THINS" U.S. TRADEMARK APPLICATION NO. 77798364 to support its arguments against the descriptiveness refusal in this instance. As applicant is aware, that application has not been approved for publication or registration and in fact is facing a genericness refusal. Applicant is welcome to review the December 13, 2010 Office Action of record in that application's file which includes the Letter of Protest Memorandums dated August 23, and October 28, 2010 and the Office Actions therein regarding the ample evidence that the wording "THINS" in the bakery products industry is a generic term for baked goods sold by third parties.

Applicant's own website shows that the wording "BAGEL THINS" is merely a category of bakery products among other categories of other goods it sells. In other words, the website page submitted by applicant and attached herein for applicant's convenience shows that applicant's products under the heading include three categories: bagel thins, mini bagels, and traditional bagels. The next page shows

one generic word following the next, i.e. the categories "Our products>Bagels>Bagel Thins>" before finally showing the source-identifying wording "Thomas' 100% Whole Wheat Bagel Thins." Clearly, bagels can come in varying sizes and shapes and even applicant uses the phrase in a descriptive manner to distinguish their "thin" bagels from their "mini" bagels and "traditional" bagels. Furthermore, it does not appear that applicant's use of the phrase "BAGEL THINS" is ever promoted or marketed without applicant's house mark "THOMAS'".

CONCLUSION

A consumer encountering the mark BREAKFAST THINS in connection with applicant's goods would immediately understand the feature or characteristic of the goods. Because the mark immediately and directly conveys information about the applicant's goods, registration is refused under Trademark Act Section 2(e)(1) and this refusal is hereby made FINAL.

Advisory Regarding Supplemental Register

A mark in an application under Trademark Act Section 1(b) is **not** eligible for registration on the Supplemental Register **until** an acceptable amendment to allege use under 37 C.F.R. §2.76 has been filed. 37 C.F.R. §§2.47(d) and 2.75(b); TMEP §1102.03. When a Section 1(b) application is amended to the Supplemental Register, the effective filing date of the application is the date of filing of the amendment to allege use. 37 C.F.R. §2.75(b); TMEP §§206.01 and 1102.03.

Although Supplemental Register registration does not afford all the benefits of registration on the Principal Register, it does provide the following advantages:

- The registrant may use the registration symbol ®;
- The registration is protected against registration of a confusingly similar mark under §2(d) of the Trademark Act, 15 U.S.C. §1052(d);
- The registrant may bring suit for infringement in federal court; and
- The registration may serve as the basis for a filing in a foreign country under the Paris Convention and other international agreements.

EXPLANATION OF MARK'S SIGNIFICANCE REQUIRED

Applicant has responded in part to the significance inquiry but has not provided sufficient information to each request. Applicant must provide additional information about this wording to enable proper examination of the application. Specifically, applicant must respond to the following questions:

· Are any of applicant's bakery products thin in size or shape or nature? To the extent applicant claims the question is unclear as to what the goods should be compared to in order to determine whether they are thin, it is not necessary to compare the goods to anything else. Either they are thin or they are not. If applicant requires further guidance, then applicant is welcome to use a loaf of bread as a comparison tool. In other words, are applicant's "bakery products" identified in this application thinner than a loaf of bread?

· What is the meaning of the word "thins" as applicant intends to use the term in connection with its bakery products? For example, will applicant's products be thinly sliced?

Does applicant use the wording "thin" or "thins" to describe its goods in any advertisements, packaging, or other media available to the public? As applicant claims it does use the term THINS in advertisements and product packaging for other "THINS" goods, applicant is requested to provide such materials so that the examining attorney may review them.

Failure to respond to this request for information can be grounds for refusing registration. See In re DTI P'ship LLP, 67 USPQ2d 1699, 1701 (TTAB 2003); TMEP §814.

INFORMATION ABOUT GOODS REQUIRED

To permit proper examination of the application, applicant must submit additional product information about the goods. See 37 C.F.R. §2.61(b); In re DTI P'ship LLP, 67 USPQ2d 1699, 1701-02 (TTAB 2003); TMEP §814. The requested product information should include fact sheets, instruction manuals, and/or advertisements. Applicant claims it is "unable to provide additional information about the goods it intends to offer under the mark as Applicant is still developing the product" but as previously advised, **if these materials are unavailable, applicant should submit similar documentation for goods of the same type, explaining how its own product will differ.**

The submitted factual information must make clear how the goods are shaped, their salient features, and their prospective customers and channels of trade. **Applicant is again reminded that conclusory statements regarding the goods will not satisfy this requirement.**

Failure to respond to a request for information is an additional ground for refusing registration. See In re Cheezwhse.com, Inc., 85 USPQ2d 1917, 1919 (TTAB 2008); In re DTI, 67 USPQ2d at 1701-02. Merely stating that information about the goods is available on applicant's website is an inappropriate response to a request for additional information and is insufficient to make the relevant information of record. See In re Planalytics, Inc., 70 USPQ2d 1453, 1457-58 (TTAB 2004).

PROPER RESPONSE TO FINAL

If applicant does not respond within six months of the date of issuance of this final Office action, the application will be abandoned. 15 U.S.C. §1062(b); 37 C.F.R. §2.65(a). Applicant may respond to this final Office action by:

(1) Submitting a response that fully satisfies all outstanding requirements, if feasible; and/or

(2) Filing an appeal to the Trademark Trial and Appeal Board, with an appeal fee of $100 per class.

37 C.F.R. §§2.6(a)(18), 2.64(a); TBMP ch. 1200; TMEP §714.04.

In certain rare circumstances, a petition to the Director may be filed pursuant to 37 C.F.R. §2.63(b)(2) to review a final Office action that is limited to procedural issues. 37 C.F.R. §2.64(a); TMEP §714.04; *see*

37 C.F.R. §2.146(b); TBMP §1201.05; TMEP §1704 (explaining petitionable matters). The petition fee is $100. 37 C.F.R. §2.6(a)(15).

/Tasneem Hussain/
Trademark Examining Attorney
Law Office 105
(571) 272-8273
tasneem.hussain@uspto.gov

TO RESPOND TO THIS LETTER: Use the Trademark Electronic Application System (TEAS) response form at http://teasroa.uspto.gov/roa/. Please wait 48-72 hours from the issue/mailing date before using TEAS, to allow for necessary system updates of the application. For *technical* assistance with online forms, e-mail TEAS@uspto.gov.

WHO MUST SIGN THE RESPONSE: It must be personally signed by an individual applicant or someone with legal authority to bind an applicant (i.e., a corporate officer, a general partner, all joint applicants). If an applicant is represented by an attorney, the attorney must sign the response.

PERIODICALLY CHECK THE STATUS OF THE APPLICATION: To ensure that applicant does not miss crucial deadlines or official notices, check the status of the application every three to four months using Trademark Applications and Registrations Retrieval (TARR) at http://tarr.uspto.gov/. Please keep a copy of the complete TARR screen. If TARR shows no change for more than six months, call 1-800-786-9199. For more information on checking status, see http://www.uspto.gov/trademarks/process/status/.

TO UPDATE CORRESPONDENCE/E-MAIL ADDRESS: Use the TEAS form at http://www.uspto.gov/teas/eTEASpageE.htm.

DESIGN MARK

Serial Number
85006318

Status
REGISTERED

Word Mark
BLUE THINS

Standard Character Mark
Yes

Registration Number
3870613

Date Registered
2010/11/02

Type of Mark
TRADEMARK

Register
PRINCIPAL

Mark Drawing Code
(4) STANDARD CHARACTER MARK

Owner
El Trigal S.A. CORPORATION URUGUAY Av. Gral. San Martin 3270 Montevideo URUGUAY

Goods/Services
Class Status -- ACTIVE. IC 030. US 046. G & S: cookies, biscuits, crackers. First Use: 2004/12/00. First Use In Commerce: 2004/12/00.

Disclaimer Statement
NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "THINS" APART FROM THE MARK AS SHOWN.

Filing Date
2010/04/05

Examining Attorney
CALLAGHAN BRIAN

Attorney of Record
Leigh Ann Lindquist

BLUE THINS

shine

Your mornings can, with help from Thomas' products. From the Original "Nooks & Crannies" English Muffins to soft, delicious Bagels and more, we have it all. See how there's a perfect breakfast match for you, no matter when you get up.

Bagels

- **Bagel Thins**
  - Thomas'® 100% Whole Wheat Bagel Thins™ Bagels (8-pack)
  - Thomas'® Cinnamon Raisin Bagel Thins™ Bagels (8-pack)
  - Thomas'® Everything Bagel Thins™ Bagels (8-pack)
  - Thomas'® Everything Bagel Thins™ Bagels (16-pack)
  - Thomas'® Plain Bagel Thins™ Bagels (8-pack)
  - Thomas'® Plain Bagel Thins™ Bagels (16-pack)
  - Thomas'® Plain Bagel Thins™ Bagels (24-pack)
- **Mini Bagels**
- **Traditional Bagels**

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shine

Your mornings can, with help from Thomas' products. From the Original "Nooks & Crannies" English Muffins to soft, delicious Bagels and more, we have it all. See how there's a perfect breakfast match for you, no matter when you get up.

Bagels

- Bagel Thins
- Mini Bagels
  - Thomas'® 100 Calorie Bagels (10-pack)
  - Thomas'® 100% Whole Wheat Mini Bagels (12-pack)
  - Thomas'® Blueberry Mini Bagels (12-pack)
  - Thomas'® Brown Sugar Cinnamon Mini Bagels (12-pack)
  - Thomas'® Chocolatey Chip Mini Bagels (12-pack)
  - Thomas'® Cinnamon Raisin Swirl Mini Bagels (12-pack)
  - Thomas'® Maple French Toast Mini Bagels (12-pack)
  - Thomas'® Plain made with Whole Grains Mini Bagels (12-pack)
  - Thomas'® Plain Mini Bagels (12-pack)
- Traditional Bagels

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shine

Your mornings can, with help from Thomas' products. From the Original "Nooks & Crannies" English Muffins to soft, delicious Bagels and more, we have it all. See how there's a perfect breakfast match for you, no matter when you get up.

Bagels

- Bagel Thins
- Mini Bagels
- Traditional Bagels
  - Thomas'® 100% Whole Wheat Bagels (6-pack)
  - Thomas'® Blueberry Bagels (6-pack)
  - Thomas'® Cinnamon Raisin Swirl Bagels (6-pack)
  - Thomas'® Cinnamon Swirl Bagels (6-pack)
  - Thomas'® Double Fiber Multi-Grain Bagels (6-pack)
  - Thomas'® Everything Bagels (6-pack)
  - Thomas'® Harvest Fruit Bagels (6-pack)
  - Thomas'® Honey Wheat Bagels (6-pack)
  - Thomas'® Onion Bagels (6-pack)
  - Thomas'® Plain Bagels (6-pack)
  - Thomas'® Plain made with Whole Grains Bagels (6-pack)

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To:	Bimbo Hungria Zrt (officeactions@brinkshofer.com)
Subject:	U.S. TRADEMARK APPLICATION NO. 77798540 - BREAKFAST THINS - 14254/5
Sent:	1/3/11 10:44:07 AM
Sent As:	ECOM105@USPTO.GOV
Attachments:	

IMPORTANT NOTICE REGARDING YOUR U.S. TRADEMARK APPLICATION

USPTO OFFICE ACTION HAS ISSUED ON 1/3/2011 FOR SERIAL NO. 77798540

Please follow the instructions below to continue the prosecution of your application:

TO READ OFFICE ACTION: Click on this **link** or go to **http://portal.uspto.gov/external/portal/tow** and enter the application serial number to **access** the Office action.

PLEASE NOTE: The Office action may not be immediately available but will be viewable within 24 hours of this e-mail notification.

RESPONSE IS REQUIRED: You should carefully review the Office action to determine (1) how to respond; and (2) the applicable **response time period**. Your response deadline will be calculated from **1/3/2011** (or sooner if specified in the office action).

Do NOT hit "Reply" to this e-mail notification, or otherwise attempt to e-mail your response, as the USPTO does NOT accept e-mailed responses. Instead, the USPTO recommends that you respond online using the Trademark Electronic Application System Response Form.

HELP: For *technical* assistance in accessing the Office action, please e-mail **TDR@uspto.gov**. Please contact the assigned examining attorney with questions about the Office action.

WARNING

Failure to file the required response by the applicable deadline will result in the ABANDONMENT of your application.

EXHIBIT 76

To the Declaration of Diana L. Rausa

To:	GRUPO BIMBO, S.A. B. DE C.V. (officeactions@brinkshofer.com)
Subject:	U.S. TRADEMARK APPLICATION NO. 77798540 - BREAKFAST THINS - 14254/5
Sent:	8/1/11 11:26:46 AM
Sent As:	ECOM105@USPTO.GOV
Attachments:	Attachment - 1 Attachment - 2 Attachment - 3 Attachment - 4 Attachment - 5 Attachment - 6 Attachment - 7 Attachment - 8 Attachment - 9 Attachment - 10 Attachment - 11 Attachment - 12 Attachment - 13 Attachment - 14 Attachment - 15 Attachment - 16 Attachment - 17 Attachment - 18 Attachment - 19 Attachment - 20 Attachment - 21 Attachment - 22 Attachment - 23 Attachment - 24 Attachment - 25 Attachment - 26 Attachment - 27 Attachment - 28 Attachment - 29 Attachment - 30 Attachment - 31 Attachment - 32 Attachment - 33 Attachment - 34

Attachment - 35
Attachment - 36
Attachment - 37

UNITED STATES PATENT AND TRADEMARK OFFICE (USPTO)
OFFICE ACTION (OFFICIAL LETTER) ABOUT APPLICANT'S TRADEMARK APPLICATION

APPLICATION SERIAL NO. 77798540

MARK: BREAKFAST THINS

77798540

CLICK HERE TO RESPOND TO THIS LETTER:
http://www.uspto.gov/trademarks/teas/response_forms.jsp

CORRESPONDENT ADDRESS:
SCOTT J. SLAVICK
BRINKS HOFER GILSON & LIONE
P. O. BOX 10395
CHICAGO, IL 60610

APPLICANT: GRUPO BIMBO, S.A. B. DE C.V.

CORRESPONDENT'S REFERENCE/DOCKET NO:
14254/5

CORRESPONDENT E-MAIL ADDRESS:
officeactions@brinkshofer.com

OFFICE ACTION

STRICT DEADLINE TO RESPOND TO THIS LETTER

TO AVOID ABANDONMENT OF APPLICANT'S TRADEMARK APPLICATION, THE USPTO MUST RECEIVE APPLICANT'S COMPLETE RESPONSE TO THIS LETTER **WITHIN 6 MONTHS** OF THE ISSUE/MAILING DATE BELOW.

ISSUE/MAILING DATE: 8/1/2011

The trademark examining attorney issued a final Office action on January 3, 2011. On July 5, 2011, applicant filed an Amendment to Allege Use which was accepted and made of record and applicant responded to the final Office action by filing a notice of appeal to the Trademark Trial and Appeal Board (Board) and a request for reconsideration of the issues presented in the final Office action. The Board then suspended the appeal and remanded the application to the trademark examining attorney for consideration of the request.

Applicant's request raises a new issue that must be addressed; therefore, this nonfinal Office action is being issued to address the new issue. *See* TMEP §715.04(b). This nonfinal Office action supersedes the previously-issued final Office action.

Accordingly, applicant must respond to all refusal(s) and/or requirement(s) set forth below within six

months of the date of issuance of this Office action. *See* 15 U.S.C. §1062(b); 37 C.F.R. §§2.62(a), 2.65(a). A response to this Office action should be filed with the trademark examining attorney, and not with the Board. Applicant should not respond by filing another appeal. TMEP §715.04(b). The appeal will remain suspended while the application is on remand. TMEP §715.04. If applicant's response does not resolve all issues, the Board will be notified to resume the appeal. *Id.*

This Office action is in response to applicant's communications filed on July 5 and 7, 2011 in which applicant:

1) Amended the identification of goods to "bakery products, not including cookies" and responded to the request for information about the goods;

2) Withdrew the previously agreed upon disclaimer of the wording "BREAKFAST";

3) Submitted an Amendment to Allege Use;

4) Argued against the Trademark Act Section 2(e)(1) refusal;

5) Attempted to Claim Acquired Distinctiveness under Trademark Act Section 2(f); and

6) Attempted to Amend to the Supplemental Register with no disclaimer of "THINS".

Item 1 is made part of the record;

Item 2 is made part of the record but does not overcome the Trademark Act Section 2(e)(1) refusal as previously set forth in the September 10, 2010 Office Action.

Item 3 is made part of the record.

With respect to Item 4, the examining attorney has carefully considered the applicant's arguments and amendments but has found them unpersuasive. Therefore, the Trademark Act Section 2(e)(1) refusal is maintained and continued.

Applicant's request raises two new issues that must be addressed; therefore, this nonfinal Office action is being issued to address the new issues. *See* TMEP §715.04(b).

Please note the following: If applicant amends the application to the Supplemental Register and disclaims the wording "THINS", all issues raised in this office action may be resolved by calling or emailing the undersigned examining attorney (tasneem.hussain@uspto.gov) and authorizing changes. Upon calling or emailing the examining attorney and authorizing the changes by signing an authorized signatory's name with forward slashes, an examiner's amendment will be promptly issued.

SECTION 2(f) ACQUIRED DISTINCTIVENESS

Registration was initially refused under Trademark Act Section 2(e)(1) because the applied-for mark is merely descriptive of applicant's goods. 15 U.S.C. §1052(e)(1). In response, applicant has asserted acquired distinctiveness based on the evidence of record; however, such evidence is not sufficient to show

acquired distinctiveness because, as demonstrated by the previously attached evidence, applicant's mark is of a highly descriptive nature. *See* Trademark Act Sections 2(e)(1) and 2(f), 15 U.S.C. §1052(e)(1), (f); *In re MetPath, Inc.*, 1 USPQ2d 1750 (TTAB 1986); TMEP §1212.04(a). Additional evidence is needed to support the claim in connection with the mark applied for, "BREAKFAST THINS" without the actual source-identifying matter, "THOMAS'".

When asserting a Trademark Act Section 2(f) claim, the burden of proving that a mark has acquired distinctiveness is on the applicant. *Yamaha Int'l Corp. v. Yoshino Gakki Co.* , 840 F.2d 1572, 1578-79, 6 USPQ2d 1001, 1004 (Fed. Cir. 1988); *In re Meyer & Wenthe, Inc.*, 267 F.2d 945, 948, 122 USPQ 372, 375 (C.C.P.A. 1959); TMEP §1212.01. Thus, applicant must establish that the purchasing public has come to view the proposed mark as an indicator of origin.

In the present case, applicant's evidence consists of the following:

- A single declaration by a licensee of Applicant
- A statement that sales of applicant's products "have generated over $477,000" in sales since May 12, 2011
- Exhibits of its marketing and promotional efforts

This evidence is insufficient to show acquired distinctiveness of the mark because applicant has not actually used the mark in commerce for more than three months and the arguments and evidence applicant provides to support the claim are not dispositive of whether the proposed mark has acquired distinctiveness in applicant's goods alone.

The burden of proving that a mark has acquired distinctiveness is on the applicant. *Yamaha Int'l Corp. v. Yoshino Gakki Co.*, 840 F.2d 1572, 6 USPQ2d 1001, 1004 (Fed. Cir. 1988); *In re Meyer & Wenthe, Inc.*, 267 F.2d 945, 122 USPQ 372 (C.C.P.A. 1959); TMEP §1212.01. An applicant must establish that the purchasing public has come to view the proposed mark as an indicator of origin.

Allegations of sales and advertising expenditures do not per se establish that a term has acquired significance as a mark. Applicant also provided actual advertising material but the significance the term would have to prospective purchasers still demonstrates that the mark is highly descriptive. TMEP §1212.06(b); *see In re Boston Beer Co.*, 198 F.3d 1370, 53 USPQ2d 1056 (Fed. Cir. 1999); *In re Packaging Specialists, Inc.*, 221 USPQ 917, 920 (TTAB 1984). Here, the evidence of record supports the finding that consumers viewing the mark "BREAKFAST THINS" in connection with applicant's goods, now identified as "bakery products, not including cookies", would immediately understand that the goods are breakfast food items and are thin. In fact, on applicant's own website attached herein, the wording "BREAKFAST THINS" is merely a category of bakery products among other categories of other goods it sells. In other words, the website shows one highly descriptive wording following the next, i.e. the categories "Our Products > Other Products > Breakfast Thins >" before finally showing the source-identifying wording "Thomas'® 100% Whole Wheat Breakfast Thins™ Rounds." Clearly, breakfast products, particularly bagels and English muffins, can come in varying sizes and shapes and even applicant uses the term "THINS" in a descriptive manner to distinguish their "thin" bagels from their "mini" bagels and "traditional" bagels. Furthermore, it does not appear that applicant's use of the phrase "BREAKFAST THINS" is ever promoted or marketed without applicant's house mark "THOMAS'". Even applicant's most recent submission of evidence shows that applicant does not use the phrase without the accompanying "THOMAS" brand along with it. Therefore, the evidence applicant relies upon may show that the whole phrase "THOMAS' BREAKFAST THINS" has acquired distinctiveness in the mind of the consumers, but not the phrase "BREAKFAST THINS" alone.

With respect to the declaration of Jeffrey Glauber, a licensee of Applicant, please note that the TMEP Section 1212.06(c) addresses this matter as follows:

> Affidavits or declarations that assert recognition of the mark as a source indicator are relevant in establishing acquired distinctiveness. However, the value of the affidavits or declarations depends on the statements made and the identity of the affiant or declarant. *In re Chemical Dynamics Inc.*, 839 F.2d 1569, 5 USPQ2d 1828 (Fed. Cir. 1988) (conclusionary declaration from applicant's vice-president held insufficient without the factual basis for the declarant's belief that the design had become distinctive). Proof of distinctiveness also requires more than proof of the existence of a relatively small number of people who associate a mark with the applicant. *In re The Paint Products Co.*, 8 USPQ2d 1863, 1866 (TTAB 1988) ("Because these affidavits were sought and collected by applicant from ten customers who have dealt with applicant for many years, the evidence is not altogether persuasive on the issue of how the average customer for paints perceives the words 'PAINT PRODUCTS CO.' in conjunction with paints and coatings."). See also *In re Gray Inc.*, 3 USPQ2d 1558, 1560 (TTAB 1987) (affidavit of applicant's counsel expressing his belief that the mark has acquired secondary meaning accorded "no probative value whatsoever" because, among other reasons, the statement is subject to bias); *In re Petersen Mfg. Co.*, 2 USPQ2d 2032 (TTAB 1987) (declarations from customers which stated that designs used by applicant indicate to the declarant that the applicant is the source of the goods, but which did not refer to or identify the designs with any specificity, not considered persuasive); *In re Bose Corp.*, 216 USPQ 1001, 1005 (TTAB 1983), aff'd, 772 F.2d 866, 227 USPQ 1 (Fed. Cir. 1985) (retailer's statement that he has been in contact with many purchasers of loudspeaker systems of whom a substantial number would recognize depicted design as originating with applicant deemed competent evidence of secondary meaning); *In re Flex-O-Glass, Inc.*, 194 USPQ 203, 206 (TTAB 1977) ("[T]he fact that the affidavits may be similar in format and expression is of no particular significance ... since the affiants have sworn to the statements contained therein.").

The ultimate test in determining acquisition of distinctiveness under Trademark Act Section 2(f) is not applicant's efforts, but applicant's success in educating the public to associate the claimed mark with a single source. TMEP §1212.06(b); *see In re Packaging Specialists*, 221 USPQ at 920; *In re Redken Labs., Inc.*, 170 USPQ 526 (TTAB 1971).

To support the claim of acquired distinctiveness, applicant may respond by submitting additional evidence. *In re Half Price Books, Records, Magazines, Inc.*, 225 USPQ 219, 220 n.2 (TTAB 1984); TMEP §1212.02(g). Such evidence may include specific dollar sales under the mark, advertising figures, samples of advertising, consumer or dealer statements of recognition of the mark as a source identifier, affidavits, and any other evidence that establishes the distinctiveness of the mark as an indicator of source. *See* 37 C.F.R. §2.41(a); *In re Ideal Indus., Inc.*, 508 F.2d 1336, 184 USPQ 487 (C.C.P.A. 1975); *In re Instant Transactions Corp.*, 201 USPQ 957 (TTAB 1979); TMEP §§1212.06 *et seq.*

If additional evidence is submitted, the following factors are generally considered when determining acquired distinctiveness: (1) length and exclusivity of use of the mark in the United States by applicant; (2) the type, expense, and amount of advertising of the mark in the United States; and (3) applicant's efforts in the United States to associate the mark with the source of the goods and/or services, such as unsolicited media coverage and consumer studies. *See In re Steelbuilding.com*, 415 F.3d 1293, 1300, 75 USPQ2d 1420, 1424 (Fed. Cir. 2005). A showing of acquired distinctiveness need not consider all these factors, and no single factor is determinative. *In re Steelbuilding.com*, 415 F.3d at 1300, 75 USPQ2d at

1424; *see* TMEP §§1212 *et seq.* The Office will decide each case on its own merits.

If applicant cannot submit additional evidence to support the claim of acquired distinctiveness, applicant may respond to the refusal by arguing in support of registration and/or amending the application to seek registration on the Supplemental Register. *See* 15 U.S.C. §1091; 37 C.F.R. §§2.47, 2.75(a); TMEP §§801.02(b), 816. If applicant amends the application to the Supplemental Register, applicant is not precluded from submitting evidence and arguments against this refusal. TMEP §816.04.

The evidence submitted by applicant does not support the Section 2(f) claim and therefore applicant's Trademark Act Section 2(f) claim is rejected and the Trademark Act Section 2(e)(1) is maintained and continued.

SUPPLEMENTAL REGISTER

Applicant argues that the mark is inherently distinctive, has acquired distinctiveness, and, in the alternative for appeal purposes, is entitled to registration on the Supplemental Register. The examining attorney advises applicant that the amendment to the Supplemental Register would be acceptable with the caveat that the wording "THINS" must be disclaimed because it is generic when used in connection with applicant's goods, "bakery products, not including cookies" as discussed below.

DISCLAIMER REQUIRED

Applicant must disclaim the descriptive wording "THINS" apart from the mark as shown because it merely describes an ingredient, quality, characteristic, function, feature, purpose or use of applicant's goods. *See* 15 U.S.C. §§1052(e)(1), 1056(a); *In re Steelbuilding.com*, 415 F.3d 1293, 1297, 75 USPQ2d 1420, 1421 (Fed. Cir. 2005); *In re Gyulay*, 820 F.2d 1216, 1217-18, 3 USPQ2d 1009, 1010 (Fed. Cir. 1987); TMEP §§1213, 1213.03(a).

Specifically, the previously attached evidence from www.encarta.com shows this wording means slim. Therefore, the wording merely describes the shape of applicant's bakery products. Previously attached was evidence of past Office practice requiring a disclaimer of the wording when used in connection with related goods. Applicant has attempted to support its argument that the USPTO does not require applicants to disclaim "THINS" when the application does not identify "cookies" in the identification of goods but this statement is irrelevant and the evidence applicant attaches (which includes mere applications as well as cancelled registrations and unitary marks) is unpersuasive. The wording "THINS" is used to describe features of various baked goods including bread-based goods, chips, crackers, and sandwiches (see evidence attached herein and previously). Limiting the identification of goods to exclude cookies does not resolve the issue of "THINS" being descriptive of applicant's goods.

Even if "THINS" was once arbitrary or suggestive, a term that was once arbitrary or suggestive may lose its distinguishing and origin-denoting characteristics through use in a descriptive sense over a period of time, and may come to be regarded by the purchasing public as nothing more than a descriptive designation. *In re Digital Research, Inc.*, 4 USPQ2d 1242, 1243 (TTAB 1987); *In re Int'l Spike, Inc.* , 190 USPQ 505, 507 (TTAB 1976).

Thus, trademark rights are not static, and eligibility for registration must be determined on the basis of the facts and evidence in the record at the time registration is sought, which includes during examination and any related appeal. *In re Chippendales USA Inc.*, 622 F.3d 1346, 1354, 96 USPQ2d 1681, 1686 (Fed. Cir. 2010); *In re Morton-Norwich Prods., Inc.*, 671 F.2d 1332, 1344, 213 USPQ 9, 18 (C.C.P.A. 1982); *In re Thunderbird Prods. Corp.*, 406 F.2d 1389, 1391, 160 USPQ 730, 732 (C.C.P.A. 1969).

Applicant has not demonstrated any failure to adhere to a "Consistency Pilot Program" because as the evidence of record demonstrates, the wording "THINS" is currently in use by many third parties to describe their "bakery products, not including cookies" and the purchasing public would not view the phrase as belonging to any one entity. At this time, the time registration is sought, the wording is found to be descriptive/generic when used in connection with the applied for goods. See, for example, the evidence attached herein:

- Evidence from Klosterman Baking Company offering Flat Bread, **Thins** and Pitas
- Ms. Baird's website offering "100% Whole Grain Grillin' **Thins**"
- The website loveeatrun.com discussing a breakfast recipe "for **bagel thin** french toast…butwith **sandwich thins**"
- The website mommahenskitchen discussing "**Breakfast Sandwich Thins**"
- An article from prnewswire.com discussing "Einstein Bros.® Bagels and Noah's Bagels Celebrate National Bagel Day With New 225-Calorie **Bagel Thin** Single"
- An article by Lauren R. Hartman, *Bakery Market Stays in the Game*, June 1, 2011 focuses on how bakers and bakeries are trying to improve their products and what they are doing to get their sales up in this economy. The article includes the following quote: ""We are also targeting the portion-controlled trend with [our] Nature's Own sandwich rounds. This **thinner version of a traditional bun** has been one of the more exciting new products to hit the bakery category in recent years. It appeals to consumers who want less bread with their sandwiches. It also has a unique texture similar to flatbread." And that "**Sandwich rounds and thin bagels** are also having a positive effect on the bakery category".
- An article titled *Slicers do more for less Baking Management*, June 23, 2011 which discusses recent bakery product machinery trends and states "Ryan has seen this reflected through a move to "thinner" bread products at retail. "Something we have noticed in past years is the move toward thinner products like **bagel thins and hamburger bun thins**," she says."

Applicant may submit the following standardized format for a disclaimer:

No claim is made to the exclusive right to use "THINS" apart from the mark as shown.

TMEP §1213.08(a)(i); *see In re Owatonna Tool Co.*, 231 USPQ 493 (Comm'r Pats. 1983).

A "disclaimer" is a statement that applicant does not claim exclusive rights to an unregistrable component of a mark; it does not affect the appearance of the mark. TMEP §1213. An unregistrable component of a mark includes wording and designs that are merely descriptive or generic of the goods, and is wording or an illustration that others would need to use to describe or show their goods and services in the marketplace. 15 U.S.C. §1052(e); *see* TMEP §§1209.03(f), 1213.03 *et seq*.

If applicant does not provide the required disclaimer, the USPTO can refuse to register the entire mark. TMEP §1213.01(b).

If applicant has questions about its application or needs assistance in responding to this Office Action, please contact the assigned trademark examining attorney directly at the number below or at Tasneem.Hussain@uspto.gov. Please note, however, that substantive matters must be addressed in a formal manner; see below for further instructions on how to respond to this Office Action.

/Tasneem Hussain/
Trademark Examining Attorney
Law Office 105
(571) 272-8273
tasneem.hussain@uspto.gov

TO RESPOND TO THIS LETTER: Go to http://www.uspto.gov/trademarks/teas/response_forms.jsp. Please wait 48-72 hours from the issue/mailing date before using TEAS, to allow for necessary system updates of the application. For *technical* assistance with online forms, e-mail TEAS@uspto.gov. For questions about the Office action itself, please contact the assigned trademark examining attorney. **E-mail communications will not be accepted as responses to Office actions; therefore, do not respond to this Office action by e-mail.**

All informal e-mail communications relevant to this application will be placed in the official application record.

WHO MUST SIGN THE RESPONSE: It must be personally signed by an individual applicant or someone with legal authority to bind an applicant (i.e., a corporate officer, a general partner, all joint applicants). If an applicant is represented by an attorney, the attorney must sign the response.

PERIODICALLY CHECK THE STATUS OF THE APPLICATION: To ensure that applicant does not miss crucial deadlines or official notices, check the status of the application every three to four months using Trademark Applications and Registrations Retrieval (TARR) at http://tarr.uspto.gov/. Please keep a copy of the complete TARR screen. If TARR shows no change for more than six months, call 1-800-786-9199. For more information on checking status, see http://www.uspto.gov/trademarks/process/status/.

TO UPDATE CORRESPONDENCE/E-MAIL ADDRESS: Use the TEAS form at http://www.uspto.gov/teas/eTEASpageE.htm.

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Your mornings can, with help from Thomas' products. From the Original "Nooks & Crannies" English Muffins to soft, delicious Bagels and more, we have it all. See how there's a perfect breakfast match for you, no matter when you get up.

Our Products > Other Products > Breakfast Thins > Thomas'® 100% Whole Wheat Breakfast Thins™ Rounds

Thomas'® 100% Whole Wheat Breakfast Thins™ Rounds

Nutrition Facts and Ingredients

Discover a delicious way to enjoy a healthier breakfast. They're made with 21g of whole grains and are an excellent source of fiber.

THIS PRODUCT IS:

- 0g Trans Fat
- Excellent Source of Fiber
- Made with Whole Grains

MORE PRODUCTS

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shine

Your mornings can, with help from Thomas' products. From the Original "Nooks & Crannies" English Muffins to soft, delicious Bagels and more, we have it all. See how there's a perfect breakfast match for you, no matter when you get up.

Bagels

Bagel Thins

Thomas'® Blueberry Bagel Thins ™ Bagels made with Whole Grain
Thomas'® Plain Bagel Thins ™ Bagels
Thomas'® 100% Whole Wheat Bagel Thins ™ Bagels
Thomas'® Cinnamon Raisin Bagel Thins ™ Bagels
Thomas'® Everything Bagel Thins ™ Bagels

Mini Bagels

Thomas'® Plain Mini Bagels
Thomas'® Plain Made with Whole Grains Mini Bagels
Thomas'® 100% Whole Wheat Mini Bagels
Thomas'® 100 Calorie Mini Bagels
Thomas'® Cinnamon Raisin Swirl Mini Bagels
Thomas'® Brown Sugar Cinnamon Mini Bagels
Thomas'® Blueberry Mini Bagels
Thomas'® Mini Pretz-a-bagels ™

Traditional Bagels

Thomas'® Plain Bagels
Thomas'® Plain Made with Whole Grains Bagels
Thomas'® 100% Whole Wheat Bagels
Thomas'® 100% Whole Wheat Cinnamon Raisin Bagels
Thomas'® Cinnamon Raisin Swirl Bagels
Thomas'® Cinnamon Swirl Bagels
Thomas'® Everything Bagels
Thomas'® Double Fiber Multi-Grain Bagels
Thomas'® Honey Wheat Bagels
Thomas'® Blueberry Bagels
Thomas'® Onion Bagels

Seasons Best

Thomas'® Cranberry Bagels

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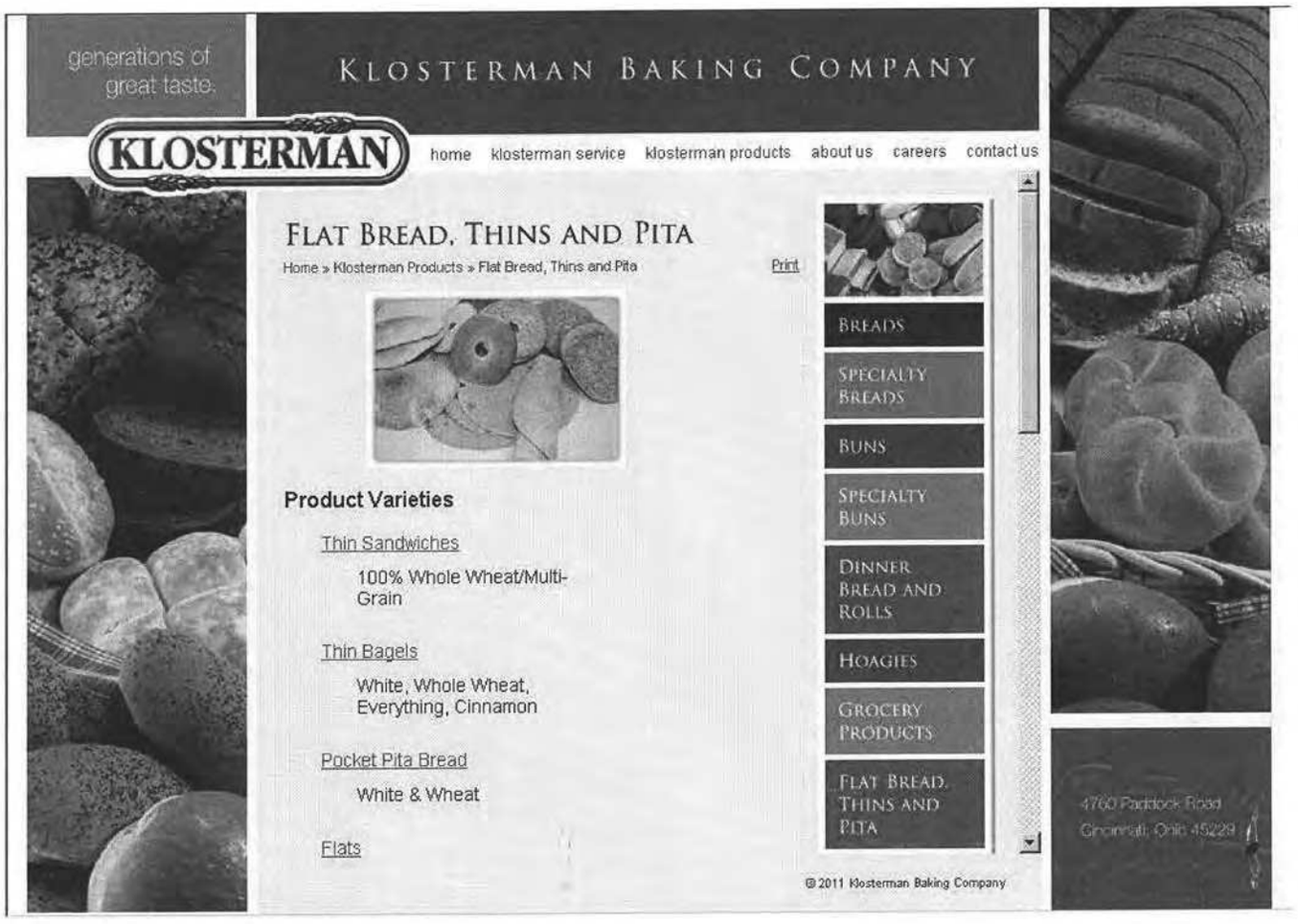
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Thin Bagels
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Pocket Pita Bread
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Flats
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BUNS
SPECIALTY BUNS
DINNER BREAD AND ROLLS
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MRS BAIRD'S
MAKING FRESH TRADITIONS

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Great sandwich ideas
from our kitchen to yours
Grilled Buffalo Chicken Sandwich on a Mrs Baird's Hamburger Bun

100% Whole Grain Grillin' Thins™

From the brand known for over 100 years of baking, comes a new experience to top your legendary burgers and sandwiches.

- 100 calories each
- 19 grams of Whole Grain
- Excellent source of fiber
- No high fructose corn syrup

Next time you think about grilling, try our Grillin' Thins for a different, and nutritious option.

Nutritional Information

Large White Bread
Extra Thin White Bread
Whole Grain White
Honey Wheat
Honey 7 Grain Recipe
Buttered Split Top Wheat
100% Whole Wheat
Sugar Free Whole Grain Wheat
Hamburger Buns
Hot Dog Buns
Home Bake Rolls
100% Whole Grain Grillin' Thins™
White Grain Grillin' Thins™
Country Honey Wheat
Country Potato
Country 100% Whole Wheat

A Slice of Knowledge

A few tips for using Mrs Baird's Grillin' Thins™ with your burger

- Try lightly grilling or toasting your Grillin' Thins.
- Make your burgers thin, which will decrease calories as well as fit the Grillin' Thin just right.
- Add shredded cheese into the ground meat instead of adding a slice.

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LOVE EAT RUN

will *sprint* for ice cream...

French Toast (Thins) Friday

April 15, 2011

By Jenny

Guess what?! It's Friday!!!! Like you all didn't know that already ☺

Workout

This morning's workout was a total of 6 miles on the treadmill and my core circuit workout.

The breakdown went like this:

- 3 miles, 7.0 mph pace
- 2 core circuits
- 2 miles, 7.0 mph pace and 7.3 mph pace
- 1 core circuit
- 1 mile, 7.5-8.3 mph pace
- 1 core circuit

Mixed it up a little but got my miles and my core work all in!

Breakfast

For Breakfast this morning, I was a recipe copy-cat and used Monica's, from RunEatRepeat, idea for bagel thin french toast...but with sandwich thins.

search

Hi, I'm Jenny!! Just an everyday girl looking to share my journey through life with focus on maintaining my healthy lifestyle - staying fit, having fun with my family and friends, enjoying the simple things that make me smile every day and eating my fair share of ice cream along the way!!

JOYBAUER FOOD CURES

ARE YOU

Follow My Tweets!

- If you missed my GIVEAWAY post this weekend - be sure to enter before tomorrow! http://t.co/UtTgtoD 1 hour ago

Archives

Select Month

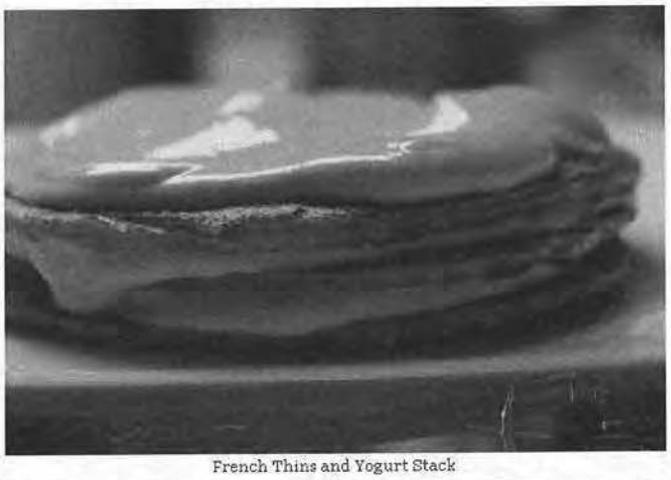
Ingredients

- 1 and 1/2 sandwich thin
- 1/4 cup egg beaters
- sprinkle of cinnamon
- 1 caramel pure pleasure Oikos greek yogurt
- 1/4 cup sugar free syrup

I first dipped the sandwich thins in the egg beater until soaked on both sides and then sprinkled with cinnamon.

I cooked the thins on the stove top just as you would normal french toast.

Once ready, I plated them one at the time, covering each with a third of the yogurt. Making a french toast/yogurt stack.



French Thins and Yogurt Stack

YOU IN THE CLUB?
FitFluential

Join in on the Ice Cream Social

Feel free to comment on my page or email me at loveeatrun@gmail.com at any time!

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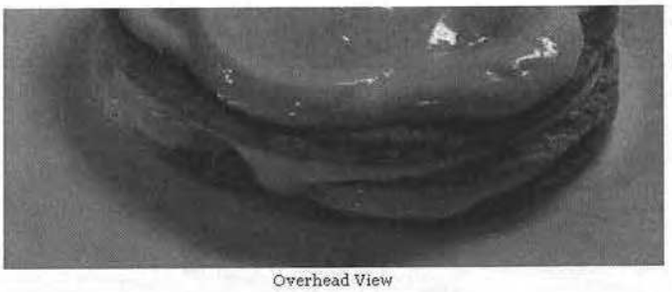
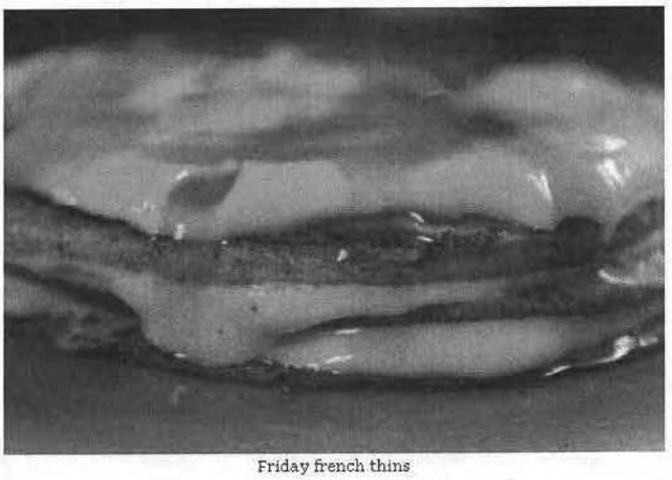


Overhead View

I then topped the stack with the syrup and got to enjoying Friday's breakfast!



Friday french thins

These were delicious!

25 26 27 28 29 30
« Mar May »

Take a bite

And could actually pass for a stack of pancakes!

Pancakes or French Toast?

Thanks to Monica for sparking the thoughts for this breakfast!

Yumm!

Subscribe RSS

through this gorgeous Friday!!! I may be getting to see Brian ...w until Sunday!!! He's in Syracuse for the weekend and I just may be ...king the drive North for the days/night. Spur of the moment trip is in the works!!!! YAY!!!!!!! 😃

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This entry was posted on Friday, April 15th, 2011 at 9:37 AM and tagged with breakfast, Brian, core circuit workout, french toast thins, friday, oikos greek yogurt, workout and posted in Breakfast. You can follow any responses to this entry through the RSS 2.0 feed.

« Hawaiian Mind Pizza Pizza »

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2 Responses to "French Toast (Thins) Friday"

getalivingsense

April 15th, 2011 at 12:15 PM

Yayyy for the spur of the moment visit!! Also, your breakfast looks insanely good! I've made sandwich thin french toast before, but never with caramel yogurt!

Jenny

April 15th, 2011 at 1:00 PM

I'm sure you can imagine just how amazing the yogurt made the meal ☺

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Momma Hen's kitchen

Simple. Homemade. Delicious.

ads by GOODIEBLOGROLL

March 18, 2011

Breakfast Sandwich Thins

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Breakfast Sandwich Thins

4 whole wheat sandwich thins
4 eggs
4 slices turkey bacon, cooked
4 slices Swiss cheese

Spray a skillet with cooking spray. Heat skillet on medium heat; fry egg until the bottom is cooked, about 3 - 4 minutes. Flip. Cook for 2 - 3 minutes. Repeat with remaining eggs.

To assemble sandwiches:
Open sandwich thin, place one fried egg, one slice of turkey bacon broken in half, and one slice of Swiss cheese on bottom of sandwich thin. Top with remaining sandwich thin. Repeat with remaining ingredients. These freeze well - just wrap in foil or plastic wrap and place in a freezer bag. Easy to grab, defrost, and go!

Posted by LBR at 6:50 AM +1 0
Labels: bacon, breakfast

0 comments:

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Post Comment Preview

Labels

main dish (118) dessert (70)

Purchase of a Beverage

LAKEWOOD, Colo., Feb. 9, 2011 /PRNewswire/ -- It's National Bagel Day, and to celebrate, Einstein Bros. Bagels® and Noah's Bagels have an offer that's thick on flavor but thin on calories—not to mention your wallet.

As part of its continued commitment to provide health-conscious customers with better-for-you options, the "unofficial sponsor" of National Bagel Day is offering its Facebook fans with a tasty a freebie: the new Bagel Thin Single and Light Shmear. Through February 14, all existing and new fans who "Like" either the Einstein Bros.® Bagels or Noah's Bagels Facebook pages will have the opportunity to download a digital coupon to receive their fresh baked Bagel Thin Single and Light Shmear for free with the purchase of a beverage. Coupons are valid through February 20 while supplies last and valid at participating Einstein Bros.® Bagels and Noah's Bagels locations.

While Americans are being called to fight obesity and menu choices can be packed with a portion of calories, Einstein Bros.® Bagels and Noah's Bagels, fresh baked Bagel Thin Single and Light Shmear, have all the soft, chewy satisfying richness of a bagel and cream cheese but with as little as 225 calories. The new Bagel Thin Singles (without shmear) contain about half the calories and carbohydrates as a regular bagel, and have zero grams trans fats, no cholesterol and no saturated fat. The new Bagel Thin Single comes in three varieties: plain, honey whole wheat and everything. For complete nutritional information please visit http://einsteinbros.com/pdf/nutrition_info.pdf.

"For people who want to eat better, it's often difficult to do so and can be full of compromises," said Jeffrey O'Neill, chief executive officer, Einstein Noah Restaurant Group, Inc. "Our innovative new fresh Bagel Thin Singles and Light Shmear give customers a healthier alternative without sacrificing great taste and quality ingredients, and what better time to let our fans enjoy one than on National Bagel Day."

The Bagel Thin Singles introduction comes on the heels of the company's successful launch of Bagel Thin Sandwiches in June 2010. During that time, the company announced that it would become the first fast-casual restaurant chain to partner with the Healthy Weight Commitment Foundation, a CEO-led coalition of more than 80 of the nation's largest retailers, non-profit organizations, food and beverage manufacturers and trade associations aimed at helping to reduce obesity.

About Einstein Noah Restaurant Group

Einstein Noah Restaurant Group, Inc. is a leading company in the quick casual restaurant industry that operates and licenses locations primarily under the Einstein Bros. and Noah's New York Bagels brands and primarily franchises locations under the Manhattan Bagel brand. The company's retail system consists of approximately 600 restaurants in 36 states and the District of Columbia. It also operates a dough production facility. The company's stock is traded on the NASDAQ under the symbol BAGL. Visit www.einsteinnoah.com for additional information.

SOURCE Einstein Noah Restaurant Group

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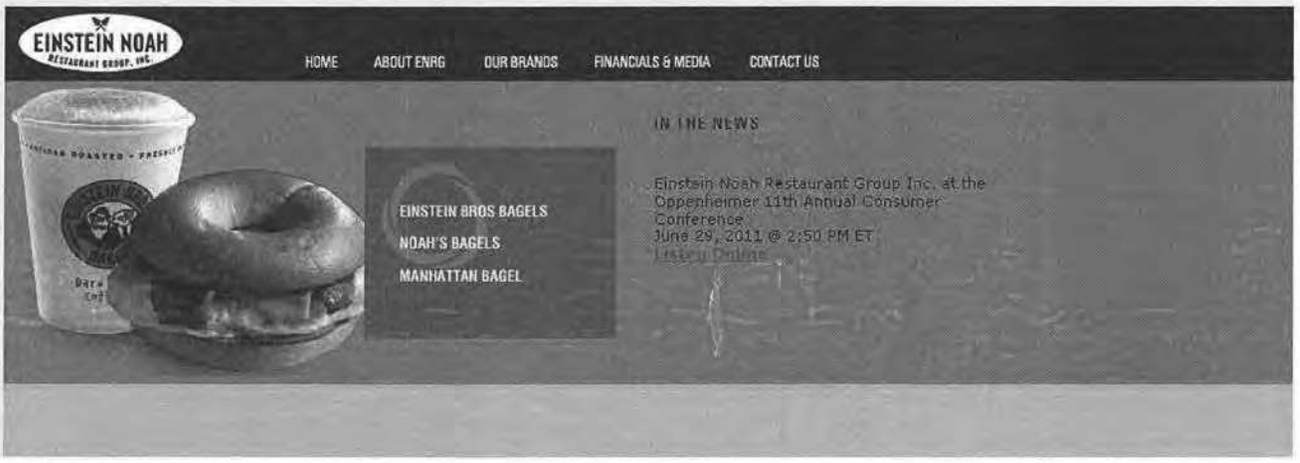

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Bakery Market Stays in the Game

June 23, 2011

Major-league bakers are rolling with the hit of the economy, sluggish sales and soaring commodity prices and somehow see a light at the end of the tunnel oven. The economy has slugged bakery operations in the chest over the last few years because many are institutional and restaurant-based, and several restaurants and other facilities throughout the country have closed. "People are just now starting to go out to restaurants again—finally," observes Larry Marcucci, president of Chicago-based Alpha Baking Co. "So the economy has definitely had its affect on us. We had to sell to a lot more customers to keep the same level of volume."

"One of the biggest challenges we are seeing is volatility in commodities," admits Richard Spencer, director of new products development at Dawn Food Products, Jackson, Mich. "The degree of uncertainty is providing new hurdles for all aspects of the organization, from procurement to product development and production to sales and customer service. From a product development standpoint, we are continuing to look at innovative ways to deliver the great taste and quality that are necessary to drive consumer purchase, but still achieve the financial requirements of the organization. It's a delicate balance that mandates honest cross-functional dialogue and a willingness to challenge sometimes long-held assumptions or beliefs about a product offering."

Dorothy Radlicz, director of marketing at artisan bakery Chabaso Bakery in New Haven, Conn., says she believes that the more difficult economic climate may be causing a sensitivity to waste and portion control (some of which is price-point driven). "I believe this will continue to be translated into an increased interest in smaller items. At the same time, people are more inclined to treat themselves to higher quality breads, for example, then maybe some items that are perceived as not so necessary. Bread is more of a daily staple."

Commodity costs are also a great challenge because they keep on increasing, says Alon Ozery, co-founder of Toronto-based Ozery Bakery. His company is positioned in the commercial bakery segment and also makes private-label products, as well as a recently introduced line of pre-sliced, organic ancient grain buns made of kamut, spelt and whole wheat.

But Ozery says his company is growing and increasing its baking capacity by adding more baking equipment lines to its new facility. Bakers are definitely starting to think outside the "bread box," as consumers are very nutritionally savvy, more sophisticated and more label-conscious. Thus, new breads are being developed, and bakers are coming up with products that contain better-for-you twists, more whole grains, new inclusions, artisan styles and new shapes, including a recent plethora of rounds.

At Flowers Foods, Thomasville, Ga., the biggest challenges facing companies that compete in the bread aisle category are rising costs of commodities and fuel combined with a slow economy and tough competition in the baking category, says Janice Anderson, vice president of marketing. "This is putting a lot of pressure on wholesale bakers. Our company's response is to remain focused on continually improving the efficiency and performance of all areas of our business so we can continue to offer baked foods of quality and value to our consumers and long-term return to our shareholders."

Healthy, wholesome players

With the new U.S. Dietary Guidelines of Americans that went into affect beginning of this year, healthy, wholesome bread products are taking on a Most Valuable Player role in the trends of 2011. Consumers are demanding less sodium, trans-fat and cholesterol and more fiber-rich ingredients, and bakers are faced with challenges to reformulate products, create new products or eliminate others. Studies also show that shoppers tend to eat more of foods they believe are natural, so the term "natural" is being adopted more and more. "I would like the industry as a whole to commit to using less chemicals in baked goods," says Ozery.

"Right now, the industry is still riding the whole grain trend," Anderson reports. "Whole grain bakery foods continue to be popular with

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consumers as are products that offer portion-control, reduced calories or other types of healthy option, such as higher fiber. In the sweet goods category, consumers seem to be opting more for indulgent snacks, perhaps as a reward for healthy eating."

Anderson sites data from Chicago-based SymphonyIRI Group, for the 52 weeks ending March 20, where dollar sales of total fresh packaged breads (loaf bread, rolls, bagels and English muffins) were up 0.6%. Bread products with a whole grain claim were up 5.4% over the previous year.

"The whole nutritional issue is still out there, with front-of-pack [labeling] being pushed, and there is more focus in restaurants for that information," adds Marcucci.

"Better-for-you products will continue their ascent," echoes Radlicz. "This is not only ingredient-driven, but freshness is also an important factor."

Experts agree that whole grains are also a home run on the baking game field. "Eat whole grains more often," suggests nutrition researcher Joanne Slavin of the University of Minnesota, Minneapolis. "We are finding that things in whole grains like antioxidants and lignans and various phytochemicals may help reduce the risk of heart disease and cancer." Harvard researchers report that research participants who ate more whole grains had a lower risk of diabetes.

"When you eat whole grains, you get more fiber and more micronutrients like folic acid, magnesium and vitamin E," says Walter Willett, chairman of the Nutrition Department at the Harvard School of Public Health, Boston.

Chabaso Bakery has been using whole grains and seeds in some of its artisan recipes for the East Coast market since it opened in the mid-1990s. Using "old-world" ovens, the best natural ingredients available and no trans-fats, founder Charles Negaro and a crew of bakers set out to match the best ciabattas, loaves, batards, rolls, baguettes and boules in the world.

"Because whole grains are proving to be so beneficial, I'm often asked why more people don't eat them more often," reports Radlicz. "People don't know enough about them, where to find them or how to incorporate them into their diets in a reasonable way. We're very familiar with old-world recipes and baking techniques using all-natural ingredients, but we succeed in business by being guided by our customers' choices. Whole grain bread sales have grown significantly in recent years," she explains.

"Because we trust that our customers are making smart choices, we are committed to providing a wide range of whole grain products to meet the growing demand," she says.

The tortilla industry has witnessed strong growth in the last five years, making it one of the fastest growing segments in the baking industry. Tortillas made of whole grains are also being introduced.
However, rising commodity prices and bad weather have affected corn crops this year, which has tortilla marketers concerned. Yet despite the problems, tortilla manufacturers are coping by keeping up with the latest trends in the food industry.

"The cost of commodities used in making tortillas has gone up significantly, some of it due to excessive speculation among commodity traders and some of it, particularly in the case of corn, due to non-food demands such as corn ethanol as an alternative or additive to gasoline," attests Jim Kabbani, chief executive officer of the Tortilla Industry Association (TIA), Arlington, Va. "But meanwhile, this cost pressure has forced a number of changes on tortilla manufacturers, in particular small to mid-size companies. Unable to raise prices to the same degree as rising costs, they have sought to lower other costs through increased efficiencies, both in-plant and in business, such as optimizing distribution channels, co-packing and the movement toward larger customers."

Still, he says, while there's great disagreement regarding the economy overall, including the nature and extent of any economic recovery, the tortilla industry has grown from $6 billion a year a few years ago to an estimated volume of $11 billion by end of this year. "At least as big part of this grown driver has been the rapid adoption of tortilla consumption by non-Hispanic consumers," Kabbani says.

Old school is cool
Some of the sweet goods out there such as *Hostess Twinkies* and CupCakes, from Hostess Brands, Irving, Texas, are harking back to earlier times, with retro packaging, the reintroduction of earlier flavors or formulations or new recipes that have an old-fashioned but memorable taste.

"Hostess set the standard for timeless treats loved form generation to generation," says Amy Clark, director of snack marketing for Hostess. "The 'old-school cool' packaging and retro recipe *Twinkies* celebrate the brand's amazing history and tap into the nostalgia consumers feel with every sweet bite."
Likewise, Flowers Foods hopes to shake things up with *Blue Bird* and *Mrs. Freshley's* treats, featuring those familiar and popular standbys—*Hershey's* cocoa and chocolate chips. "Adding the great taste of *Hershey's* chocolate and its strong brand recognition to delicious snack items brings something new and fun to our cake lineup," explains Anderson. "We are also targeting the portion-controlled trend with [our] *Nature's Own* sandwich rounds. This thinner version of a traditional bun has been one of the more exciting new products to hit the bakery category in recent years. It appeals to consumers who want less bread with their sandwiches. It also has a unique texture similar to flatbread."

Sandwich rounds and thin bagels are also having a positive effect on the bakery category. "We've found that consumers are using them for breakfast, lunch, dinner and snacks, and are purchasing them in addition to their regular bakery items," Anderson says. "SymphonyIRI data supports the popularity of these items. For the latest 52 weeks ending March 20, dollar sales of sandwich rounds/thins were up 45% versus the previous year, while new bagel thin products drove overall bagel segment growth."
Flowers is also fielding a consumer request—one of its most common received, according to Anderson—for a smaller sized loaf of

Flowers is also fielding a consumer request—one of its most common received, according to Anderson—for a smaller sized loaf of bread targeted at consumers in smaller households. In the fall of 2010, the company rolled out a 16-oz. *Nature's Own* 100% Whole Wheat with Honey soft variety bread with 11 g. of whole grains per slice.

Pitching to a younger audience

Radlicz thinks the demographics for artisan breads are beginning to expand but are "skewing" younger fans for higher-quality products from a nutritional and freshness standpoint. "This has been the stronghold of an older population in the past," she says. "There is a growing openness for various types of foods but also for better quality. Besides parents introducing these items more readily at home, some school systems for all age groups and preschools to colleges are beginning to execute better food offerings for the children via the food they are providing for daily consumption."

Cindy Lawson, vice president of trade development/foodservice at Flowers Bakeries, says that while Flowers doesn't produce true "hand-made" artisan breads, it does purchase artisan-style breads and rolls from other vendors. "Artisan breads are a niche category across retail, in-store and foodservice segments, and our research shows sales to be relatively flat, year-over-year," she says. "But in foodservice, high-end, full-service restaurants bake artisan breads from scratch, and we believe this trend will continue. Some restaurant operators use frozen dough breads and rolls that are proofed and baked in-house, producing artisan-style products. However, as the foodservice industry continues to contract because of the economy, more restaurants may move way from frozen doughs to reduce costs."

Over the years, gluten-free products have substantially improved in taste, with bakers pitching new products that now deliver richer flavors, honey, ancient grains, sorghum and other taste-enhancing ingredients, as well a springier texture and a stronger nutritional profile. Lower-sodium product offerings are developed to have all of the flavor, quality and taste consumers still want. Single-serve and portion-controlled baked goods are allowing consumers to enjoy and indulge, but to a lesser degree.

"We continue to see interest in pretzel roll-type products," affirms Marcucci, who has noticed several bakeries making new pretzel roll products. "They are also showing up more often in retail now. But flatbreads are still a big trend, and anything in the reduced-calorie or good-for-you variety bread line is still doing well."

Marcucci also notices that the surge in the artisan category seems to be coming from the chain restaurants that want different but consistent offerings that can be frozen and shipped nationwide.

New at Alpha Baking is a just-installed low-stress production line, Marcucci points out. "We're just beginning to understand its capabilities. It will allow us to make product at [higher] speeds, as well as produce a greater diversity of products than we could before. We also set it up so do a variety of toppings because so many customers today are looking for that point of differentiation."

The private-label pickoff

Perhaps because of the economic slump, many private-label products continue to gain strength, Marcucci adds. "Some brands produce private-label products to enhance their position in the stores. Many private-label bakeries have closed up because the owners have found better quality and more innovation from branded companies that do private-label products.

"Private label is strong in times of economic stress, and we sure are seeing that in the marketplace right now," says Radlicz. "This, of course, is driven by people's frugality, but these days they still expect good quality. Contrary to what might seem instinctive, as long as intelligence is used in product selection, coupling branded and private-label serve to raise the market, not to cannibalize it. We have found that the combinations of private label and branded strategy are indeed very complimentary."

The role of private label in the category has really grown in the past few years, evolving from offering generic "me-too" versions of successful branded offerings to helping embody and reinforce the attributes and personality of a retailer's brand itself, reports Jennifer Gardner, brand manager at Dawn Food Products. "To successfully compete, manufacturers of traditional branded offerings have to innovate—not just in the arena of product development, but also in how they interact with and respond to a customer's needs and direction."

Those choosing the in-store bakery (ISB) over the bread aisle are in search of freshness and quality, she adds. "The most popular items are those that are generally consumed quickly while they are fresh. Consumers are looking for more 'indulgent' (sweets) as well as healthier products in the ISB. Those that cater to the local population are finding good traction also."

"Store brands continue to be an important category to our retail customers and to a segment of consumers," add Anderson. "Overall, however, store brand breads, buns and rolls are declining as a category."

So what gives a product or a brand staying power? Today more than ever, authenticity of brands and core values are key. "We stick to bakery basics with whole grains," says Negaro. "Sometimes it doesn't take a drastic change or a rigorous regimen to make a positive difference." Chabaso bakers hand-mix whole grains and other wholesome ingredients, taking the time to make bread the old-fashioned way.

"We have both streamlined and expanded our operation to meet the demands of the marketplace," Radlicz explains. "Expansion has occurred in the bakery operation as well as in management, and we anticipate that will continue."

She would like to see the industry get even more inventive. "Because of my personal background as a first-generation American of parents who cook almost everything from scratch and my educational background in food and nutrition, I'd like the industry to get even more innovative as well as health-oriented."

Bakeries are aware of the quality and authenticity mantras, Negaro attests, yet they must be careful to try not to be everything to everyone. And that's difficult, Marcucci says, because it's one of the biggest challenges facing companies that compete in the bread aisle. "Everyone wants something different, and it makes it tough to produce all of these things efficiently."

Anderson says that Flowers always looks for ways to do things better—to increase efficiencies by improving processes. "We do this by opening new bakeries, adding new production lines or closing down or relocating lines, depending on what's the best way to serve the market. Our goal is to put production where the people are. This is an operational strategy we've held for many years."

The company's most recent growth plan is to expand its direct-store-delivery territory, which currently reaches about 50% of the U.S. population. "By 2016, the goal is to expand that territory, so at least 75% of the U.S. population will have access to our fresh bakery foods through acquisitions and new bakeries."
She adds that brands and products that pass the test of time deliver on what they promise. "When it comes to food, those promises usually involve consistent quality, taste and a fair price," she says. "Between them, taste always takes precedence."

Dawn Foods' Rzeszut says he would like to change some consumers' long-held perceptions that better-for-you options cannot taste good. "Our Weight Watchers line of sweet bakery products has attempted, and succeeded in my mind, to demonstrate to consumers that it's possible to have a great tasting product that fits within their weight management program."

The bread producers are thriving today and will continue to do so in the future in order to go above and beyond home plate to score a run in innovations. They get it, and listen to their audience, which is a win-win result for everyone.

*Photo courtesy of Flowers Foods

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Slicers do more for less

Jun 23, 2011 3:58 PM, by Maggie Shea, associate editor

As the economy struggles to regain its footing, volume bakers seek versatile, easy-to-use slicers that won't break the bank.

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As many operators are hesitant to upgrade slicing equipment unless absolutely necessary, manufacturers are focusing on user-friendly machinery that is easy to maintain.

Image provided by FoodTools

Sandra Ryan, vice president of sales and marketing at Ryan Technology, Hillsboro, Ore., says customers will call for a quote but keep working with existing equipment if they can't justify the price. "If bakers see business growing, some will try to get by with multiple tabletop shoot slicers instead of upgrading to one of our machines," she says. "Instead of having 20 people on the shoot slicers, they could have two working the machine and the other 18 doing something else. But there is a line they have to cross to justify the cost of upgrading."

For Chris Clemens, marketing manager for FoodTools Inc., Santa Barbara, Calif., operators look for cost savings through product versatility. "Our customers want to be able to portion a wider variety of products on the same machine in order to avoid buying separate machines for each product being sliced," he says. "Our new machine models are focused on creating one platform that can perform several cutting styles. Our inline models are capable of cutting a large volume of

that can perform several cutting styles. Our inline models are capable of cutting a large volume of product on high-speed conveyors."

Wellness also has become a top concern among consumers; Ryan has seen this reflected through a move to "thinner" bread products at retail. "Something we have noticed in past years is the move toward thinner products like bagel thins and hamburger bun thins," she says. "People are more conscious of how many carbs they're eating, though they're not going without them completely, as they did with the Atkins craze. I have seen more and more of them in the store."

The wellness trend also has translated to a demand for smaller portion sizes. Ryan Technology recently modified its Model 793 to accommodate growing demand for small products like slider buns. "They are a more difficult product, just because of the size," she says. "The way we did it was upgrading to a combination between hand-fed and automated. It took a little training on the customer's part."

Luc Imberechts, president of Bakon USA, Torrance, Calif., agrees with the trend toward "smaller product and one-bite items...which probably is driven by a healthier approach to food and a demand for convenience and 'snackable' items." He notes that ultrasonic cutters help meet this demand–the blades' rapid vibrations reduce pressure on the product, ensuring accurate slicing of harder-to-cut small products.

He forecasts that ultrasonic slicing will remain in high demand in the coming years as bakers look to turn out consistent product quickly. "I believe we will still see an increasing demand for ultrasonic cutting as this technique offers a quality of cut and a speed that one cannot achieve with other technologies," he says.

Ryan says that ease of use will always rank high with operators, particularly when it comes to altering blade heights on large slicers. "A lot of people on our machines want an easier way of changing blade height," she says. "But you have to offset that with how much more they are willing to pay for additional automation."

Meanwhile, Clemens predicts that the coming years will see increased importance placed on safety and sanitation, reflecting improvements in both association and industry standards, he notes. "We manufacture equipment to the safety and sanitation recommendations specified by AIB International, CE and BISSC," he says. "The developments and advances we are making with our products will reduce labor, risk and the environmental footprint, which will positively affect our customers' bottom line with a better return on investment."

BETTER LOAF PORTIONING

The new FoodTools Accusonic-100FS inline ultrasonic machine can slice up to 36 loaves per minute, pending product specifications. With automatic loading and unloading conveyors, this machine can improve the efficiency of a loaf portioning production line by automating the cutting process. The ultrasonic blades can cut a wide range of products at various temperatures, making it a versatile, high-production machine.

FoodTools
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Bakon USA
800 TRY BAKON
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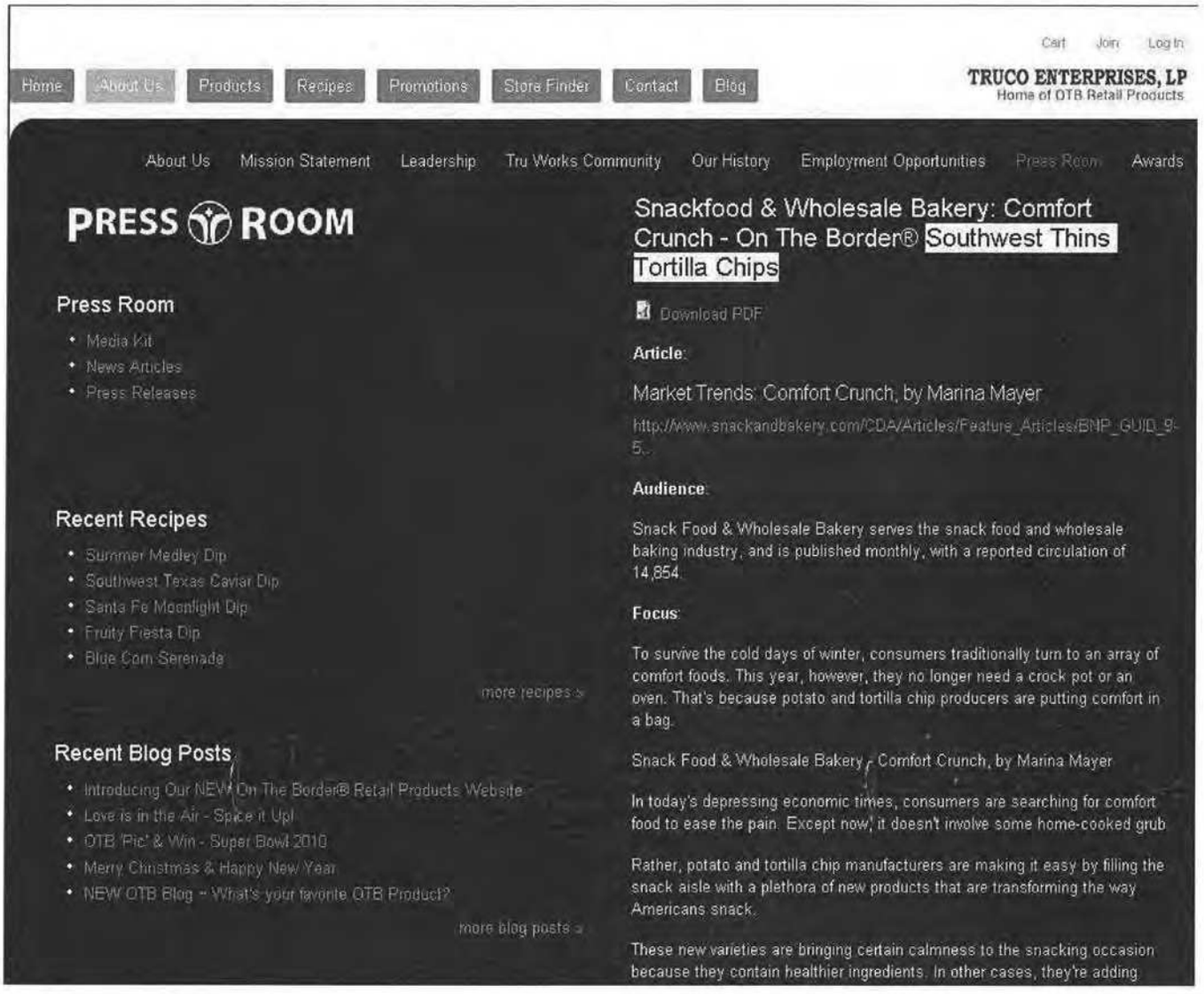


comfort with a twist by introducing more exotic products that still taste like potato chips, even though there's not one iota of potato in them.

Late last year, for example, The Unique Food Group Ltd. in Auckland, New Zealand brought Joseph Banks Cassava Chips to the United States. The company became the latest natural food producer to roll out these gourmet, all-natural chips, which are made from thin slices of cassava root lightly cooked in oil and come in Original Sea Salt, Roasted Tomato, Chili & Lime and Cracked Pepper varieties. The vegan snacks also are completely free of cholesterol, trans fat, gluten, lactose and any genetic modifications, notes Chris Johnson, the company's chief executive officer.

"Our ethos is to develop snack foods that are irresistibly delicious and made from natural ingredients from the Asia Pacific region," he explains. "By innovating a staple food found in many developing countries, we have something new to offer consumers. It not only fits the profile of a food [consumers] already enjoy, 'potato chips,' but also gives them a new and healthier eating experience with an exciting range of flavors."

Closer to home, Brewster, Ohio-based Shearer's Foods' new Kettle-Cooked, extra crunchy potato chips come in a standard Original flavor, as well as Hot Pepper Trio that delivers a medley of spicy heat and rich peppers, and a Sweet Barbeque variety that combines indulgent notes of brown sugar and molasses with a tangy, tomato base and a slightly smoky overtone.

Not to be outdone, Kettle Foods, Inc. continues to expand its Kettle Brand line by rolling out its Sweet Onion chips made with simmering onions and crispy real potatoes while its more conventional Sea Salt & Vinegar variety contains a splash of tangy vinegar with a sprinkle of sea salt. Both products carry on the "Natural Promise" claim, which means they're made with all-natural seasonings and contain no trans fat, MSG, artificial colors, flavors or preservatives and are made with all natural seasonings.

In March, Kettle Foods will release a Jalapeno variety in 2-oz., grab-and-go bags, says Julie Dunmire, brand director for the Salem, Ore.-based company. The new product will add a bit of spice to the comapny's most popular varieties.

"In times like these when consumers seek out comfort foods, perennial favorites are sought after," she says.

Taking on New Shapes

While Americans love potato chips, the tortilla chip category also has continued to flourish with the release of better-for-you, whole grain chips.

For instance, Los Angeles-based Corazonas Foods, Inc. introduced in October, Whole Grain Tortilla Chips in Lightly Salted and Squeeze of Lime flavors. These reduced-sodium chips provide other key health benefits such as 18 g. of whole grains and 3 g. of fiber per serving. They're also made with heart-healthy, high-oleic canola oil.

"Better-for-you snack foods are experiencing strong growth in the category," says Matt Buckley, executive vice president of sales. "We anticipate the new Whole Grain Tortilla Chips to quickly become one of our top-selling products as it delivers against the consumer's desire for healthier whole grain, gluten-free snacking options."

In January, Truco Enterprises, maker of On the Border® products, rolled out Southwest Thins Tortilla Chips that are lightly seasoned with the Dallas-based company's proprietary Southwest seasoning. The gluten-free snacks have been formulated to eliminate trans fats, cholesterol, preservatives, MSG and artificial flavors and colorings.

The On the Border® brand is in a unique position by not only providing consumers with a restaurant brand in the home, but also a psychological boost for people who want the high quality of a restaurant at a lower price, says David Silver, the company's president.

Some snack producers are rolling out tortilla chips in shapes that make it easier to dip and simpler to eat. Late last year, for instance, Plano, Texas-based Frito-Lay brought out its Tostitos Scoops, which now come in its newest variety, a Hint of Jalapeno flavor. This bite-sized, bowl-shaped chip is made with 100% white corn and a dash of jalapeno spice.

More recently at the start of the New Year, Shearer's Foods came out with its Shapers Whole Grain chips that offer snack eaters 18 to 19 g. of whole grains per serving and contain less fat per serving than many other salted snacks. The products, which come in Sea Salt, Cheddar, Black Bean & Salsa and Cinnamon, offer a square shape like a cracker but also contain chip-like ridges.

"Shapers chips complement the important consumer effort to snack in moderation while maintaining a healthy and active lifestyle," says Paul Smith, director of marketing and product management. "Some consumers have compared [Shapers] to a cracker while others to a multigrain tortilla chip. The answer is that they really are somewhere in between the two classifications."

Shearer's also introduced Tangos tortilla chips, which are now re-positioned as "The Crunch of the Party" and available in Multigrain, Cantina Style and Cheese Nacho varieties. In many ways, the Tangos line marks a significant

cheese nacho varieties. In many ways, the Tangos line marks a significant departure from how Shearer's has sold its products over the years.

"Traditionally, all Shearer's owned brand product had been marketed under our Shearer's brand name," Smith says. "We felt that our tortilla [chips] might be losing out on an opportunity to stay on top of shoppers' minds. To address this concern, we increased visibility and brought clarity to our product positioning by transitioning the Shearer's namesake brand away from our tortilla products and promoting them under a new brand name."

To expand its already established better-for-you line of snacks, Natural Snacks rolled out Michael Season's Baked Multigrain Chips. These wheat- and gluten-free snacks come in Original, Cheddar and Honey Chipotle and boast 12 g. of whole grains in each serving.

"Consumers want their food to supply them with extra benefits, [such as] Omega 3-added supplies, servings of whole grains, etc.," says Christine Brown, marketing manager for the Addison, Ill.-based company. "Our focus is to offer a healthy snack alternative."

Likewise, the chip maker also introduced its all-natural Whole Grain Blue and Whole Grain White tortilla chips under its Mexi-Snax brand. Each bag contains six servings of whole grains.

Some Not-So-Comforting Thoughts

Despite the flurry of new product introductions, potato and tortilla chip manufacturers continue to face a bevy of financial challenges.

That's because snack producers are still dealing with the ramifications of fluctuating commodity prices even months after the markets apparently settled down.

Take Truco Enterprises for example, which uses corn in all its tortilla chips. "Even though the market might come down, we're still faced with [the fixed price of corn]," notes Dawn Grosvenor, vice president of marketing. "We're faced with market pressures and endure the higher prices, so that is by far the largest challenge we face."

Silver says another significant challenge is providing the market with the freshest of products possible.

"Everything we do starts with the consumer's stomach and moves back [through the supply chain]," he explains. "What we would like to do is get our chips in the mouths and stomachs of our consumers within one hour of when we bake them. It won't happen, but it's an objective."

To keep consumers coming back to the salted snack aisle, companies like Kettle Foods constantly search for ways to expand their new product portfolios.

"Kettle Brand has long been known for innovative flavors, but this means branching out beyond the obvious cheese, sea salt and vinegar and barbecue flavors and trying to bring true innovation to the category," Dunmire says. "We're always searching for tasty combinations that work on crunchy slices of potato."

Additionally, it's not always a picnic in the park for mid-size and regional manufacturers to acquire shelf space in supermarket aisles, especially when introducing new products to broaden their brands.

"With limited resources," Buckley notes, "smaller players have to be more creative to gain distribution since the dominate player isn't willing to give up shelf space to let these new players in the category."

Moreover, a retailers' commitment to private label can prevent some companies from expanding their presence in the snack aisle or even getting their products into some customers' stores, Brown says.

"One of our challenges is getting space in line, and one of the growing challenges is private label," she adds. "Retail wants to dedicate more space to their private label."

Despite these challenges that potato and tortilla chip makers face, today's companies are persistent in bringing consumers the wholesome new products that they crave. Besides, a little bit of comfort food goes a long way, especially when it comes in the form of a delicately crunchy chip.

Go to www.snackandbakery.com to learn how potato and tortilla chip producers are redesigning their packaging.

http://caloriecount.about.com/calories-jacobs-bakery-savours-sesame-roasted-i128192
08/01/2011 11:11:45 AM

Nutrition Facts

Serving Size 1 serving (g)

Amount Per Serving	
Calories 489	Calories from Fat 214
	% Daily Value*
Total Fat 23.8g	37%
Saturated Fat 15.6g	78%
Sodium 300mg	13%
Total Carbohydrates 59.9g	20%
Dietary Fiber 4.0g	17%
Sugars 7.1g	
Protein 8.7g	

* Based on a 2000 calorie diet

See more extended nutritional details

Related Foods & Categories

Find in this category...

Related Categories

- Muffins
- Pancakes
- Pastries
- Pies
- Rolls and Buns

Related Recipes

- Course - Breads
- Course - Appetizers
- Occasion - Cocktail Party
- Course - Snacks

Snyder's Jalapeno Pieces

(Walkers) **Cheetos Cheese**

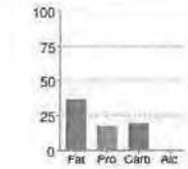
(Taste The Difference) **Crackers** - Biscuits For Cheese

(Marks & Spencer) **Black Olive Crackers**

Nutritional Analysis

Breakdown

Daily Values



Legend: Fat Protein Carbs Alcohol Other

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(Safeway) **Cheese Biscuit Thins Crackers**
(Co-Op) **Cheese Thins Crackers**
(Jacob's Bakery) **Crackers** - Chives
(Jacob's Bakery) **Choice Grain Crackers**
(Real Foods) **Crackers** - Corn Thins
(Jacob's Bakery) **Cornish Wafer**
Crackers - Cream
(Be Good To Yourself) **Crackers** - Cream
(Better For You) **Crackers** - Cream
(Tesco) **Crackers Cream Biscuits For Cheese**
(Jacob's Bakery) **Cream Crackers**
(Tesco) **Cream Crackers**
(Jacob's Bakery) **Crackers** - Cream, Sun Dried Tomato Flavour

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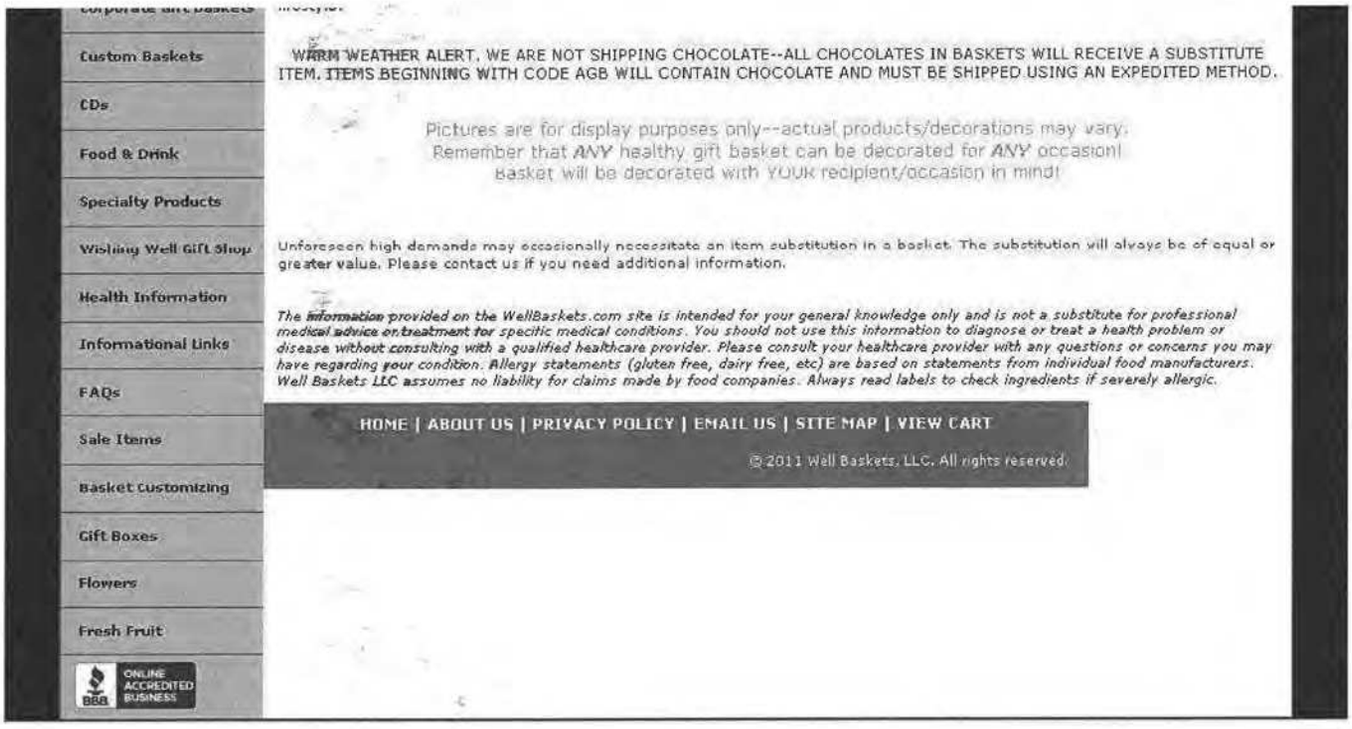
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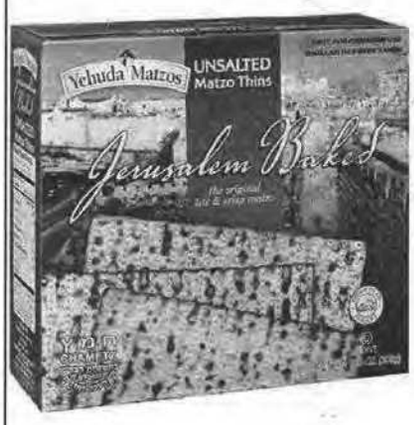

Yehuda: Unsalted Thins Matzos, 1 Ct

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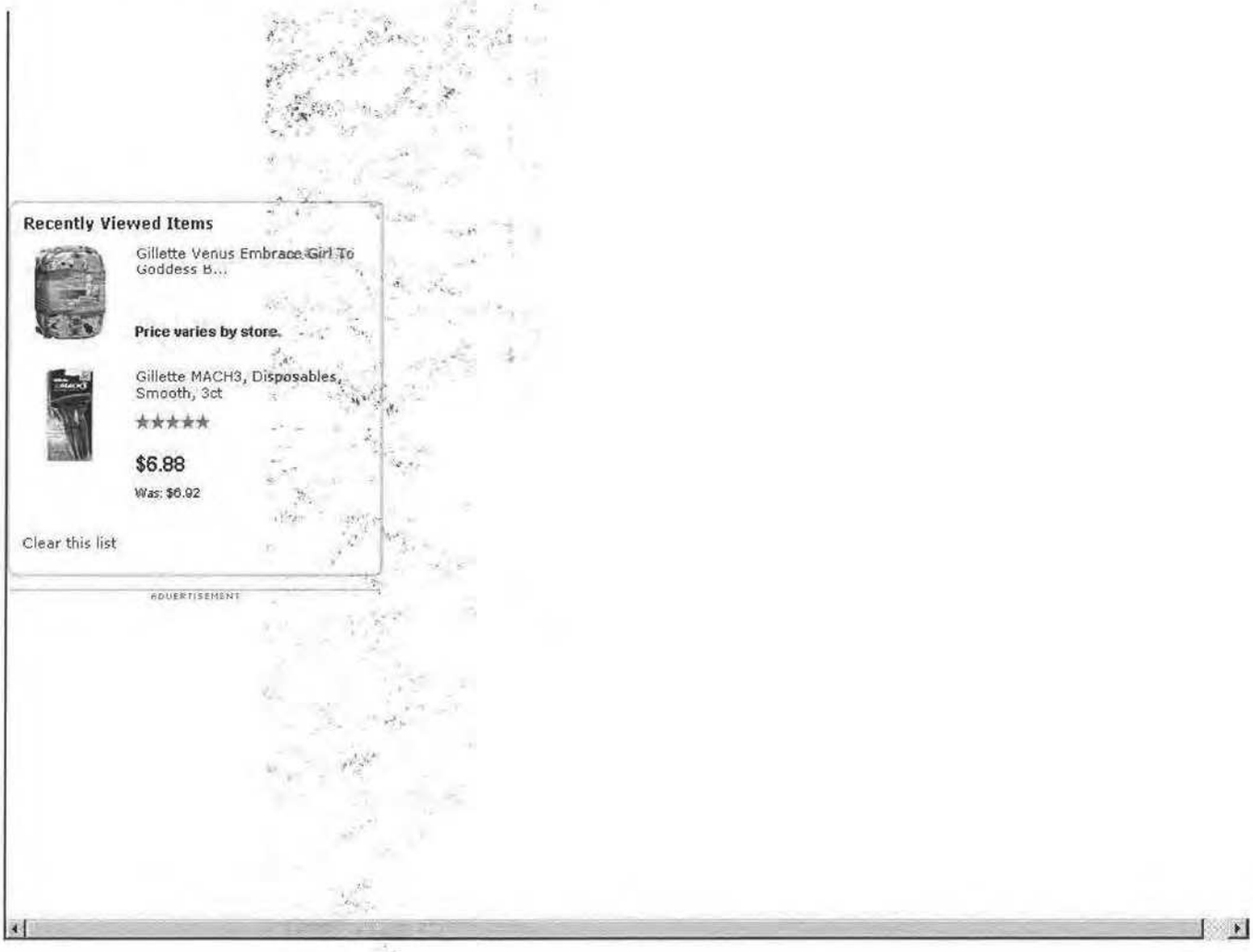
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To:	GRUPO BIMBO, S.A. B. DE C.V. (officeactions@brinkshofer.com)
Subject:	U.S. TRADEMARK APPLICATION NO. 77798540 - BREAKFAST THINS - 14254/5
Sent:	8/1/11 11:26:48 AM
Sent As:	ECOM105@USPTO.GOV
Attachments:	

IMPORTANT NOTICE REGARDING YOUR U.S. TRADEMARK APPLICATION

USPTO OFFICE ACTION HAS ISSUED ON 8/1/2011 FOR SERIAL NO. 77798540

Please follow the instructions below to continue the prosecution of your application:

TO READ OFFICE ACTION: Click on this **link** or go to **http://portal.uspto.gov/external/portal/tow** and enter the application serial number to **access** the Office action.

PLEASE NOTE: The Office action may not be immediately available but will be viewable within 24 hours of this e-mail notification.

RESPONSE IS REQUIRED: You should carefully review the Office action to determine (1) how to respond; and (2) the applicable **response time period**. Your response deadline will be calculated from **8/1/2011** (or sooner if specified in the office action).

Do NOT hit "Reply" to this e-mail notification, or otherwise attempt to e-mail your response, as the USPTO does NOT accept e-mailed responses. Instead, the USPTO recommends that you respond online using the Trademark Electronic Application System Response Form.

HELP: For *technical* assistance in accessing the Office action, please e-mail **TDR@uspto.gov**. Please contact the assigned examining attorney with questions about the Office action.

WARNING

Failure to file the required response by the applicable deadline will result in the ABANDONMENT of your application.

EXHIBIT 77

To the Declaration of Diana L. Rausa

Side - 1

NOTICE OF ABANDONMENT
MAILING DATE: Feb 27, 2012

The trademark application identified below was abandoned in full because a response to the Office Action mailed on Aug 1, 2011 was not received within the 6-month response period.

If the delay in filing a response was unintentional, you may file a petition to revive the application with a fee. If the abandonment of this application was due to USPTO error, you may file a request for reinstatement. Please note that a petition to revive or request for reinstatement **must be received within two months from the mailing date of this notice.**

For additional information, go to http://www.uspto.gov/teas/petinfo.htm. If you are unable to get the information you need from the website, call the Trademark Assistance Center at 1-800-786-9199.

SERIAL NUMBER: 77798540
MARK: BREAKFAST THINS
OWNER: GRUPO BIMBO, S.A. B. DE C.V.

Side - 2

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EXHIBIT 78

To the Declaration of Diana L. Rausa

To:	Interbake, LLC (mbaril@mcguirewoods.com)
Subject:	U.S. TRADEMARK APPLICATION NO. 77666215 - MINT THINS - N/A
Sent:	7/20/2009 6:24:28 AM
Sent As:	ECOM114@USPTO.GOV
Attachments:	Attachment - 1 Attachment - 2 Attachment - 3 Attachment - 4 Attachment - 5 Attachment - 6 Attachment - 7 Attachment - 8 Attachment - 9 Attachment - 10 Attachment - 11 Attachment - 12 Attachment - 13 Attachment - 14 Attachment - 15 Attachment - 16 Attachment - 17 Attachment - 18 Attachment - 19 Attachment - 20 Attachment - 21 Attachment - 22 Attachment - 23 Attachment - 24

UNITED STATES PATENT AND TRADEMARK OFFICE

SERIAL NO: 77/666215

MARK: MINT THINS

77666215

CORRESPONDENT ADDRESS:
MARY DALTON BARIL
MCGUIREWOODS LLP
901 E CARY ST
RICHMOND, VA 23219-4063

RESPOND TO THIS ACTION:
http://www.uspto.gov/teas/eTEASpageD.htm

GENERAL TRADEMARK INFORMATION:
http://www.uspto.gov/main/trademarks.htm

APPLICANT: Interbake, LLC

CORRESPONDENT'S REFERENCE/DOCKET NO:
N/A
CORRESPONDENT E-MAIL ADDRESS:
mbaril@mcguirewoods.com

OFFICE ACTION

TO AVOID ABANDONMENT, THE OFFICE MUST RECEIVE A PROPER RESPONSE TO THIS OFFICE ACTION WITHIN 6 MONTHS OF THE ISSUE/MAILING DATE.

ISSUE/MAILING DATE: 7/20/2009

The examining attorney issues this Office action at the express request of Office management officials.

SECTION 2(e)(1) REFUSAL – MERELY DESCRIPTIVE

Registration is refused because the applied-for mark merely describes a feature of applicant's goods and/or services. Trademark Act Section 2(e)(1), 15 U.S.C. §1052(e)(1); *see* TMEP §§1209.01(b), 1209.03 *et seq.*

A mark is merely descriptive if it describes an ingredient, quality, characteristic, function, feature, purpose or use of the specified goods and/or services. TMEP §1209.01(b); *see In re Steelbuilding.com*, 415 F.3d 1293, 1297, 75 USPQ2d 1420, 1421 (Fed. Cir. 2005); *In re Gyulay*, 820 F.2d 1216, 1217-18, 3 USPQ2d 1009, 1010 (Fed. Cir. 1987). Moreover, a mark that identifies a group of users to whom an applicant directs its goods and/or services is also merely descriptive. TMEP §1209.03(i); *see In re Planalytics, Inc.*, 70 USPQ2d 1453, 1454 (TTAB 2004).

The determination of whether a mark is merely descriptive is considered in relation to the identified goods and/or services, not in the abstract. *In re Abcor Dev. Corp.*, 588 F.2d 811, 814, 200 USPQ 215, 218 (C.C.P.A. 1978); TMEP §1209.01(b); *see, e.g., In re Polo Int'l Inc.* , 51 USPQ2d 1061 (TTAB 1999) (finding DOC in DOC-CONTROL would be understood to refer to the "documents" managed by applicant's software, not "doctor" as shown in dictionary definition); *In re Digital Research Inc.*, 4 USPQ2d 1242 (TTAB 1987) (finding CONCURRENT PC-DOS merely descriptive of "computer programs recorded on disk" where relevant trade used the denomination "concurrent" as a descriptor of a particular type of operating system). "Whether consumers could guess what the product is from consideration of the mark alone is not the test." *In re Am. Greetings Corp.*, 226 USPQ 365, 366 (TTAB 1985).

The applicant's mark is MINT THINS for cookies. When considered in relation to the identified goods and/or services, the mark immediately identifies a feature of the goods and/or services. The attached dictionary definitions define MINT as a flavoring derived from plants and THINS as to make thin or thinner. Therefore, the plain meaning of the term(s) MINT THINS immediately tells the customer that the goods are thins cookies that taste like mint. The attached internet evidence also shows that the term MINT THINS has a merely descriptive meaning in the relevant trade or industry. Additionally, the applicant previously disclaimed the term MINT which is and admission that the term is merely descriptive. As such, the mark is merely descriptive.

The attached third party registrations also prove the merely descriptive nature of the term(s) at issue in relation to the applicant's goods and/or services. Third-party registrations featuring the same or similar goods and/or services as applicant's goods and/or services are probative evidence on the issue of descriptiveness where the relevant word or term is disclaimed, registered under Trademark Act Section 2(f) based on a showing of acquired distinctiveness, or registered on the Supplemental Register. *See Sweats Fashions, Inc. v. Pannill Knitting Co.*, 833 F.2d 1560, 1564-65, 4 USPQ2d 1793, 1797 (Fed. Cir. 1987); *In re Box Solutions Corp.*, 79 USPQ2d 1953, 1955 (TTAB 2006); *In re Finisar Corp.*, 78 USPQ2d 1618, 1621 (TTAB 2006).

Please note that a mark that merely combines descriptive words is not registrable if the individual components retain their descriptive meaning in relation to the goods and/or services and the combination results in a composite mark that is itself descriptive. TMEP §1209.03(d); *see, e.g., In re King Koil Licensing Co. Inc.*, 79 USPQ2d 1048 (TTAB 2006) (holding THE BREATHABLE MATTRESS merely descriptive of "beds, mattresses, box springs and pillows"); *In re Associated Theatre Clubs Co.*, 9 USPQ2d 1660, 1662 (TTAB 1988) (holding GROUP SALES BOX OFFICE merely descriptive of theater ticket sales services). Such a mark is registrable only if the composite creates a unitary mark with a unique, incongruous, or otherwise nondescriptive meaning in relation to the goods and/or services. *See, e.g., In re Colonial Stores, Inc.*, 394 F.2d 549, 551, 157 USPQ 382, 384 (C.C.P.A. 1968).

In this case, both the individual components and the composite result are descriptive of applicant's goods and/or services and do not create a unique, incongruous or nondescriptive meaning in relation to the goods and/or services. *See, e.g., In re Tower Tech, Inc.*, 64 USPQ2d 1314 (TTAB 2002) (holding SMARTTOWER merely descriptive of "commercial and industrial cooling towers and accessories therefor, sold as a unit"); *In re Sun Microsystems, Inc.*, 59 USPQ2d 1084 (TTAB 2001) (holding AGENTBEANS merely descriptive of "computer software for use in development and deployment of application programs on a global computer network"); *In re Putman Publ'g Co.* , 39 USPQ2d 2021 (TTAB 1996) (holding FOOD & BEVERAGE ON-LINE merely descriptive of news and information service for the food processing industry); *In re Copytele, Inc.*, 31 USPQ2d 1540 (TTAB 1994) (holding SCREEN FAX PHONE merely descriptive of facsimile terminals employing electrophoretic displays); *In re Entenmann's, Inc.* , 15 USPQ2d 1750 (TTAB 1990) (holding OATNUT merely descriptive of bread containing oats and hazelnuts), *aff'd per curiam* , 928 F.2d 411 (Fed. Cir. 1991).

Although applicant's mark has been refused registration, applicant may respond to the refusal(s) by submitting evidence and arguments in support of registration.

SUPPLEMENTAL REGISTER

NOTE: The applicant may withdraw the disclaimer of the term MINT if amending the application to the Supplemental Register.

A mark in an application under Trademark Act Section 1(b) is not eligible for registration on the Supplemental Register until an acceptable amendment to allege use under 37 C.F.R. §2.76 has been filed. 37 C.F.R. §§2.47(d), 2.75(b); TMEP §§815.02, 1102.03. When a Section 1(b) application is successfully amended to the Supplemental Register, the effective filing date of the application will be the date on which applicant met the minimum filing requirements of 37 C.F.R. §2.76(e) for the amendment to allege use. 37 C.F.R. §2.75(b); TMEP §§816.02, 1102.03.

Although registration on the Supplemental Register does not afford all the benefits of registration on the Principal Register, it does provide the following advantages:

- The registrant may use the registration symbol ®;
- The registration is protected against registration of a confusingly similar mark under Trademark Act Section 2(d);
- The registrant may bring suit for infringement in federal court; and
- The registration may serve as the basis for a filing in a foreign country under the Paris Convention and other international agreements.

See 15 U.S.C. §§1052(d), 1091, 1094; TMEP §815.

To amend the application filing basis from an intent-to-use application under Trademark Act Section 1(b) to a use in commerce basis under Section 1(a), applicant must file, prior to approval of the mark for publication, an amendment to allege use that satisfies the requirements of 37 C.F.R. §2.76. *See* 15 U.S.C. §1051(c); 37 C.F.R. §2.35(b)(8); TMEP §§806.01(b), 1103.

The following must be submitted in an amendment to allege use in order to amend an application to use in commerce under Section 1(a):

(1) The following statement: "**Applicant is believed to be the owner of the mark and that the mark is in use in commerce**;"

(2) The date of first use of the mark anywhere on or in connection with the goods and/or services;

(3) The date of first use of the mark in commerce as a trademark or service mark;

(4) A specimen showing actual use of the mark in commerce for each class of goods and/or services for which use is being asserted. If a single specimen supports multiple classes, applicant should indicate which classes the specimen supports rather than providing multiple copies of the same specimen;

(5) A filing fee of $100 per class for each international class of goods and/or services for which use is being asserted (current fee information should be confirmed at http://www.uspto.gov/); and

(6) Verification of the above (1) through (3) requirements in an affidavit or a signed declaration under 37 C.F.R. §§2.20, 2.33.

See 37 C.F.R. §§2.6(a)(2), 2.56, 2.76(b); TMEP §§1104.08, 1104.09(e).

Amendments to allege use can be filed online at http://www.uspto.gov/teas/index.html. Filing an amendment to allege use does *not* extend the deadline for filing a response to an outstanding Office action. TMEP §1104.

Applicant must respond to the requirement(s) set forth below.

INFORMATION ABOUT GOODS/SERVICES REQUIRED

The applicant must respond to the following requirement **only** if the applicant does not amend the application to seek registration on the Supplemental Register.

An applicant can be required to provide more information if it is necessary for proper examination of the application. 37 C.F.R. §2.61(b); TMEP §§814, 1402.01(e); *see In re DTI P'ship LLP* , 67 USPQ2d 1699, 1701-02 (TTAB 2003).

The information requested below is necessary to the examination of the application because it will provide a more in-depth understanding of the mark and/or issue(s) at hand.

Failure to respond to a request for information can be grounds for refusing registration. TMEP §814; *see In re Cheezwhse.com, Inc.*, 85 USPQ2d 1917, 1919 (TTAB 2008); *In re DTI P'ship LLP* , 67 USPQ2d 1699, 1701-02 (TTAB 2003). Merely stating that information about the goods or services is available on applicant's website is an inappropriate response to a request for additional information, and is insufficient to make the relevant information of record. *See In re Planalytics, Inc.*, 70 USPQ2d 1453, 1457-58 (TTAB 2004).

The applicant must *directly* answer the following question(s) and/or provide the information requested:

Does THINS, or MINT THINS have any significance as applied to the goods and/or services other than trademark and/or service mark significance?

Does THINS, or MINT THINS have any significance in the relevant trade or industry other than trademark and/or service mark significance?

If available, the applicant will provide a website address at which the goods and/or services are offered and/or the mark is used. If no website is available, then the applicant will state this fact for the record.

INFORMATION ABOUT GOODS/SERVICES REQUIRED

The following requirement **only** applies if the applicant does not amend the application to seek registration on the Supplemental Register.

To permit proper examination of the application, applicant must submit additional information about the goods and/or services. An applicant can be required to provide more information if it is necessary for proper examination of the application. 37 C.F.R. §2.61(b); TMEP §§814, 1402.01(e); *see In re DTI P'ship LLP* , 67 USPQ2d 1699, 1701-02 (TTAB 2003). The information requested below is necessary to

the examination of the application because it will provide a more in-depth understanding of the goods and/or services identified in the application and/or the use of the mark in relation to the goods and/or services.

GOODS:

To permit proper examination of the application, applicant must submit additional product information about the goods. *See* 37 C.F.R. §2.61(b); *In re DTI P'ship LLP* , 67 USPQ2d 1699, 1701-02 (TTAB 2003); TMEP §814. The requested product information should include fact sheets, instruction manuals, and/or advertisements. If these materials are unavailable, applicant should submit similar documentation for goods of the same type, explaining how its own product will differ. If the goods feature new technology and no competing goods are available, applicant must provide a detailed description of the goods.

The submitted factual information must make clear how the goods operate, their salient features, and their prospective customers and channels of trade. Conclusory statements regarding the goods will not satisfy this requirement.

Failure to respond to a request for information is an additional ground for refusing registration. *See In re Cheezwhse.com, Inc.*, 85 USPQ2d 1917, 1919 (TTAB 2008); *In re DTI*, 67 USPQ2d at 1701-02. Merely stating that information about the goods is available on applicant's website is an inappropriate response to a request for additional information and is insufficient to make the relevant information of record. *See In re Planalytics, Inc.*, 70 USPQ2d 1453, 1457-58 (TTAB 2004).

COPIES OF DOCUMENTS

The applicant may view and download any or all documents contained in the electronic file wrapper of all pending trademark applications, as well as many registrations via the Trademark Document Retrieval (TDR) system available online at: http://portal.uspto.gov/external/portal/tow. Currently, you can access all pending applications and all Madrid Protocol filings, and also many registrations, via TDR. The USPTO is in the process of converting all remaining registrations into a digital format, to permit future TDR access. This conversion process is expected to take several years.

QUESTIONS ABOUT THIS ACTION

For questions regarding the legal issues raised in this action, please contact the undersigned attorney. Please note that the examining attorney's responsibility is limited to evaluating the registrability of the mark presented in the application. *See In re American Physical Fitness Research Institute Inc.*, 181 USPQ 127 (TTAB 1974).

If needed, the applicant should contact the Trademark Assistance Center (TAC) for technical help in using the Trademark Electronic Application System (TEAS). TAC may be reached via e-mail at TEAS@uspto.gov. TAC may also be reached by telephone at (571) 272-9250 or (800) 786-9199. TAC *technical* support is available 24 hours a day, 7 days a week (select option # 3 if calling).

For all other *non-legal* matters, including status inquiries and petitions to revive or reinstate an application, please contact TAC. For non-technical matters, TAC is open from 8:30 a.m. to 8:00 p.m. Eastern

Standard Time, Monday through Friday, except on federal holidays.

/Brian Pino/
Examining Attorney
Law Office 114
571.272.9209
571.273.9114 Law Office Facsimile

RESPOND TO THIS ACTION: Applicant should file a response to this Office action online using the form at http://www.uspto.gov/teas/eTEASpageD.htm, waiting 48-72 hours if applicant received notification of the Office action via e-mail. For *technical* assistance with the form, please e-mail TEAS@uspto.gov. For questions about the Office action itself, please contact the assigned examining attorney. **Do not respond to this Office action by e-mail; the USPTO does not accept e-mailed responses**.

If responding by paper mail, please include the following information: the application serial number, the mark, the filing date and the name, title/position, telephone number and e-mail address of the person signing the response. Please use the following address: Commissioner for Trademarks, P.O. Box 1451, Alexandria, VA 22313-1451.

STATUS CHECK: Check the status of the application at least once every six months from the initial filing date using the USPTO Trademark Applications and Registrations Retrieval (TARR) online system at http://tarr.uspto.gov. When conducting an online status check, print and maintain a copy of the complete TARR screen. If the status of your application has not changed for more than six months, please contact the assigned examining attorney.

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minuet

[Old English *minte*, via Germanic < Latin *mentha* < Greek *minthē*]

Print Preview

mint·y *adjective*

See pronunciation key

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thin [thin] Show IPA ***adjective, thin•ner, thin•nest, adverb, verb, thinned, thin•ning***

–adjective

1. having relatively little extent from one surface or side to the opposite; not thick: *thin ice.*
2. of small cross section in comparison with the length; slender: *a thin wire.*
3. having little flesh; spare; lean: *a thin man.*
4. composed of or containing objects, particles, etc., widely separated; sparse: *thin vegetation.*
5. scant; not abundant or plentiful.
6. of relatively slight consistency or viscosity: *thin soup.*
7. rarefied, as air.

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thio acid
thio salt
thio-thioacetamide

8. without solidity or substance; flimsy: *a very thin plot for such a long book.*
9. lacking fullness or volume; weak and shrill: *a thin voice.*
10. without force or a sincere effort: *a thin smile.*
11. lacking body, richness, or strength: *a thin wine.*
12. lacking in chroma; of light tint.
13. *Photography.* (of a developed negative) lacking in density or contrast through underdevelopment or underexposure.

–adverb

14. in a thin manner.
15. sparsely; not densely.
16. so as to produce something thin: *Slice the ham thin.*

–verb (used with object)

17. to make thin or thinner (often fol. by *down, out,* etc.).

–verb (used without object)

18. to become thin or thinner; become reduced or diminished (often fol. by *down, out, off,* etc.): *The crowd is thinning out.*

Origin:
bef. 900; (adj. and adv.) ME *thyn(ne),* OE *thynne;* c. D *dun,* G *dünn,* ON *thunnr;* (v.) ME *thynnen,* OE *thynnian,* deriv. of the adj.; cf. MD *dunnen,* ON *thynna;* akin to OIr *tana,* L *tenuis* thin, Gk *tany-* long

Related forms:
thinly, adverb
thinness, noun

Synonyms:
3. slim, slender, skinny, lank, scrawny. THIN, GAUNT, LEAN, SPARE agree in referring to one having little flesh. THIN applies often to one in an unnaturally reduced state, as from sickness, overwork, lack of food, or the like: *a thin, dirty little waif.* GAUNT suggests the angularity of bones prominently displayed in a thin face and body: *to look ill and gaunt.* LEAN usually applies to a person or animal that is naturally thin: *looking lean but healthy after an outdoor vacation.* SPARE implies a muscular leanness with no diminution of vitality: *Lincoln was spare in body.* **5.** meager. **8.** weak.

Word of the Day, unusual words, trivia & more »

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thin (thĭn)

adj. **thin·ner, thin·nest**

1.
   a. Relatively small in extent from one surface to the opposite, usually in the smallest solid dimension: *a thin book.*
   b. Not great in diameter or cross section; fine: *thin wire.*
   c. Not dense or concentrated; sparse: *the thin vegetation of the plateau.*
   d. More rarefied than normal: *thin air.*
   e. Flowing with relative ease; not viscous: *a thin oil.*
   f. Watery: *thin soup.*
2. Lean or slender in form, build, or stature.
3.
   a. Not dense or concentrated; sparse: *the thin vegetation of the plateau.*
   b. More rarefied than normal: *thin air.*
   c. Flowing with relative ease; not viscous: *a thin oil.*
   d. Watery: *thin soup.*
4.
   a. Flowing with relative ease; not viscous: *a thin oil.*
   b. Watery: *thin soup.*
5. Sparsely supplied or provided; scanty: *a thin menu; thin trading.*
6. Lacking force or substance; flimsy: *a thin attempt.*
7. Lacking resonance or fullness; tinny: *The piano had a thin sound.*
8. Lacking radiance or intensity: *thin light.*
9. Not having enough photographic density or contrast to make satisfactory prints. Used of a negative.

adv.

1. In a thin manner: *Spread the varnish thin if you don't want it to wrinkle.*
2. So as to be thin: *Cut the cheese thin.*

tr. & intr.v. **thinned, thin·ning, thins**

To make or become thin or thinner.

[Middle English, from Old English thynne; see ten- in Indo-European roots.]

thin'ly *adv.*, **thin'ness** *n.*, **thin'nish** *adj.*

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(35000)

Anna´s Chocolate Mint Thins

Price: $ 2.59

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Anna's Chocolate Mint Thins

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Scroll down for additional details.

PEPPARKAKOR - CHOCOLATE MINT THINS

Quantity in Basket: *none*
Code: **7940**
Price: **$2.75**

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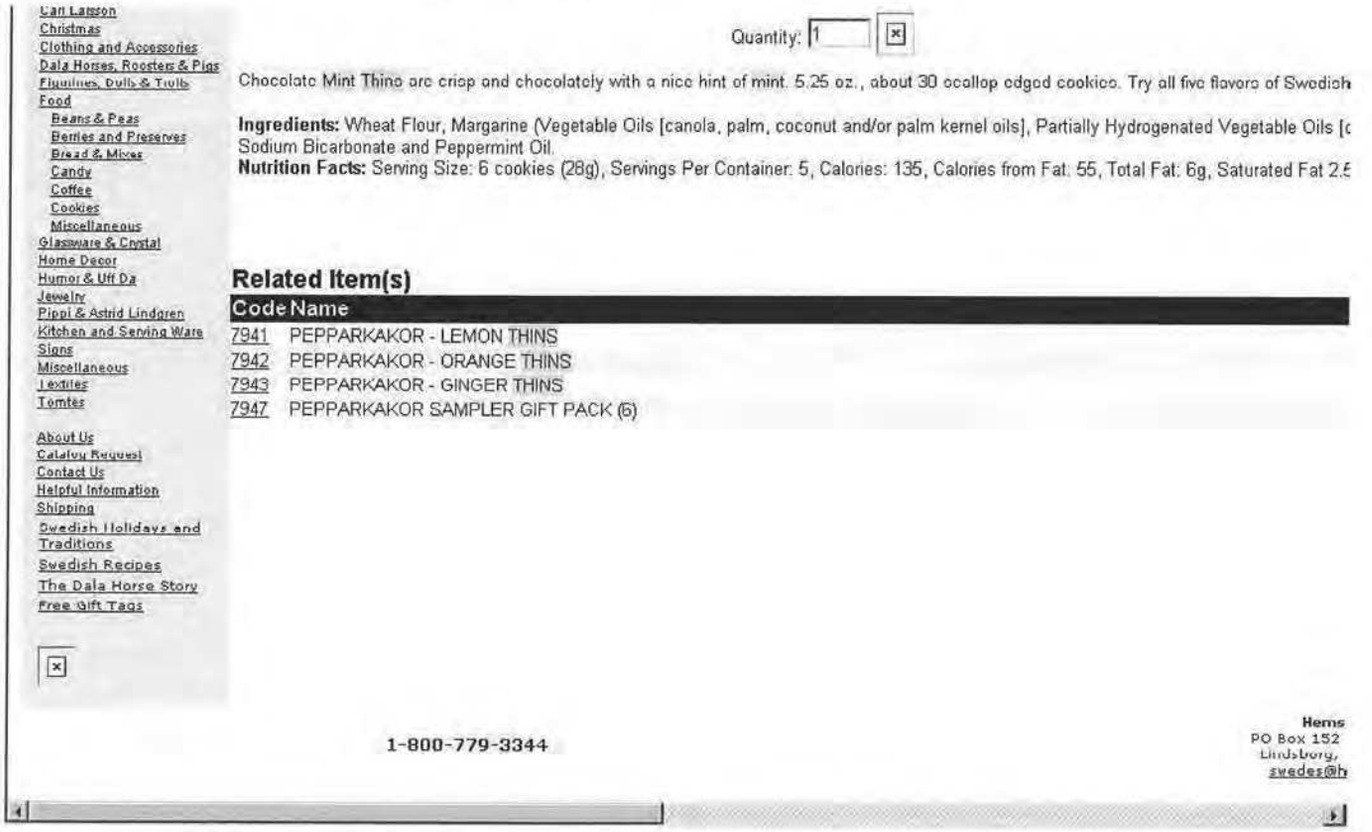

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Paskesz Chocolate Mint Thins 7oz

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Paskesz Chocolate Mint Thins 7oz

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Chocolate State of Mind

Price List

	3-pack	Dozen
Crispies: crisped rice in milk chocolate	$ 1.65	$ 6.00
Peanut Butter Cups: smooth, sweet peanut butter covered in milk chocolate	$ 1.80	$ 7.00
Outrageous Nuggets: peanut butter, caramel and peanuts covered in milk chocolate	$ 2.40	$ 9.00
Oreos®: covered in your choice of milk, white or dark chocolate	$ 1.65	$ 6.00
Minteos: Mint Oreos® covered in white chocolate	$ 1.65	$ 6.00
Mint Thins: thin cookies covered in mint dark chocolate	$ 1.00	$ 3.75

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Grahams: graham crackers covered in milk chocolate	$ 1.00	$ 3.75
Peanut Butter 'Tween: sweet peanut butter between a thick shortbread cookie and milk chocolate	$ 2.40	$ 9.00
Caramel 'Tween: gooey caramel between a thick shortbread cookie and milk chocolate	$ 2.40	$ 9.00
Peanut Butter Wafers: peanut butter-layered wafer covered in milk chocolate	$ 1.65	$ 6.00
Chocolate Wafers: chocolate-layered wafer covered in your choice of milk, dark, or mint dark chocolate	$ 1.65	$ 6.00
Tuxedo Mint Wafers: a thin mint wafer cookie dressed up in white and mint dark chocolate	$ 1.00	$ 3.75
Pretzel Sticks: double-dipped in your choice of chocolate	$ 2.00	$ 7.50
Pretzel Sticks with topping of your choice: Toffee pieces, peanut butter chips, M&M's®	$ 2.50	$ 9.50
Mint Crèmes: dark chocolate solid with a mint crème center	$ 1.65	$ 6.00
Chocolate Covered Cherries: covered in your choice of milk or dark chocolate	$ 1.50 each	$17.00 dozen
Chocolate Covered Apple: crisp apple covered in caramel, milk chocolate and seasonal edible confetti	$ 6.00 each	
Bark: your choice of item(s) mixed with your choice of chocolate: Almonds, candy canes, Oreos®, pretzels, Craisins®, toffee, M&M's®	$ 2.75 pound	
Small solids: seasonal shapes, by special request	$ 2.00 dozen	

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Trader Joes Fan's Notes

Trader Joes Fan's Notes

Like them? Meyer Lemon Cookie Thins

Tuesday, May 5, 2009 at 6:53am

In this note

No one.

There's something about these **Trader Joe's cookie "thins"**. Just like the Triple Ginger **Cookie Thins**, these Meyer Lemon **Cookie Thins** are thin little wafers packed with flavor and a light sweetness!

These cookies are super elegant, THIN with a delicate scalloped border but full of pleasing lemon-ness. Absolutely delightful with a cup of tea and perfect for entertaining (try sticking them into ice cream or mousse cups -- I even frosted guests' initials with thin tip frosting!) Just the right crispiness too. Definitely worth the $4.99 for a 9 oz package of about 80 cookies.

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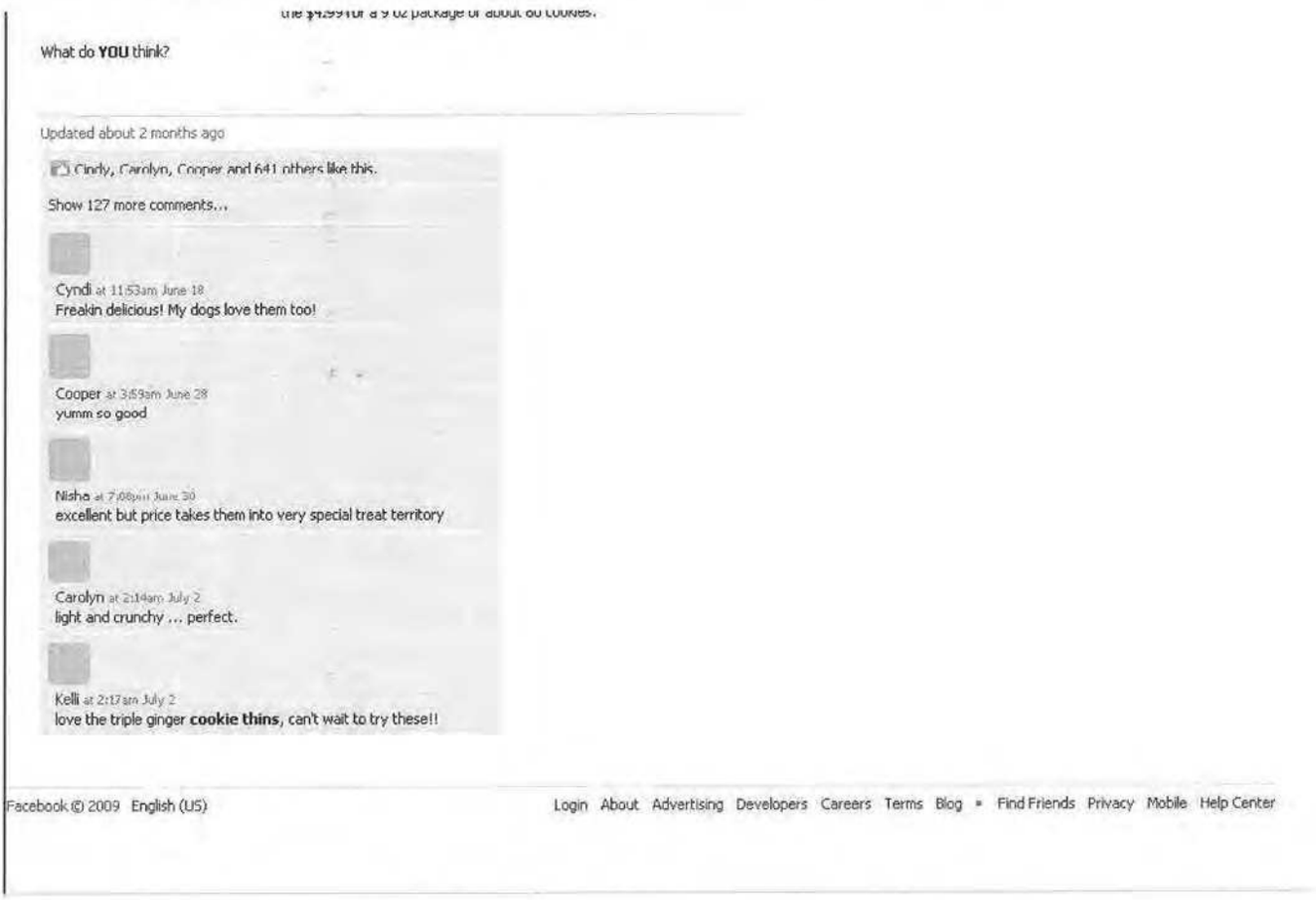

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Quantity: 1

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Shipping Information:

Shipping Method	Arrival Date
Ground	3-5 Business Days
Overnight	July 21, 2009
2-Day	July 22, 2009
3-Day	July 23, 2009
Saturday Delivery	July 25, 2009

Use future delivery request box during checkout

Orders received before 2 p.m. CST will ship the same day. All shipments are delivered Monday thru Friday (business days), unless a Saturday delivery option (if available) is selected. Free ground shipping.

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The Blueberry Store

presented by TRUE BLUE Farms

Back to Main

- *Fresh and Frozen Blueberries*
- *Gift Baskets*
- *Beverages and Concentrate*
- *Chocolate Covered Blueberries and Candy*
- *Preserves, Jams, and Jellies*
- *Gourmet Favorites*
- *Dried Blueberries*
- *Syrup, Honey, and Mixes*
- *Caramel Corn & Dessert Toppings*
- *Blueberry Gourmet Meats*
- *Blueberry Bushes*
- *Clothing and More!*
- *Home Items*
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Blueberry Brunch Basket

Weight: 0 oz
Product Number: 25003

Product Details:
Having a get together? This basket will equip you with the fixings you'll need to impress your friends and have a "berry good time." Blueberry Brunch Basket contains: 12oz Blueberry Concentrate, 20oz Blueberry Syrup, 10oz Blueberry Jelly, .85 oz Blueberry Tea (12 bags), 2oz Blueberry Pecan Maple Granola Mix, 2oz Blueberry Coffee, 5.25 oz. Blueberry Flavoreed **Cookie Thins**, 4oz Dark Chocolate Covered Blueberries, 3oz Dried Berry&Cherry Mix.

Price: $54.95

1 Add To My Cart

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Catalog Request

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Item of the Month

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July Item of the Month

Blueberry BBQ Sauce 15.5oz

Save $.75 off of each Jar all this Month!

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DESIGN MARK

Serial Number
77166579

Status
REGISTERED

Word Mark
ANNA'S GINGER THINS DELGADITAS DE JENGIBRE 0 TRANS FAT

Standard Character Mark
No

Registration Number
3568922

Date Registered
2009/02/03

Type of Mark
TRADEMARK

Register
PRINCIPAL

Mark Drawing Code
(3) DESIGN PLUS WORDS, LETTERS AND/OR NUMBERS

Owner
AB Annas Pepparkakor JOINT STOCK COMPANY SWEDEN Raiovagen 23 135 48 Tyreso SWEDEN

Goods/Services
Class Status -- ACTIVE. IC 030. US 046. G & S: Cookies, gingerbread biscuits, and biscuits. First Use: 1997/09/00. First Use In Commerce: 1997/09/00.

Disclaimer Statement
NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "GINGER THINS DELGADITAS DE JENGIBRE" AND "0 TRANS FAT" APART FROM THE MARK AS SHOWN.

Description of Mark
The mark consists of "ANNA'S" in red, outlined in white at the top. Under the word "ANNA'S" is a space or cut-out in the shape of a gingerbread biscuit outlined in red. The white color and lines shown in the biscuit-shaped cut-out is meant to symbolize transparent packaging and does not indicate that the cut-out space is white in color. Under the biscuits are the words "GINGER THINS" and "DELGADITAS DE JENGIBRE" in white. In the wording "0 TRANS FAT", the "0" is white

and "TRANS FAT" is black. The wording "0 TRANS FAT" is inside a yellow banner to the left of the space or cut out. The dotted lines in the drawing are not part of the mark and only serve to show the position of the mark on the packaging.

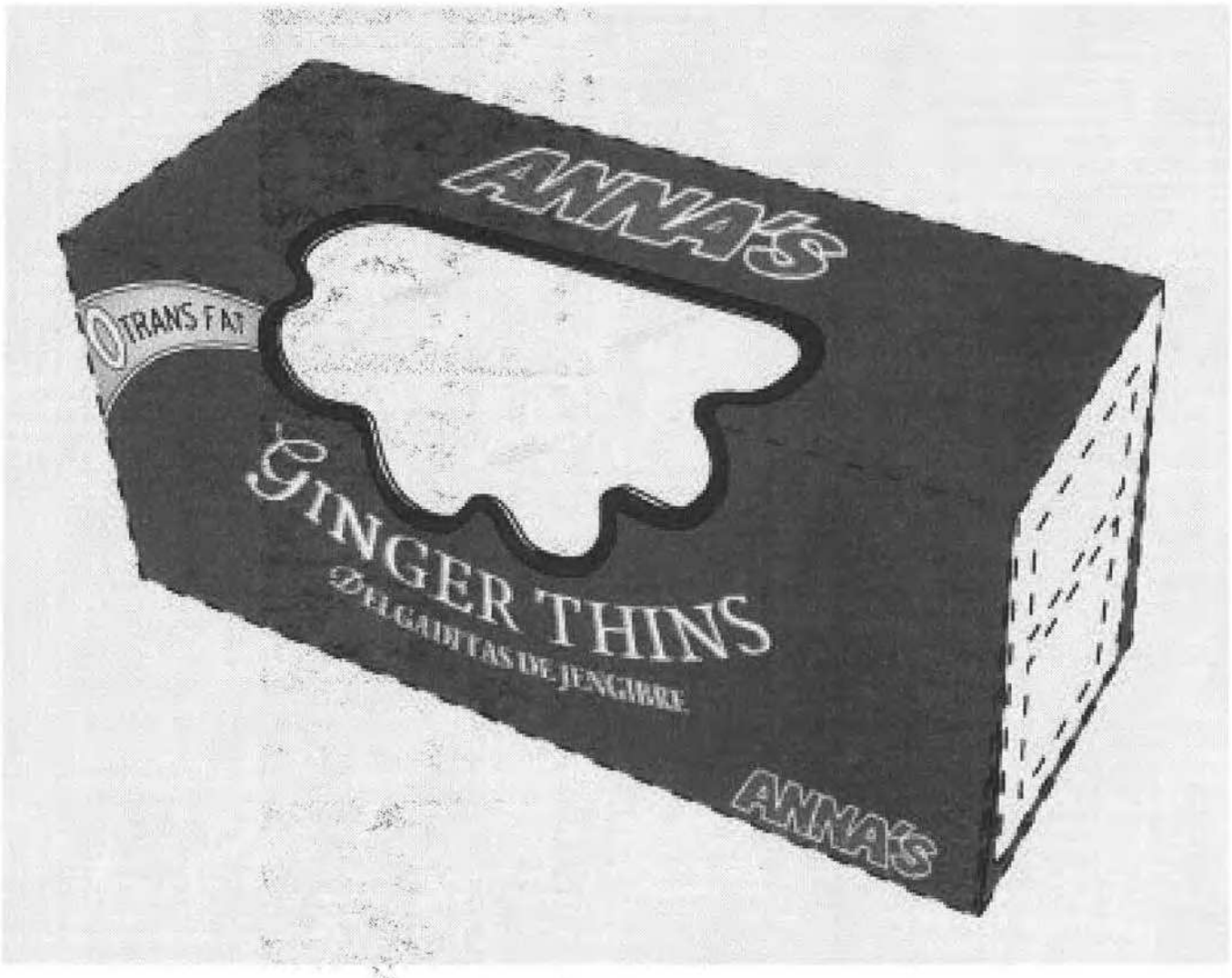
Colors Claimed
The color(s) RED, WHITE, BLACK AND YELLOW is/are claimed as a feature of the mark.

Translation Statement
The foreign wording in the mark translates into English as "gingerbread thins".

Filing Date
2007/04/26

Examining Attorney
SPARACINO, MARK

Attorney of Record
B. Brett Heavner


ANNA'S
0 TRANS FAT
GINGER THINS
ANNA'S

TYPED DRAWING

Serial Number
78258333

Status
REGISTERED

Word Mark
EMMA'S THINS

Standard Character Mark
No

Registration Number
2863802

Date Registered
2004/07/13

Type of Mark
TRADEMARK

Register
PRINCIPAL

Mark Drawing Code
(1) TYPED DRAWING

Owner
Anna's of North America Calgary Ltd. CORPORATION CANADA P.O. Box 5880 High River, Alberta CANADA T1V 1P6

Goods/Services
Class Status -- ACTIVE. IC 030. US 046. G & S: Cookies. First Use: 2003/05/01. First Use In Commerce: 2003/05/01.

Disclaimer Statement
NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "THINS" APART FROM THE MARK AS SHOWN.

Filing Date
2003/06/04

Examining Attorney
FERRAIUOLO, DOMINIC J.

Attorney of Record
Norman J.K. Bishop

To:	Interbake, LLC (mbaril@mcguirewoods.com)
Subject:	U.S. TRADEMARK APPLICATION NO. 77666215 - MINT THINS - N/A
Sent:	7/20/2009 6:24:31 AM
Sent As:	ECOM114@USPTO.GOV
Attachments:	

IMPORTANT NOTICE REGARDING YOUR TRADEMARK APPLICATION

Your trademark application (Serial No. 77666215) has been reviewed. The examining attorney assigned by the United States Patent and Trademark Office ("USPTO") has written a letter (an "Office action") on 7/20/2009 to which you must respond (*unless the Office letter specifically states that no response is required*). Please follow these steps:

1. Read the Office letter by clicking on this **link** **http://tmportal.uspto.gov/external/portal/tow?DDA=Y&serial_number=77666215&doc_type=OOA&** **OR** go to **http://tmportal.uspto.gov/external/portal/tow** and enter your serial number to access the Office letter. If you have difficulty accessing the Office letter, contact **TDR@uspto.gov**.

PLEASE NOTE: The Office letter may not be immediately available but will be viewable within 24 hours of this e-mail notification.

2. Contact the examining attorney who reviewed your application if you have any questions about the content of the Office letter (contact information appears at the end thereof).

3. Respond within 6 months, calculated from **7/20/2009** (*or sooner if specified in the Office letter*), using the Trademark Electronic Application System (TEAS) **Response to Office Action form**. If you have difficulty using TEAS, contact **TEAS@uspto.gov**.

ALERT:

Failure to file any required response by the applicable deadline will result in the ABANDONMENT (loss) of your application.

Do NOT hit "Reply" to this e-mail notification, or otherwise attempt to e-mail your response, as the USPTO does NOT accept e-mailed responses.

EXHIBIT 79

To the Declaration of Diana L. Rausa

To:	Interbake, LLC (mbaril@mcguirewoods.com)
Subject:	U.S. TRADEMARK APPLICATION NO. 77666215 - MINT THINS - N/A
Sent:	1/27/2010 6:10:04 AM
Sent As:	ECOM114@USPTO.GOV
Attachments:	Attachment - 1 Attachment - 2 Attachment - 3 Attachment - 4 Attachment - 5 Attachment - 6 Attachment - 7 Attachment - 8 Attachment - 9 Attachment - 10 Attachment - 11 Attachment - 12 Attachment - 13 Attachment - 14 Attachment - 15 Attachment - 16 Attachment - 17 Attachment - 18 Attachment - 19 Attachment - 20 Attachment - 21 Attachment - 22 Attachment - 23 Attachment - 24 Attachment - 25 Attachment - 26 Attachment - 27 Attachment - 28 Attachment - 29 Attachment - 30 Attachment - 31 Attachment - 32 Attachment - 33 Attachment - 34 Attachment - 35

Attachment - 36

UNITED STATES PATENT AND TRADEMARK OFFICE

SERIAL NO: 77/666215

MARK: MINT THINS

77666215

CORRESPONDENT ADDRESS:
MARY DALTON BARIL
MCGUIREWOODS LLP
901 E CARY ST
RICHMOND, VA 23219-4063

RESPOND TO THIS ACTION:
http://www.uspto.gov/teas/eTEASpageD.htm

GENERAL TRADEMARK INFORMATION:
http://www.uspto.gov/main/trademarks.htm

APPLICANT: Interbake, LLC

CORRESPONDENT'S REFERENCE/DOCKET NO:
N/A
CORRESPONDENT E-MAIL ADDRESS:
mbaril@mcguirewoods.com

OFFICE ACTION

TO AVOID ABANDONMENT, THE OFFICE MUST RECEIVE A PROPER RESPONSE TO THIS OFFICE ACTION WITHIN 6 MONTHS OF THE ISSUE/MAILING DATE.

ISSUE/MAILING DATE: 1/27/2010

THIS IS A FINAL ACTION.

This Office action is in response to applicant's communication filed on January 18, 2010. Please note that all issues not discussed in this office action have been resolved.

The FINAL refusal(s) and/or requirement(s) apply to all of the goods and/or services listed in the application unless otherwise stated.

The refusal under Trademark Act Section 2(e)(1) is now made FINAL for the reasons set forth below. *See* 15 U.S.C. §1052(e)(1); 37 C.F.R. §2.64(a). In addition, the following requirement(s) is/are now made FINAL: *both* information requirements. *See* 37 C.F.R. §2.64(a).

SECTION 2(e)(1) REFUSAL – MERELY DESCRIPTIVE

A mark is merely descriptive if it describes an ingredient, quality, characteristic, function, feature, purpose or use of the specified goods and/or services. TMEP §1209.01(b); *see In re Steelbuilding.com*, 415 F.3d

1293, 1297, 75 USPQ2d 1420, 1421 (Fed. Cir. 2005); *In re Gyulay*, 820 F.2d 1216, 1217-18, 3 USPQ2d 1009, 1010 (Fed. Cir. 1987).

The determination of whether a mark is merely descriptive is considered in relation to the identified goods and/or services, not in the abstract. *In re Abcor Dev. Corp.*, 588 F.2d 811, 814, 200 USPQ 215, 218 (C.C.P.A. 1978); TMEP §1209.01(b); *see, e.g., In re Polo Int'l Inc.* , 51 USPQ2d 1061 (TTAB 1999) (finding DOC in DOC-CONTROL would be understood to refer to the "documents" managed by applicant's software, not "doctor" as shown in dictionary definition); *In re Digital Research Inc.*, 4 USPQ2d 1242 (TTAB 1987) (finding CONCURRENT PC-DOS merely descriptive of "computer programs recorded on disk" where relevant trade used the denomination "concurrent" as a descriptor of a particular type of operating system). "Whether consumers could guess what the product is from consideration of the mark alone is not the test." *In re Am. Greetings Corp.*, 226 USPQ 365, 366 (TTAB 1985).

The applicant's mark is MINT THINS for cookies. When considered in relation to the identified goods and/or services, the mark immediately identifies a feature of the goods and/or services. The previously attached dictionary definitions defined MINT as a flavoring derived from plants and THINS as to make thin or thinner. Therefore, the plain meaning of the term(s) MINT THINS immediately tells the customer that the goods are thins cookies that taste like mint. The previously attached, and attached, internet evidence also shows that the term MINT THINS and THINS has a merely descriptive meaning in the relevant trade or industry and as applied to cookies. Additionally, the applicant previously disclaimed the term MINT which is an admission that the term is merely descriptive. As such, the mark is merely descriptive.

The previously attached third party registrations also prove the merely descriptive nature of the term(s) at issue in relation to the applicant's goods and/or services. Previously attached were copies of printouts from the USPTO X-Search database, which show third-party registrations of marks used in connection with the same or similar goods and/or services as those of applicant and registrant in this case. These printouts have probative value to the extent that they serve to suggest that the goods and/or services listed therein are of a kind that may emanate from a single source. *In re Infinity Broad. Corp. of Dallas*, 60 USPQ2d 1214, 1217-18 (TTAB 2001); *In re Albert Trostel & Sons Co.*, 29 USPQ2d 1783, 1785-86 (TTAB 1993); *In re Mucky Duck Mustard Co.*, 6 USPQ2d 1467, 1470 n.6 (TTAB 1988); TMEP §1207.01(d)(iii).

Please note that a mark that merely combines descriptive words is not registrable if the individual components retain their descriptive meaning in relation to the goods and/or services and the combination results in a composite mark that is itself descriptive. TMEP §1209.03(d); *see, e.g., In re King Koil Licensing Co. Inc.*, 79 USPQ2d 1048 (TTAB 2006) (holding THE BREATHABLE MATTRESS merely descriptive of "beds, mattresses, box springs and pillows"); *In re Associated Theatre Clubs Co.*, 9 USPQ2d 1660, 1662 (TTAB 1988) (holding GROUP SALES BOX OFFICE merely descriptive of theater ticket sales services). Such a mark is registrable only if the composite creates a unitary mark with a unique, incongruous, or otherwise nondescriptive meaning in relation to the goods and/or services. *See, e.g., In re Colonial Stores, Inc.*, 394 F.2d 549, 551, 157 USPQ 382, 384 (C.C.P.A. 1968).

In this case, both the individual components and the composite result are descriptive of applicant's goods and/or services and do not create a unique, incongruous or nondescriptive meaning in relation to the goods and/or services. *See, e.g., In re Tower Tech, Inc.*, 64 USPQ2d 1314 (TTAB 2002) (holding SMARTTOWER merely descriptive of "commercial and industrial cooling towers and accessories therefor, sold as a unit"); *In re Sun Microsystems, Inc.*, 59 USPQ2d 1084 (TTAB 2001) (holding AGENTBEANS merely descriptive of "computer software for use in development and deployment of application programs on a global computer network"); *In re Putman Publ'g Co.* , 39 USPQ2d 2021 (TTAB 1996) (holding FOOD & BEVERAGE ON-LINE merely descriptive of news and information service for the food processing industry); *In re Copytele, Inc.*, 31 USPQ2d 1540 (TTAB 1994) (holding

SCREEN FAX PHONE merely descriptive of facsimile terminals employing electrophoretic displays); *In re Entenmann's, Inc.* , 15 USPQ2d 1750 (TTAB 1990) (holding OATNUT merely descriptive of bread containing oats and hazelnuts), *aff'd per curiam* , 928 F.2d 411 (Fed. Cir. 1991).

The applicant argues that the Office has previously registered marks containing the word THINS and that this fact obviates the refusal in this case.[1] The applicant's argument is not persuasive. Third-party registrations are not conclusive on the question of descriptiveness. Each case must be considered on its own merits. An applied-for mark that is merely descriptive does not become registrable simply because other similar marks appear on the register. *In re Scholastic Testing Serv., Inc.*, 196 USPQ 517 (TTAB 1977); TMEP §1209.03(a). Moreover, the evidence in this case shows that the proposed mark is merely descriptive.

The applicant argues that the THINS portion of the mark is suggestive of the applicant's cookies. However, the evidence of record refutes the applicant's argument as the evidence shows that the terms MINT THINS and THINS have a merely descriptive meaning in the relevant trade or industry and/or as applied to the applicant's cookies. The applicant also argues that others do not need to use the term MINT THINS to describe their goods. The evidence of record directly contradicts the applicant's argument as the evidence shows that others are already using the term MINT THINS or THINS to describe their cookies.

SUPPLEMENTAL REGISTER

NOTE: The applicant may withdraw the disclaimer of the term MINT if amending the application to the Supplemental Register.

A mark in an application under Trademark Act Section 1(b) is not eligible for registration on the Supplemental Register until an acceptable amendment to allege use under 37 C.F.R. §2.76 has been filed. 37 C.F.R. §§2.47(d), 2.75(b); TMEP §§815.02, 1102.03. When a Section 1(b) application is successfully amended to the Supplemental Register, the effective filing date of the application will be the date on which applicant met the minimum filing requirements of 37 C.F.R. §2.76(e) for the amendment to allege use. 37 C.F.R. §2.75(b); TMEP §§816.02, 1102.03.

Although registration on the Supplemental Register does not afford all the benefits of registration on the Principal Register, it does provide the following advantages:

- The registrant may use the registration symbol ®;
- The registration is protected against registration of a confusingly similar mark under Trademark Act Section 2(d);
- The registrant may bring suit for infringement in federal court; and
- The registration may serve as the basis for a filing in a foreign country under the Paris Convention and other international agreements.

See 15 U.S.C. §§1052(d), 1091, 1094; TMEP §815.

To amend the application filing basis from an intent-to-use application under Trademark Act Section 1(b) to a use in commerce basis under Section 1(a), applicant must file, prior to approval of the mark for publication, an amendment to allege use that satisfies the requirements of 37 C.F.R. §2.76. *See* 15 U.S.C. §1051(c); 37 C.F.R. §2.35(b)(8); TMEP §§806.01(b), 1103.

The following must be submitted in an amendment to allege use in order to amend an application to use in commerce under Section 1(a):

(1) The following statement: "**Applicant is believed to be the owner of the mark and that the mark is in use in commerce**;"

(2) The date of first use of the mark anywhere on or in connection with the goods and/or services;

(3) The date of first use of the mark in commerce as a trademark or service mark;

(4) A specimen showing actual use of the mark in commerce for each class of goods and/or services for which use is being asserted. If a single specimen supports multiple classes, applicant should indicate which classes the specimen supports rather than providing multiple copies of the same specimen;

(5) A filing fee of $100 per class for each international class of goods and/or services for which use is being asserted (current fee information should be confirmed at http://www.uspto.gov/); and

(6) Verification of the above (1) through (3) requirements in an affidavit or signed declaration under 37 C.F.R. §2.20.

See 37 C.F.R. §§2.6(a)(2), 2.56, 2.76(b), 2.193(e)(1); TMEP §§1104.08, 1104.09(e).

Amendments to allege use can be filed online at http://www.uspto.gov/teas/index.html. Filing an amendment to allege use does not extend the deadline for filing a response to an outstanding Office action. TMEP §1104.

Information on the amendment to allege use (generically called an "allegation of use") , and other basic trademark information, may be found online at http://www.uspto.gov/go/tac/doc/basic/.

INFORMATION ABOUT GOODS/SERVICES REQUIRED

The applicant did not respond to the information requirement. The information provided will have a direct bearing on the refusal and will give the examining attorney a better understanding of how the applicant uses the mark in relation to the identified goods. The applicant did not provide the information requested. Therefore, the requirement is maintained and made FINAL.

An applicant can be required to provide more information if it is necessary for proper examination of the application. 37 C.F.R. §2.61(b); TMEP §§814, 1402.01(e); *see In re DTI P'ship LLP* , 67 USPQ2d 1699, 1701-02 (TTAB 2003).

Failure to respond to a request for information can be grounds for refusing registration. TMEP §814; *see In re Cheezwhse.com, Inc.*, 85 USPQ2d 1917, 1919 (TTAB 2008); *In re DTI P'ship LLP* , 67 USPQ2d 1699, 1701-02 (TTAB 2003). Merely stating that information about the goods or services is available on applicant's website is an inappropriate response to a request for additional information, and is insufficient to make the relevant information of record. *See In re Planalytics, Inc.*, 70 USPQ2d 1453, 1457-58 (TTAB 2004).

The applicant must *directly* answer the following question(s) and/or provide the information requested:

If available, the applicant will provide a website address at which the goods and/or services are offered and/or the mark is used. If no website is available, then the applicant will state this fact for the record.

INFORMATION ABOUT GOODS/SERVICES REQUIRED

The applicant did not respond to the information requirement. The information provided will have a direct bearing on the refusal and will give the examining attorney a better understanding of how the applicant uses the mark in relation to the identified goods. The applicant did not provide the information requested. Therefore, the requirement is maintained and made FINAL.

To permit proper examination of the application, applicant must submit additional information about the goods and/or services. An applicant can be required to provide more information if it is necessary for proper examination of the application. 37 C.F.R. §2.61(b); TMEP §§814, 1402.01(e); *see In re DTI P'ship LLP* , 67 USPQ2d 1699, 1701-02 (TTAB 2003).

GOODS:

To permit proper examination of the application, applicant must submit additional product information about the goods. *See* 37 C.F.R. §2.61(b); *In re DTI P'ship LLP* , 67 USPQ2d 1699, 1701-02 (TTAB 2003); TMEP §814. The requested product information should include fact sheets, instruction manuals, and/or advertisements. If these materials are unavailable, applicant should submit similar documentation for goods of the same type, explaining how its own product will differ. If the goods feature new technology and no competing goods are available, applicant must provide a detailed description of the goods.

The submitted factual information must make clear how the goods operate, their salient features, and their prospective customers and channels of trade. Conclusory statements regarding the goods will not satisfy this requirement.

Failure to respond to a request for information is an additional ground for refusing registration. *See In re Cheezwhse.com, Inc.*, 85 USPQ2d 1917, 1919 (TTAB 2008); *In re DTI*, 67 USPQ2d at 1701-02. Merely stating that information about the goods is available on applicant's website is an inappropriate response to a request for additional information and is insufficient to make the relevant information of record. *See In re Planalytics, Inc.*, 70 USPQ2d 1453, 1457-58 (TTAB 2004).

APPROPRIATE RESPONSES

If applicant does not respond within six months of the date of issuance of this final Office action, the application will be abandoned. 15 U.S.C. §1062(b); 37 C.F.R. §2.65(a). Applicant may respond to this final Office action by:

(1) Submitting a response that fully satisfies all outstanding requirements, if feasible; and/or

(2) Filing an appeal to the Trademark Trial and Appeal Board, with an appeal fee of $100 per class.

37 C.F.R. §§2.6(a)(18), 2.64(a); TBMP ch. 1200; TMEP §714.04.

In certain rare circumstances, a petition to the Director may be filed pursuant to 37 C.F.R. §2.63(b)(2) to review a final Office action that is limited to procedural issues. 37 C.F.R. §2.64(a); TMEP §714.04; *see* 37 C.F.R. §2.146(b); TBMP §1201.05; TMEP §1704 (explaining petitionable matters). The petition fee is $100. 37 C.F.R. §2.6(a)(15).

/Brian Pino/
Examining Attorney
Law Office 114
571.272.9209
571.273.9114 Law Office Facsimile

RESPOND TO THIS ACTION: Applicant should file a response to this Office action online using the form at http://www.uspto.gov/teas/eTEASpageD.htm, waiting 48-72 hours if applicant received notification of the Office action via e-mail. For *technical* assistance with the form, please e-mail TEAS@uspto.gov. For questions about the Office action itself, please contact the assigned examining attorney. **Do not respond to this Office action by e-mail; the USPTO does not accept e-mailed responses**.

If responding by paper mail, please include the following information: the application serial number, the mark, the filing date and the name, title/position, telephone number and e-mail address of the person signing the response. Please use the following address: Commissioner for Trademarks, P.O. Box 1451, Alexandria, VA 22313-1451.

STATUS CHECK: Check the status of the application at least once every six months from the initial filing date using the USPTO Trademark Applications and Registrations Retrieval (TARR) online system at http://tarr.uspto.gov. When conducting an online status check, print and maintain a copy of the complete TARR screen. If the status of your application has not changed for more than six months, please contact the assigned examining attorney.

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[1] Many of the registrations submitted are not for the same goods listed in the instant application, so the probative value of the non-cookie goods registrations is limited.

http://74.125.93.132/search?q=cache:wRFmACoWS6UJ:www.kraftrecipes.com/kf/recipes/mint-thins-107762.aspx+%22mint+thins%22+cookie&cd=4&hl=en&ct=clnk&gl=us 01/22/2010 02:52:52 PM

This is Google's cache of http://www.kraftrecipes.com/kf/recipes/mint-thins-107762.aspx. It is a snapshot of the page as it appeared on Jan 13, 2010 02:34:58 GMT. The current page could have changed in the meantime. Learn more

These search terms are highlighted: **mint thins** These terms only appear in links pointing to this page: **cookie** Text-only version

mint thins

average rating ★★★★★ (204) rate/review →

prep time 15 min
total time 45 min
makes Makes 12 servings.

Print Recipe | Add to My Recipe Box
Send/Share | Add to Shopping List

add your photo 1 of 1 photo by: kraft recipe by: kraft

what you need!

1 pkg. (8 squares) BAKER'S Semi-Sweet Chocolate, melted, slightly cooled

most recent review

★★☆☆☆

"Didn't like the bakers chocolate,I will try them again using milk chocolate."

reviewed by: fryqueen1
on: 1/12/2010

see all reviews (204)

1/4 tsp. peppermint extract

1 sleeve RITZ Crackers (36 crackers)

1 candy cane (6 inch), crushed

make it!

MIX chocolate and extract.

DIP crackers in chocolate, turning to completely coat each cracker. Carefully scrape off excess chocolate. Place crackers in single layer on waxed paper-covered baking sheets; sprinkle with crushed candy.

REFRIGERATE 30 min. or until chocolate is firm.

kraft kitchens tips

CHOCOLATE-PEANUT BUTTER "COOKIES"

Omit peppermint extract and candy cane. Spread each cracker with thin layer of peanut butter before dipping in the melted chocolate.

nutritional information

KS1953d2:107762

ADD YOUR OWN FLAVOR AT BRINGTHEZING.COM

kraftstore recommends

OXO *Good Grips* 6.75-in. White Mango Splitter

featured member recipes

you may also enjoy

Chocolate Haystacks

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★★★★½ (325)
List Price: $12.95

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(0)
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member: ewil426

(81)
"Also made another batch with butterscotch and peanut butter for a non-chocolate eating famil...read more
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on: 12/23/2009
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This is Google's cache of http://www.landolakes.com/mealideas/ViewRecipe.cfm?RecipeID=12575&cid=53. It is a snapshot of the page as it appeared on Dec 2, 2009 08:14:26 GMT. The current page could have changed in the meantime. Learn more

These search terms are highlighted: **mint thins cookie** Text-only version

simple rewards® club

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- Create your online Recipe Box
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CHOCOLATE MINT THINS

0 reviews - rate now

Mint candies add great flavor to this sugar-dusted chocolate **cookie** recipe.

Email Recipe | Recipe Box | Print | Rate/Review

Click to enlarge

Preparation time: **30 min** Baking time: **10 min**
Yield: **3 1/2 dozen cookies**

- 1 cup LAND O LAKES® Butter, softened
- 1 1/2 cups sugar
- 1/2 cup firmly packed brown sugar
- 1 egg
- 1 teaspoon peppermint extract

join CLICK HERE the fun for free

Irresistible baked goods start with pure, natural LAND O LAKES® Butter.

Tip

Fresh-tasting butter is best! Discover how our new FlavorProtect® Wrapper keeps in LAND O LAKES® Butter's rich, creamy fresh flavor. >>

- 1 teaspoon vanilla
- 2 cups all-purpose flour
- 1/3 cup unsweetened cocoa
- 1/2 teaspoon baking powder
- 1/2 teaspoon salt
- 21 crème de menthe thin candies, unwrapped, cut in half diagonally

Heat oven to 350°F. Combine butter, **1 cup** sugar and brown sugar in large bowl. Beat at medium speed, scraping bowl often, until creamy. Add egg, peppermint extract and vanilla. Continue beating until well mixed. Reduce speed to low; add flour, cocoa, baking powder and salt. Beat until well mixed.

Shape dough into 1-inch balls; roll in remaining sugar to coat. Place 2 inches apart onto ungreased **cookie** sheets. Bake for 10 to 13 minutes or until cookies are set.

Immediately press mint half into center of each **cookie**. Let stand 2 minutes; remove from **cookie** sheets. Cool completely.

Recipe Tip
Chocolate mints will melt slightly after being pressed into the warm cookies, but will set upon cooling.

Ingredient Substitution Index

Nutrition Facts (1 cookie): Calories: 110, Fat: 5g, Cholesterol: 15mg, Sodium: 70mg, Carbohydrates: 16g, Dietary Fiber: 0g, Protein: 1g

12575 © 2003 Land O'Lakes, Inc.

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http://74.125.93.132/search?q=cache:T_K3GnNZogwJ:sprinklesandjimmies.com/Fridge.html+%22mint+thins%22+cookie+-ritz+-annas+-anna%27s&cd=29&hl=en&ct=clnk&gl=us 01/22/2010 02:56:33 PM

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These search terms are highlighted: **mint thins cookie**

Text-only version

Refrigerator or Sliced Cookies

Basic Cookies | Cookie Menu | Brownie Menu | Cupcake Menu | For Kids | Holiday | Occasions | Relay For Life

Home

About

Contact

Bar Cookies | Drop Cookies | Other Cookies | Sandwich Cookies | Shaped Cookies

Choose by letter or scroll through the entire list

I, by no means, take credit for any of these of these recipes or most of the images. They have been collected from a variety of magazines, cookbooks and other sources. I'll be happy to tell you their source upon request.

Please click on the name of the **cookie (in pink) to view an image. **

Prices are per dozen

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

- A

Almond Cream Cheese Cookies -- $8
Almond Sables -- $10.50
Anise Icebox Cookies -- $6.50
Apricot Bundles with Lemon Poppy Seed Dough -- $6

Back to top

Black and White Pinwheels -- $8
Black and Whites -- $5.50
Brown Sugar Icebox Cookies -- $6
Brown Sugar Spice Cookies -- $5
Brown Sugar Toffee Rounds -- $7
Buttered Rum Meltaways -- $7.50
Butterscotch Pecan Slices -- $7
Buttery Mint Slices -- $8
Button-Box Cookies -- $6

Back to top

- C

Cappuccino Cookies -- $6.50
Caramel Date Pinwheels -- $7
Caramel Swirls -- $7
Cashew Torte Cookies -- $7
Cassis Crisps -- $7
Cheesecake Slices -- $7.50
Cherry Almond Pinwheels -- $6
Cherry Cranberry Pinwheels -- $7.50
Chewy Coconut-Chocolate Pinwheels -- $7
Choco-Coco Pecan Crisps -- $6.50
Chocolate and Vanilla Pinwheels -- $6
Chocolate Almond Apricot Cookies -- $6
Chocolate Almond Dunkers -- $5
Chocolate Almond Swirls -- $5
Chocolate Black Pepper Cookies -- $7
Chocolate, Cherry and Pistachio Pinwheels -- $7
Chocolate Cherry Slice 'n' Bake Cookies -- $7.50
Chocolate Dipped Cinnamon Thins -- $8
Chocolate Drizzled Spice Cookies -- $7

Chocolate Drizzled Spice Cookies -- $7
Chocolate Hazelnut Pinwheels -- $6.50
Chocolate Mint Delights -- $9.50
Chocolate Mint Pinwheels -- $7
Chocolate Mint Surprises -- $7
Chocolate Nut Wafers -- $5.50
Chocolate Orange Espresso Thins -- $7.50
Chocolate Palmiers -- $8.50
Chocolate Peanut Butter Checkerboards -- $7
Chocolate Peppermint Cookies -- $7
Chocolate Pinwheels -- $7
Chocolate Pistachio Swirls -- $7.50
Chocolate Refrigerator Cookies -- $6
Chocolate Thumbprints with Almond Dough -- $6.50
Chocolate Toffee Butter Cookies -- $7
Cinnamon Nut Chocolate Spirals -- $6.50
Cinnamon Roll Cookies -- $7
Cinnamon Spirals -- $6
Cinnamon-Swirl Cookies -- $6.50
Clove Snaps -- $6.50
Coconut Oatmeal Crispies -- $6
Coconut Pecan Cookies -- $6.50
Coconut Sparkles -- $6.50
Coffee Thins -- $10
Colorful Angel Wings -- $7.50
Cranberry Eggnog Twirls -- $6
Cranberry Icebox Cookies -- $7.50
Cranberry Orange Pinwheels -- $6
Cream Cheese Filled Cookies -- $9.50
Crisp Lemon Tea Cookies -- $6

Back to top

- D

Date Nut Icebox Cookies -- $8
Date Pinwheels -- $8
Delicate **Mint Thins** -- $6.50
Dutch Spice Cookies -- $7

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Fig Pinwheels -- $8

Fig Pinwheels -- $6
Fruitcake Sliced Cookies -- **$6.50**

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- G

Ginger Snaps -- **$7**
Ginger Thins -- **$6.50**
Glazed Maple Pecan Cookies -- **$5**

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Hazelnut Almond Crescents -- **$10.50**
Hazelnut Cocoa Coins -- **$6**
Hickory Nut **Cookie** -- **$5.50**

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Icebox Cookies -- **$8**
Icebox Spice Cookies -- **$5.50**

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Jasmine Orange Meltaways -- **$8.50**

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Lacy Nut **Cookie** -- **$8**
Lemon and Poppy Seed Slices -- **$5.50**
Lemon Angel Wings -- **$7.50**
Lemon Glazed Candied-Ginger Cookies -- **$6.50**
Lemon Lavender Cookies -- **$7.50**
Lemon Lime Butter Wafers -- **$5.50**
Lemon Meltaways -- **$5**
Lemon Poppy Seed Slices -- **$5.50**
Lemon Refrigerator Cookies -- **$5.50**
Lemon-Scented Ginger Almond Crisps -- **$7**
Lime Meltaways -- **$5**
Lip-Smacking Lemon Cookies -- **$6**

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  - Maple Pecan Twists -- $5
  - Maraschino Cherry Squares -- $5.50
  - Marbled Chocolate Vanilla Cookies -- $7
  - Margarita Slices -- $6
  - Mini Chip Slice and Bake Cookies -- $6.50
  - Mint Wafers -- $5.50
  - Molasses Slices -- $7
  - Molasses Spice Rounds -- $7.50

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  - Orange and Fig Pinwheels -- $5
  - Orange Cardamom Thins -- $8
  - Orange Pecan Icebox Cookies -- $6.50
  - Orange Poppyseed Cookies -- $7
  - Orange Sable Cookies -- $7.50
  - Orange-Scented Chocolate Thins -- $5

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  - Peanut Butter and Chocolate Pinwheels -- $6
  - Peanut Chocolate Whirls -- $7
  - Pecan Icebox Cookies -- $6
  - Peppermint Chocolate Cookies -- $6
  - Peppermint Palmiers -- $8.50
  - Peppernuts -- $5
    - anise, allspice, cinnamon, cloves, ginger and pecans
  - Peppersass Cookies -- $9
  - Pine Nut, Lemon and Rosemary Ovals -- $7
  - Pistachio Swirls -- $10
  - Polar Bears -- $6
    -white chocolate pinwheels

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  - Raspberry Nut Pinwheels -- $8

Raspberry Nut Pinwheels -- $8
Rolled Cocoa Cookies -- $7
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Savory Cheese Swirls -- $8
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Spiced Wafers -- $7
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Walnut Snowflakes -- $6

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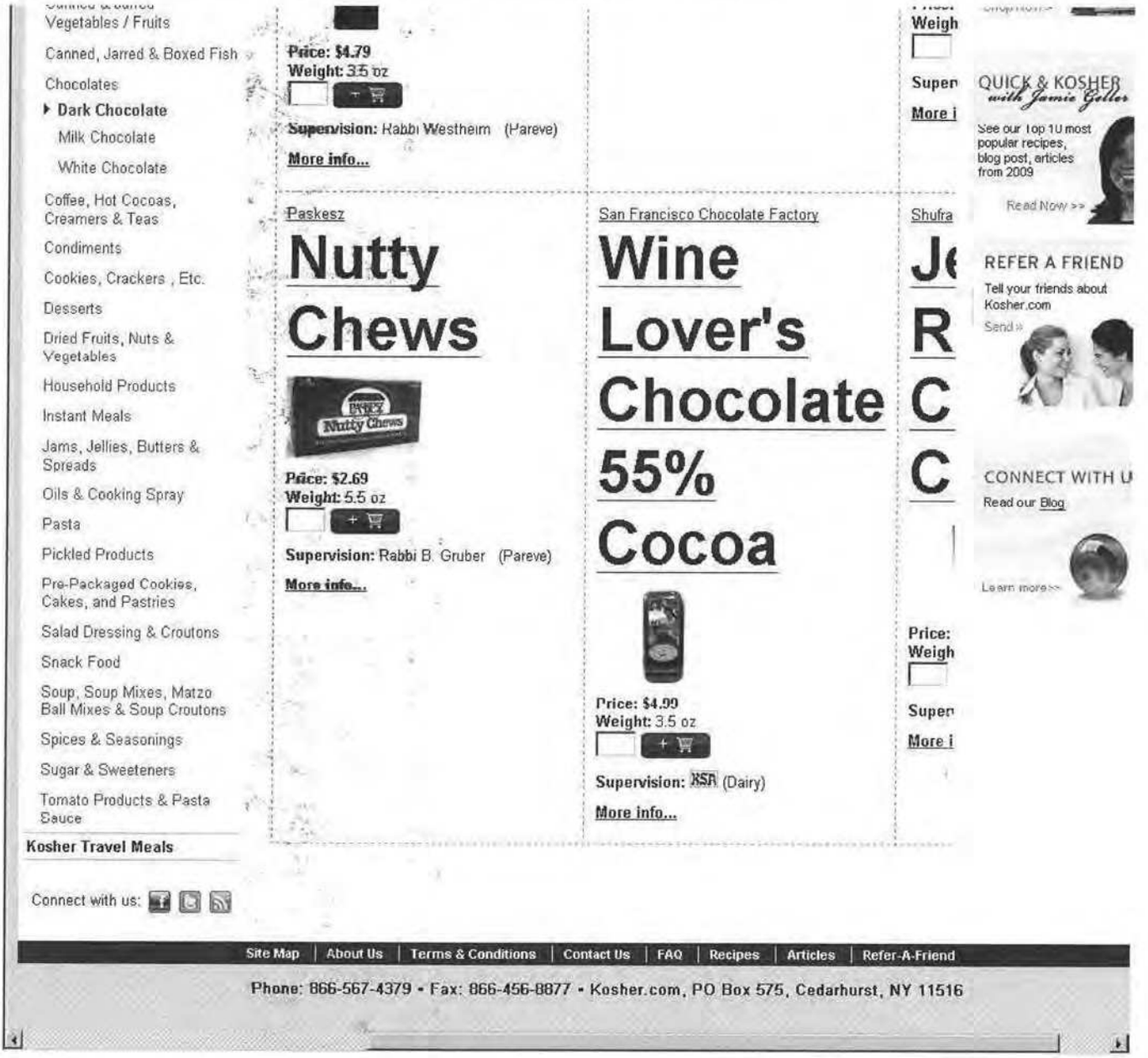

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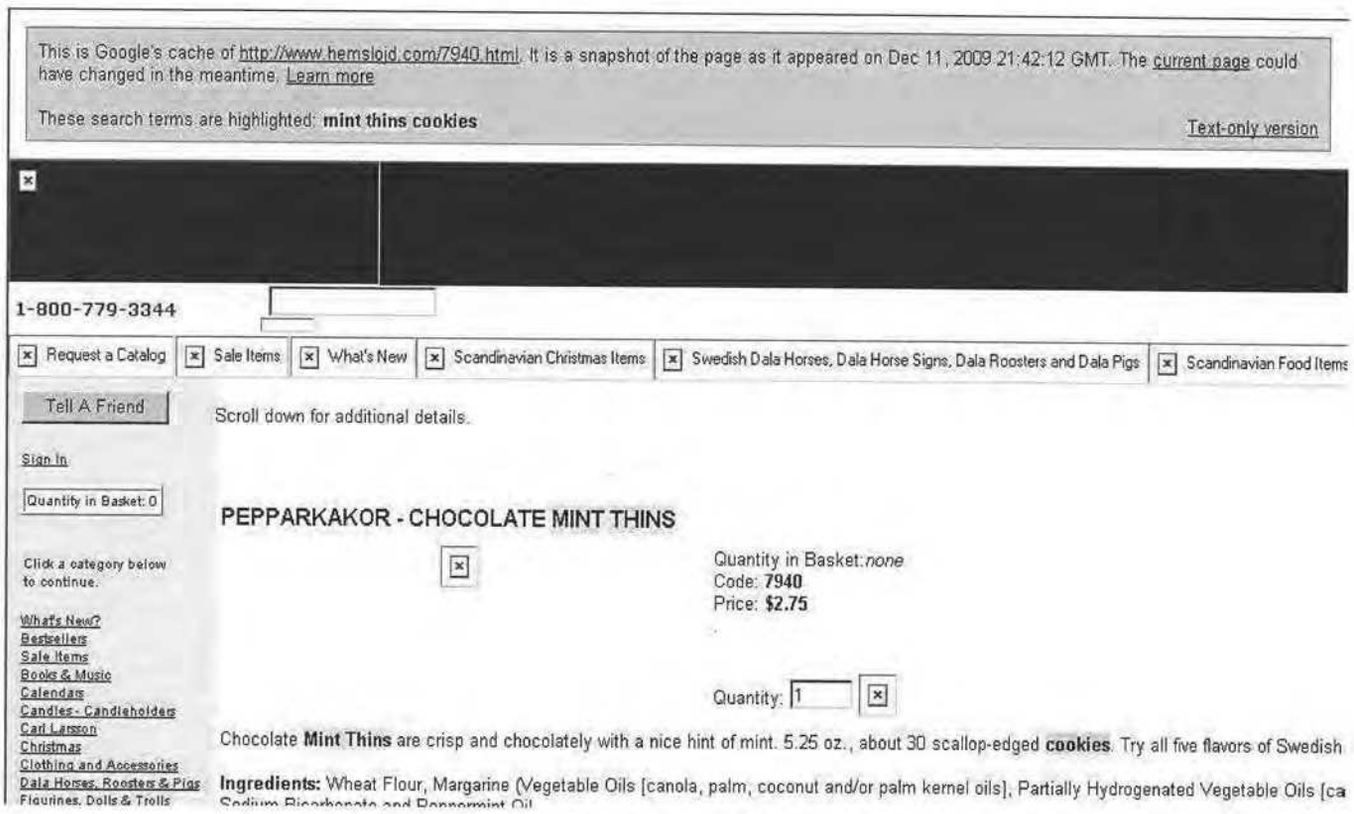

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PEPPARKAKOR - CHOCOLATE MINT THINS

Quantity in Basket: *none*
Code: **7940**
Price: **$2.75**

Quantity: 1

Chocolate **Mint Thins** are crisp and chocolately with a nice hint of mint. 5.25 oz., about 30 scallop-edged **cookies**. Try all five flavors of Swedish

Ingredients: Wheat Flour, Margarine (Vegetable Oils [canola, palm, coconut and/or palm kernel oils], Partially Hydrogenated Vegetable Oils [ca

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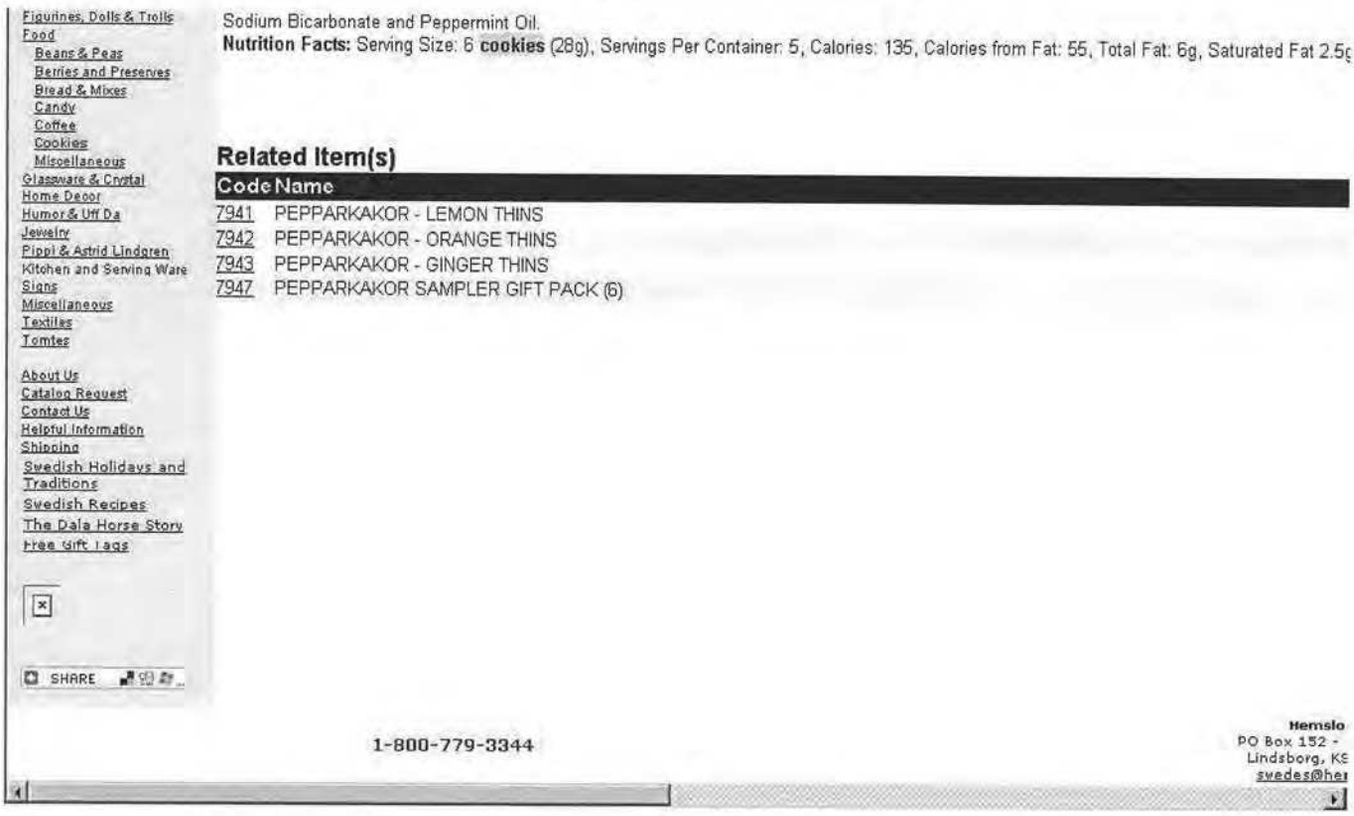

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Sodium Bicarbonate and Peppermint Oil.
Nutrition Facts: Serving Size: 6 **cookies** (28g), Servings Per Container: 5, Calories: 135, Calories from Fat: 55, Total Fat: 6g, Saturated Fat 2.5g

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7942	PEPPARKAKOR - ORANGE THINS
7943	PEPPARKAKOR - GINGER THINS
7947	PEPPARKAKOR SAMPLER GIFT PACK (6)

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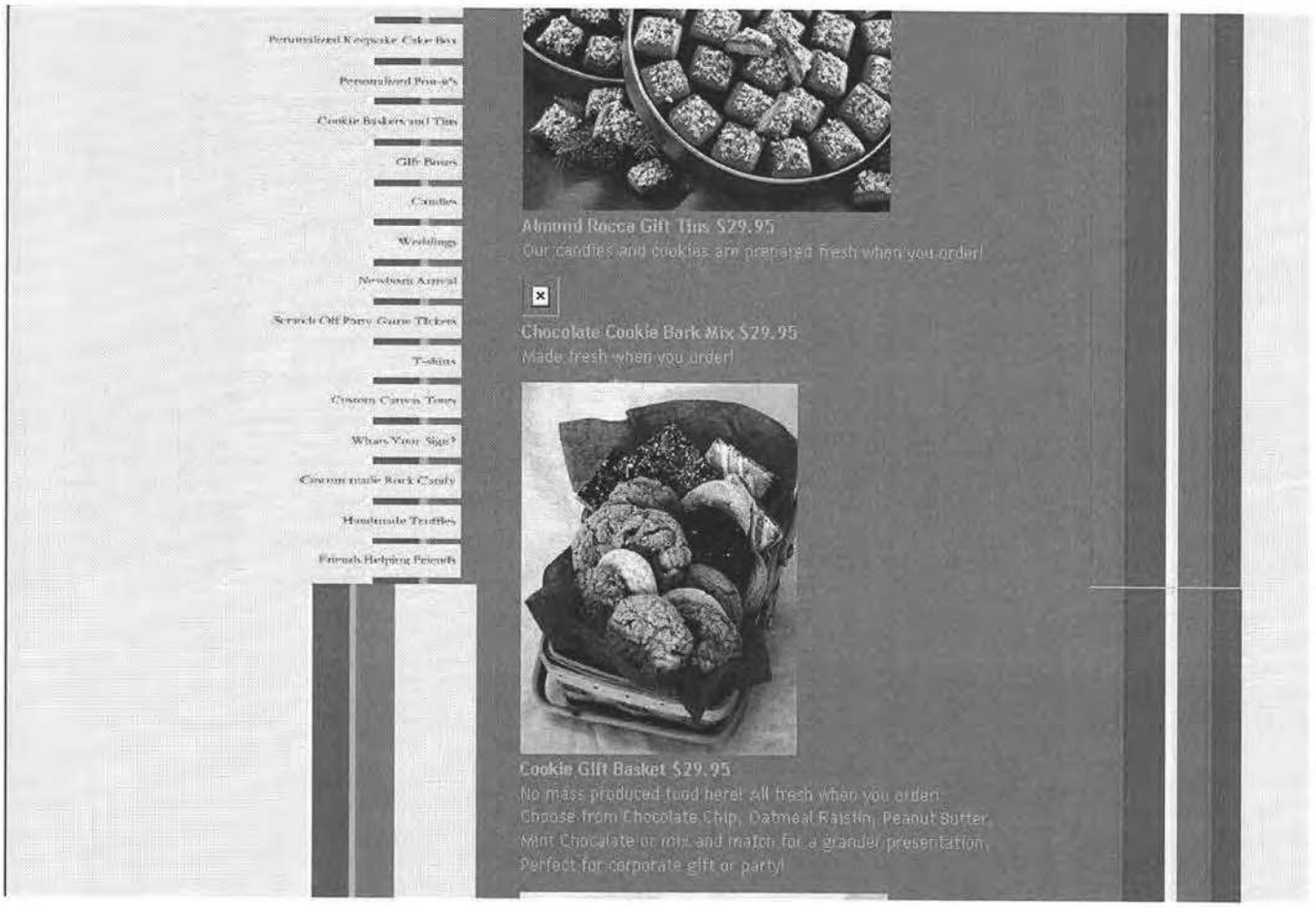

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Baking Bites

Trader Joe's Meyer Lemon **Cookie Thins**, reviewed

January 27

FILED UNDER: NEW PRODUCTS, PRODUCT REVIEWS BY NICOLE | 9 COMMENTS

It's hard to find a good lemon cookie. Either they don't have a particularly strong or distinctive flavor to them, or the cookies have an artificial sweetness to them due to overuse of (cheap) imitation flavoring. As a result, I was a bit reluctant to try Trader Joe's Meyer Lemon **Cookie Thins** at first, but was willing to give TJ's the benefit of the doubt because their Ginger Thins are quite good, so the lemon wafers seemed promising.

I wasn't disappointed.

Search

The Cookbook

These thins are bright and lemony, and are made with all natural ingredients - including butter and lemon - instead of using artificial flavorings. The wafers themselves are incredibly thin, maybe 1/8th of an inch high, and are very delicate. They break very easily in the package, despite their protective plastic case, so they must be treated with care. They almost shatter into your mouth when you bite into them, then the thin cookies seem to melt onto your tongue; it's a perfect combination of crispy and delicate.

I can't say with certainty that I could distinguish these meyer lemon thins from ordinary lemon thins if given an option, but the lemon flavor is unmistakeably zesty and fresh. The cookies are tasty and very addictive. They're good with tea and work well in place of graham crackers if you want to make a citrus tart crust.

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9 comments

Linda Jan 27
Darn, If we could only order Trader Joe's on line....closet one to me is 3 hours away! Cookies sound just like Meyer lemons...delicate.

Leigh Anne J

Shipping Options
US shipping, included $16.95
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Easy Cookie Recipe
Meyer Lemon
Butter Cookie
White Chocolate Recipe

Tasty Cupcakes

Candy Cane Christmas Cupcakes
Gingersnap Cupcakes
Eggnog Cupcakes
Maple Cupcakes with Maple Buttercream
White Chocolate Cherry Cookies
Chocolate Gingersnap Cookies
Peppermint Cookies n' Cream Brownies

Homemade Girl Scout Cookies

I was just in Trader Joe's yesterday and they were giving free samples of these yummy cookies. They were serving them with blueberries covered in a little lemon curd. Yum. I bought a box of the cookies and am loving them! I am a lemon lover

megan Jan 27
I just found your blog and it looks really great! I already found quite a few things I want to make - starting, I think, with popovers. I don't think I've ever even eaten one! I just starting a cooking/baking blog as well, so you've given me some inspiration - thanks!

mutritious nuffins Jan 27
I love that you review products. It's nice to hear what other people think about foods in the store. I also agree that finding, or making a good lemon cookie is difficult. Perhaps it is one true test of a good cook?

Linda Jan 27
I just got a box of each of the lemon and ginger thins at TJs a couple of weeks ago. As you, I wasn't disappointed. The delicacy reminds me of the Moravian spice cookies we used to get in NC at Christmas time. Now they are sold all over through catalogs but still not that easy to find. I was hoping the ginger thins would be similar. They aren't quite as spicy but I like the little bits of candied or dried ginger you get to sample in such a thin cookie. And the lemon ones are as you say with a good natural lemon flavor not the fake stuff in most lemon thins. And how many cookies give you 9 cookies in a serving?? Great blog as always!!

Shelley (Pink House) Jan 28
I"m going to have to try these next time I get to Trader Joe's. I absolutely love their 3 ginger chewy cookies that come in a clear tub. So so good with that candied ginger in there.

Rick Mar 19
So true. It's tough to find decent lemon cookies. These sound really good. I'll have to give them a try.

Sharon Jul 14
Where is Trader Joe's located? I would love to have some of the lemon thin cookies! I agree that it is too bad that they cannot be ordered on line.

lemon loving « wonder and the wooden post

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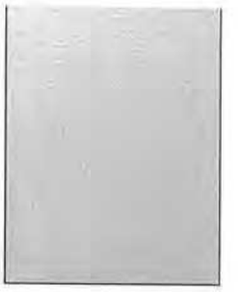

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Group: Food/Beverage/Gifts/Gift Baskets

Name: **Swedish Fruit-Flavored Cookie Thins - Wisconsin Cheeseman**

Price: **$14.99** !!!

Information: Like our popular Ginger Thins, but in fresh fruit flavors of Lemon, Orange, and Blueberry! Each cookie is a perfectly shaped, fluted circle just 1/8" thick for a crisp bite and melt-in-your-mouth flavor. 90 cookies. Boxed. Net wt. 15 oz.

BUY

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Food/Beverage/Gifts/Gift Baskets : **Wisconsin Cheese Bars - 8 Pack Gift Box - Wisconsin Cheeseman**
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Name: **Chocolate Dobosh Torte / Layered Cake - Wisconsin Cheeseman**

Price: **$14.99** !!!

Information: Impress your family and friends. Send a gift of distinction, a rich harmony of textures and flavors. Each of these Old World delicacies has up to 15 wondrous layers, a satisfying combination of tender, moist, delicate cake and satiny smooth butter creme filling, covered with a rich, creamy smooth icing. Net wt. 18 oz.

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Lemon Cream Bolero Wafer Sticks - Wisconsin Cheeseman
Dainty Baklava Pastries - Wisconsin Cheeseman
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America's Finest Fruitcake Ring - 2 Lbs. - Wisconsin Cheeseman
Crunchy Quartet Popcorn and Pretzel Gift Tin - Wisconsin Cheeseman
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Starbright Peanut Butter Filled Snowflakes - Wisconsin Cheeseman
Tasty Four Wisconsin Cheese Spreads - Wisconsin Cheeseman
Cocoa and Hazelnut Bolero Wafer Sticks - Wisconsin Cheeseman
Santa Plate & Spreader with Gouda Cheese Ball - Wisconsin Cheeseman
Sugar-Free Holiday Hard Candies with Decorative Holiday Tin - Wisconsin Cheeseman
Chocolate Rum Balls Gift Box - Wisconsin Cheeseman
Holiday All-Stars Cheese, Meat & Treat Gift Basket - Wisconsin Cheeseman
English Butter Toffee Gift Tin: Butter Toffee Enrobed in Milk Chocolate - Wisconsin Cheeseman
Hostess Delight Gift Box: Ham, Sausage, Jellies, Mustards & Cheeses - Wisconsin Cheeseman
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Chocolate Christmas Card - Wisconsin Cheeseman
Blue Ribbon Wisconsin Cheese, Sausage, Nuts, Jams, and Jellies Celebration Gift Box - Wisconsin Cheeseman
Fully Assembled Gingerbread House - Large - Wisconsin Cheeseman

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Best of Friends Cheese, Cheese Spread, and All-Beef Sausage Gift Box - Wisconsin Cheeseman
Cashewbacks Gift Tin: Cashews, Caramel, and Milk Chocolate - Wisconsin Cheeseman
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All-Beef Original, Salami, Mesquite, and Garlic Sausage with Mustard Trio - Wisconsin Cheeseman
Sugar-Free Cherry Cordial Candies Gift Tin - Wisconsin Cheeseman
Star Selections Wisconsin Natural Cheese Assortment - 2 lb. 4 oz. - Wisconsin Cheeseman
Cheddar Cheese Spread in a Rooster Crock - Wisconsin Cheeseman
Fruit Delights: Natural Fruits, Juices, and Nutmeats - Wisconsin Cheeseman
Low Fat Wisconsin Cheese Bar Trio - Wisconsin Cheeseman
Smorgasbord of Wisconsin Cheese, Sausage, Mixed Nuts, and Mustard Wisconsin Cheeseman
Deluxe Pack: Wisconsin Cheese, Bread, Nuts, Coffee, Jams, and Petits Fours - Wisconsin Cheeseman
Country Trio Winter Tins Gift Tower: English Toffee, Mixed Nuts, Nutty Pleasures - Wisconsin Cheeseman
Sugar-Free Fruit Delights: Natural Fruits, Juices & Nutmeats - Wisconsin Cheeseman
Wisconsin Cranberry Chutney Cheese Spread and Cranberry White Cheddar Bar - Wisconsin Cheeseman
Holiday Carnival of Wisconsin Cheese and Sausage Gift Box - Wisconsin Cheeseman
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Blueberry Brunch Basket

Weight: 0 oz
Product Number: 25003

Product Details:
Having a get together? This basket will equip you with the fixings you'll need to impress your friends and have a "berry good time." Blueberry Brunch Basket contains: 12oz Blueberry Concentrate, 20oz Blueberry Syrup, 10oz Blueberry Jelly, .85 oz Blueberry Tea (12 bags), 2oz Blueberry Pecan Maple Granola Mix, 2oz Blueberry Coffee, 5.25 oz. Blueberry Flavoreed **Cookie Thins**, 4oz Dark Chocolate Covered Blueberries, 3oz Dried Berry&Cherry Mix.

Price: $54.95

1 Add To My Cart

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Item of the Month

Product Reviews

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Save $3.00 off of each purchase. Was $29.95, now only $26.95!

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These search terms are highlighted: **cookie thins**

Text-only version

"Success Measured One Bean at a Time"

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Blue Mountain Blend
Brazil Cerrado
Brazil Cerrado Dark
Breakfast Blend
Chef's Choice
Colombian Supremo
Coast Cafe Blend
Colombain Supremo Dark
Costa Rican
Espresso
Ethopia Yirgacheffe
French Roast
Guatemala Antigua
Mexican Altura
Indonesia Sumatra
Private Reserve
Sunshine Roast
Ameretto
Blueberry
Blueberry Cinnamon
Crumble
Bourbon Pecan
Candy Cane
Chocolate Almond
Chocolate Raspberry
Cinnamon Hazelnut
Coconut Cream
Cozy Winter Night
Creme Brulee
French Vanilla
Hawaiian Macadamia Nut
Hazelnut
Irish Cream
Jingle Bell Java
Jamaican Me Crazy
Keylime
Peppermint Stick
Pumpkin Spice
Raspberry

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Product Specifications

Product Information

Brand:	Jules Destrooper
Item Package Quantity:	12

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Product Details

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To:	Interbake, LLC (mbaril@mcguirewoods.com)
Subject:	U.S. TRADEMARK APPLICATION NO. 77666215 - MINT THINS - N/A
Sent:	1/27/2010 6:10:07 AM
Sent As:	ECOM114@USPTO.GOV
Attachments:	

IMPORTANT NOTICE REGARDING YOUR TRADEMARK APPLICATION

Your trademark application (Serial No. 77666215) has been reviewed. The examining attorney assigned by the United States Patent and Trademark Office ("USPTO") has written a letter (an "Office action") on 1/27/2010 to which you must respond (*unless the Office letter specifically states that no response is required*). Please follow these steps:

1. Read the Office letter by clicking on this **link** **http://tmportal.uspto.gov/external/portal/tow?DDA=Y&serial_number=77666215&doc_type=OOA&** **OR** go to **http://tmportal.uspto.gov/external/portal/tow** and enter your serial number to access the Office letter. If you have difficulty accessing the Office letter, contact **TDR@uspto.gov**.

PLEASE NOTE: The Office letter may not be immediately available but will be viewable within 24 hours of this e-mail notification.

2. Contact the examining attorney who reviewed your application if you have any questions about the content of the Office letter (contact information appears at the end thereof).

3. Respond within 6 months, calculated from **1/27/2010** (*or sooner if specified in the Office letter*), using the Trademark Electronic Application System (TEAS) **Response to Office Action form**. If you have difficulty using TEAS, contact **TEAS@uspto.gov**.

ALERT:

Failure to file any required response by the applicable deadline will result in the ABANDONMENT (loss) of your application.

Do NOT hit "Reply" to this e-mail notification, or otherwise attempt to e-mail your response, as the USPTO does NOT accept e-mailed responses.

EXHIBIT 80

To the Declaration of Diana L. Rausa

Side - 1

NOTICE OF ABANDONMENT
MAILING DATE: Aug 25, 2010

The trademark application identified below was abandoned in full because a response to the Office Action mailed on Jan 27, 2010 was not received within the 6-month response period.

If the delay in filing a response was unintentional, you may file a petition to revive the application with a fee. If the abandonment of this application was due to USPTO error, you may file a request for reinstatement. Please note that a petition to revive or request for reinstatement **must be received within two months from the mailing date of this notice.**

For additional information, go to http://www.uspto.gov/teas/petinfo.htm. If you are unable to get the information you need from the website, call the Trademark Assistance Center at 1-800-786-9199.

SERIAL NUMBER: 77666215
MARK: MINT THINS
OWNER: Interbake, LLC

Side - 2

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COMMISSIONER FOR TRADEMARKS
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EXHIBIT 81

To the Declaration of Diana L. Rausa

UNITED STATES PATENT AND TRADEMARK OFFICE

SERIAL NO: 76/702065

MARK: COCO THIN

76702065

CORRESPONDENT ADDRESS:
SIEGMAR SILBER
SILBER & FRIDMAN
1037 ROUTE 46 STE 207
CLIFTON, NJ 07013-2459

RESPOND TO THIS ACTION:
http://www.uspto.gov/teas/eTEASpageD.htm

GENERAL TRADEMARK INFORMATION:
http://www.uspto.gov/main/trademarks.htm

APPLICANT: COCO DISTRIBUTION, LLC

CORRESPONDENT'S REFERENCE/DOCKET NO:
N/A
CORRESPONDENT E-MAIL ADDRESS:

OFFICE ACTION

TO AVOID ABANDONMENT, THE OFFICE MUST RECEIVE A PROPER RESPONSE TO THIS OFFICE ACTION WITHIN 6 MONTHS OF THE ISSUE/MAILING DATE.

ISSUE/MAILING DATE:

The referenced application has been reviewed by the assigned trademark examining attorney. Applicant must respond timely and completely to the issue(s) below. 15 U.S.C. §1062(b); 37 C.F.R. §§2.62(a), 2.65(a); TMEP §§711, 718.03.

SEARCH OF OFFICE'S DATABASE OF MARKS

The trademark examining attorney has searched the Office's database of registered and pending marks and has found no similar registered mark that would bar registration under Trademark Act Section 2(d). TMEP §704.02; *see* 15 U.S.C. §1052(d). However, a mark in a prior-filed pending application may present a bar to registration of applicant's mark.

PRIOR PENDING APPLICATION

The filing date of pending Application Serial No. 77584445 precedes applicant's filing date. See attached referenced application. If the mark in the referenced application registers, applicant's mark may be refused registration under Trademark Act Section 2(d) because of a likelihood of confusion between the

two marks. *See* 15 U.S.C. §1052(d); 37 C.F.R. §2.83; TMEP §§1208 *et seq.* Therefore, upon receipt of applicant's response to this Office action, action on this application may be suspended pending final disposition of the earlier-filed referenced application.

In response to this Office action, applicant may present arguments in support of registration by addressing the issue of the potential conflict between applicant's mark and the mark in the referenced application. Applicant's election not to submit arguments at this time in no way limits applicant's right to address this issue later if a refusal under Section 2(d) issues.

Assignment

If the mark(s) in the potentially conflicting prior-filed application(s) has been assigned to applicant, applicant can provide evidence of ownership of the mark(s) to avoid a possible refusal on the basis of likelihood of confusion under Trademark Act Section 2(d). *See* 15 U.S.C. §1052(d); TMEP §812.01.

Applicant can provide evidence of ownership of the mark(s) by satisfying one of the following:

(1) {**Applicant should not that the present assignment is filed under a different name than the owner of the instant application.**} Record the assignment with the Office's Assignment Services Branch (ownership transfer documents such as assignments can be filed online at http://etas.uspto.gov) and promptly notify the trademark examining attorney that the assignment has been duly recorded;

(2) Submit copies of documents evidencing the chain of title; or

(3) Submit the following statement, verified with an affidavit or signed declaration under 37 C.F.R. §2.20: **"Applicant is the owner of Application Serial No(s). 77584445."**

See 15 U.S.C. §1060; 37 C.F.R. §§2.193(e)(1), 3.25, 3.73; TMEP §§502.02(a), 812.01.

Merely recording a document with the Assignment Services Branch does not constitute a response to an Office action. TMEP §503.01(d).

COMPLETE COLOR CLAIM AND COLOR DESCRIPTION OF MARK REQUIRED

The color claim does not identify all the colors in the drawing of the mark. Specifically, the following colors have been omitted: ORANGE and WHITE. A complete color claim must list *all* the colors appearing in the drawing of the mark. *See* 37 C.F.R. §2.52(b)(1); TMEP §§807.07(a) *et seq.* If black, white and/or gray are not being claimed as a color feature of the mark, applicant must state that the colors black, white and/or gray represent background, outlining, shading and/or transparent areas and are not part of the mark. TMEP §807.07(d).

Therefore, applicant must provide a complete color claim that references all of the colors appearing in the drawing of the mark. *See* 37 C.F.R. §2.52(b)(1); TMEP §§807.07(a) *et seq.*

The mark description is incomplete because it does not reference all the literal or design elements in the mark and/or it does not reference all the colors in those elements. A complete mark description for a mark depicted in color must identify all the literal and design elements in the mark and specify where the colors appear in those elements. *See* 37 C.F.R. §§2.37, 2.52(b)(1); TMEP §§807.07(a) *et seq.* If black, white

and/or gray are not being claimed as a color feature of the mark, applicant must state that the colors black, white and/or gray represent background, outlining, shading and/or transparent areas and are not part of the mark. TMEP §807.07(d).

Therefore, applicant must provide a complete description of the mark. *See* 37 C.F.R. §2.52(b)(1); TMEP §§807.07(a) *et seq*. The following COLOR description is suggested, if accurate: **The color orange appears in the background for the wording COCO THIN and the design of a star, the color yellow appears in the arch below the stars, the color grey appears in the borders for the arc and the background for the word COCO and in the design of the stars, the color green appears in the design of the stars and the emanating rays, and the color white appears in the background for the mark, the letters COCO, and in the center of the stars, and in the stylized word "THIN"**.

The following color claim is suggested: "**The colors orange, yellow, grey, green, and white are claimed as a feature of the mark.**"

DISCLAIMER REQUIRED

Applicant must disclaim the descriptive wording "COCO THIN" apart from the mark as shown because it merely describes the applicant's goods, namely coconut-based thin snack bars. Coco is merely coconut. A thin is "of relatively small extent from surface to surface or side to side." See the attached Internet evidence. *See* 15 U.S.C. §1056(a); TMEP §§1213, 1213.03(a).

A "disclaimer" is a statement in the record that an applicant does not claim exclusive rights to an unregistrable component of a mark; it does not affect the appearance of the mark. TMEP §1213. An unregistrable component can include wording or designs that are merely descriptive or generic, deceptively misdescriptive, or primarily geographically descriptive of an applicant's goods and/or services. 15 U.S.C. §1052(e); *see* TMEP §§1213, 1213.03.

The Office can require an applicant to disclaim an unregistrable component of a mark. 15 U.S.C. §1056(a). Failure to comply with a disclaimer requirement can result in a refusal to register the entire mark. TMEP §1213.01(b).

The computerized printing format for the Office's *Trademark Official Gazette* requires a standardized format for a disclaimer. TMEP §1213.08(a)(i). The following is the standard format used by the Office:

> **No claim is made to the exclusive right to use "COCO THIN" apart from the mark as shown.**

TMEP §1213.08(a)(i); *see In re Owatonna Tool Co.*, 231 USPQ 493 (Comm'r Pats. 1983).

If applicant has questions about the application or this Office action, please contact the assigned trademark examining attorney at the telephone number below.

/ScottBibb/
Scott K. Bibb
Trademark Examining Attorney
Law Office 109

Ph- (571) 272-5669
F- (571) 273-9109

RESPOND TO THIS ACTION: Applicant should file a response to this Office action online using the form at http://www.uspto.gov/teas/eTEASpageD.htm, waiting 48-72 hours if applicant received notification of the Office action via e-mail. For *technical* assistance with the form, please e-mail TEAS@uspto.gov. For questions about the Office action itself, please contact the assigned examining attorney. **Do not respond to this Office action by e-mail; the USPTO does not accept e-mailed responses**.

If responding by paper mail, please include the following information: the application serial number, the mark, the filing date and the name, title/position, telephone number and e-mail address of the person signing the response. Please use the following address: Commissioner for Trademarks, P.O. Box 1451, Alexandria, VA 22313-1451.

STATUS CHECK: Check the status of the application at least once every six months from the initial filing date using the USPTO Trademark Applications and Registrations Retrieval (TARR) online system at http://tarr.uspto.gov. When conducting an online status check, print and maintain a copy of the complete TARR screen. If the status of your application has not changed for more than six months, please contact the assigned examining attorney.

DESIGN MARK

Serial Number
77584445

Status
OPPOSITION PENDING

Word Mark
COCOPOP

Standard Character Mark
No

Type of Mark
TRADEMARK

Register
PRINCIPAL

Mark Drawing Code
(3) DESIGN PLUS WORDS, LETTERS AND/OR NUMBERS

Owner
Jung, Terry K TA Coco International, Inc LIMITED LIABILITY COMPANY NEW JERSEY 334 Hillside Avenue Leonia NEW JERSEY 07605

Goods/Services
Class Status -- ACTIVE. IC 030. US 046. G & S: Grain-based snack foods. First Use: 2008/09/01. First Use In Commerce: 2008/09/01.

Description of Mark
The mark consists of the color orange appears in the background for the wording "COCOPOP" and the design of a star, the color yellow appears in the arch below the stars and the word "POP", the color grey appears in the borders for the arc and the background for the words "COCO POP" and in the design of the stars, the color green appears in the design of the stars, and the color white appears in the background for the mark, the letters "COCO", and in the center of the stars.

Colors Claimed
The color(s) orange, yellow, grey, green, and white is/are claimed as a feature of the mark.

Filing Date
2008/10/02

Examining Attorney
RICHARDS, SUSAN

cocopop

Related Searches
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thin [thin] Show IPA ***adjective*, thin-ner, thin-nest, *adverb*, *verb*, thinned, thin-ning.**

–adjective

1. having relatively little extent from one surface or side to the opposite; not thick: *thin ice.*
2. of small cross section in comparison with the length; slender: *a thin wire.*
3. having little flesh; spare; lean: *a thin man.*
4. composed of or containing objects, particles, etc., widely separated; sparse: *thin vegetation.*
5. scant; not abundant or plentiful.
6. of relatively slight consistency or viscosity: *thin soup.*
7. rarefied, as air.
8. without solidity or substance; flimsy: *a very thin plot for such a long book.*
9. lacking fullness or volume; weak and shrill: *a thin voice.*
10. without force or a sincere effort: *a thin smile.*

Today's Word Picks on Dictionary.com
- multifarious
- prickleback
- doff
- dewlap

thimbu
thimerosal
thimphu
thin
thin air
thin as a rail
thin client

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10. without force or a sincere effort: *a thin smile.*
11. lacking body, richness, or strength: *a thin wine.*
12. lacking in chroma; of light tint.
13. *Photography.* (of a developed negative) lacking in density or contrast through underdevelopment or underexposure.

–adverb

14. in a thin manner.
15. sparsely; not densely.
16. so as to produce something thin: *Slice the ham thin.*

–verb (used with object)

17. to make thin or thinner (often fol. by *down, out,* etc.).

–verb (used without object)

18. to become thin or thinner; become reduced or diminished (often fol. by *down, out, off,* etc.): *The crowd is thinning out.*

Use **thin** in a Sentence

Origin:
bef. 900; (adj. and adv.) ME *thyn(ne),* OE *thynne;* c. D *dun,* G *dünn,* ON *thunnr;* (v.) ME *thynnen,* OE *thynnian,* deriv. of the adj.; cf. MD *dunnen,* ON *thynna;* akin to OIr *tana,* L *tenuis* thin, Gk *tany-* long

—Related forms
thinly, *adverb*
thinness, *noun*
o·ver·thin, *adjective*
o·ver·thin·ly, *adverb*
o·ver·thin·ness, *noun*
self-thinning, *adjective*
su·per·thin, *adjective*
un·thinned, *adjective*
un·thin·ning, *adjective*

—Synonyms
3. slim, slender, skinny, lank, scrawny. THIN, GAUNT, LEAN, SPARE agree in referring to one having little flesh. THIN applies often to one in an unnaturally reduced state, as from sickness, overwork, lack of food, or the like: *a thin, dirty little waif.* GAUNT suggests the angularity of bones prominently displayed in a thin face and body: *to look ill and gaunt.* LEAN usually applies to a person or animal that is naturally thin: *looking lean but healthy after an outdoor vacation.* SPARE implies a muscular leanness with no diminution of vitality: *Lincoln was spare in body.* 5. meager. 8. weak.

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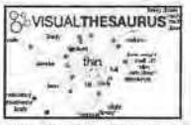

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Word Origin & History

thin
O.E. þynne "narrow, lean, scanty," from P.Gmc. *thunnuz, *thunw- (cf. W.Fris. ten, M.L.G. dunne, Du. dun, O.H.G. dunni, Ger. dünn, O.N. þunnr), from PIE *tnus-, *tnwi-, from weak grade of base *ten- "stretch" (cf. L. tenuis "thin, slender;" see tenet).

> "These our actors .., were all Spirits, and Are melted into Ayre, into thin Ayre." [Shakespeare, "The Tempest," IV.i.150, 1610]

The verb is from O.E. þynnian "to make thin" (cf. Ger. dünnen, Du. dunnen); intrans. sense of "to become less numerous" is attested from 1743; that of "to become thinner" is recorded from 1804. Thin-skinned is attested from 1598; the fig. sense of "touchy" is from 1680.

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thin (thĭn)
adj. **thin·ner, thin·nest**

1.
   a. Relatively small in extent from one surface to the opposite, usually in the smallest solid dimension: *a thin book.*
   b. Not great in diameter or cross section; fine: *thin wire.*
   c. Not dense or concentrated; sparse: *the thin vegetation of the plateau.*

of the plateau.

d. More rarefied than normal: *thin air.*

e. Flowing with relative ease; not viscous: *a thin oil.*

f. Watery: *thin soup.*

2. Lean or slender in form, build, or stature.

3.

a. Not dense or concentrated; sparse: *the thin vegetation of the plateau.*

b. More rarefied than normal: *thin air.*

c. Flowing with relative ease; not viscous: *a thin oil.*

d. Watery: *thin soup.*

4.

a. Flowing with relative ease; not viscous: *a thin oil.*

b. Watery: *thin soup.*

5. Sparsely supplied or provided; scanty: *a thin menu; thin trading.*

6. Lacking force or substance; flimsy: *a thin attempt.*

7. Lacking resonance or fullness; tinny: *The piano had a thin sound.*

8. Lacking radiance or intensity: *thin light.*

9. Not having enough photographic density or contrast to make satisfactory prints. Used of a negative.

adv.

1. In a thin manner: *Spread the varnish thin if you don't want it to wrinkle.*

2. So as to be thin: *Cut the cheese thin.*

tr. & intr.v. **thinned, thin·ning, thins**
To make or become thin or thinner.

[Middle English, from Old English thynne; see ten- in Indo-European roots.]
thin'ly *adv.*, **thin'ness** *n.*, **thin'nish** *adj.*

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Idioms & Phrases

thin

In addition to the idioms beginning with thin, also see into thin air; on thin ice; spread oneself too thin; through thick and thin; wear thin.

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Pronunciation: \'kō-(,)kō\
Function: noun
Inflected Form(s): plural cocos
Etymology: Spanish coco & Portuguese côco bogeyman, grimace, coconut
Date: 1555
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EXHIBIT 82

To the Declaration of Diana L. Rausa

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Word Mark	COCO THIN
Goods and Services	IC 030. US 046. G & S: grain-based snack foods; multi-grain cakes; rice cakes; expanded-grain cakes; flavored, cereal grain cakes. FIRST USE: 20100514. FIRST USE IN COMMERCE: 20100514
Mark Drawing Code	(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS
Design Search Code	01.01.06 - Stars with rays or radiating lines 01.01.10 - Stars, three or more; Three or more stars 01.01.13 - Stars - multiple stars with five points 01.15.25 - Coal; Dust; Light rays; Liquids, spilling; Pouring liquids; Sand; Spilling liquids 26.11.21 - Rectangles that are completely or partially shaded 26.11.25 - Rectangles with one or more curved sides
Trademark Search Facility Classification Code	INAN Inanimate objects such as lighting,clouds,footprints,atomic configurations,snowflakes,rainbows,flames SHAPES-ASTRO Astronomical shapes consisting of celestial bodies, globes and geographical maps SHAPES-CIRCLE Circle figures or designs including semi-circles and incomplete circles SHAPES-COLORS-3-OR-MORE Design listing or lined for three or more colors SHAPES-GEOMETRIC Geometric figures and solids including squares, rectangles, quadrilaterals and polygons SHAPES-MISC Miscellaneous shaped designs
Serial Number	76702065
Filing Date	March 15, 2010
Current Basis	1A
Original Filing Basis	1B
Published for Opposition	October 19, 2010
Registration Number	**3898318**
Registration Date	January 4, 2011
Owner	(REGISTRANT) COCO DISTRIBUTION, LLC LIMITED LIABILITY COMPANY NEW JERSEY 1021 Hudson Avenue Ridgefield NEW JERSEY 07657

Attorney of Record	Siegmar Silber
Disclaimer	NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "COCO THIN" APART FROM THE MARK AS SHOWN
Description of Mark	The color(s) orange, yellow, grey, green and white is/are claimed as a feature of the mark. The color orange appears in the background for the wording "COCO THIN" and the design of a star, the color yellow appears in the arch below the stars, the color grey appears in the borders for the arc and the background for the word "COCO" and in the design of the stars, the color green appears in the design of the stars and the emanating rays, and the color white appears in the background for the mark, the letters "COCO", and in the center of the stars, and in the stylized word "THIN".
Type of Mark	TRADEMARK
Register	PRINCIPAL
Live/Dead Indicator	LIVE

EXHIBIT 83

To the Declaration of Diana L. Rausa

UNITED STATES PATENT AND TRADEMARK OFFICE

SERIAL NO: 76/578426

APPLICANT: TASTEMORR SNACKS/BASIC GRAIN PRODUCTS, I ETC.

76578426

CORRESPONDENT ADDRESS:
RALPH KEISTER
FAULKNER, GARMHAUSEN, KEISTER & SHENK
COURTVIEW CENTER, SUITE 300
100 S. MAIN AVE.
SIDNEY, OH 45865

RETURN ADDRESS:
Commissioner for Trademarks
2900 Crystal Drive
Arlington, VA 22202-3514

MARK: SNACK THINS

CORRESPONDENT'S REFERENCE/DOCKET NO : N/A

CORRESPONDENT EMAIL ADDRESS:

Please provide in all correspondence:

1. Filing date, serial number, mark and applicant's name.
2. Date of this Office Action.
3. Examining Attorney's name and Law Office number.
4. Your telephone number and e-mail address.

OFFICE ACTION

TO AVOID ABANDONMENT, WE MUST RECEIVE A PROPER RESPONSE TO THIS OFFICE ACTION WITHIN 6 MONTHS OF OUR MAILING OR E-MAILING DATE.

Serial Number 76/578426

The assigned trademark examining attorney has reviewed the referenced application filed on March 1, 2004, and has determined the following.

Section 2(e)(1) Descriptive Refusal

Registration is refused because the proposed mark merely describes the nature and a feature of applicant's goods. Trademark Act Section 2(e)(1), 15 U.S.C. §1052(e)(1); TMEP §§1209 *et seq.*

A mark is merely descriptive under Trademark Act Section 2(e)(1), 15 U.S.C. §1052(e)(1), if it describes an ingredient, quality, characteristic, function, feature, purpose or use of the relevant goods. *In re Gyulay*, 820 F.2d 1216, 3 USPQ2d 1009 (Fed. Cir. 1987); *In re Bed & Breakfast Registry,* 791 F.2d 157, 229 USPQ 818 (Fed. Cir. 1986); *In re MetPath Inc.*, 223 USPQ 88 (TTAB 1984); *In re Brightâ€'CresLtd.*, 204 USPQ 591 (TTAB 1979); TMEP §1209.01(b). A mark that describes an intended user of a product or service is also merely descriptive within the meaning of Section 2(e)(1). *Hunter Publishing Co. v. Caulfield Publishing Ltd.,* 1 USPQ2d 1996 (TTAB 1986); *In re Camel Mfg. Co., Inc.*, 222 USPQ 1031 (TTAB 1984); *In re Gentex Corp.*, 151 USPQ 435 (TTAB 1966).

The determination of whether a mark is merely descriptive is considered in relation to the identified goods, not in the abstract. *In re Polo International Inc.*, 51 USPQ2d 1061 (TTAB 1999) (Board found that DOC in DOC-CONTROL would be understood to refer to the "documents" managed by applicant's software, not "doctor" as shown in dictionary definition); *In re Digital Research Inc.*, 4 USPQ2d 1242 (TTAB 1987) (CONCURRENT PC-DOS found merely descriptive of "computer programs recorded on disk;" it is unnecessary that programs actually run "concurrently," as long as relevant trade clearly uses the denomination "concurrent" as a descriptor of this particular type of operating system); *In re Venture Lending Associates*, 226 USPQ 285 (TTAB 1985); *In re American Greetings Corp.*, 226 USPQ 365, 366 (TTAB 1985) ("Whether consumers could guess what the product is from consideration of the mark alone is not the test"); TMEP §1209.01(b).

Applicant's mark "SNACK THINS" literally means food in a "thin" form that is "eaten between regular meals." See Attachment "snack." In fact, the term "thins" has been used to describe this literal meaning as applied to "snack" food. See Attachments "thins1" through "thins6." When used on the identified goods, namely crackers, the term "snack thins" would merely point to the nature (they are "snack" food) and feature (they are in "thin" shape) of such goods. When used as such, applicant's mark would merely describe the identified goods.

Based on the above discussion, the examining attorney therefore refuses registration of applicant's mark on the Principal Register.

Supplemental Register

Although the trademark examining attorney has refused registration on the Principal Register, applicant may respond to the stated refusals under Section 2(e)(1) by amending the application to seek registration on the Supplemental Register. Trademark Act Section 23, 15 U.S.C. §1091; 37 C.F.R. §§2.47 and 2.75(a); TMEP §§801.02(b), 815 and 816 *et seq*.

Although an amendment to the Supplemental Register would normally be an appropriate response to this refusal, such a response is not appropriate in the present case until an acceptable allegation of use is filed. The instant application was filed under Trademark Act Section 1(b), 15 U.S.C. §1051(b), and is not eligible for registration on the Supplemental Register until an acceptable amendment to allege use under 37 C.F.R. §2.76 or statement of use under 37 C.F.R. §2.88 has been timely filed. 37 C.F.R. §2.47(d); TMEP §815.02, 816.02 and 1102.03.

If the applicant chooses to amend the application to seek registration on the Supplemental Register, the applicant must disclaim the generic portion or the mark, namely "SNACK," apart from the mark as shown.

The computerized printing format for the *Trademark Official Gazette* requires a standard form for a disclaimer. TMEP §1213.08(a)(i). A properly worded disclaimer should read as follows:

No claim is made to the exclusive right to use "SNACK" apart from the mark as shown.

Although the trademark examining attorney has refused registration, applicant may respond to the refusal to register by submitting evidence and arguments in support of registration.

If applicant chooses to respond to the refusal to register, then applicant must also respond to the following requirement.

Standard Character Claim

The Trademark Rules pertaining to drawings were amended on November 2, 2003. Applicants who seek to register a mark without any claim as to the manner of display must submit a standard character drawing that complies with the requirements of the amended rule.

Applicant must submit the following standard character claim: "The mark is presented in standard character format without claim to any particular font style, size, or color." 37 C.F.R. §2.52(a).

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The Trademark Operation is relocating to Alexandria, Virginia, in October and November 2004. Effective October 4, 2004, all Trademark-related paper mail (except documents sent to the Assignment Services Division for recordation, certain documents filed under the Madrid Protocol, and requests for copies of trademark documents) must be sent to:

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After October 27, 2004, the examining attorney's telephone number will become 571-272-9432, and the Law Office fax number will be 571-273-9113.

/Dawn Han/
Dawn Han
Trademark Examining Attorney
USPTO Law Office 113
703-308-9113 ext. 120
dawn.han@uspto.gov

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You may respond using the Office's Trademark Electronic Application System (TEAS) (visit http://www.uspto.gov/teas/index.html and follow the instructions therein), but you **must** wait until at least **72 hours** after receipt of the e-mailed office action. ***PLEASE NOTE****: For those with applications filed pursuant to Section 66(a) of the Trademark Act, all responses to Office actions that include amendments to the identifications of goods and/or services must be filed on paper, using regular mail (or hand delivery) to submit such response. TEAS cannot be used under these circumstances. If the response does* ***not*** *include an amendment to the goods and/or services, then TEAS can be used to respond to the Office action.*

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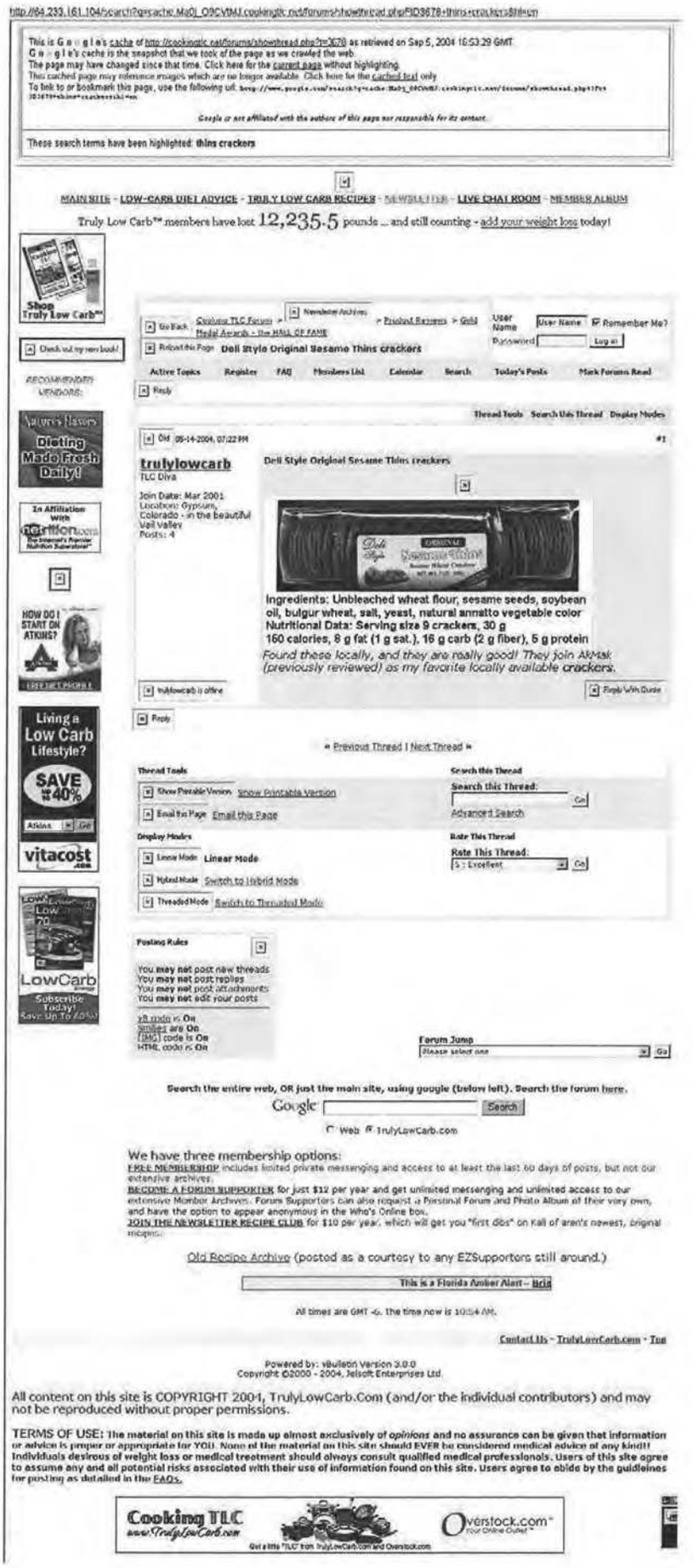

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Location: Gypsum, Colorado - in the beautiful Vail Valley
Posts: 4

Deli Style Original Sesame Thins crackers

Ingredients: Unbleached wheat flour, sesame seeds, soybean oil, bulgur wheat, salt, yeast, natural annatto vegetable color
Nutritional Data: Serving size 9 crackers, 30 g
160 calories, 8 g fat (1 g sat.), 16 g carb (2 g fiber), 5 g protein
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Snacks » Crackers

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  - Crackers
  - Dessert Mixes
  - Frozen Treats
  - Potato Chips & Snacks
- Special Diet
- Spices/Herbs/Marinades
- Sweets

Snacks » **Crackers**

Arnott's **Crackers**, Cheeseboard Assortment, 8.8 oz	Arnott's Water **Crackers**, Cracked Pepper, 4.4 oz	Arnott's Water **Crackers**, Sesame, 4.4 oz
Arnott's Water **Crackers**, Traditional, 4.4 oz	Bradshaw's Oyster **Crackers**, BBQ, 6 oz box	Bradshaw's Oyster **Crackers**, Garden Dill, 6 oz box
Bradshaw's Oyster **Crackers**, Sour Cream & Onion, 6 oz box	Bradshaw's Oyster **Crackers**, Spicy Black Bean, 6 oz box	KA-ME **Crackers**, Cheese Rice Crunch, 3.5 oz pkg
KA-ME **Crackers**, Onion Rice Crunch, 3.5 oz pkg	KA-ME **Crackers**, Plain Rice Crunch, 3.5 oz pkg	KA-ME **Crackers**, Seaweed Rice Crunch, 3.5 oz pkg
KA-ME **Crackers**, Sesame Rice Crunch, 3.5 oz pkg	KA-ME **Crackers**, Unsalted Rice Crunch, 3.5 oz pkg	KA-ME **Crackers**, Wasabi Rice Crunch, 3.5 oz pkg
Sesmark Rice Minis, Chili Cheese, 5.25 oz	Sesmark Rice Minis, Lightly Salted, 5.25 oz	Sesmark Rice Minis, Nacho Corn, 5.25 oz box
Sesmark Rice Minis, Sesame Garlic, 5.25 oz	Sesmark Rice **Thins**, Brown Rice **Crackers**, 3.50 oz	Sesmark Rice **Thins**, Cheddar Rice **Crackers**, 3.50 oz package
Sesmark Rice **Thins**, Sesame Rice **Crackers**, 4.25 oz	Sesmark Rice **Thins**, Teriyaki Rice **Crackers**, 4.25 oz	Sesmark Savory **Thins**, Cracked Wheat & Sesame, 3.2 oz pkg
Sesmark Savory **Thins**, Original, 3.2 oz package	Sesmark Savory **Thins**, Teriyaki, 3.2 oz	Sesmark Savory **Thins**, Toasted Onion & Garlic, 3.2 oz
Sesmark Sesame **Thins**, Garlic, 7.3 oz.	Sesmark Sesame **Thins**, Garlic, 7.3 oz.	Sesmark Sesame **Thins**, Original, 7.3 oz
Sesmark Sesame **Thins**, Unsalted, 5.5 oz.		

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Breads, Crackers, Snacks & Papadum ▶ Crackers & Snacks (total 93 items)

Page : 1 2 3 4

SKU	Name	Pict.	Brand	Type	Price (US$)	Quantity	
262P01	**Padi Oat Cracker, Indoneshia**		Rotary	8 oz pack	$4.99		Add to Cart
262P02	**Papadi, Mild** Indian Snacks		Deep Foods	14 oz Bag	$4.99		Add to Cart
262P03	**Plaintain Chips**		House Brand	7 oz Bag	$3.99		Add to Cart
262P04	**Prawn Flavored Chips**		Ching Lee	227 gm pack	$4.99		Add to Cart
262P05	**Protedal** Indian Spicy Chana Dal Snacks		Deep Foods	8 oz Bag	$3.99		Add to Cart
262P06	**Punjabi Mix** Indian Snacks		Deep Foods	12 oz Bag	$4.99		Add to Cart
262R01	**Rice Crackers, Wasabi, China**		Asian	3.5 oz pack	$2.99		Add to Cart
262R02	**Rice Crackers,Barbacue, China**		Asian	3.5 oz pack	$2.99		Add to Cart
262R03	**Rice Crackers,Cheese, China**		Asian	3.5 oz pack	$2.99		Add to Cart
262R04	**Rice Crunch Crackers, Onion**		Kame	3.5 oz pack	$2.99		Add to Cart
262R05	**Rice Crunch Crackers, Plain**		Kame	3.5 oz pack	$2.99		Add to Cart
262R06	**Rice Crunch Crackers, Seaweed**		Kame	3.5 oz pack	$2.99		Add to Cart
262R07	**Rice Crunch Crackers, sesame**		Kame	3.5 oz pack	$2.99		Add to Cart
262R08	**Rice Crunch Crackers, Unsalted**		Kame	3.5 oz pack	$2.99		Add to Cart
262R09	**Rice Crunch Crackers, Wasabi**		Kame	3.5 oz Pack	$2.99		Add to Cart
262R10	**Rosemary Flatbread**		MJ'A Fine Foods	5.3 oz Pack	$5.99		Add to Cart
262S01	**Savory Thins, Cracked Wheat & Sesame**		Sesmark	3.2 oz Pack	$2.99		Add to Cart
262S02	**Seasame Thins Wheat Crackers,Garlic**		Sesmerk	7 oz pack	$2.99		Add to Cart
262S03	**Seaseme Pretzels, Baked, Israel**		B&B	7 oz pack	$1.29		Add to Cart
262S04	**Seasme Thins Wheat Crackers,Unsalted**		Sesmerk	5.5 oz Pack	$2.99		Add to Cart
262S05	**Sen, Thin, Mild**		Deep Foods	14 oz Bag	$4.99		Add to Cart
262S06	**Sesame Crackers, Stone Ground Wheat**		Ak Mack	4 oz pack	$2.99		Add to Cart
262S07	**Sesame Sticks**		House Brand	1 lb	$3.99		Add to Cart
262S08	**Sesame Thins Wheat Crackers, Chedder**		Sesmerk	7 oz pack	$2.99		Add to Cart
262S09	**Sesame Thins Wheat Crackers, Original**		Sesmark	7 oz Pack	$2.99		Add to Cart
262S10	**Sesame Thins Wheat Crackers, Terriyaki**		Sesmerk	3.2 oz pack	$2.99		Add to Cart
262S11	**Sev Thick, Hot** Indian Snacks		Deep Foods	12 oz Bag	$4.99		Add to Cart
262S12	**Sev, Regular**		Deep Foods	14 oz Bag	$4.99		Add to Cart
262T01	**Table Water Crackers**		Carr's	4 oz pack	$2.99		Add to Cart
262T02	**Tasty Mix** Indian Snacks		Kanaya	14 oz Bag	$4.99		Add to Cart

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These search terms have been highlighted: **thins crackers**

We've looked long and hard for some IC friendly snacks that can satisfying those sweet cravings that you might be struggling with. Yet, they are low cal too! We hope you enjoy these!

Anna's Almond Cinnamon Thins

Now a way to have a cookie that tastes great but contains only 22 calories! These cookie **thins** are from a Swedish family recipe that has been in production for over 70 years. INGREDIENTS: wheat flour, margarine, sugar, sugar beet syrup, water, almonds, sodium bicarbonate, cinnamon and almond flavor. Very crispy and tasty!

The thinness of these cookies allows you to tailor your consumption to your specific bladder sensitivity.

Price: **$3.99**

Qty: 1 ADD

Anna's Blueberry Cookie Thins

Another great flavor! INGREDIENTS: wheat flour, margarine, sugar, sugar beet syrup, water, blueberry flavor, and sodium bicarbonate.

Price: **$3.99**

Qty: 1 ADD

Cheddar Bunnies

Baked snack **crackers** by Annie's Homegrown. Made with organic wheat flour and real Wisconsin cheddar, these bunnies are great tasting and wholesome. NO hydrogenated oils and NO artificial flavors. INGREDIENTS: organic wheat flour, safflower oil, cheddar cheese, salt, yeast extract, paprika, annatto extract, onion powder, yeast. Packed in a box containing 6 1 oz pouches.

Price: **$4.99**

Qty: 1 ADD

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Search

Review: Tastemorr Carb Measure Snack Thins Sour Cream & Onion

Categories: Atkins Diet snacks (15 reviews)
Sour Cream & Onion Chips (73 reviews)
Soy snacks (32 reviews)

All snack categories

Manufacturer: Tastemorr Snacks (a division of Basic Grain Products Inc.)

All snack manufacturers

Taste: These are round chips made from soy protein concentrate and various other ingredients. The initial sour cream and onion taste was pretty good, with a decent crunch to it. That lasted a few seconds, but once the flavoring wore off, the taste got kind of flat, and there was a bit of that sand-like taste typical of soy chips. Not as bad as some of the soy chips, but not great either.

Aroma: Very mild but nice onion aroma.

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From the package: "Supremely Satisfying Snacks" ... "Great tasting!" ... "Net carbs only 4g per serving 12g protein per serving" ... "Balance your diet with these great tasting **thins**. High standards from start to finish allow us to produce a **snack** we know you will enjoy. These **thins** taste great as is or with your favorite dip."

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A-Z Dictionary

snack

Pronunciation: (snak), [key]
—n.
1. a small portion of food or drink or a light meal, esp. one eaten between regular meals.
2. a share or portion.
3. *Australian Slang.* something easily done.
4. go snack or snacks, to share (profits or returns).

—v.i.
to have a snack or light meal, esp. between regular meals: *They snacked on tea and cake.*

SN
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EXHIBIT 84

To the Declaration of Diana L. Rausa

UNITED STATES PATENT AND TRADEMARK OFFICE

SERIAL NO: 76/692957

MARK: BAGEL THINS

76692957

CORRESPONDENT ADDRESS:
MYRON AMER
Myron Amer, P.C.
350 NATIONAL BLVD STE 2B
LONG BEACH, NY 11561-3327

RESPOND TO THIS ACTION:
http://www.uspto.gov/teas/eTEASpageD.htm

GENERAL TRADEMARK INFORMATION:
http://www.uspto.gov/main/trademarks.htm

APPLICANT: HANDMADE GARLIC KNOTS, INC.

CORRESPONDENT'S REFERENCE/DOCKET NO:
P-4015-24
CORRESPONDENT E-MAIL ADDRESS:

OFFICE ACTION

TO AVOID ABANDONMENT, THE OFFICE MUST RECEIVE A PROPER RESPONSE TO THIS OFFICE ACTION WITHIN 6 MONTHS OF THE ISSUE/MAILING DATE.

ISSUE/MAILING DATE:

The referenced application has been reviewed by the assigned trademark examining attorney. Applicant must respond timely and completely to the issue(s) below. 15 U.S.C. §1062(b); 37 C.F.R. §§2.62, 2.65(a); TMEP §§711, 718.03.

No Confusingly Similar Marks Found

The Office records have been searched and there are no similar registered or pending marks that would bar registration under Trademark Act Section 2(d), 15 U.S.C. §1052(d). TMEP §704.02.

Descriptiveness Refusal

Registration is refused because the applied-for mark merely describes a feature or characteristic of applicant's goods. Trademark Act Section 2(e)(1), 15 U.S.C. §1052(e)(1); *see* TMEP §§1209.01(b), 1209.03 *et seq.*

A mark is merely descriptive if it describes an ingredient, quality, characteristic, function, feature, purpose or use of the specified goods and/or services. TMEP §1209.01(b); *see In re Steelbuilding.com*, 415 F.3d 1293, 1297, 75 USPQ2d 1420, 1421 (Fed. Cir. 2005); *In re Gyulay*, 820 F.2d 1216, 1217-18, 3 USPQ2d

1009, 1010 (Fed. Cir. 1987). Moreover, a mark that identifies a group of users to whom an applicant directs its goods and/or services is also merely descriptive. TMEP §1209.03(i); *see In re Planalytics, Inc.*, 70 USPQ2d 1453, 1454 (TTAB 2004).

Applicant's proposed mark is BAGEL THINS, covering thin, flat bread pizza for supermarket trade. The proposed mark specifically describes the goods and a feature of them, thin bagels.

Based on the record, registration is REFUSED because the proposed mark is merely descriptive of the goods covered by the mark, namely, thin bagels. Although applicant's mark has been refused registration, applicant may respond to the refusal(s) by submitting evidence and arguments in support of registration.

Supplemental Register Advisory

Although an amendment to the Supplemental Register would normally be an appropriate response to this refusal(s), such a response is not appropriate in the present case. The instant application was filed under Trademark Act Section 1(b) and is not eligible for registration on the Supplemental Register until an acceptable amendment to allege use meeting the requirements of 37 C.F.R. §2.76(b), (c) has been timely filed. 37 C.F.R. §2.47(d); TMEP §§816.02, 1102.03.

If applicant files an acceptable allegation of use and also amends to the Supplemental Register, the effective filing date of the application will be the date on which applicant met the minimum filing requirements of 37 C.F.R. §2.76(e) for the amendment to allege use. 37 C.F.R. §2.75(b); TMEP §§816.02, 1102.03.

If applicant amends the application to seek registration on the Principal Register under Trademark Act Section 2(f) or on the Supplemental Register, applicant must disclaim "BAGEL" because such wording appears to be generic in the context of applicant's goods and/or services. *See* 15 U.S.C. §1056(a); *In re Wella Corp.*, 565 F.2d 143, 196 USPQ 7 (C.C.P.A. 1977); *In re Creative Goldsmiths of Wash., Inc.*, 229 USPQ 766 (TTAB 1986); TMEP §1213.03(b).

The following is the accepted format for a disclaimer:

No claim is made to the exclusive right to use "BAGEL" apart from the mark as shown.

TMEP §1213.08(a)(i).

Under these circumstances, neither an amendment to proceed under Trademark Act Section 2(f), 15 U.S.C. §1052(f), nor an amendment to the Supplemental Register, can be recommended.

Response Advisory

To expedite prosecution of this application, applicant is encouraged to file any response to this Office action online via the Trademark Electronic Application System (TEAS), which is available at http://www.uspto.gov/teas/index.html.

If applicant has questions about its application or needs assistance in responding to this Office action,

please telephone the assigned trademark examining attorney.

/Sandra E. Manios/
Trademark Attorney-Advisor
Law Office 104
Phone: (571) 272-7047
Fax: (571) 273-7047

RESPOND TO THIS ACTION: Applicant should file a response to this Office action online using the form at http://www.uspto.gov/teas/eTEASpageD.htm, waiting 48-72 hours if applicant received notification of the Office action via e-mail. For *technical* assistance with the form, please e-mail TEAS@uspto.gov. For questions about the Office action itself, please contact the assigned examining attorney. **Do not respond to this Office action by e-mail; the USPTO does not accept e-mailed responses.**

If responding by paper mail, please include the following information: the application serial number, the mark, the filing date and the name, title/position, telephone number and e-mail address of the person signing the response. Please use the following address: Commissioner for Trademarks, P.O. Box 1451, Alexandria, VA 22313-1451.

STATUS CHECK: Check the status of the application at least once every six months from the initial filing date using the USPTO Trademark Applications and Registrations Retrieval (TARR) online system at http://tarr.uspto.gov. When conducting an online status check, print and maintain a copy of the complete TARR screen. If the status of your application has not changed for more than six months, please contact the assigned examining attorney.

EXHIBIT 85

To the Declaration of Diana L. Rausa

Side - 1

NOTICE OF ABANDONMENT
MAILING DATE: Jul 21, 2009

The trademark application identified below was abandoned in full because a response to the Office Action mailed on Dec 19, 2008 was not received within the 6-month response period.

If the delay in filing a response was unintentional, you may file a petition to revive the application with a fee. If the abandonment of this application was due to USPTO error, you may file a request for reinstatement. Please note that a petition to revive or request for reinstatement **must be received within two months from the mailing date of this notice.**

For additional information, go to http://www.uspto.gov/teas/petinfo.htm. If you are unable to get the information you need from the website, call the Trademark Assistance Center at 1-800-786-9199.

SERIAL NUMBER: 76692957
MARK: BAGEL THINS
OWNER: HANDMADE GARLIC KNOTS, INC.

Side - 2

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EXHIBIT 86

To the Declaration of Diana L. Rausa

UNITED STATES PATENT AND TRADEMARK OFFICE

Commissioner for Trademarks
P.O. Box 1451
Alexandria, VA 22313-1451
www.uspto.gov

Apr 26, 2005

NOTICE OF ABANDONMENT

TM113

RALPH KEISTER
FAULKNER, GARMHAUSEN, KEISTER & SHENK
COURTVIEW CENTER, SUITE 300
100 S. MAIN AVE.
SIDNEY, OH 45865

ATTORNEY REFERENCE NUMBER:

SERIAL NUMBER:	76/578426
MARK:	SNACK THINS
APPLICANT:	TASTEMORR SNACKS/BASIC GRAIN PRODUCTS, I

THE ABOVE IDENTIFIED TRADEMARK APPLICATION WAS ABANDONED ON 03/22/2005 FOR THE FOLLOWING REASON:

NO RESPONSE TO THE OFFICE ACTION MAILED ON 09/21/2004 WAS RECEIVED IN THE UNITED STATES PATENT AND TRADEMARK OFFICE (USPTO) WITHIN THE SIX-MONTH RESPONSE PERIOD. (15 U.S.C. 1062(b); TRADEMARK RULE 2.65(a)).

YOU CAN REQUEST REINSTATEMENT OF THE APPLICATION FOR NO FEE IF:

* YOU HAVE PROOF THAT YOUR RESPONSE WAS RECEIVED IN THE USPTO ON OR BEFORE THE DUE DATE - SUCH AS A POSTCARD WITH A USPTO MAILROOM DATE STAMP; OR,
* YOU MAILED OR FAXED THE RESPONSE ON OR BEFORE THE DUE DATE WITH A CERTIFICATE OF MAILING OR FACSIMILE TRANSMISSION, IN ACCORDANCE WITH USPTO RULE 2.197, 37 CFR SEC. 2.197.

YOU MUST SUBMIT A COPY OF THE PREVIOUSLY SUBMITTED TIMELY RESPONSE WITHIN 2 MONTHS OF THE DATE PRINTED AT THE TOP OF THIS NOTICE ALONG WITH ONE OF THE TYPES OF PROOF SET OUT ABOVE. YOU MAY FAX THIS INFORMATION TO 571-273-8950.

IF YOU DO NOT HAVE THE PROOF NECESSARY FOR REINSTATEMENT, YOU CAN REQUEST REVIVAL OF THE APPLICATION, UNDER USPTO RULE 2.66, 37 CFR SEC. 2.66, BY:

* FILING A "PETITION TO REVIVE" **WITHIN 2 MONTHS** OF THE DATE PRINTED AT THE TOP OF THIS NOTICE, INDICATING THAT THE REASON FOR THE DELAY IN RESPONDING BY THE DUE DATE WAS "UNINTENTIONAL";
* PAYING THE PETITION FEE OF $100, MADE PAYABLE TO THE COMMISSIONER OF TRADEMARKS; AND
* INCLUDING A COPY OF THE RESPONSE TO THE OFFICE ACTION (IF YOU DID RECEIVE THE OFFICE ACTION - OTHERWISE, INCLUDE A STATEMENT THAT YOU DID NOT RECEIVE THE OFFICE ACTION.)

FOR FURTHER INFORMATION CALL 1-800-786-9199

Expert Report of David Stewart, Ph. D.

I. BACKGROUND

A. Qualifications

1. I am the President's Professor of Marketing and Law at Loyola Marymount University in Los Angeles, California. I have previously held tenured faculty appointments and various administrative roles at Vanderbilt University, the University of Southern California, and the University of California, Riverside. I have also served as a research manager for a major advertising agency and have consulted for a variety of organizations on matters related to marketing, marketing research, marketing communications, marketing strategy and consumer behavior.

2. I hold three academic degrees in psychology: a B.A. from the University of Louisiana at Monroe, an M.A. in general experimental psychology from Baylor University, and a Ph.D. in personality psychology from Baylor University.

3. I am the current editor of the *Journal of Public Policy and Marketing* and have previously served as the editor of the *Journal of Marketing* and the *Journal of the Academy of Marketing Science*. I also served or have served as a member of the editorial boards of more than 20 academic journals.

4. I have written extensively about market analysis, survey research, consumer behavior, market definition and structure, branding, marketing communication, marketing research, and marketing management. My research has examined consumers' and marketers' search for and use of information in decision-making, effective marketing communication, research methods for the study of consumers and their behavior, and strategies for the effective design of marketing programs. I have authored 12 books and more than 250 published papers in academic journals, business and trade publications, and proceedings of academic and professional conferences.

5. My scholarship has been widely cited and has been recognized and honored in a number of venues including the receipt of the Award for Outstanding Contribution to Advertising Research by the American Academy of Advertising, the Cutco/Vector Distinguished

Marketing Educator Award of the Academy of Marketing Science and the Elsevier/Society for Marketing Advances Distinguished Marketing Scholar Award.

6. I am a member of the American Marketing Association, the American Statistical Association, the Marketing Research Association, the Association for Consumer Research, the Society for Consumer Psychology, the American Academy of Advertising, the American Psychological Association, the American Psychological Society, the American Association for Public Opinion Research, the Psychometric Society, and the Institute for Operations Research and Management Sciences, among others. I have also served two terms as a member of the United States Census Bureau's Advisory Committee of Joint Professional Associations and I am a past-chairman of this committee.

7. I have served as Vice President for Finance and as a member of the Board of Directors of the American Marketing Association. I am a past-president of the Society for Consumer Psychology, a past-chair of the Section on Statistics in Marketing of the American Statistical Association, and a past-president of the Academic Council of the American Marketing Association. I am a Fellow of both the American Psychological Association and the American Psychological Society.

8. For over thirty-five years, I have taught courses on principles of marketing, consumer behavior, advertising and promotion management, product development and management, marketing research, marketing management, marketing strategy, and survey research. I have taught both qualitative and quantitative approaches to marketing research, including the design and use of in-depth personal interviews, customer visits, focus groups, survey research, choice modeling, and marketing experiments to both university students and practicing professionals. I have offered executive education courses on marketing topics, including marketing research, in more than twenty countries on five continents.

9. I have served as a consultant for a wide array of companies, not-for-profit organizations and government agencies on a variety of business and market related issues. In this work I have studied consumer behavior and have advised companies, not-for-profit

organizations, government agencies, and regulators. Among the companies for which I have consulted are Coca-Cola, General Motors, Visa Services, Hewlett Packard, Agilent Technologies, Hughes, Texas Instruments, Samsung, NCR, IBM, and Cadence Design Systems. In addition to my consulting on business related matters, I have also served as a consultant to and expert witness for the Federal Trade Commission, the Office of Consumer Protection of the California Attorney General, and a variety of other parties involved in litigation. This expert witness work has included a number of assignments where surveys of my own design or the design of others were offered as evidence. I have offered testimony regarding marketing issues, including issues related to survey research, consumer behavior, branding, marketing communications, marketing strategy, deceptive advertising, and intellectual property before the Federal Trade Commission and in federal and state courts. I have served as an expert witness for a mixture of plaintiffs and defendants over time.

10. As a part of my business experience, academic research, and consulting practice, I have personally designed and conducted focus groups and in-depth customer interviews. I have also designed and implemented hundreds of surveys ranging from large omnibus surveys of nationally projectable samples to very specific surveys of highly specialized populations. My experience with survey research includes the design of questionnaires, specification of the relevant universe and sampling frame, identification and implementation of sample selection, supervision of fieldwork, and data analysis and interpretation. I have published numerous papers using survey methodology and have also published papers on the methodology of survey research. I have presented the results of my surveys to academic conferences and to senior managers. I have offered testimony regarding surveys, including surveys of my own design, before the Federal Trade Commission and in various federal and state courts.

11. A copy of my *Curriculum Vitae*, which includes a list of my publications and a list of cases in which I have testified in the past four years, is attached as Exhibit 1.

B. Compensation

12. My expert fee is $750 per hour for both non-testimony work and for deposition or trial testimony. My compensation is not dependent on the nature of my opinions or the outcome of the present matter.

II. OPINIONS AND BASES FOR OPINIONS

A. Scope of Assignment

13. I have been retained by Pirkey Barber PLLC to review and comment on the expert report submitted by Sarah Butler in the present matter. Ms. Butler's report is based on an Internet survey of self-reported purchasers or prospective purchasers of popped corn cakes. The stated purpose of this survey was to determine the degree to which "relevant consumers view 'CORN THINS' primarily as a brand name for a product."[1]

B. Information Considered

14. In the context of this assignment I have reviewed Ms. Butler's report and the information that accompanied it along with the following materials:

- Correspondence from counsel for Real Foods Pty Ltd. relaying the breakdown of survey responses to the "test" concerning the definition of a brand name and common name (attached as Exhibit 2).
- A 2013 report entitled "Salty Snacks" prepared by Mintel Group Ltd.
- *Manual for Complex Litigation*, Fourth Edition (Federal Judicial Center, 2004).
- *Reference Manual on Scientific Evidence*, Third Edition (National Academy of Sciences, 2011).

C. Summary of Opinions

15. Based on my review of Ms. Butler's survey it is my opinion that it suffers serious and fatal flaws in both its design and in the analysis of its results. These flaws include an improperly defined universe, a very large number of disqualified respondents due to confusing instructions, and an analysis that fails to properly adjust the results by subtracting numbers for

[1] Expert Report of Sarah Butler, p. 1, ¶ 1.

the controls used in the survey. These flaws result in a survey that has little probative value. To the extent that Ms. Butler's survey has any probative value at all its results suggest that consumers' understanding of the meaning of the term "CORN THINS" does not rise to the level that would be consistent with a conclusion that the term is viewed as a brand name for a product. I elaborate on these opinions and the basis for them in the remainder of this report.

III. Ms. Butler's Survey Suffers Design Flaws that Make its Obtained Results Highly Unreliable

16. The characteristics of reliable and valid surveys are well-established. These characteristics have also been adopted in the context of litigation.[2] One such characteristic is that the population (or universe) to which survey results are to be generalized should be appropriately defined. In the case of Ms. Butler's survey, the population is defined in terms of consumers who have purchased or plan to purchase "popped corn cakes." Ms. Butler provides no evidence that the consumers in her survey understood what this product might be. It is not a term in common vernacular. Indeed, a widely used and highly regarded industry report on the "Salty Snacks" market published in 2013 makes no mention of such a product category even as it reports on a variety of popcorn and corn products.[3] Thus, there is no basis for concluding that the respondents in Ms. Butler's survey were knowledgeable of the product or product category in which the "CORN THINS" product might compete. Thus respondents to Ms. Butler's survey may not even be relevant because they are not part of whatever her ambiguously defined population might be.

17. There is evidence that the wording and examples used in Ms. Butler's survey were confusing to many potential respondents. Indeed, more respondents were disqualified because they did not appear to understand the instructions for the survey, which included a lesson on the definition a brand name and a common name, than completed the main survey. While Ms. Butler presents the results of a survey of 221 respondents, 248 respondents did not

[2] *Manual for Complex Litigation*, Fourth Edition, §11.493, (Federal Judicial Center, 2004); Shari Seidman Diamond (2011), "Reference Guide on Survey Research," *Reference Manual on Scientific Evidence*, Third Edition, (National Academy of Sciences), pp. 359 – 423.
[3] Mintel (2013), *Salty Snacks – US, January 2013*, Chicago: Mintel Group.

qualify for participation because they failed a "test" concerning the definition of a brand name and common name after being given a lesson on the differences. This raises questions about the adequacy of the instructions and "lesson". It also raises the question of the state of mind of even those respondents who responded to the survey given the apparent confusion caused by the instructions. The examples of brand and common names, Cheez Doodles and Graham Crackers, used in the "test" would appear to require a great deal of knowledge of specific products and are atypical of the terms usually used in such "tests" in standard Teflon surveys. In addition, the "lesson" on the difference between a brand name and a common name used examples that would suggest, at least to some participants, alternative ways of defining brand and common names. The examples of common names used in the "lesson" were "crackers" and "chips" while the brand names used were "Cheese Nips" and "Sun Chips". Such examples suggest that brand names consist of two words while common names consist of a single word. This may explain why so many respondents failed the subsequent "test" and why so many respondents identified even common names as brand names.

IV. The Results of Ms. Butler's Survey Do Not Rise to the Level Required to Demonstrate that a Name Has Acquired the Status of a Brand Name.

18. Regardless of the presence of other flaws in the design of Ms. Butler's survey, which I described above, the results do not support a conclusion that a majority of consumers, even in a narrowly defined sample, view the term "CORN THINS" as a brand name for a product. Even under the most generous interpretation of the data reported by Ms. Butler it is not possible to conclude with confidence that even half of the consumers in Ms. Butler's survey viewed "CORN THINS" as a brand name. Only 52% of Ms. Butler's 221 survey respondents indicated that they viewed "CORN THINS" as a brand name. The 95% confidence interval for this statistic is ± 6.59. This means the actual value could be as low as 44.41%. However, as Ms. Butler's own survey demonstrates after correction for guessing and other ambient "noise" the percentage of respondents about whom it can be reliably concluded that they view "CORN THINS" as a brand name is far smaller.

19. It is well-accepted practice in survey research to adjust results to account for respondent guessing, prior irrelevant beliefs, or other factors that influence responses that are not relevant to the focal question.[4] This adjustment is accomplished by using "controls," that is other stimuli that provide an estimate of the influence of such irrelevant factors. In Ms. Butler's survey these controls are the other brand and common names that she tested: Brand Names (Kale Krunch, Pretzel Waves, and Granola Flats) and Common Names (Macadamia Nuts, Oyster Crackers, Water Crackers, and Veggie Chips). In order to obtain an adjusted measure of the meaning of a term to consumers it is accepted practice to subtract incorrect responses to a control from the response to the stimulus name of interest.[5] In the case of Ms. Butler's survey that would require subtracting the percentage of survey respondents who indicated that a common name was a brand name from the percentage of respondents who indicated that "CORN THINS" is a brand name. There was a wide range of responses across the control names in Ms. Butler's survey, ranging from 5% of respondents who indicated that Macadamia Nuts is a brand name to 30% of the respondents who indicated that Veggie Chips is a brand name. This subtraction of the response to a control from the response to "CORN THINS" results in a finding that the percentage of consumers who view "CORN THINS" as a brand name ranges from 47% (52% - 5%) to 22% (52% - 30%). The lower bound of the confidence interval for these estimates is less than 15%. Thus, on grounds of statistical evidence alone Ms. Butler's survey fails to demonstrate that "CORN THINS" is viewed as a brand name by even a substantial minority of consumers. The wide variability in the responses to both the brand name and common name controls used by Ms. Butler is also consistent with the conclusion that instructions for the survey, including the "lesson," were confusing to at least some survey respondents.

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[4] Shari Seidman Diamond (2011), "Reference Guide on Survey Research," *Reference Manual on Scientific Evidence*, Third Edition, (National Academy of Sciences), pp. 359 – 423.

[5] E. Deborah Jay (2009), "Genericness Surveys in Trademark Disputes: Evolution of Species," *Trademark Reporter*, 99 (5), 1118 – 1164.

20. For all the reasons described above, the survey conducted by Ms. Butler has no probative value as a demonstration that the term "CORN THINS" is understood by consumers as a brand name for a specific product.

I declare under penalty of perjury of the laws of the United States of America and the State of California that the foregoing is true and correct. Executed this 31st day of October, 2014 at Los Angeles, CA.

David Stewart, Ph.D.

Exhibit 1

DAVID W. STEWART, Ph.D.

Presidential Chair of Marketing and Law
Loyola Marymount University • College of Business Administration
1 LMU Drive • Los Angeles, CA 90045
Phone: 310.338.6033
Email: david.stewart@lmu.edu

EDUCATION

- **Ph.D. in Psychology**, Baylor University, Waco, TX, 1974
- **MA in Psychology**, Baylor University, Waco, TX, 1973
- **BA in Psychology**, Northeast Louisiana University, Monroe, LA, 1972

AREAS OF EXPERTISE

- Marketing and Public Policy
- Marketing Communication
- Product Management
- Innovation and Economic Development
- Marketing Strategy and Planning
- Consumer Behavior
- Research Methods
- Educational Administration

ACADEMIC/TEACHING EXPERIENCE

- **President's Professor of Marketing and Law,** Loyola Marymount University, College of Business Administration, 2012 – present. (Primary appointment in the College of Business Administration; courtesy appointment in the School of Law).

- **Professor of Management and Marketing,** University of California at Riverside, School of Business Administration and the A. Gary Anderson Graduate School. Of Management, 2007-2012. **(Emeritus Professor, 2012 – present)**

- **Dean,** University of California at Riverside, School of Business Administration and the A. Gary Anderson Graduate School of Management, 2007-2011.

- **Deputy Dean,** University of Southern California, Marshall School of Business, 1999-2004.

- **Chairperson,** University of Southern California, Department of Marketing, Marshall School of Business, 1994-1999, 2006-2007.

- **Robert E. Brooker Professor of Marketing**, University of Southern California, Marshall School of Business, 1992-2007.

- **Professor of Marketing**, University of Southern California, Marshall School of Business, 1988-2007 (tenured 1988).

- **Associate Professor**, University of Southern California, Marshall School of Business, 1986 -1988.

- **Senior Associate Dean for Academic Affairs**, Vanderbilt University, Owen Graduate School of Management, 1984-1986.

- **Assistant/Associate Professor,** Vanderbilt University, Owen Graduate School of Management, and **Associate Professor of Psychology and Human Development**, 1980-1986 (tenured 1983).

- **Associate Professor of Psychology and Business**, Jacksonville State University, 1978-1980.

- **Adjunct Professor of Psychology**, Northwestern State University, LA, 1975.

- **Adjunct Professor of Psychology**, Louisiana College, 1975.

UNIVERSITY AND COLLEGE CONTRIBUTIONS

Representative University/School Service:

Loyola Marymount University

- Co-chair, Graduate Management Program Design Committee
- MSchool Planning Committee

University of California, Riverside

- Served as Campus Representative to Board of Directors of the Inland Empire Economic Partnership, the City of Riverside Council of Economic and Workforce Development Advisors, the Riverside Higher Education/Business Council, the Riverside Technology CEO Forum, the Board of the Coachella Valley Economic Partnership, the Southwest County Economic Development Corporation, and the California Inland Empire District Export Council. Member of the 2009 class of Leadership Riverside.
- Member, Community Engagement Committee, University of California at Riverside, Strategic Planning Exercise, 2009-2010.
- Chair, Search Committee for Vice Chancellor for Advancement, University of California at Riverside, 2008-2009.
- Member, University of California at Riverside Campus Budget Planning Committee, 2009.
- Chair, Palm Desert Graduate Center Planning Committee, University of California at Riverside, 2009.

University of Southern California

- Member, Health Advisory Board, School of Planning, Policy and Development, University of Southern California 2005-2007.
- Member, University Committee on Academic Review, University of Southern California, 2006-2007.
- Member, Dean Search Committee, School of Planning, Policy and Development, University of Southern California, 2004-2005.

- Member, Board of Directors, University Faculty Center (1995 - 2000).
  - Chair, Membership Committee (1995 - 1996)
  - Treasurer and Member of Executive Committee (1996 - 1997)
  - President (1998 - 1999)

- Member, University Appointments, Tenure and Promotion Committee, University of Southern California (1990 - 1994).
  - Chair, Panel on Social Sciences and Professional Schools (1993 - 94).

- Member, University Graduate Studies Advisory Council (1994 - 1998).

- Member, School of Business Administration Dean Search Committee (1993).

- Member, University Employee Benefits Committee (1987 - 1992).

- Member, University Research Committee (1990 - 1991).

- Member, Personnel Committee, School of Business Administration (1990 - 1992).

- Member, Marketing Ph.D. Committee (1986 - 1990).

- Coordinator, Doctoral Program in Marketing (1987 - 1989).

- Coordinator, 1988 and 1990 Advertising Education Foundation Ambassador Program.

- Member and Chairman, Various Tenure, Promotion, and Review Committees (1988 - 2007).

- Member, Dean's Advisory Council, School of Business Administration (1987 - 1988, 1994).

- Member, Building Advisory Committee, School of Business Administration (1987 - 1988).

- Founding Director, Master of Science in Management for Information Executives Program, University of Southern California (1987 - 1989).

- Member, School of Business Administration Executive Development and Training Oversight Committee (1988).

- Member, Marketing Chair's Advisory Committee (1988 - 1989).

- Research Seminar Coordinator, Department of Marketing, University of Southern California (1986 - 1987).

- Working Paper Series Coordinator, Department of Marketing, University of Southern California (1986 - 1987).

- Member, Research Committee, School of Business Administration, University of Southern California (1986 - 1988).

- Member, Marketing Department Strategic Planning Committee, University of Southern California (1986 - 1987).
- Member, Operations Committee, School of Business Administration, University of Southern California (1987).
- Member, Undergraduate Curriculum Committee, School of Business Administration, University of Southern California (1987).

Vanderbilt University

- Member, Vanderbilt University Re-Accreditation Steering Committee (1985 - 1986).
- Member, University Human Subjects Research Review Committee (1983 - 1986).
- Member, Committee on Instruction, Owen School (1981 - 1986).
- Faculty Advisor, Owen School Chapter of the American Marketing Association (1981 - 1984).
- Coordinator of Faculty Research, Owen School (1982 - 1984).
- Member, Tenure Review Committee, Owen School (1983 - 1984).
- Member, Committee on Faculty Research, Owen School (1981 - 1982).
- Chairman, Strategy Faculty Search Committee, Owen School (1983 - 1984).
- Member, Marketing Faculty Search Committee, Owen School (1980 - 1985).
- Member, Statistics Faculty Search Committee Owen School (1983 - 1984).
- Member, Honor Council Appeals Board, Vanderbilt University (1982 - 1984).
- Member, Organizational Behavior Faculty Search Committee, Owen School (1981 - 1982).
- Member, Admissions Committee, Executive MBA Program, Owen School (1981 - 1983).
- Consultant, Vanderbilt University Development Office (1982).
- Member, Admissions Committee, MBA Program, Owen School (1980 - 1981).
- Member, Ph.D. Program Development Committee, Owen School (1980 - 1981).
- Member, Ad Hoc Committee on Computer Resources, Owen School (1980-1981) (1983-1984).
- Faculty Secretary, Owen School (1982-1983).

HONORS & AWARDS

- Distinguished Lecturer, School of Management and International Business, Victoria University of Wellington, New Zealand, August, 2014
- Chairman's Award, Riverside Chambers of Commerce, 2009 (for contributions to the economic development of the City of Riverside)
- Elsevier Distinguished Marketing Educator, Society for Marketing Advances, November, 2007.
- Cutco/Vector Distinguished Marketing Educator Award, Academy of Marketing Science, May, 2006.
- Omicron Delta Kappa Men of Merit Award, Baylor University, 2005.
- Ivan Preston Outstanding Contribution to Research Award, American Academy of Advertising, 1998.
- Best Distance Learning Program - Continuing Education, Presented by the U. S. Distance Learning Association, 1996.
- Outstanding Reviewer Award, *Journal of Marketing*, 2006.
- Best Paper, *Journal of Public Policy Marketing*, 1992-1994, American Marketing Association, 1996.
- Best Review, Advanced Research Techniques Conference, American Marketing Association, 1990, 1992.
- Best Paper, *Journal of Advertising*, 1989, Awarded by American Academy of Advertising in 1990.
- Dean's Research Fellowship, University of Southern California, 1987-1990.
- Marketing Science Institute Visiting Scholar, General Motors Corporation, 1988-89.
- Senior Research Fellowship, American Academy of Advertising, 1988.
- Listed among top ten contributors to marketing journal, *Journal of Marketing Education,* 1985.
- Outstanding Young Men of America, 1985.
- OGSM Dean's Fund for Faculty Research Grant, 1981, 1982, 1983.
- Who's Who in the World.
- Who's Who in America.
- Charter Fellow, Association for Psychological Science.
- Fellow of the American Psychological Association, Division 23.
- Listed among top ten contributors to Advertising literature in a study published in the Spring, *Journal of Advertising.*
- Honorable Mention, 1983 Alpha Iota Delta/American Institute for Decision Sciences Instructional Award.
- Alpha Iota Delta, Decision Sciences Honorary.
- Beta Gamma Sigma Business Honor Society.
- Phi Kappa Phi National Honor Society.
- Who's Who in the West.

- Who's Who of Emerging Leaders in America, Third Edition.
- Who's Who in Finance and Industry.
- Who's Who in American Education.
- Five Thousand Personalities of the World.
- New York Academy of Sciences.
- Who's Who in California.
- Who's Who in Advertising.
- Who's Who in Sales and Marketing.
- International Platform Association.
- Who's Who in the South and Southwest.
- Personalities of the South.
- Personalities of America.
- State Board of Education Scholar, Northeast Louisiana University.

REPRESENTATIVE PROFESSIONAL EXPERIENCE

- Editor, *Journal of Public Policy and Marketing*, American Marketing Association, 2012-present.
- Editor-in-Chief, *Oxford Online Bibliography in Marketing*, 2012-present.
- Faculty Member, Society of Marketing Advances Doctoral Consortium, New Orleans, 2014.
- Evaluation Panel, National Science Foundation Graduate Research Fellowships, 2013 – 2014.
- Faculty Member, 2nd Annual Sheth/AMA Indian Doctoral Consortium, Ahmedabad, India, 2014.
- Faculty Member, Chinese Marketing International Doctoral Consortium, Wuhan, China, 2014.
- Faculty Member, Marketing and Public Policy Doctoral Seminar and Workshop (2014, 2012, 3010, 2008, 2006, 2004)
- Graduate, Leadership Los Angeles, Class of 2013.
- Judge, *Techweek* Launch, Santa Monica, December, 2013.
- Judge, Advertising Research Foundation's Annual Ogilvy Awards, 2013, 2014.
- Chair, City of Riverside Strategic Vision Task Force, Riverside, CA, 2009-2012.
- Member, California Inland Empire District Export Council, 2010 – 2012 (appointed by Secretary of Commerce).

- Member, Board of Directors, Coachella Valley Economic Partnership 2009 – 2011.
- Member, Board of Directors, Inland Empire Economic Partnership, 2007 – 2011.
- Graduate, Leadership Riverside, Class of 2009.
- Founding Chair, Marketing Accountability Standards Board, 2004 – present.
- Editor, *Journal of the Academy of Marketing Science*, Academy of Marketing Science, 2006-2009.
- Editor, *Journal of Marketing*, American Marketing Association, 1999-2002.
- Member, Academic Advisory Committee, CMO Council, 2007-present.
- Member, Editorial Board, *Academy of Marketing Science Review*, 2014 – present.
- Member, Editorial Board, *Open Journal of Business and Management*, 2013-present.
- Member, Editorial Board, *Review of Marketing Research*, 2004-present.
- Member, Editorial Board, *Journal of Advertising Research*, 2005-present.
- Member, Editorial Board, *International Journal of Advertising*, 2000-present.
- Member, Editorial Board, *International Journal of Marketing Research*, 2000-present.
- Member, Editorial Board, *Journal of Public Policy and Marketing*, 1993-present.
- Member, Senior Advisory Board, Editorial Board, *Journal of Advertising*, 1991-present.
- Member, Editorial Board, *Journal of Promotion Management*, 1991-present.
- Member, Editorial Board, *Journal of Management Issues*, 1991 - 2010.
- Member, Editorial Board, *Journal of Product and Brand Management*, 1991-present.
- Member, Editorial Board, *Journal of Marketing*, 1990-present.
- Member, Editorial Board, *Current Issues and Research in Advertising*, 1987-2010.
- Member, Editorial Board, *Journal of International Consumer Marketing*, 1987-present.
- Member, Editorial Board, *Journal of Interactive Marketing*, 2001 - 2010.
- Occasional Reviewer, *Journal of Consumer Research*, 1983 - present.
- Member, California Inland Empire District Export Council, Department of Commerce, 2009-2012.

- Member, City of Riverside Mayor's Committee on Economic and Workforce Development, 2007-2012.
- Member/Partner, Riverside Technology CEO Forum, 2007-2012.
- Conference Program Referee, AMA Summer Educators' Conference, 1982-2014.
- Referee, Winter AMA Educators' Conference, 1983, 1984, 1986-2014.
- Member, Board of Directors, Inland Empire Economic Partnership, 2007-2011.
- Member, Board of Governors, Academy of Marketing Science, 2004-2010.
- Referee, Society for Consumer Psychology Annual Program, 1982-2014.
- Faculty Member, American Marketing Association Doctoral Consortium, 1990, 1991, 1998-2009, 2011.
- Member, Academic Assessment Panel, 2010 Decennial Census, United States Census Bureau, 2009.
- Referee, Society for Marketing Advances Conference, 1984-2009.
- Referee, Annual Conference of the American Academy of Advertising, 1985-2009.
- Judge for Dissertation Competition of the American Marketing Association, 1988-1998, 2008 - 2014.
- Referee, Association for Consumer Research Conference, 1983-2008.
- Co-Chair, Academy of Marketing Science Annual Conference, Coral Gables, 2007.
- Member, Editorial Board, *Media Psychology,* 2001-2006.
- Co-Chair, Second Risk Perception Workshop, American Marketing Association and Marketing and Society Special Interest Group, Los Angeles, 2006.
- Co-Chair, Marketing and Public Policy Conference of the American Marketing Association, Long Beach, 2006.
- Member, Product Development and Management Association International Conference Program Planning Committee, San Diego, 2005.
- Member, Editorial Board, *Journal of Marketing Research,* 1983-1994, 1999-2003.
- Chairperson, Marketing and Society Special Interest Group, American Marketing Association, 2000-2001.
- Co-Chair, American Marketing Association International Conference, Buenos Aires, Argentina, 2000.
- Occasional Reviewer, *Decision Sciences,* 1989-2000.

- Member, Nominating Committee, American Marketing Association, 1999.
- Vice President, Finance/Secretary, American Marketing Association, 1998-1999.
- Member of the Board of Directors, American Marketing Association, 1996-1999.
- Member of the Board of Directors, American Marketing Association Foundation, 1998-1999.
- Member, CEO Search Committee, American Marketing Association, 1998-1999.
- Editor, Sage Series in Marketing, 1992-1999.
- Advisory Editor, *Psychology and Marketing*, 1990-1999.
- Occasional Reviewer, *Journal of the Academy of Marketing Science*, 1985-1999.
- Occasional Reviewer, *Psychological Bulletin*, 1984-1999.
- Occasional Reviewer, *Journal of Applied Psychology*, 1983-1999.
- Proposal Reviewer, Applied Research Division, NIMH, 1976, 1993, 1998.
- President of the Academic Council, American Marketing Association, 1997-1998.
- Member, Census Bureau Advisory Committee of Professional Associations, 1992-1998.
- Judge, American Marketing Association Edison Awards for Best New Products, 1997, 1998.
- Representative to Council, American Psychological Association, Elected by Society for Consumer Psychology, 1989-1992, 1997-1998.
- Occasional Reviewer, *Applied Demographics*, 1996, 1998.
- Occasional Reviewer, *International Journal of Marketing Research*, 1988, 1997.
- Chair, Section on Statistics in Marketing, American Statistical Association, 1997.
- Referee, Decision Sciences Institute Conferences, 1988-1997.
- Member, General Advisory Board, International Business Press, 1991-1996.
- Occasional Reviewer, *Personality and Social Psychology Bulletin*, 1976, 1990, 1993, 1997.
- Proposal Reviewer, Management and Decision Sciences Directorate, National Science Foundation, 1990, 1994, 1997.
- Occasional Reviewer, *Psychometrika*, 1988, 1990, 1991, 1996.
- Member, Editorial Board, *Journal of Consumer Marketing*, 1985-1996.

- Member, Chair, Census Bureau Advisory Committee of Professional Associations, 1995.
- Co-Chair, Winter Educators' Conference, American Marketing Association, 1995.
- Program Chair, Section on Statistics in Marketing, American Statistical Association, 1994.
- Proposal Reviewer, Social and Developmental Psychology Division, National Science Foundation, 1979, 1993.
- Judge, Design Competition of the Los Angeles Design Club, 1992.
- Co-Chair, American Marketing Association Doctoral Consortium, 1991.
- Chairman, Research Committee, American Academy of Advertising, 1989-1991.
- Member, Executive Committee, Society for Consumer Psychology, American Psychological Association 1981-1991.
- Chairman, Research Methodology Track, AMA Summer Educators' Conference, 1990.
- Textbook Reviewer, PWS/Kent, 1990.
- Associate Editor, *Psychology and Marketing*, 1983-1990.
- Occasional Reviewer, *Journal of Advertising*, 1983-1990.
- Occasional Reviewer, *Journal of Personality and Social Psychology*, 1978, 1990.
- Coordinator, Advertising Education Foundation Ambassador Program, 1988, 1990.
- Member, Publications Committee, Society for Consumer Psychology, 1988-1989.
- Member, Research Committee, American Academy of Advertising, 1988-1989.
- Member, Policy Board, *Journal of Consumer Research*, 1986-1988.

  - President, Policy Board, 1988, Vice President, 1987.
- Occasional Reviewer, *Journal of Mathematical Social Sciences*, 1987.
- Co-chair, Fifth Annual Advertising and Consumer Psychology Conference, 1986.
- President, Society for Consumer Psychology, Division 23, American Psychological Association, 1985-1986.
- Textbook Reviewer, Prentice-Hall Publishing Company, 1979-1986.
- Occasional Reviewer, *Journal of the Academy of Management*, 1983-1985.

- Occasional Reviewer, *Annals of Travel and Leisure*, 1983-1985.
- Research Methodology Track Chairman for 1985 AMA Marketing Theory Conference, 1985.
- Program Chair, Society for Consumer Psychology, 1984.
- Editor, The Communicator, Newsletter of the Society for Consumer Psychology, 1981-1983.
- Chairman, Consumer Psychology Dissertation Award Committee, 1983.
- Textbook Reviewer, McGraw-Hill Book Co., 1983.
- Editor, Louisiana Psychologist, 1976.

PROFESSIONAL AFFILIATIONS

- American Marketing Association
- Academy of Marketing Science
- Association for Consumer Research
- American Academy of Advertising
- Marketing Research Association
- Institute for Operations Research and the Management Sciences
- American Association for Public Opinion Research
- Decision Sciences Institute
- Academy of Management
- American Psychological Association (Fellow)
  - Society for Consumer Psychology (Division 23 of APA)
  - Society for Personality and Social Psychology (Division 8 of APA)
- American Psychological Society (Charter Fellow)
- Psychometric Society
- American Statistical Association
- Classification Society of North America
- Product Development and Management Association
- Sales and Marketing Executives International

SCHOLARSHIP

Working Papers

- A Dual Process Model of the Construction of Product Portfolios: The Case of Dietary Supplements. (with Ingrid Martin).

- Learning and Unlearning About Competitors: Managerial Judgment in Repeated Competitive Interaction. (with J. Prabhu and Velitcha Kaltcheva).

- Short- and Long-Term Effects of Advertising on Brand Equity: Analysis of the Superbowl as a Major Brand Building Event (with Ray Taylor and Sascha Raithel).

2015

- Stewart, David W. and Gugel, Craig. *Making Marketing Accountable: Financial Dimensions of Marketing* (tentative title). (Armonk, NY: M. E. Sharpe) (forthcoming, scheduled for publication in 2015).

- Stewart W. David, *Handbook of Persuasion and Social Marketing.* Three Volumes, (New York: Praeger Publishers), forthcoming, 2015.

- Stewart W. David, Introduction to Volume 1, Chapter 1, *Handbook of Persuasion and Social Marketing.* (New York: Praeger Publishers), forthcoming, 2015.

- Stewart W. David, Introduction to Volume 2, Chapter 1, *Handbook of Persuasion and Social Marketing.* (New York: Praeger Publishers), forthcoming, 2015.

- Stewart W. David, Introduction to Volume 3, Chapter 1, *Handbook of Persuasion and Social Marketing.* (New York: Praeger Publishers), forthcoming, 2015.

- Social Marketing in the Service of Economic Development: A Case Study at the Epicenter of the Housing Crisis, in Stewart W. David, *Handbook of Persuasion and Social,* Volume 3, *Marketing.* (New York: Praeger Publishers), forthcoming, 2015. (with Regina M. Airey, Tricia Braun, Amy Sausser).

- Stewart W. David, Shamdasani, P, and Rook, Dennis. *Focus Groups: Theory and Practice.* Sage Series in Applied Research in Social Psychology, (Thousand Oaks, CA: Sage Publications, 1990, Second edition 2007, Arabic translation 2013, Third edition, 2015).

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- What is Policy? And Why It Matters, Editorial Statement, *Journal of Public Policy and Marketing,* 33 (1), 1 – 3.

- Marketing Accountability: Defining Expectations and Measuring Outcomes, *Open Journal of Business and Management,* forthcoming.

- Beating Your Competition: It's About Positioning, Every Product and Service Must Have a Strong Value Proposition to be Successful, *The Beginner,* January 15, 2014, http://www.thebeginner.eu/marketing-and-advertising/93-beating-your-competition-it-s-about-positioning

- Heard of Big Data? It's Here But Has Yet to Demonstrate Its Promise, *The Beginner*, January 15, 2014, http://www.thebeginner.eu/business/90-heard-of-big-data-it-s-here-but-it-has-yet-to-demonstrate-its-promise

- Do You Know How Your Customers Make Their Decisions? Knowing Customers Decision Rules Can Tell You Where Your Are Vulnerable, *The Beginner*, January 15, 2014, http://www.thebeginner.eu/marketing-and-advertising/92-do-you-know-how-your-customers-make-their-decisions

- Why Do People Shop? Tailor Your Retail Environment, People Shop for Many Reasons, *The Beginner*, January 15, 2014, http://www.thebeginner.eu/marketing-and-advertising/94-why-do-people-shop-tailor-your-retail-environment-for-your-shoppers

2013

- Speculations on the Future of Graduate Management Education, *Journal of Higher Education Theory and Practice*, 2013 13 (2), 1 - 24. (with J. Gregg).

- Stewart, W. David, "Seizing our Destiny: Leading Economic Redevelopment at the Epicenter of the Housing Crisis." In *Lessons In Leading Change: Learning From Real World Cases*, (Oxford, U.K: Rossi Smith Publishing, 2012), pp. 13 – 24. Reprinted in Jens Mueller, Rhonda Franklin, and D. D. Warwick (Eds.), *Non-Profit Excellence*, (Oxford, U.K: Rossi Smith Publishing, 2013), 221 – 232.

- "Redefining Marketing and Public Policy for the 21st Century," Editorial Statement, *Journal of Public Policy and Marketing*, 2013, 31 (1), 1 – 5.

- Defining a Market or Market Defiance? Customers May Not Agree with What a Business Thinks Is Its Target Market, *The Beginner*, January 20, 2013, http://www.thebeginner.eu/business/1037-defining-a-market-or-market-defiance

- Radically New or Not? Does Technology Drive Markets ? If so, It is a Long, Slow Ride, *The Beginner*, January 11, 2013, http://www.thebeginner.eu/technology/all-in-innovation/1028-radically-new-or-not

- How Risky Is Your Business?, *The Beginner*, February 8, 2013, http://www.thebeginner.eu/business/1052-how-risky-is-your-business

- How Creative Is Your Organisation?, *The Beginner*, February 15, 2013, http://www.thebeginner.eu/business/all-in-global-business/1057-how-creative-is-your-organisation-are-you-failing-often-enough

- Managing Your Value Chain, Finding the Right Partners is Critical to Your Success," *The Beginner*, March 27, 2013, http://www.thebeginner.eu/business/1070-managing-your-value-chain

- How Effective is Your Sales Force?, Integrating Marketing and Sales Can Improve Performance, *The Beginner*, May 10, 2013, http://www.thebeginner.eu/business/all-in-global-business/1071-how-effective-is-your-sales-force

- Five Things Businesses Should Do Now, *The Beginner*, June 9, 2013, http://www.thebeginner.eu/marketing-and-advertising/80-five-things-businesses-should-do-now

- The Three P's of Managing Customer Relationships: Plan, Priority People, The Beginner, June 9, 2013, http://www.thebeginner.eu/business/81-the-3-p-s-of-managing-customer-relationships

- How's Your Service?, It Matters Even When You Are Not a Service Business, *The Beginner*, June 24, 2013, http://www.thebeginner.eu/digital-life/83-how-s-your-service

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- The Future of the State Mental Hospital, *Perspectives in Psychiatric Care*, 1975, 13, 120-122.

- Religious Correlates of the Fear of Death, *Journal of Thanatology*, 1975, 3, 161-164.

1974

- On the Application of Psychophysiological Methods in the Clinical Setting, presented to the Louisiana Psychological Association, November 1, 1974.

Representative Unpublished Conference Papers and Presentations:

- Theory Building in Marketing, Society for Marketing Advances Doctoral Consortium, New Orleans, November, 2014.

- The Role of Survey Research in Litigation, Forensic Services Section, California Society of CPA's, Oakland, CA, October, 2014.

- What Are Business Models And Why They Matter, Victoria University Distinguished Lecture, Victoria University, Wellington, NZ, August, 2014.
- Striving for More Impactful Theory Development, Academy of Marketing Science Review Theory Forum, Indianapolis, IN, May, 2014.
- Marketing's Place Among Business Disciplines, Academy of Marketing Science, Indianapolis, IN, May, 2014.
- Marketing and Public Policy Research, Marketing and Public Policy Doctoral Seminar, University of Massachusetts, Amherst, June, 2014.
- Contributing to Theory and Practice in Marketing, Keynote Address, China International Marketing Conference, Wuhan, China, July, 2014.
- Opportunities for Research on Marketing and Public Policy, Asociacion Espanola de Marketing Academico y Profesional, Barcelona, September 19, 2013.
- Research in Marketing and Public Policy, American Council on Consumer Interests Annual Conference, April 12, 2013.
- Marketing, Theory Development and Hospitality Research, Marketing, Theory Development Workshop, Harrah College of Hotel Administration, University of Nevada, Las Vegas, May 4, 2012.
- Economic Development, and Public Policy, Marketing and Public Policy Workshop, American Marketing Association, Georgia State University, Atlanta, GA, June 5, 2012.
- Enhancing Theory and Strengthening Knowledge Development in the Marketing Discipline, Theory Pre-Conference: Ideas that Matter: A Dialog on Enhancing Theory Development in Marketing, American Marketing Association Summer Educators Conference, Boston, August 13, 2010.
- Marketing and Public Policy: Synergy, Synthesis and Successes, Marketing and Public Policy Workshop, American Marketing Association, Fort Collins, CO, May 20, 2010.
- Marketing the Census, Marketing and Public Policy Workshop, American Marketing Association, Fort Collins, CO, May 18, 2010.
- MASB: Bringing Marketing to Wall Street, American Marketing Association Winter Educators Conference, New Orleans, February 20, 2010.
- Reflections on a Career in Marketing, World Marketing Conference, Oslo, Norway, July 21, 2009.
- Various "Meet the Editor(s)" Sessions at the American Marketing Association, Academy of Marketing Science, Association for Consumer Research, and other professional conferences, 1999 - 2014.
- Where is the Cutting Edge, American Marketing Association Summer Educators' Conference, Boston, August 9, 2008.
- The Contribution Continuum, American Marketing Association Summer Educators' Conference, Washington, D.C., August 6, 2007.

- Publishing: An Editor's Perspective, Society for Marketing Advances, Nashville, TN, November, 2006.
- Speaking in Numbers, the Language of Bottom Line Business, IIR 9th Annual Conference on Return on Marketing Investment, Fort Meyers, Florida, February 7, 2006 (with D. Riskey and K. Sirkin).
- Goal-Motivated Reasoning: The Lure of the 'Yes, I Can' Conclusion, Association for Consumer Research, Portland, OR, October, 2004 (with Gustavo E. de Mello and Debbie MacInnis).
- Self-Induced Consumer Vulnerability: Goal-Directed Biases in Product Information Search and Evaluation, Public Policy and Marketing Conference, St. Lake City, Utah, May 21, 2004 (with Gustavo E. de Mello and Debbie MacInnis).
- Communicating Hazards and Health Risks to Consumers, Marketing and Society Workshop on Researching Risk, St. Lake City, Utah, May 17-18, 2004.
- Measurement Issues in Interactive Media, American Academy of Advertising, March 2004, Baton Rouge, Louisiana.
- The Intended and Unintended Consequences of Warning Messages, Marketing and Public Policy Panel Discussion, American Marketing Association, February, 2004, Scottsdale, AZ.
- Leveraging Brand Equity, Marketing Scholar Forum, China Marketing Institute, Guanghua School of Management, December 13-17, 2003, Beijing, China.
- The Effects and Effectiveness of Comparative Advertising, National Advertising Division, National Advertising Review Board, October 22, 2003, New York, New York.
- Meet the Ex-Editors, American Marketing Association, August 18, 2003, Chicago.
- Consumer Response to Warnings and Other Product Hazard Information, Session on Award Winning and Frequently Cited Research on Public Policy and Marketing, American Marketing Association, August 16, 2003, Chicago.
- Marketing and Society: A Frank Discussion of Past, Present, and Future, Panel Discussion, American Marketing Association, August 16, 2003, Chicago.
- Getting Published and Other Thoughts on Career Development, Keynote address, The PhD Project, Marketing Doctoral Students Association Conference, August 15, 2003
  Chicago.
- Substitution and Complementarity: Measuring the Effectiveness of Interactive Media MSI/JAMS Conference on Marketing to and Serving Customers through the Internet: Conceptual Frameworks, Practical Insights, and Research Directions, Boca Raton, Florida, December, 2001.
- A Perspective on Advertising Research, Presented to the American Academy of Advertising, Salt Lake City, UT, March, 2001.
- The Future of Business Education, Presented to the 2000 International Conference of the American Marketing Association, Buenos Aires, Argentina, July, 2000.

- Integrated Marketing in Segmented Markets, American Marketing Association Conference on Marketing, Beijing, China, December, 1999.
- Business Models for Internet Businesses, Presented to the 1999 Mini-conference of the Marketing and Society Special Interest Group, San Francisco, August, 1999.

- Effective Television Advertising: Old and New Findings and an International Dimension, Presented to the 1999 Summer Educators' Conference of the American Marketing Association, San Francisco, August, 1999.

- The Influence of Goals on Managerial Learning in Competitive Interaction, Presented to the Conference on Competition and Marketing, Mainz, Germany, June 1999 (with Jaideep Prabhu and Ingrid Martin).

- The Effects of Warning Messages, Presented to the 1999 Public Policy and Marketing Conferences, Notre Dame University, Notre Dame, Indiana, June, 1999. (with Ingrid Martin and Valerie Folkes).

- Learning and Unlearning About Competitors: Marketing Managers' Judgments and Decision Making In A Repeated Entry-Pricing Game, Presented to the 1999 Marketing Science Conference, Syracuse University, Syracuse, New York, May, 1999. (with J. Prabhu).

- New Findings on Advertising Effectiveness, Advertising Research Foundation, New York, New York, March, 1999.

- Transactions versus Relationships: Alternative Forms of Integrated Marketing Communications, Presented to the 1998 Summer Educators Conference of the American Marketing Association, Boston, August, 1998.

- Weak Models Versus Weak Data: Diagnostic Aids for Ambiguous Results, Presented to the Annual Meeting of the American Statistical Association, Dallas, August, 1998.

- Measuring Brand Loyalty Presented to the Marketing Science Conference, INSEAD, Fountainblue, France, July, 1998. (with Scott Koslow).

- The Boundaries of Relationship of Marketing In Channels of Distribution, Presented to the Marketing Science Institute/Journal of Marketing Conference on Marketing at the Millennium, Boston, May, 1998. (with Gary Frazier).

- Issues in Integrated Marketing Communications, Presented to the 1998 Doctoral Consortium of the American Marketing Association, University of Georgia, August, 1998.

- Implementing Successful Segmentation Strategies: Capturing and Retaining the Segments of Your Choice Presented to the International Research Institute's Annual Customer Segmentation Summit, October, 1998, Scottsdale, AZ.

- Clustering When There are Economic Consequences of Cluster Assignment Presented to the Social Statistics Workshop, University of California, Irvine, May 1998.

- Communicating Uncertain Benefits and Hazards to Consumers: How Much Qualification Is Useful, Presented to the Annual Public Policy and Marketing Conference, Boston, MA, May, 1997.

- The Dimensionality of Measures of Product Similarity Under Goal Congruent and Goal Incongruent Conditions, Presented to the Winter Conference of the Society for Consumer Psychology, St. Petersburg, FL, February 14, 1997.

- The Transfer of Purposive, Goal-Oriented Knowledge and Attitudes Across Product Categories, Presented to the Annual Conference of the Association for Consumer Research, Tucson, AZ, October, 1996. (with Ingrid Martin).

- A Generalized Approach for Detecting and Correcting Measurement Dependency, Presented to the Annual Meeting of the American Statistical Association, Chicago, Illinois, August, 1996. (with Scott Koslow).

- Designing Consumer Warning Messages: Toward Market-Focused Public Policy, American Marketing Association's Annual Conference on Public Policy and Marketing, Washington, D.C., May, 1996. (with Ingrid Martin).

- Estimating Brand Loyalty, Annual Conference of the Psychometric Society, Minneapolis, MN, June, 1995 (with S. Koslow).

- Marketing in a Wired Environment, Spring Conference of INFORMS, April, 1995, Los Angeles.

- On the Future of Marketing Thought: Contribution of Marketing to Public Policy and Social Issues, 1995 American Marketing Association Winter Educators' Conference, February, La Jolla, California.

- Intended and Unintended Effects of Warnings, American Psychological Association, August, 1994, Los Angeles.

- Contributions of Marketing Models to Direct Response Marketing, American Statistical Association, August, 1994, Toronto.

- Integrating the Marketing Mix: Coordination of Non-Store Retailing Program, International Symposium on Non-store Retailing, Berlin, September, 1993.

- Integrated Marketing: New Technologies, Non-traditional Media, and Nonmedia Promotion in the Marketing of Alcoholic Beverages, The National Institute on Alcohol Abuse and Alcoholism Working Group on the Effects of the Mass Media on the Use and Abuse of Alcohol, Washington, D. C., September 24, 1992.

- Social and Economic Effects of Proposed EEC Advertising Regulations, Instituto Di Economia Dei Media Dela Fondazione Roselli Prometeo in Catene, Cause ed Effetti Economico Sociali delle Restrizioni Cee alla Pubblicita, Milan, May 11, 1992.

- Integrated Channel Management: Merging the Communication and Distribution Functions of the Firm, 1992 Advertising and Consumer Psychology Conference, Chicago.

- A Null Distribution for Testing Conditionality Between Two or More Variables: An Application of the Bootstrap, presented to the 214th Institute of Mathematical Statistics Special Topic Session on the Bootstrap, 1990.

- The Marketing Concept and the Forgotten Consumer, Special Session at the 1990 Winter Educators' Conference of the American Marketing Association, Scottsdale, AZ, February, 1990.

- The Interaction of Person and Medium, Special Session on Advertising in the 1990's, Southern Marketing Association, New Orleans, November, 1989.

- Teaching Consumer Behavior for Management Action, American Marketing Association, Chicago, August, 1989.

- Advertising Repetition: A Critical Review of Wearin and Wearout, Presented to the 1989 Meeting of the American Academy of Advertising (with Connie Pechmann).

- Discussant, "Consumer Decision Making," 1988 Association for Consumer Research, Maui, Hawaii, October 1988.

- Advertising On Market Position Over Time: How to Tell Whether Advertising Ever Works," Wellesley, MA, June 1988.

- Different Measures ≠ Different Effects: Sorting Effects of Advertising by Measures Obtained, presented to Marketing Science Institute Conference on "Evaluating the Effects of Consumer

- Conditional Non-Parametric Resampling Segmentation of Sequential Discrete Choice Data, presented to 1988 Marketing Science Conference, University of Washington, Seattle (with S. Koslow).

- Advertising Repetition: What Do We Really Know?, 1987 AMA Educators' Conference, Toronto, Canada (with C. Pechmann).

- A Meta-Analysis of Comparative Advertising, presented to the Advertising and Consumer Psychology Conference, Chicago, 1987 (with C. Pechmann).

- Physiological Measures of Advertising Response: An Unfulfilled Promise, Southern Marketing Association, New Orleans, November 1984.

- A Generalized Investment Portfolio Model: An Application to Product Line Investment, 2nd Marketing Science Conference, Chicago, IL, March 1984 (with T. Devinney).

- Panel Member/Discussant, 5th Annual Nashville Business Conference, Nashville, TN, April 1982.

- "Innovative Approaches to Teaching Marketing Research," symposium panel member, Mid-South Conference of Marketing Educators, Long Beach, MS, March/April 1982.

- "Standards for Advertising Copytesting: A Psychometric Interpretation," presented to the American Academy of Advertising, Lincoln, Nebraska, March 1982 (with D. Furse).

- Discussant, "Consumer Decision Making," 1982 Special Conference on Marketing Theory, San Antonio, Texas, February 1982.

- Individual Search Strategies in New Automobile Purchases, presented to the Association for

Consumer Research, October 1981 (with D. Furse and G. Punj).

- Marketing and Community Psychology, presented to the Southeastern Psychological Association, April 1981 (with Lona Spencer).

- Media Decision Models: A Review and Evaluation, presented to the joint meeting of the Operations Research Society of America and the Institute of Management Sciences, May 1980 (with Joan Blackwell).

- On the Use of Undergraduate Practica for Industrial/Organizational Psychology Students, presented to the Southeastern Psychological Association, March 1980.

- On Some Psychometric Properties of Fielder's Leadership Scales, presented to the Southeastern Psychological Association, March 1980 (with Dorene McGaughy and Phyllis Waugh).

- Psychology and Accounting: Interface or Red Face, presented to the Louisiana Psychological Association, October 24, 1975.

- On the Application of Psychophysiological Methods in the Clinical Setting, presented to the Louisiana Psychological Association, November 1, 1974.

Representative Invited Research Presentations:

- Department of Marketing, Victoria University, Wellington, NZ (August, 2014)
- Department of Marketing, Aalto University, Helsinki, Finland (April, 2013)
- Harrah College of Hotel Administration, University of Nevada, Las Vegas (May, 2012)
- Edinburgh University Business School (March, 2012)
- Department of Marketing and Business Law, Loyola Marymount University (March, 2012)
- College of Business Administration, University of Illinois, Chicago (April, 2012)
- Department of Marketing, University of Alabama (April, 2009)
- Department of Marketing, Louisiana State University (November, 2007)
- Department of Marketing, University of Rhode Island (April, 2007)
- Anderson Graduate School of Management, University of California, Riverside (March, 2007)
- Department of Marketing, Iowa State University (March, 2007)
- Department of Marketing, Villanova University (November, 2006)
- Owen Graduate School of Management, Vanderbilt University (November, 2006)

- Department of Marketing, University of Georgia (November, 2005).
- Georgetown University (May, 2002).
- Southwestern Doctoral Symposium, University of Houston (April, 2001).
- Albert Haring Symposium, University of Indiana (March, 2001).
- Department of Marketing, University of Notre Dame (April, 2001).
- Department of Marketing, Boston University (April, 2000).
- Department of Marketing, Marquette University (February, 2000).
- Department of Marketing, University of Kansas (February, 2000).
- Graduate School of Management, University of California, Irvine (January, 2000).
- Department of Marketing, University of Massachusetts (October, 1999).
- Department of Marketing, University of Miami (May, 1999).
- Department of Marketing, University of Georgia (April, 1999).
- Department of Marketing, Washington State University (March, 1999).
- Social Sciences Computing Consortium, University of California, Irvine (June, 1997).
- Senior Staff, United States Census Bureau (April, 1997).
- Department of Marketing, University of Calgary (March 1994).
- Graduate School of Management, University of California, Berkeley (February 1994).
- Graduate School of Management, University of California, Riverside (March 1990).
- Department of Marketing, University of Colorado (March 1990).
- B. Freeman School, Tulane University (October 1982, March 1990).
- Presbyterian College (South Carolina) (February 1989).
- Corporate Marketing and Advertising Research Planning Group, General Motors Corp. (August 1988, January 1989, July 1989).
- School of Social Sciences, University of California, Irvine (February 1989).
- Department of Marketing, University of Georgia (March 1988).
- Joint USC/UCLA/UCI Research Symposium (May 1987).

- Department of Marketing, University of Washington, Seattle (November 1986).
- Graduate School of Business, University of Chicago (May 1985).
- Department of Marketing, University of Arizona (February 1985).
- Department of Marketing, University of North Carolina (November 1984).
- Advertising Research Department, Procter and Gamble (November 1984).
- Department of Marketing, Baylor University (February 1984).
- Department of Marketing, Florida State University (October 1982).
- Colgate-Darden Graduate School of Business, University of Virginia (June 1982).
- Department of Marketing, University of Mississippi (October, 1979).

Research Grants:

- Department of Education, Center for International Business, Education and Research (July 1, 2002 – June 30, 2006, $ 1.4 million).
- Marketing Science Institute, Cambridge, MA: An Analysis of the Impact of Type of Commercial on Recall, Key Selling Point Communication, and Persuasion (1983-84, $25,000.00). (with D. Furse).
- Marketing Science Institute, Cambridge, MA: Research Conference on Nonverbal Communication in Advertising (1986, $2,000.00). (with S. Hecker).
- American Academy of Advertising: A Replication and Extension of Stewart's and Furse's Analysis of the Impact of Type of Commercial on Recall, Key Selling Point Communication, and Persuasion (1988, $1,500.00).
- General Motors Corporation, Detroit, MI and the Marketing Science Institute, Cambridge, MA: Analysis of the Impact of Advertising Over Time (1988, $16,000.00).
- Marketing Science Institute, Cambridge, MA: A Research Agenda for Business-to-Business Advertising (1989, $5,000.00). (with R. Spekman and K. Reardon).
- General Motors Corporation, Detroit, MI: Processing Music in Advertising (1989, $20,000.00).
- Faculty Research Innovation Fund, University of Southern California (1990, $12,000).
- General Motors Corporation, Detroit, MI: Arousal Properties of Music in Advertising (1990, $21,738).
- IBM, The Economic Consequences of Close Customer/Supplier Relationships (1993, $ 25,000)

- Travel grants, data, and in kind support provided by Burke Marketing Research, Cincinnati, OH; Research Systems Corporation, Evansville, IN; General Motors Corporation, Detroit, MI; Marketing Science Institute, Cambridge, MA.

TEACHING EXPERIENCE

Representative Courses Taught

Undergraduate	Graduate (MBA and Ph.D.)
Principles of Marketing	Marketing Management
Consumer Behavior	Marketing Research
Marketing Research	Product Management
Advertising	Sales Management
Measurement	Advertising and Promotion Management
Business-to-Business Marketing	Marketing Strategy and Planning
Social Psychology	Consumer Behavior
Statistics	Human Judgment & Decision Making
Human Resource Management	Organizational Behavior

Doctoral Committees Chaired

- Gustavo DeMello, Department of Marketing, University of Southern California, In Need of a Favorable Conclusion: The Role of Goal-Biased Reasoning in Consumer Judgments and Evaluations (2005; co-chair: Debbie MacInnis) (Honorable Mention, Ferber Award for Best Paper Published in the Journal of Consumer Research Based on a Dissertation, 2007). (Effective Fall of 2005, Assistant Professor of Marketing, Amos Tuck School of Business, Dartmouth College; deceased).
- Jaideep Prabhu, Department of Marketing, University of Southern California, Competitive Signaling: The Role of Receiver Inference in Determining Optimal Signaling Strategies, (1995) (The Jawaharlal Nehru Chair in Marketing, Judge School of Business, Cambridge University United Kingdom).
- Ingrid Martin, Department of Marketing, University of Southern California, Purposive, Goal-Oriented Knowledge and Attitudes: The Case of Brand Extensions (1993) (Professor of marketing, California State University at Long Beach).
- Scott Koslow, Department of Marketing, University of Southern California, A Theory of Deterministic Consumer Choice Behavior: Applying Generalizability Theory of Measurement to Consumer Panel Data (1990) (Professor of Marketing, MacQuarie University, Australia).
- Kamal Gupta, Department of Marketing, University of Southern California, Product Performance Evaluation Using Brand and Category Expectations (1990) (research associate with A. C. Nielsen, New York).
- Connie Pechmann, Owen Graduate School of Management, Vanderbilt University, The Development and Testing of a Contingency Model for Comparative Advertising (1988) (winner of 1987 Marketing Science Institute Dissertation Proposal Award) (Professor of marketing at the University of California at Irvine).

Doctoral Committee Memberships

- Johanna Frosen, Aalto University Business School, Finland
- Srinivasan Ratneshwar, Owen Graduate School of Management, Vanderbilt University.
- Andrew Hicks, Department of Psychology, Vanderbilt University.

- Debra Rog, Department of Psychology, Vanderbilt University.
- John Stroud, Department of Psychology, Vanderbilt University.
- Susan Choati, Department of Psychology, University of Southern California.
- Robert Simon, Department of Psychology, The Claremont Graduate School.
- Ray Rody, Department of Marketing, University of Southern California.
- Key-suk Kim, Department of Marketing, University of Southern California.
- Kirti Sawhney, Department of Marketing, University of Southern California.
- Walfried Lassar, Department of Marketing, University of Southern California.
- Peter Golder, Department of Marketing, University of Southern California.
- Alex Rader, Department of Psychology, University of Southern California.
- Robyn Johnson, Department of Psychology, University of Southern California.
- Amy Feldstein, Department of Sociology, University of Southern California.
- Susan Barazani, Department of Education, University of Southern California.
- Lilian Chang, Department of Marketing, University of Southern California.
- Paulos Pavlou, Information and Operations Management, University of Southern California.
- Allison Johnson, Department of Marketing, University of Southern California.
- Shashi Matta, Department of Marketing, University of Southern California.
- Aditi Grover, Department of Marketing, University of Southern California.
- Heather Wan, Department of Marketing, University of Southern California.

Representative Executive Workshops and Executive Programs:

- Business Models and Branding, K.A.I.S.T. Executive MBA, Los Angeles, CA, July, 2004, July, 2005 and July 2006.
- Marketing Management, One-day Executive Program, Northrup Grumman Space Technology, Redondo Beach, CA, June, 2005.
- Conducting Customer Visits. Hewlett Packard Corporation, (1990-2001) (offered in Singapore, Japan, Taipei and Europe as well as various sites in the United States).
- Marketing Strategy, Twenty Hour Videotape/Distance Learning Course Created for Business BreakThrough (Japan) and the University of Southern California, Summer, 2000.
- Developing a Customer Focus, UCLA Executive Program, Los Angeles, CA, February, 1999, 2000.
- Using Market Information for Decision Making, Hewlett Packard Corporation, various locations in U.S. and worldwide (1996-2000).

- A Managerial Approach to Choice Modeling, Hewlett Packard Corporation, various locations in U.S. and worldwide (1991-1993, 2000).
- Managing Survey Research. Hewlett Packard Corporation, (1988-2000) (offered in Japan, Singapore, and Europe as well as various sites in the United States).
- Managing Marketing Research. Hewlett Packard Corporation, (1988-2000) (offered in Japan, Singapore, and Europe as well as various sites in the United States).
- Developing Hi-tech Consumer Products, Hewlett Packard Corporation, various locations in U.S. and worldwide (1995-1999).
- Listening to Customers: Managing Customer Visits, Xerox Corp., El Segundo, CA 1997, 1998.
- Hughes Marketing Management Institute, Los Angeles, CA, March, 1994, September, 1994, March, 1995, September, 1995, March, 1996, January 1997, February, 1997.
- Creating Value and Organizing for Value Creation, Nevada Power Company, March, 1996, March 1997.
- Cheil Communications Managers Program, Korea, November, 1996, 1997.
- Samsung Business-to-Business Program, University of Southern California, Los Angeles, October-November, 1996, 1997.
- Customer Focus and Organizational Change, United States Census Bureau 1997.
- Understanding Customer Decision-Making, Texas Instruments (1994-96) (seven deliveries).
- Cheil Advertising Managers Program, University of Southern California, Los Angeles, June, 1995, August, 1996 (faculty coordinator).
- Samsung Directors Program, Korea, August, 1996.
- Changing Consumer Demographics and Lifestyles: Drivers of Market Demand in the 1990's and Beyond (offered to and for various organizations including Pacific Bell and FISERV).
- Creating Value and Organizing for Value Creation, Advanced Management Program, University of Southern California, September/November, 1995, January/March, 1996.
- Creating Value and Organizing for Value Creation, Executive Education Network, January, 1996, October, 1996).
- Creating Customer Value, United States Census Bureau, 1995.
- Listening to Customers, Baxter Health Care Group, August, 1992; Hughes, February, September, 1994, February, 1995; Cadence Design Systems, February, 1995.
- Listening to Customers: Managing Customer Visits, Cadence Design Systems, San Jose, CA, February, 1995.

- Evaluating Marketing Actions With Experiments, Hewlett Packard Corporation, , various locations in U.S. and worldwide (1991-1995).

- Honeywell Branch Leadership Program, University of Southern California, 1992-1994, faculty coordinator (fourteen deliveries).

- Korean Marketing Management Program, four week program offered to Haitai Company by Marketing Department of the University of Southern California, July, 1994 (faculty coordinator).

- The Executive Program, University of Southern California, June, 1992, 1993.

- Listening to Customers: Managing Customer Visits, NCR Corp., December 1992, June, August 1993.

- Strategic Marketing, Middle Management Program for Telecommunications, University of Southern California, October, 1988, May 1989, May, October, 1993.

- American Association of Advertising Agencies, Western Region, 1987, 1988, 1989, 1990, 1992, 1993.

- Creating a Market Focus, Magnetec Institute of Management, University of Southern California, Los Angeles, July, 1992.

- Marketing and Advertising Research, Institute for Advanced Studies in Advertising,

- Market Segmentation and Positioning. Schnucks Markets, St. Louis, MO, September 1990.

- Marketing Management, International Teleproduction Society, Sept. 1989.

- Creating a Market Focused Organization, Weyerhaeuser Company, presented seven times from May 1988 to February 1989.

- Integrating Verbal and Non-Verbal Communication, Broadcast Promotion and Marketing Executives Association, Annual Meeting, Los Angeles, 1988.

- Product Management, Bell Communications Research, 1988.

- Product Management, Hewlett Packard Corporation, Palo Alto, CA, September, December 1987, March 1988.

- Executive Decision Making, Executive Workshop for the Southeastern Chapter of the Young Presidents' Organization, April 1986.

- New Product Development, Executive Workshop, Vanderbilt University's Owen Graduate School of Management, Nashville, TN, August 1981, August 1982, August 1983, and November 1985.

- Advertising Strategy and Evaluation, Executive Workshop, Vanderbilt University's Owen Graduate School of Management, Nashville, TN, October 1981, October 1982, and September 1983.

- An Introduction to Model Building in Advertising and Marketing, Internal Presentation, Needham,

Harper, and Steers, Inc., Chicago, IL, April 1978.

- A Short Course in Multivariate Statistics, Internal Presentation, Needham, Harper, and Steers, Inc., Chicago, IL, March 1977 and March 1978.

- An Introduction to Practical Statistics, Internal Presentation, Needham, Harper, and Steers, Inc., Chicago, IL, February 1978.

- An Introduction to Data Processing for the Market Researcher, Internal Presentation, Needham, Harper, and Steers, Inc., Chicago, IL, February 1977.

REPRESENTATIVE NON-ACADEMIC EXPERIENCE

- Principal, Stewart Associates, Consultants to Management, (1980-present).
- Manager, Special Projects and Mathematical Models, Needham, Harper, and Steers Advertising, Inc., Chicago, IL, (1976-1978).
- Director of Training and EEO Coordinator, East Louisiana State Hospital, Jackson, LA, (1976-1976).
- Consultant, Central Louisiana State Hospital, Pineville, LA, (1976).
- Research Psychologist, Central Louisiana State Hospital, Pineville, LA, (1974-1

Representative Consulting Activities:

- Consulting Expert, Cornerstone Research (1999-present)
- Federal Trade Commission, Advertising Practices Division, Washington, D.C. (1987 - 1989, 1995-98, 2004-2011, 2013-2014)
- Hewlett Packard, Palo Alto, CA (1987 - 2001)
- Agilent Technologies (2000-2001)
- Visa Services International (1996-2001)
- Xerox, Los Angeles (1996-1999)
- Century 21 Real Estate, Irvine, CA (1994-96, 1999)
- Hughes Corp., Los Angeles (1993-1998)
- Coca-Cola Company, Atlanta (1991, 1994, 1997)
- Texas Instruments, Dallas (1994-96)
- Pacific Bell Telephone, Los Angeles (1994-1996)
- Honeywell Home and Building Control, Minneapolis (1992-1995)
- Cadence Design Systems, San Jose, CA (1994-1995)
- FISERV, West Covina, CA (1994, 1995)
- NCR, Dayton, San Diego (1992, 1993)
- Los Angeles Chapter of American Association of Advertising Agencies Institute of Advanced Advertising Studies (1987 - 1993)
- Baxter Health Care Group, Irvine, CA (1992)
- Covington and Burling, Washington, D. C. (1989 - 1992)
- Schnucks' Supermarkets, St. Louis (1988, 1990)
- Bell Communications Research (1988 - 1989)
- Weyerhaeuser Company (1988 - 1989)
- International Teleproduction Society (1989)

- Lintas Worldwide Advertising, New York (1987 - 1988)
- Yankelovich, Clancy, and Schulman, New York (1988)
- Nihhon Health Industry Co. (Japanese Pharmaceutical Trade Association) (1987)
- American Cable Systems, Los Angeles, CA (1987)
- Ford Motor Company, Detroit, MI (1986)
- Mead Johnson, Evansville, IN (1986)
- Dede Wallace Mental Health Center, Nashville, TN (1986)
- Northern Telecom, Inc., Nashville, TN (1983 - 1986)
- Hickory Specialties Company, Brentwood, TN (1981 - 1986)
- Eric Ericson and Associates Advertising, Nashville, TN (1983 - 1984)
- Tennessee State Attorney General's Office of Consumer Affairs, Nashville, TN (1983)
- Vanderbilt University Hospital, Nashville, TN (1983)
- Research Systems Corporation, Evansville, IN (1983)
- Milam's Optical, Inc., Nashville, TN (1983)
- Viacom Cablevision, Nashville, TN (1982)
- Hydrowave Hot Water Heaters, Nashville, TN (1981 - 1982)
- National Geothermal Company, Lawrenceburg, TN (1981 - 1982)
- U.S. Aeromedical Research Laboratory, Fort Rucker, AL (1979 - 1980)
- Calhoun County Chamber of Commerce, Anniston, AL (1978 - 1980)
- Office of Planning and Education, Jacksonville State University, Jacksonville, AL (1980)
- The Anniston Star/WHMA Radio TV, Anniston, AL (1979)
- First Federal Savings and Loan, Huntsville, AL (1979)
- CED Mental Health Center, Gadsden, AL (1979)
- Southeastern Manufacturing Company, Anniston, AL (1979)
- Goodyear Tire and Rubber Company, Gadsden, AL (1979)
- Rapides Area Planning Commission, Pineville, LA, (1974-1976).

Representative Media Citations:

Interviews or Published Works have been cited in *Advertising Age, Wall Street Journal, New York Times, New York Daily News, Washington Post, U.S. News and World Report, Newsweek, Time, Fortune, Adweek, Chicago Tribune, Christian Science Monitor, Crain's New York Business, Los Angeles Times, Los Angeles Herald Examiner, Atlanta Constitution, Broadcasting, Smithsonian, Columbia Missourian, Birmingham Herald, Nashville Banner, Nashville Tennessean, Self Magazine, Ladies Home Journal, BusinessWeek, TV Guide, Information Week, Success Magazine, Los Angeles Times Magazine, Automotive Market Report, Sales Motivation Magazine, Columbia Journalism Review, Newsday, U.S.A. Today, Boardroom Reports, New York Magazine, Orange County Register, Baton Rouge Morning Advocate, Health Magazine, Parenting Magazine, L. A. Today, Health Magazine, Detroit Free Press, Greenville News, Birmingham News, Pittsburgh Press, Times Herald (Vellejo, CA), St. Petersburg Times, New Orleans Times Picayune/States Item, Convenience Store News, Working Mother, Working Woman, Philadelphia Inquirer, Washington Post, Medical Economics, Investor's Daily, Privileged Information, Times Herald International, Nikkei Marketing Journal (Nikkei Ryutsu Shimbun), Veckan Affarer (Swedish Business Magazine), San Jose Mercury News, The Marketer, Sacramento Bee, Miami Herald, Baltimore Sun, The Daily Breeze, The Observer, The Daily News (Los Angeles), St. Louis Dispatch, Marketplace, Orange County Metropolitan, Los Angeles Daily News, AutoAge, Dayton Daily News, Palm Springs Desert Sun, National Inquirer, Orlando Sentinel, Riverside Press Enterprise, Phoenix Sun, Entrepreneur, Business and Incentive Strategy, Nihon Keizai Shimbun,American Demographics, San Bernardino Sun, Alberta Report, Profiles Magazine, Cosmopolitan, Congressional Quarterly, Sports Trade, Sporting Goods.* Authored a monthly column on consumer trends in the United States for the *Nikkei Marketing Journal* (circulation 330,000+) from January 1988 to December 1989.

Have appeared on numerous television and radio programs, including the *NBC Evening News, CBS Evening News, ABC Evening News, CBS News' America Tonight, CNN News, ABC's Nightline, History Channel, Financial News Network, Money Radio, Financial Broadcasting Network, The Parenting Network, Senior Report, National Public Radio, the Copley Radio Network*, and local radio and television stations in Nashville, Birmingham, Cleveland, Detroit, Los Angeles, St. Louis, San Diego, Calgary, and San Francisco, and various Public Broadcasting Stations, interview on NYNEX tape-of-the month, "Needs Analysis and RFP's."

Depositions and Testimony 2010 - 2014:

Securities And Exchange Commission v. John Michael Kelly, Steven E. Rindner, Joseph A. Ripp, and Mark Wovsaniker, (2010), Retained on behalf of defendants by White and Case LLP (United States District Court, Southern District of New York). (Deposition only).

CITA ("The Wireless Association') v. City of San Francisco (2011) retained on behalf of plaintiff by Jones Day (United States District Court, Northern District of California, San Francisco Division). (Deposition only).

Peace and Love Jewelry by Nancy Davis v. Kohls Department Stores (2011), Retained on behalf of plaintiffs by Linde Law Firm (United States District Court, Central District of California). (Deposition only).

Federal Trade Commission v. POM Wonderful (2011), Retained by the Federal Trade Commission (Federal Trade Commission Administrative Law Hearing, Washington, D.C.).

Federal Trade Commission v. John Beck Amazing Profits, et al. (2011), Retained by the Federal Trade Commission (United States District Court, Central District of California), (Deposition only).

Masimo v. Philips Electronics, North America, et al. (2012), Retained by Mayer Brown, LLP on behalf of defendants (United States District Court, District of Delaware). (Deposition only).

Willard R. Brown, et al. v. The American Tobacco Company, et al. (2012), Retained by Munger. Tolles, and Olson on behalf of defendants (Superior Court of the State of California, County of San Diego). (Deposition only).

F. Charles Sands, et al. v. Service Corporation International, et al. (2012), Retained by Eagan Avenatti on behalf of plaintiffs (Superior Court of the State of California, County of Los Angeles, Central Civil West). (Deposition only).

Brenda F. Kitrosser v. NuVasive (2012, 2013), Retained on behalf of plaintiff by Robert Vaage (Superior Court of California, County of San Diego, Central Branch).

Sexy Hair Concepts v. Conair Corporation (2012, 2013), Retained on behalf of defendant by Newport Trial Group (United States District Court, Central District of California, Western Division). (Deposition only).

Intellectual Ventures LLC v. Motorola Mobility LLC (2013, 2014), Retained on behalf of plaintiffs by Feinberg Day Alberti & Thompson, LLP (United States District Court for the District of Delaware).

Memory Lane, Inc. v. Classmates International, Inc. (2013, 2014), Retained on behalf of plaintiff by Brown, George, Ross (United States District Court for the Central District of California Southern Division).

Federal Trade Commission v. Consumer Health Benefits Association, et al. (2013), Retained on behalf of defendants by Katten Muchin Rosenman LLP (United States District Court for the Eastern District of New

York). (Deposition only).

ADT LLC v. Security One International, et al. (2013), Retained on behalf of plaintiff by Millstein & Associates (United States District Court for the Northern District of California).

ADT LLC v. Alarm Protection Technology (APT) (2103), Retained on behalf of plaintiff by Sanders McNew (United States District Court, Southern District of Florida, Palm Beach Division). (Deposition only).

Entravision Communications Corporation v. Liberman Television, LLC (2013), Retained on behalf of applicant by North, Nash, & Abendroth (United States Patent and Trademark Office Before the Trademark Trial and Appeal Board). (Deposition only).

Ashley Stanwood v. Mary Kay, Inc. (2013), Retained on behalf of plaintiff by Eagan Avenatti (United States District Court, Central District of California). (Deposition only).

Enzo Forcellati, Lisa Roemmich, et al. v. Hyland's Inc., et al. (2013), Retained on behalf of defendant by Norton, Rose, Fulbright (United States District Court, Central District of California). (Deposition only).

Antonio S. Hinojos, et al. v. Kohl's Corp. (2014), Retained on behalf of defendant by Arnold and Porter (United States District Court, Central District of California). (Deposition only).

Steen v. Capital One Financial Corp. (2014), Retained on behalf of defendants by Morrison and Forrester (United States District Court, Southern District of Florida, Miami Division). (Deposition only).

Spiraledge, Inc. v. Seaworld Entertainment, Inc., et al. (2104), Retained on behalf of plaintiffs by Vasquez, Benisek & Lindgren LLP (United States District Court, Southern District of California). (Deposition only).

Federal Trade Commission v. ECM BioFilms, Inc. (2014), Retained on behalf of defendant by Emord & Associates, P. C. (Washington, D. C.: Federal Trade Commission).

Song-Beverly v. Burlington Coat Factory (2014). Retained on behalf of defendant by Norton, Rose & Fulbright (Superior Court of California, County of Orange). (Deposition only).

Exhibit 2

Paul Madrid

From: ABhatt@nmmlaw.com
Sent: Wednesday, October 22, 2014 4:30 PM
To: Paul Madrid
Cc: Bill Barber; BCMARIN@nmmlaw.com; Bruce Londa; Diana Rausa; PB File Copy; Jeanne Hamburg
Subject: RE: Expert disclosures/ Frito-Lay v. Real Foods (CORN THINS & RICE THINS) (PB ref. FRIT030/31)
Attachments: Real Foods Mini-Test Data.xlsx

Hi Paul,

Our expert was able to provide the additional mini-test data requested in your email below. Please find this information in the attached Excel spreadsheet.

Sincerely,
Ami

Ami Bhatt, Esq.
Norris McLaughlin & Marcus, P.A.
t: 917.369.8885 | f: 212.808.0844 | e: abhatt@nmmlaw.com | www.nmmlaw.com
NY Office: 875 Third Ave | 8th Floor | New York, NY 10022
Bridgewater, NJ | New York, NY | Allentown, PA

From: Paul Madrid <pmadrid@pirkeybarber.com>
To: Ami Bhatt <ABhatt@nmmlaw.com>,
Cc: Bill Barber <bbarber@pirkeybarber.com>, Diana Rausa <DRausa@pirkeybarber.com>, PB File Copy <filecopy@pirkeybarber.com>, "Bruce Londa" <BSLONDA@nmmlaw.com>, Jeanne Hamburg <JHAMBURG@nmmlaw.com>, "BCMARIN@nmmlaw.com" <BCMARIN@nmmlaw.com>
Date: 10/17/2014 06:32 PM
Subject: RE: Expert disclosures/ Frito-Lay v. Real Foods (CORN THINS & RICE THINS) (PB ref. FRIT030/31)

Dear Ami:

Thanks for your response. We would also like to know the breakdown of the responses for the mini-test—i.e. how many respondents answered "brand name," how many respondents answered "common name," and how many respondents answered "don't know/no opinion" with respect to CHEEZ DOODLES (Q1 in the Main Questionnaire) and with respect to GRAHAM CRACKER (Q2 in the Main Questionnaire). We have that information for the 221 respondents that completed the whole survey but not the 248 respondents that failed the mini-test and were terminated at that point.

We request that you also obtain this information promptly from Ms. Butler and provide it to us. If you feel that we need to serve a formal discovery request or subpoena to obtain this information, please let us know immediately.

Best regards,

--
Paul Madrid
Associate | Pirkey Barber PLLC

600 Congress Avenue, Suite 2120 | Austin, Texas 78701 | USA
512-482-5244 (direct dial) | 512-322-5200 (main) | 512-322-5201 (fax) | pmadrid@pirkeybarber.com

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From: ABhatt@nmmlaw.com [mailto:ABhatt@nmmlaw.com]
Sent: Monday, October 13, 2014 2:42 PM
To: Bill Barber
Cc: BSLONDA@nmmlaw.com; Diana Rausa; PB File Copy; JHAMBURG@nmmlaw.com; Paul Madrid; BCMARIN@nmmlaw.com
Subject: RE: Expert disclosures/ Frito-Lay v. Real Foods (CORN THINS & RICE THINS) (PB ref. FRIT030/31)

Bill,

We contacted our expert, Sarah Butler, who indicated that out of 2,137 total participants, 248 were excluded from the survey for failing to answer both of the mini-test questions correctly.

Sincerely,
Ami

Ami Bhatt, Esq.
Norris McLaughlin & Marcus, P.A.
t: 917.369.8885 | f: 212.808.0844 | e: abhatt@nmmlaw.com | www.nmmlaw.com
NY Office: 875 Third Ave | 8th Floor | New York, NY 10022
Bridgewater, NJ | New York, NY | Allentown, PA

From: Bill Barber <bbarber@pirkeybarber.com>
To: "ABhatt@nmmlaw.com" <ABhatt@nmmlaw.com>, Paul Madrid <pmadrid@pirkeybarber.com>,
Cc: "BSLONDA@nmmlaw.com" <BSLONDA@nmmlaw.com>, Diana Rausa <DRausa@pirkeybarber.com>, PB File Copy <filecopy@pirkeybarber.com>, "JHAMBURG@nmmlaw.com" <JHAMBURG@nmmlaw.com>
Date: 10/13/2014 11:49 AM
Subject: RE: Expert disclosures/ Frito-Lay v. Real Foods (CORN THINS & RICE THINS) (PB ref. FRIT030/31)

Ami,

We have not been able to determine from Ms. Butler's report or electronic data how many respondents failed the mini-test and were eliminated from the survey on that basis—i.e. how many respondents did not answer both questions correctly that CHEEZ DOODLES is a brand name (Q1 in the Main Questionnaire) and GRAHAM CRACKER is a common name (Q2 in the Main Questionnaire). We request that you obtain that promptly obtain that information from Ms. Butler and provide it to us. If you feel that we need to serve a formal discovery request and/or subpoena to obtain this information, please let us know immediately.

Thanks,

Bill Barber
Member | Pirkey Barber PLLC
600 Congress Avenue, Suite 2120 | Austin, Texas 78701
512-482-5223 (direct) | 512-322-5200 (main) | 512-322-5201 (fax)

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From: ABhatt@nmmlaw.com [mailto:ABhatt@nmmlaw.com]
Sent: Friday, October 03, 2014 4:16 PM
To: Paul Madrid
Cc: Bill Barber; BSLONDA@nmmlaw.com; Diana Rausa; PB File Copy; JHAMBURG@nmmlaw.com
Subject: RE: Expert disclosures/ Frito-Lay v. Real Foods (CORN THINS & RICE THINS) (PB ref. FRIT030/31)

Dear Paul,

Pursuant to our discussion, and the parties' agreement as set forth in the emails below, I attach a copy of the electronic form of survey data appended to the expert report of Sarah Butler.

Sincerely,
Ami

Ami Bhatt, Esq.
Norris McLaughlin & Marcus, P.A.
t: 917.369.8885 | f: 212.808.0844 | e: abhatt@nmmlaw.com | www.nmmlaw.com
NY Office: 875 Third Ave | 8th Floor | New York, NY 10022
Bridgewater, NJ | New York, NY | Allentown, PA

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NOTICE: This e-mail is intended only for the use of the individual or entity to which it is addressed and may contain information that is privileged, confidential and exempt from disclosure under applicable law. If you have received this communication in error, please do not distribute it and notify the sender immediately by e-mail or by telephone at 212-808-0700 and delete the original message. Thank You. http://www.nmmlaw.com

Type of Response	Number
Identified Cheez Doodles as a brand name and identified Graham Crackers as a brand name	78
Identified Cheez Doodles as a common name and identified Graham Crackers as a common name	95
Identified Cheez Doodles as a common name and identified Graham Crackers as a brand name	32
Responded "Don't Know" for Cheez Doodles and identified Graham Crackers as a common name	29
Responded "Don't Know" for Cheez Doodles and identified Graham Crackers as a brand name	8
Identified Cheez Doodles as a brand name and responded "Don't Know" for Graham Crackers	4
Identified Cheez Doodles as a common name and responded "Don't Know" for Graham Crackers	1
Responded "Don't Know" for Cheez Doodles and responded "Don't Know" for Graham Crackers	1
Total	248

DECLARATION OF ROBERT FRANK, PH. D., IN OPPOSITION TO APPLICANT'S MOTION FOR SUMMARY JUDGMENT

1. My name is Robert Frank, Ph. D. I have personal knowledge of the facts contained in this declaration.

2. I was retained by counsel for Opposer Frito-Lay North America, Inc. ("Opposer" or "Frito-Lay") in Opposer's opposition against the applications to register CORN THINS and RICE THINS by applicant Real Foods Pty Ltd ("Applicant" or "Real Foods"). I was asked to conduct research and render expert opinions relating to Opposer's claims that the word "THINS" is a generic term used by the food industry, consumers and the media to describe thinly sliced or thin-shaped food products.

3. Having completed my research, I formed the following opinions:

- Opinion 1: The word THINS is a very commonly used term within the broad category of baked goods that are often referred to as snack foods. The word THINS is used by competitors of the Applicant, the general public and members of the media to describe thinly sliced or thin-shaped snack foods such as crackers, cookies, wafers, biscuits, crispbreads, crispbread slices, or crisps.
- Opinion 2: From the perspective of a professional trademark researcher, THINS is a generic /weak term that describes thinly sliced or thin-shaped snack foods such as crackers, cookies, wafers, biscuits, crispbreads, crispbread slices, or crisps. The word THINS describes one or more of the unique features of these baked goods and helps differentiate these baked goods from other categories of baked goods such as bread, rolls or buns.
- Opinion 3: The word THINS when used for snack foods such as crackers, cookies, wafers, biscuits, crispbreads, crispbread slices, or crisps does not indicate

the origin or source of the snack food item. Additional terms (such as WHEAT, ALMOND, or POTATO) must be added to THINS to differentiate one THINS product from another. The word THINS by itself is no more of an indicator of source than would be other baked goods terms such as bread, rolls, cupcake or cracker.

4. My qualifications, the data and information considered, the research methods and sources I used to form my opinions, relevant exhibits, my findings and conclusions, and my compensation paid for this matter are set forth in the report attached as Exhibit 1 to this declaration. Exhibit 1 is true and accurate, and I incorporate Exhibit 1 into this declaration as if it were set forth here in full.

5. I have recently been made aware that counsel for Applicant has retained the services of a lawyer, Jessie Roberts, to critique the research that I conducted and the opinions formed from that research. Having reviewed her declaration (relevant portions attached as Exhibit 2), I note that Ms. Roberts' criticisms have substantial inaccuracies, both in characterizing the research I conducted and in understanding its scope.

6. Much of Ms. Roberts' critique is directed to the fact that she is an attorney and that I am not. However, her qualifications as a lawyer are not the same qualifications as a professional trademark researcher and speak to different issues. I have never claimed to possess any legal expertise; instead, my expertise is in presenting an accurate picture of the marketplace given the thousands of searches of the marketplace that I have conducted for businesses and law firms in my career as a professional trademark researcher. Her claimed legal expertise is irrelevant to whether my report has presented an accurate picture of the use of THINS in the marketplace.

7. Her characterization of my report as rendering a legal opinion as to the genericness of a designation is simply not true. I explicitly disclaimed providing a legal opinion as legal opinions are outside the scope of my expertise. My expertise is instead in presenting an accurate picture of use in the marketplace, and my opinions accurately summarize the results of that research with respect to THINS. Much of her incorrect characterization stems from her opinion that I rendered a legal conclusion when I opined "From the perspective of a professional trademark researcher, THINS is a generic /weak term." Her interpretation is not correct. I made the "generic/weak" classification of the term as a factual conclusion based on the types of references I was discovering through my research. In my experience as a professional trademark researcher, the types of references used to arrive at a genericness determination have a specific set of criteria, and those criteria are incorporated in the definition of "generic" that I utilized in my report. (See Exhibit 1, p. 29.) By presenting those references, professional trademark research permits others, such as judges, juries, and attorneys, to consider the state of the marketplace and render decisions or advice consistent with that state. In my professional experience, similar criteria appear in references used in determining whether a mark is weak or diluted in the context of likelihood of confusion. Thus, my use of "generic/weak" emphasized that my opinion was directed toward the types of references discovered, not the legal analysis and interpretation of those references.

8. In fact, Ms. Roberts' argument ultimately concedes that I was not drawing a legal conclusion when she argues that the definition of "generic" that I used is not the legal definition. I expressly stated that I did not use a legal definition; the definition I used focused on the criteria for identifying relevant third party references so that others (i.e. judges, juries, and attorneys) may accurately analyze the presence of that term in the market and the legal consequences flowing therefrom.

9. Ms. Roberts' incorrect characterization of the nature of my research also stems from a misunderstanding of why professional trademark researchers need to be familiar with trademark concepts when conducting research. A professional trademark researcher often does not know why particular search was ordered, so in order to present a complete picture of the proposed mark's use to the client, the researcher needs to be familiar with trademark concepts such as likelihood of confusion, dilution, descriptiveness, fame, and genericness in designing the research and presenting the results of that research. This ensures that the researcher presents the most relevant references such that the attorney ordering the research can properly advise the client or present an argument to the court or the TTAB concerning the state of the marketplace. In no way does required familiarity with legal concepts imply that the factual research and opinions consistent with those concepts are necessarily legal research and opinions. One can see the categorical mistake that Ms. Roberts makes when she characterizes most professional trademark research reports as likelihood of confusion searches. Putting aside her lack of any experience or familiarity in her stated qualifications regarding the professional trademark search industry to render her competent to comment on the industry (see Exhibit 2, p. 2-3 & Roberts CV), as well as an absence of any statistical data to support her generalization, it would not be possible to characterize a search as a "likelihood of confusion" search if the researcher conducting the search was not familiar with the meaning of "likelihood of confusion."

10. Thus, given Ms. Roberts' mischaracterization of the purpose and extent of my research, her critique of it should be given very little weight or consideration.

11. It also appears that Ms. Roberts gave only a cursory examination of my report. For instance, Ms. Roberts' claim that I ignored WHEAT THINS (Exhibit 2, pp. 27-28) is manifestly inaccurate. My report states quite clearly that I was well aware of the "extensive and decades

long media coverage and popularity of WHEAT THINS" in connection with snack foods. (See Exhibit 1, p. 21.) In the interest of saving paper and not unnecessarily overburdening the reader with literally hundreds of references to WHEAT THINS, I conceded the existence of WHEAT THINS and took the decades-long WHEAT THINS presence into consideration when examining the hundreds of other uses of THINS when forming my opinions. (See Exhibit 1, pp. 21, 65.) Her failure to appreciate that I considered WHEAT THINS in forming my opinions is indicative of her lack of care in analyzing my report.

12. Also indicative of Ms. Roberts' mere cursory reading of my report is her claim that I came up with a definition of THINS without any factual support. (See Exhibit 2, pp. 6-7.) However, my report states quite clearly that I generated my definition of THINS by analyzing the myriad of uses of THINS by the media, by consumers, by food companies, and in trademark registrations as shown in the exhibits to my report, and after doing so I noticed similarities in the items to which THINS referred, either in the goods and services description of a registration or in the context in which THINS was used by the media, consumers, or food companies. (See Exhibit 1, pp. 65-67.) Thus, my report provided an abundance of factual support for the definition of THINS that I ultimately developed based on my research.

13. Ms. Roberts' calls into question my use of media references by generalizing that "The media is notorious in not properly using registered trademarks as they should be." (Exhibit 2, p. 22.) She presents no factual or statistical basis for this assertion and does not provide one piece of research from any authority to support the generalization. The four examples that she provides takes the use of the terms out of the context provided in those articles. Thus, this generalization ought not to be considered.

14. Ms. Roberts also relies upon many abandoned, pending or cancelled trademark registrations in her critique, for instance SOY THINS, PINEAPPLE THINS, CAPE COD THINS, and CHEESE THINS. (See Exhibit 2, p. 24.) Because she did not focus on marks currently being used in the marketplace, that portion of her critique should be given little weight in determining whether I accurately presented the current use of THINS in the marketplace.

15. Ms. Roberts also criticizes that I did not search for the use of THINS in the goods and services descriptions in Classes 29 and 30 of trademark registrations or in the Patent and Trademark Office's goods and services manual; however, doing so would have been outside the scope of what I was asked to examine, which was how THINS was used in the marketplace, not how the Patent and Trademark Office uses THINS in goods and services descriptions. Although I did examine the use of THINS in registrations as they appeared in the marks themselves, this examination is different than Ms. Roberts' examination, as consumers are presented with the mark in the marketplace and are not presented with the Patent and Trademark Office's goods and services descriptions as presented in trademark registrations.

16. Finally, in a supposed rebuttal of my opinions, Ms. Roberts undertakes her own research of the terms CORN THINS and RICE THINS, rather than research of THINS by itself, and purports to give legal opinions on those issues. This search extensively narrows the scope of the area that I was retained to investigate, which was to conduct research concerning the use of the term THINS in the marketplace, and her "research" injects a legal analysis into a non-legal area of expertise. Thus, her opinions on these points have little to no bearing on the correctness of my research.

17. To me the most important aspect of my research was the hundreds of examples that were provided of third-party and generic use of THINS. Out of those 100+ examples Ms. Roberts has

an issue with a handful. That Ms. Roberts fails to address the remaining hundreds indicates that my overall conclusions regarding the state of the marketplace are correct.

18. Other attempts have been made to criticize my approach of portraying the use of a term in the marketplace, and those attempts have been rejected. A prominent example was the report I prepared in the case *National Envelope Corp. v. American Pad & Paper Co. of Delaware* before the U.S. District Court for the Southern District of New York. The defendant retained me to investigate the nature and scope of third party use of the term PEEL & SEEL / PEEL & SEAL in the marketplace and argued that my research and conclusions supported its contention that PEEL & SEAL / PEEL & SEEL was generic or merely descriptive. The plaintiff attempted to have my research excluded from the case, arguing that my research on third-party uses was not relevant to the issue of genericness, was not reliable because it was not a survey, and that I was not qualified to provide such opinions because I was not a survey expert. In a ruling dated December 30, 2009 (attached as Exhibit 3), the court did not agree with any of the plaintiff's contentions, and instead found that I was qualified to do the professional trademark research that I presented given my "lengthy experience in the trademark research industry" including completing "over 5,000 comprehensive trademark searches while employed at CORSEARCH." (Exhibit 3, p. 9.) The court further concluded that my methodology was reliable as it was "straightforward and does not involve highly technical, novel or 'junk' science." (Exhibit 3, p. 11.) I employed the same methodologies and have the same qualifications in providing the marketplace context of the use of THINS in this case as I did in the PEEL & SEAL / PEEL & SEEL case, so my research and opinions on the use of THINS in the marketplace should equally be considered.

19. In sum, I stand by my research and opinions and do not believe that Ms. Roberts' criticisms have merit.

I declare under penalty of perjury that the foregoing is true and correct. Executed in Fairfax County, Virginia on February 25, 2015.

Robert Frank, Ph. D.

EXHIBIT 1

To the Declaration of Robert Frank, Ph.D. in Opposition to Applicant's Motion for Summary Judgment

Report of Robert M. Frank, Ph. D.

Frito-Lay North America, Inc.
v.
Real Foods Pty Ltd,

Consolidated Opposition Nos. 91212680 and 91213587

Before the Trademark Trial and Appeal Board
Involving Serial Nos. 85820051 (RICE THINS) and 79111074 (CORN THINS).

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Introduction

Pursuant to Federal Rule of Civil Procedure 26(a)(2), I, Robert M. Frank, Ph.D., have been retained by counsel for the opposer Frito-Lay North America, Inc. ("Opposer" or "Frito-Lay") to conduct research and render expert opinions relating to the Opposer's claims that the word "THINS" is a generic term used by the food industry, consumers and the media to describe thinly sliced or thin-shaped food products. The following is a report of my qualifications, research methods and sources, the data and information considered, relevant exhibits, my findings and conclusions as well as my compensation paid for this matter.

I reserve the right to amend or supplement this report, if and when additional information is acquired prior to the trial of this action.

I am and have been the owner, President and Founder of Illuminor LLC ("Illuminor"), whose office is located at 4450 South Park Avenue, #1616, Chevy Chase, MD 20815. I founded Illuminor in 2005. Illuminor specializes in research, consulting and expert witness testimony with respect to trademark matters. I have been retained in matters where the questions addressed have centered on dilution, genericness, descriptiveness, fame, trade dress and product configurations. I have provided research and reports for cases in several federal jurisdictions, the U.S. Patent and Trademark Office (USPTO) and in trademark office matters in Israel, Hong Kong and China. My reports have never been excluded.

Illuminor was retained by counsel for the Opposer to conduct research and prepare an Expert's Report regarding certain aspects of the Opposer's Notices of Opposition. Specifically, I

researched and will be addressing the following portions of the Opposer's Notices of Opposition. (The numbers preceding each segment is the paragraph number from the Opposer's Notices of Opposition. If the letter "R" follows the number then that paragraph was found in the RICE THINS Amended Notice of Opposition. If the letter "C" follows the number then that paragraph was found in the CORN THINS Notice of Opposition.)

8R, 8C	The word THINS is a very common word used by the public and other food manufacturers to describe thinly sliced or thin-shaped food products.
7R, 7C	The word THINS is a generic term for crispbread slices, crackers and related goods.
10R, 10C	Applicant's alleged mark RICE [CORN] THINS, created by joining the individually generic words RICE [CORN] and THINS, immediately and unequivocally describes the purpose, function, and nature of Applicant's goods. The compound term RICE [CORN] THINS merely combines the primary ingredient of Applicant's goods with their shape.
11R, 11C	Joining the individual generic words RICE [CORN] and THINS into one compound term lends no additional meaning to the term RICE [CORN] THINS. Instead, the separate generic words RICE [CORN] and THINS retain their generic significance when joined to form a compound term that has a meaning identical to the meaning common usage would ascribe to those words as a compound.
16R, 16C	Applicant's alleged mark consists of a combination of two descriptive words that does not evoke a new and unique commercial impression. The component words, RICE [CORN] and THINS, each retain their descriptive significance in relation to the goods, so the combination results in a composite that is itself descriptive.

Compensation

Opposer is compensating me at the hourly rate of $415 plus expenses.

Summary of Key Findings

The following are the key findings from my research.

Opinion 1

The word THINS is a very commonly used term within the broad category of baked goods that are often referred to as snack foods. The word THINS is used by competitors of the Applicant, the general public and members of the media to describe thinly sliced or thin-shaped snack foods such as crackers, cookies, wafers, biscuits, crispbreads, crispbread slices, or crisps.

Opinion 2

From the perspective of a professional trademark researcher, THINS is a generic /weak term that describes thinly sliced or thin-shaped snack foods such as crackers, cookies, wafers, biscuits, crispbreads, crispbread slices, or crisps. The word THINS describes one or more of the unique features of these baked goods and helps differentiate these baked goods from other categories of baked goods such as bread, rolls or buns.

Opinion 3

The word THINS when used for snack foods such as crackers, cookies, wafers, biscuits, crispbreads, crispbread slices, or crisps does not indicate the origin or source of the snack food item. Additional terms (such as WHEAT, ALMOND, or POTATO) must be added to THINS to differentiate one THINS product from another. The word THINS by itself is no more of an indicator of source than would be other baked goods terms such as bread, rolls, cupcake or cracker.

Overview:

To prepare this report I reviewed the following:

- The Notices of Opposition filed against Applications numbered 85820051 and 79111074.
- The Applicant's Answer and Amended Notices of Opposition and Affirmative Defenses filed in response to the Notices of Opposition.
- Records of trademarks on file at the U.S. Patent and Trademark Office (available to the public from the web site http://www.uspto.gov).
- Information publicly available on the Internet .
- Information publicly available through online databases accessible through local libraries such as the public online databases available through the Montgomery County (Maryland) Public Libraries available at http://montgomerycountymd.libguides.com/articles.
- Articles found at thettablog.blogspot.com
- Visitations to retail stores (such as grocery stores, "big box" retailers and convenience stores) in the Washington, DC / Western Maryland and Northern Virginia that sell snackfoods.
- This report will:

1. Detail my background, education and experiences that qualify me to conduct such research and prepare this report;

2. Describe my research procedures; and

3. Describe my findings and opinions.

Background and Qualifications: Robert M. Frank

Education:

I received my Bachelor's Degree from the University of Missouri-Columbia College of Education in 1974. I received my Master's Degree from the same institution in 1975 and I received my Ph. D. from the University of Missouri-Columbia in 1979.

My doctoral degree was granted by the College of Education where my primary area of study was Social Science Education with minors in Statistics and Research Methodology, Curriculum and Instruction (with an emphasis on Educational Technology) and Psychology.

Employment:

Academic Experience:

After completing my Ph.D. I became employed, in July 1979, at the Cornell Institute for Occupational Education (CIOE) located at Cornell University in Ithaca, New York. Initially employed as a Research Associate / Assistant Professor, within eighteen months of beginning at CIOE I was promoted to the position of Project Director for the Instruction Support System for Occupational Education (ISSOE). ISSOE was a multi-project, multi-year, multi-million dollar research program funded by the New York State Education Department. As a result of budget reductions at the Federal level, funding for this research was curtailed in 1981 and the ISSOE project was closed. I then became the Assistant to the President and Director of Institutional Research at Tompkins-Cortland Community College (TC3) located in nearby Dryden, New York. I remained at TC3 until early 1983.

While at TC3 I also was employed as an adjunct professor of statistics and research methodologies at Ithaca College located in Ithaca, New York.

Business Experience:

In 1983 I left academia for the business world. I started a company in New York City named CORSEARCH®. Initially, CORSEARCH was formed to provide **Lexis®** and **Westlaw®** searches for small to medium sized law firms who did not have access to these systems due to their high cost and specialized training requirements.

In 1985 I transformed CORSEARCH from a case law research company into an intellectual property research firm that specialized in the research needs of trademark practitioners. Over the next 11 years, I grew the business from 5 employees to nearly 100. When I sold CORSEARCH, in 1996, the company was completing nearly 20,000 trademark searches per year for clients who were mainly Fortune 500® companies or their outside counsel. Our corporate clients included:

The New York Times	AT&T	Apple Computer	Electronic Arts
Hearst Publications	Sony	SUN Microsystems	Burger King
Ford Motor Company	Pillsbury	Schwinn Bicycle	Kraft Foods
General Motors	Revlon	Pacific Telesys	Coca-Cola

Our law firm clients included Rudnick & Wolfe, Gray Cary Ware and Freidenrich (both firms now part of DLA Piper), Kalish and Gilster (now part of Husch Blackwell), Blakley Sokoloff Taylor & Zaffman, King and Spalding, Heller Ehrman, Fross Zelnick Lehrman & Zizzu, Fenwick and West and Finnegan Henderson, Farabow, Garrett & Dunner.

Trademark Searching:

There are several reasons why someone may wish to have a trademark search conducted including availability for use, registerability and distinctiveness. A skilled trademark researcher will consider several factors when designing and conducting a search including corrupted or alternative spellings of the proposed name (i.e., searching for Genesys or Jenesis when the proposed mark is Genesis) and marks registered or used in association with similar or related goods and /or services. A skilled "master" trademark researcher will conduct an exhaustive search of the mark in order to provide the client with the most comprehensive report possible while, at the same time, often not knowing the purpose of the search. A master trademark researcher must thoroughly understand legal concepts such as "likelihood of confusion", "protection", "trade dress", "dilution", "genericness" and "descriptiveness" as applied to trademark law. In addition they must understand that some marks, such as arbitrary or fanciful marks, are "stronger" than other marks, such as suggestive or descriptive marks. If a mark appears to be suggestive or descriptive, the researcher will need to consider whether there are similar words or terms that invoke a parallel suggestion or description. Finally, they must also understand that some marks are generic and therefore are legally incapable of serving as a trademark.

During my 15 years as CEO and President of CORSEARCH I developed our trademark research service, personally trained over 50 trademark researchers (many who became "Master" searchers) and developed a structured classroom experience that was used for training at least another 100 researchers. When CORSEARCH first began conducting trademark searches I not only trained researchers but I also completed comprehensive U.S. trademark

searches. From the period of 1986 until 1990 I generally completed about 50 searches per month and **I estimate that I personally conducted over 5,000 full U.S. trademark searches** while I was at CORSEARCH. Some of these searches were major product launch marks such as Fruitopia®, a product marketed by Coca-Cola® or Special Additions for Haagen-Dazs®.

Almost all trademark search reports are "likelihood of confusion" reports. Consequently, the trademark researcher must have a solid foundation in trademark law and a comprehensive understanding of trademark lexicon (such as "likelihood of confusion", "dilution", "generic", "suggestive" and "descriptive") in order to successfully complete a trademark search report. I could not have satisfactorily completed thousands of trademark search reports, train other researchers or grow CORSEARCH to become the second largest trademark research firm in the world without a thorough understanding of trademark law and its underlying principle of "likelihood of confusion" which is the test for determining trademark infringement.

From 1985 through May 1998, I personally developed and updated the training program and training manuals used by all researchers at CORSEARCH. In addition, on the average I would spend three afternoons per week reviewing reports that were being completed that day for our clients. I estimate that I personally reviewed at least 45,000 trademark searches while at CORSEARCH.

I have personally designed, developed, configured, maintained, and used proprietary databases specifically designed for searching and retrieving information related to trademarks.

Since 1985 I have attended over 40 seminars, conferences and workshops (many eligible for CLE credit for attorneys) on issues related to trademarks such *as Policing Trademarks on the Internet* (March 2, 2007), *Surveys in Trademark Prosecution and Litigation*, (January 29, 2009),

and *Interpreting U.S. Full Clearance and Availability Search Reports and Results* (May 25, 2010), all of which were sponsored by the International Trademark Association (INTA). I have been a member of INTA since 1985 and have chaired or co-chaired committees, task forces and teams on behalf of INTA. Continuing education sessions that I have attended and which were not sponsored by INTA were generally arranged by organizations such as the Bar Association of the City of New York, the New York State Bar Association, The Dallas Bar Association, or the New Jersey Bar Association. I currently serve on the INTA Famous and Well-Known Marks Committee and am Chair of that committee's Data Trends and Analysis Task Force. For the prior four years I served on the INTA Internet Committee and the Online Trademark Use Subcommittee. In addition, I also served on the INTA Internet Fraud Working Group. In May, 2011, I was an organizer and speaker at a seminar titled "Using the Internet and Online Databases in Likelihood of Confusion, Generic, Descriptive or Dilution Cases", at the Annual Meeting of the International Trademark Association.

Awards and Honors:

As a result of my application of statistics, research, and teaching to a business environment I have received several awards and honors from the University of Missouri. These include:

- Outstanding Achievement Award for Significant Contributions to His Profession, University of Missouri-Columbia College of Education Alumni Association, 1998.
- Outstanding Achievement Award for Contributions to Excellence in His Profession, University of Missouri-Columbia College of Education Alumni Association, 2006.

- Dean's Award for Innovative Uses of Technology in Education And Research, University of Missouri-St. Louis College of Education, 2006.
- Honorary Doctorate of Humane Letters, University of Missouri St. Louis College of Education, 2006.

Involvement with INTA:

As a result of my achievements in improving the practice of trademark searching I was asked to become a member of the International Trademark Association's (INTA) U.S. Patent and Trademark Office ("USPTO") Automation Committee. I accepted the position and within a year was co-chair of the committee. In this position, I traveled to Washington, D.C. almost once a week for meetings at the USPTO. I provided guidance and advice to personnel at the USPTO as to how trademark databases can be made searchable over a network such as the Internet. I also provided guidance and advice to USPTO personnel regarding the best ways to integrate the elements of an electronic trademark filing system so as to properly add the new data to the existing database. The results of over 5 years of assistance to the USPTO can be seen today on the PTO's web site in the form of their search system and its integration to their TRAM (Trademark Reporting and Monitoring) and TESS (Trademark Electronic Search System) programs.

In the early 1990s I was again contacted by the International Trademark Association and asked to provide assistance in connection with another significant matter: the conflict between trademarks and domain names. The trademark community was fearful that trademark rights were going to be diminished in this new frontier. I was asked to co-chair the Association's

Internet Domain Names Task Force with David Maher, a highly respected attorney in Chicago with the firm Sonnenschein, Nath and Rosenthal.

Over the next several years, Mr. Maher and I gave presentations around the world on the issues arising in connection with conflicts between Internet domain names and trademarks. We worked closely with members of the Internet Assigned Numbers Authority, the Internet Society, the US State Department, the US Congress, the World Intellectual Property Organization and the International Telecommunications Union to develop standards, regulations and policies regarding the Internet.

Because of the innovations and contributions that CORSEARCH made to the trademark searching industry I was asked to become a founding member and a member of the Board of Governors of the International Trademark Association's Brand Names Education Foundation (BNEF). I served as a member of the Board of Governors of BNEF from its formation until 1998.

Since 1998 I have served in the following volunteer positions with the International Trademark Association.

- Member, INTA *Famous and Well-Known Marks Committee*, 2012-2014;
- Chair, *Famous and Well-Known Marks Data and Trend Analysis Task Force, 2012-2014*
- Member, INTA *Internet Committee, Online Trademark Use Subcommittee*, 2010-2012
- Member, INTA *Internet Committee, Online Trademark Use Subcommittee,*
- *Chair, Internet Fraud Working Group*, 2010-2012
- Member, INTA *Internet Registration Practice and DNS Administration Subcommittee*, 2007-2010

Finally, a listing of all matters in which I have been retained to provide research, consulting or expert witness services during the last four years is included in my resume which is provided as Exhibit A to this report. Matters on which I am currently working and which my retention has not yet been publicly disclosed are not included.

Summary:

Based on the experiences gained during my fifteen years as President of CORSEARCH, my undergraduate and graduate education, the knowledge, experience, and education gained during the previous nine years where I have provided research and expert witness services for more than 30 trademark disputes, I believe I am qualified to provide testimony on issues regarding genericness, dilution, likelihood of confusion, descriptiveness and am especially trained and educated on issues concerning analysis of trademarks. I therefore believe I am competent to testify as to the matters contained herein.

Research Procedures: Overview

I began my research for this project on August 5, 2014 and completed the research and the preparation of this report on September 24, 2014.

My first step in conducting research for this project was to read various documents that have been filed with the U.S. Patent and Trademark Office with respect to these oppositions. I next conducted research on the online news services available through the local public library. After completing that research I conducted research on the U.S. Patent and Trademark Office's web site. Finally I completed research on the Internet.

Upon completion of the described research I developed an outline of key components of the matter and prepared this report.

Public Library databases as Reliable Sources of Information:

To identify instances where a mark was mentioned in magazines, newspapers and trade journals or industry publications, Illuminor uses an information services available to the general public through local libraries. Prior to November 2013, many of the sources that are currently searchable through public library online services were available through a proprietary, subscription-based online system known as Dialog. Dialog was a primary source of common-law information for trademark research reports conducted by leading trademark research firms such as CORSEARCH and had been consistently been found to be a reliable source of information for trademark research and trademark attorneys. Illuminor had used the Dialog system from its inception until November 2013. However, in 2013 the Dialog system was closed. Not all the information available on Dialog had previously been made available to the public through online services at libraries but many of the sources for newspaper and magazine articles had been made available through library systems. For this project the magazine and newspaper sources available through the online public library system in Montgomery County, Maryland were searched.

The purpose of conducting research through online sources such as those available through the public library is to determine the scope of coverage and the amount of print media attention that references a particular word or phrase in a particular context. By thoroughly researching online sources, a trademark searcher is able to ascertain the type, amount and

frequency of exposure that a particular word or phrase would have to the members of the public who obtain information from print sources such as magazines, newspapers, trade journals, product evaluations or press releases.

The library online systems contain article abstracts and full-text versions of many articles. Over the past thirty years I have personally tested the accuracy of the online newspaper and magazine article sources and have found them to be nearly 100% accurate. From 1983-85, I and other employees of CORSEARCH verified over 100 search reports that had been completed by taking them to the New York City public libraries to determine whether we could locate original versions of the articles that had been digitized on Dialog. We learned that the online version was 100% accurate when compared to the original printed periodical, with the exception of extremely infrequent typographical errors. I have continued to verify online sources for accuracy and reliability and have repeatedly found that of the articles for which I was able to find an original source document, the online version mirrored the original source document with nearly 100% accuracy. For many of the magazine articles that were retrieved from the public library online sources a digitized version of the original article was also available. In instances where a text and digitized version were available both versions were retrieved and are included in the respective exhibit attached to this report.

One of the advantages of conducting research by using database systems such as the online services available through public libraries is that database research is **highly replicable**. That is, because databases have a fixed amount of content at a given moment, and that content is backed-up numerous times on alternative file servers, re-running an identical search one day, a week, a month or even a year later will almost always retrieve all of the citations found in the

earlier search, along with updated citations that have been added to the database since the first query. **Consistency**, **reliability,** and the ability to **replicate** are substantial advantages offered by database searching that are not available through traditional mall-intercept or telephone surveys of the type that were historically offered in trademark cases.

In addition, online-based research for this case (and some Internet-based research), have the added value of being highly verifiable. That is, in many instances it is possible to obtain photocopies of the original source articles that were available through an online service so as to verify the accuracy of the online information.

Internet-based Research:

The purpose of conducting research on the Internet by means of search engines such as Yahoo®, Google® or Bing® is to determine the amount, frequency and type of exposure that a particular word or phrase has to members of the public who seek information from the Internet. Quite often the use of a particular word or phrase is found on the web and is not found on online sources such as those available through the public library. This is primarily due to many small companies that have a "web presence" but are not large or unique enough to have obtained coverage of their products or services via traditional print media. The best way to ascertain coverage and use of a term or phrase in the primary sources (other than television) that consumers most often use to obtain information about products and services is to review both online sources and the Internet.

For both the online research and Internet research, I used search strategies that were based on my extensive and decades-long experience in trademark and database searching and I

developed search protocols consistent with those used by professional trademark searchers and the USPTO. Under this methodology I input search criterion that are compared against a database (or the Internet) resulting in factual output of relevant use of a given term or phrase. My results are factually developed and based on standard, professionally developed search criteria and independently maintained sources.

Admissibility Before the USPTO of Evidence Obtained from Online Sources:

The U.S. Patent and Trademark Office Trademark Trial and Appeals Board ("TTAB") is an administrative venue where issues of genericness and descriptiveness are often tried and resolved. The vast majority of matters that involve these issues are initially (and often conclusively) addressed at the USPTO, the very agency charged with making this kind of determination, as part of the examination process for the 400,000+ annual filings of new trademark applications at the USPTO. Applications for registration are first reviewed by an Examining Attorney and subsequently, if an examiner's refusal to register is appealed or if an opposition or cancellation proceeding is filed, by the Trademark Trial and Appeal Board.

The *Trademark Manual of Examining Procedure* ("TMEP") provides procedures for examiners to use when reviewing trademark applications.

The USPTO addresses the admissibility of evidence obtained from databases such as NEXIS and other online sources in the TMEP. Section 710.01(a) states:

> **710.01(a) Evidence From Research Database**
>
> If evidence is obtained from a research database, the record should include an indication of the specific search that was conducted. The record should indicate the libraries and/or files that were searched and the results. If the examining attorney does not review all of the documents the search locates, the record should indicate the number

> of documents that were reviewed. The search summary should be made a part of the record and will provide most of this information. Information not indicated on the summary, such as the number of documents viewed, should be stated in narrative in the Office action. The Office action should include a citation to the research service, indicating the service, the library and the file searched, and the date of the search (e.g., LEXIS®, New and Business, All News (June 5, 2007).
>
> When evidence is obtained from a research database, the examining attorney does not have to make all stories of record. It is sufficient to include only a portion of the search results, as long as that portion is a **representative sample** (emphasis added) of what the entire search revealed. In re Vaughan Furniture Co. Inc., 24 USPQ2d 1068, 1069 n.2 (TTAB 1992). See also In re Federated Department Stores Inc., 3 USPQ2d 1541, 1542 n.2 (TTAB 1987).

The public library information that is included in this Report identifies not only (1) the specific searches that were conducted, (2) the libraries and/or files that were searched and (3) the results, but also includes citations to the exact publication name and publication date of the articles cited. The public library information presented in this Report complies with the requirements for the admissibility of evidence as detailed in Section 710.01(a) of the TMEP. The presentation of the NEXIS and public library information follows an approach that is openly and consistently accepted by the USPTO and the TTAB for identifying and presenting information concerning the use of a mark and the way in which the public is using a term.

> **Note**: Many articles or stories that are found on online library sources are several pages in length and although part of the article or story may be relevant to this matter other parts are irrelevant. In those instances, the relevant portions are included in the respective Exhibits to this report and the irrelevant information is deleted and replaced by the notation:
>
> [Unrelated Information has been Deleted.]

The original article has been retained in full and can be provided upon request. In addition, throughout Exhibits that contain information retrieved from public library online sources the words that were used as search terms are highlighted, often in the color red. These words were not colored red in the original articles. The red coloring of the terms was done by the online service or myself in order to help the reader of the information find the relevant term(s).

Admissibility Before the USPTO of Evidence Obtained from the Internet:

The TMEP in Section 710.01(b) **(Internet Evidence)** states:

> Articles downloaded from the Internet are admissible as evidence of information available to the general public, and of the way in which a term is being used by the public. However, the weight given to this evidence must be carefully evaluated, because the source may be unknown. *See In re Total Quality Grp. Inc.*, 51 USPQ2d 1474, 1475-76 (TTAB 1999); *Raccioppi v. Apogee Inc.*, 47 USPQ2d 1368, 1370-71 (TTAB 1998). When making Internet evidence part of the record, the examining attorney must both (1) provide complete information as to the date the evidence was published or accessed from the Internet, and its source (e.g., the complete URL address of the website), and (2) download and attach the evidence to the Office action. *See Safer Inc. v. OMS Invs. Inc.*, 94 USPQ2d 1031, 1039 (TTAB 2010). Providing only a website address or hyperlink to Internet materials is insufficient to make such materials of record. *In re Powermat Inc.*, 105 USPQ2d 1789, 1791 (TTAB 2013);

The Internet information presented in this Report complies with the requirements for the admissibility of evidence as detailed in Section 710.01(b) of the TMEP. The presentation of the Internet information follows an approach that is openly and consistently accepted by the USPTO and the TTAB for identifying and presenting information concerning the use of a mark and the way in which the public is using a term.

A Word About Wheat Thins®

The Nabisco branded product WHEAT-THINS is very commonly found in any search for the word "thins", especially when additional terms such as "snack" or "cracker" are added. For instance, a search of over 1,000 cover-to-cover newspapers using the query "thins and (cracker or snack or crisp or crispbread or chips)" yielded 612 records. When the same query was executed with the added criterion "not wheat thins" the number dropped by 41% to 366 records. Because of the extensive and decades long media coverage and popularity of WHEAT THINS it was determined to be unnecessary to overly burden this report with hundreds of WHEAT THINS articles.

Research Procedures: Newspaper Query: THINS (Exhibit B)

For this project I searched the "Custom Newspapers" database prepared by Gale Research. This database previously was one of the databases that were available on Dialog. During my 15 years at CORSEARCH this database was searched for over 99% of the word mark searches that were completed by CORSEARCH. Custom Newspapers has coverage of "more than 1,000 cover-to-cover titles, including U.S. national, regional, and local newspapers as well as the leading titles from around the world."
(http://montgomerycountymd.libguides.com/articles)

My first query of this database was "thins" and (crackers or snack or crisp or crispbread or chips). That query yielded 612 records. (See Newspaper Search Summary 1)

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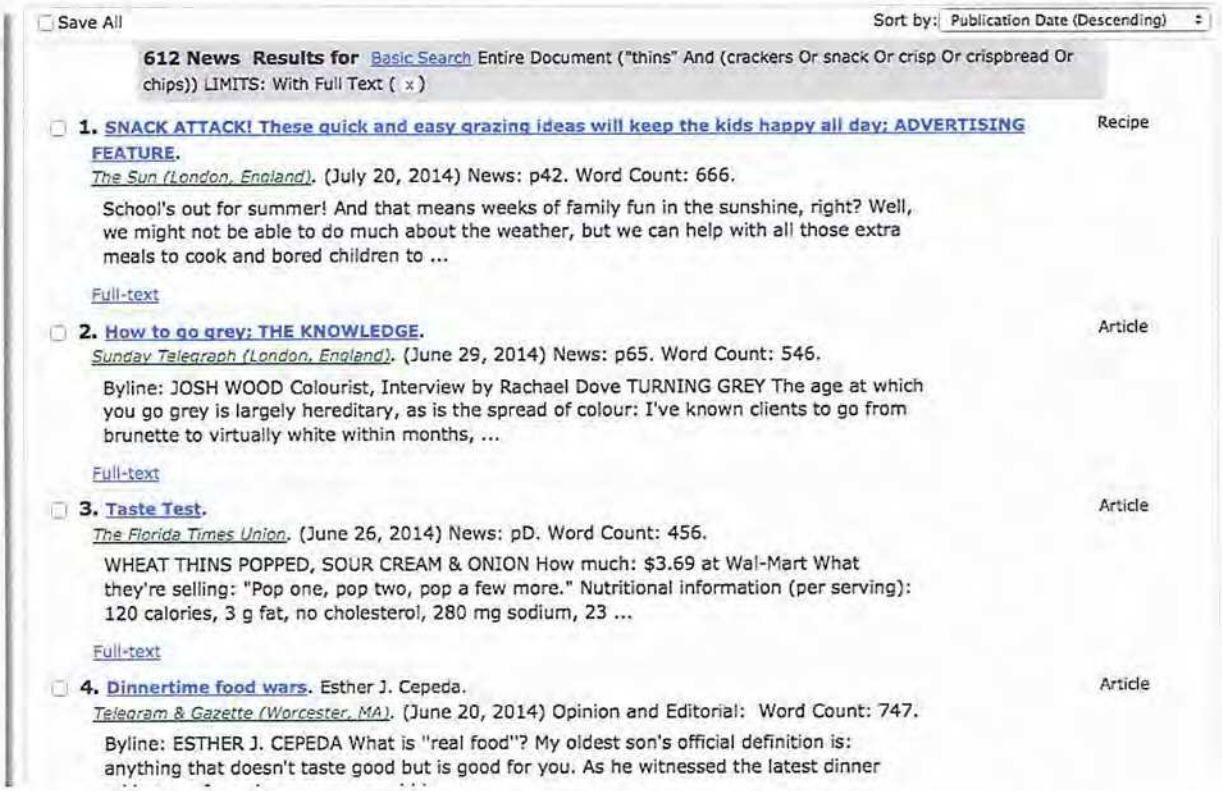


Save All Sort by: Publication Date (Descending)

612 News Results for Basic Search Entire Document ("thins" And (crackers Or snack Or crisp Or crispbread Or chips)) LIMITS: With Full Text (x)

1. **SNACK ATTACK! These quick and easy grazing ideas will keep the kids happy all day: ADVERTISING FEATURE.** Recipe
The Sun (London, England). (July 20, 2014) News: p42. Word Count: 666.
School's out for summer! And that means weeks of family fun in the sunshine, right? Well, we might not be able to do much about the weather, but we can help with all those extra meals to cook and bored children to ...
Full-text

2. **How to go grey: THE KNOWLEDGE.** Article
Sunday Telegraph (London, England). (June 29, 2014) News: p65. Word Count: 546.
Byline: JOSH WOOD Colourist, Interview by Rachael Dove TURNING GREY The age at which you go grey is largely hereditary, as is the spread of colour: I've known clients to go from brunette to virtually white within months, ...
Full-text

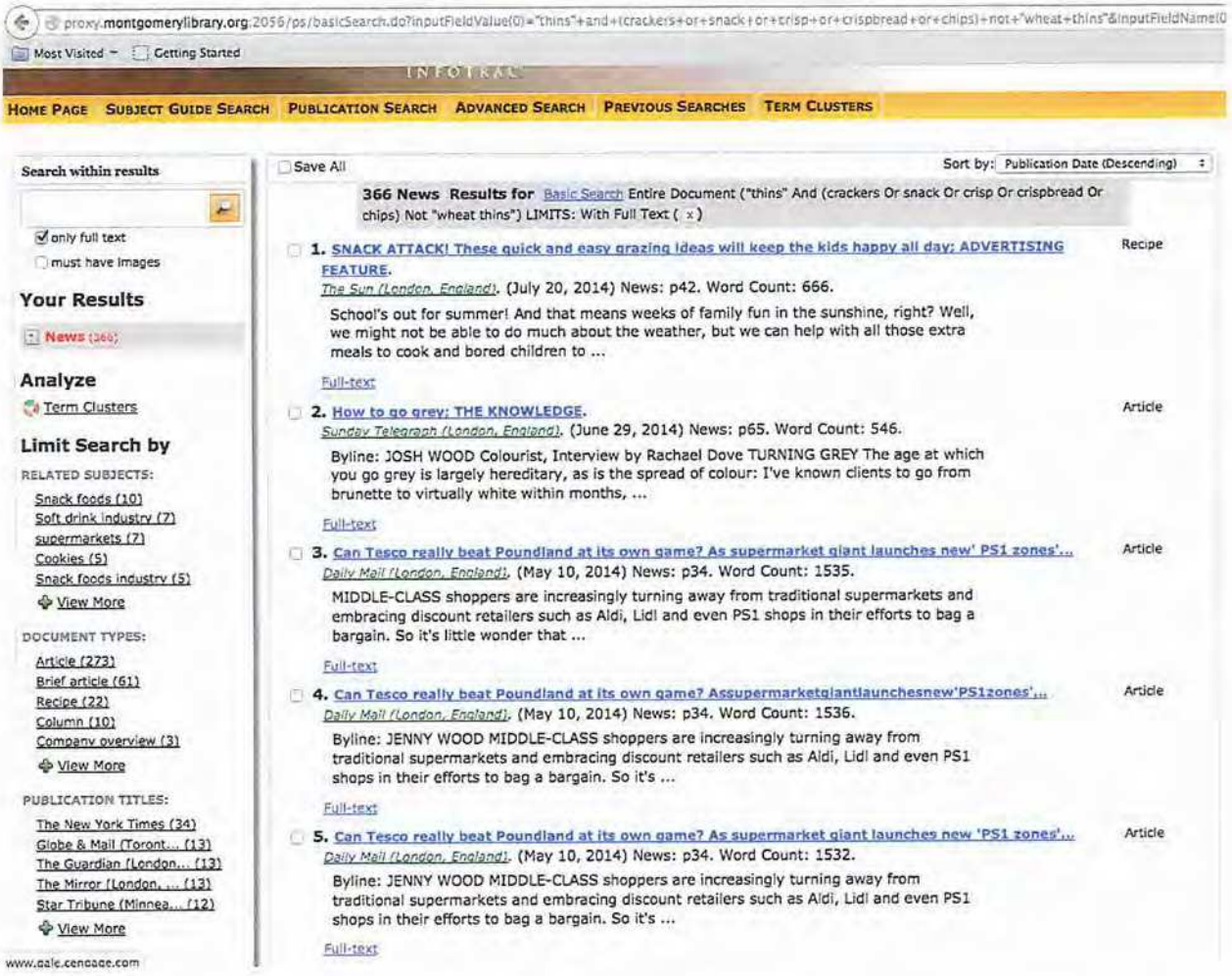
3. **Taste Test.** Article
The Florida Times Union. (June 26, 2014) News: pD. Word Count: 456.
WHEAT THINS POPPED, SOUR CREAM & ONION How much: $3.69 at Wal-Mart What they're selling: "Pop one, pop two, pop a few more." Nutritional information (per serving): 120 calories, 3 g fat, no cholesterol, 280 mg sodium, 23 ...
Full-text

4. **Dinnertime food wars.** Esther J. Cepeda. Article
Telegram & Gazette (Worcester, MA). (June 20, 2014) Opinion and Editorial: Word Count: 747.
Byline: ESTHER J. CEPEDA What is "real food"? My oldest son's official definition is: anything that doesn't taste good but is good for you. As he witnessed the latest dinner

Newspaper Search Summary 1

* *

Being familiar with the popularity and notoriety of the Nabisco brand of crackers known as WHEAT THINS I immediately executed a second query requesting the exclusion of articles using the phrase "wheat thins". I realized that such a reduction would also eliminate records such as STONE WHEAT THINS but when the results indicated that 366 records remained (Newspaper Search Summary 2) I considered the possible loss of a few examples of "thins" to be worth the savings in not reviewing all 612 records. If, after reviewing the 366 records, I felt that insufficient information had not been retrieved I could always return to the larger set. In the end I did not feel it necessary to review the extra records.



Newspaper Search Summary 2

* *

I next reviewed each of the 366 summaries. If the summary indicated that the publication was a non-United States publication (such as *The Guardian*) I would review the story to see if it discussed an American business or a particular product in America. If it did not meet one of these two criteria the record was eliminated from consideration. Eighty-six (86) articles were retrieved, all of which are from U.S. newspapers. Copies of the retrieved articles are located in

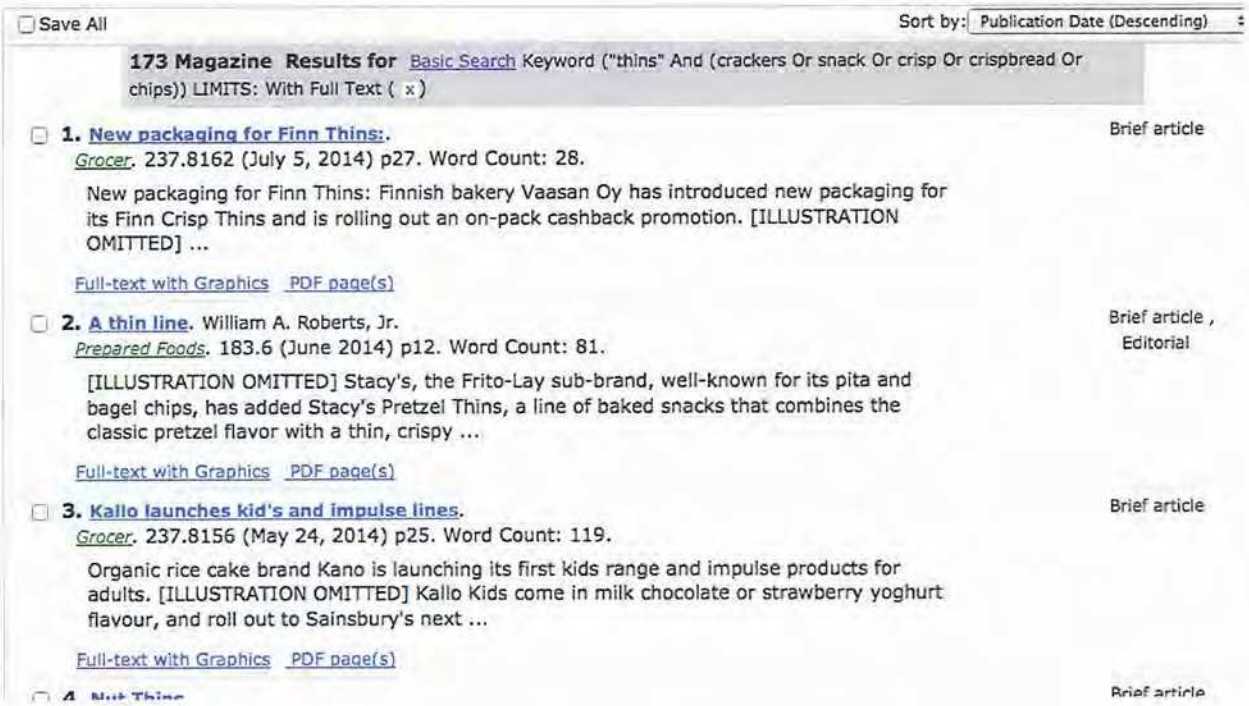
Exhibit B. Tabular analysis of the findings is provided in an Excel spreadsheet format and is located in Exhibit D, Pages 1-4.

After downloading the eighty-six articles I began the process of inserting the articles into a Word document (Exhibit B), eliminating the unnecessary portions and properly formatting and numbering each record. Upon the completion of Exhibit B I reviewed each entry and populated the respective cells of the spreadsheets that compose Exhibit D, Pages 1-4.

Research Procedures: Magazine Query: THINS (Exhibit C)

For this project I also searched the "MasterFILE Premier" database. This database, or one very similar to it, previously was one of the databases that were available on Dialog. During my 15 years at CORSEARCH this database, or one very similar to it, was searched for over 99% of the word mark searches that were completed by CORSEARCH.

MasterFile Premier has "Full-text articles from nearly 1,700 periodicals, some dating back to 1975." (http://montgomerycountymd.libguides.com/articles) My first query of this database was "thins" and (crackers or snack or crisp or crispbread or chips). That query yielded 173 records. (Magazine Search Summary 1)



Save All Sort by: Publication Date (Descending)

173 Magazine Results for Basic Search Keyword ("thins" And (crackers Or snack Or crisp Or crispbread Or chips)) LIMITS: With Full Text (x)

1. **New packaging for Finn Thins:.** Brief article
Grocer. 237.8162 (July 5, 2014) p27. Word Count: 28.
New packaging for Finn Thins: Finnish bakery Vaasan Oy has introduced new packaging for its Finn Crisp Thins and is rolling out an on-pack cashback promotion. [ILLUSTRATION OMITTED] ...
Full-text with Graphics PDF page(s)

2. **A thin line.** William A. Roberts, Jr. Brief article , Editorial
Prepared Foods. 183.6 (June 2014) p12. Word Count: 81.
[ILLUSTRATION OMITTED] Stacy's, the Frito-Lay sub-brand, well-known for its pita and bagel chips, has added Stacy's Pretzel Thins, a line of baked snacks that combines the classic pretzel flavor with a thin, crispy ...
Full-text with Graphics PDF page(s)

3. **Kallo launches kid's and impulse lines.** Brief article
Grocer. 237.8156 (May 24, 2014) p25. Word Count: 119.
Organic rice cake brand Kano is launching its first kids range and impulse products for adults. [ILLUSTRATION OMITTED] Kallo Kids come in milk chocolate or strawberry yoghurt flavour, and roll out to Sainsbury's next ...
Full-text with Graphics PDF page(s)

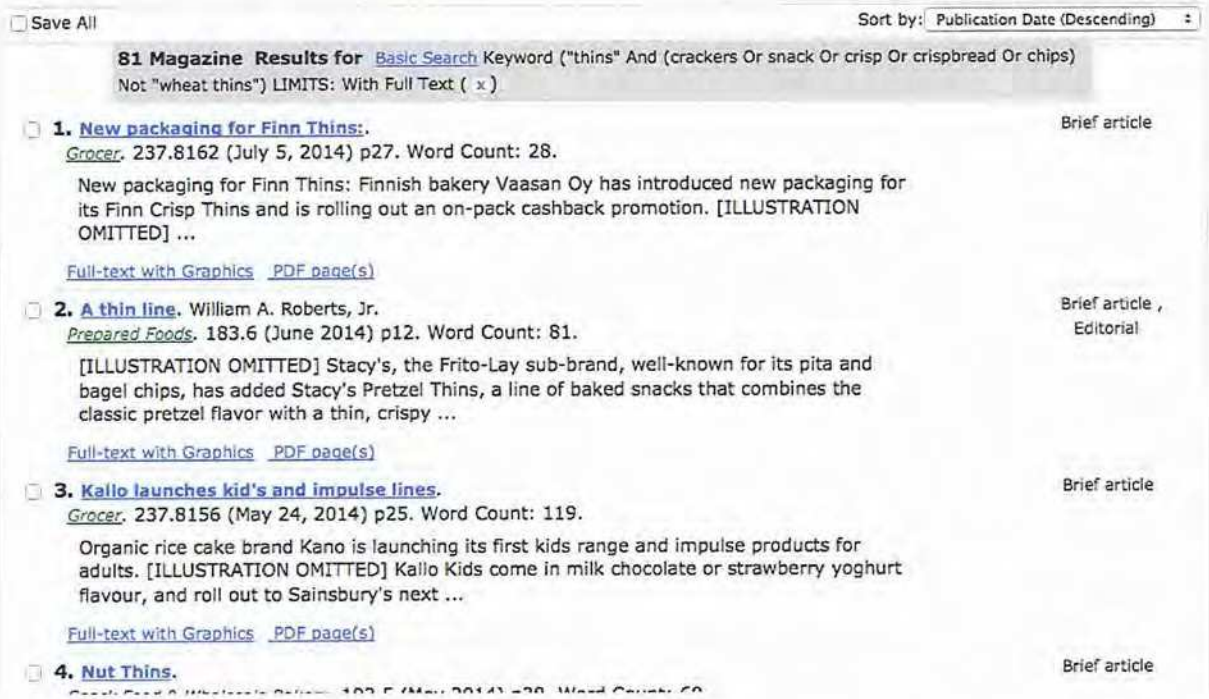
4. Nut Thins Brief article

Magazine Search Summary 1

* *

For the same reasons as were provided for the exclusion of WHEAT THINS from the newspaper query, I also executed a second query in the magazine database requesting the exclusion of WHEAT THINS records. As before, I was aware that I might eliminate records such as STONE WHEAT THINS by my exclusion. The results of this second query are presented as Magazine Search Summary 2. Excluding WHEAT THINS from the results reduced the number of records by 54%--from 173 with WHEAT THINS to 81 without. Sixty-four (64) of the 81 records are provided in this report and are in Exhibit C. In a manner similar to that used for the newspaper articles, the magazine articles were prepared into an exhibit and Excel spreadsheets were prepared (Exhibit D, Pages 5-8).

Many of the magazine articles also had a digitized version of the actual article available for review. In the instances where a digitized version of the actual article was available that additional version was retrieved and the relevant portions included in Exhibit C immediately following the downloaded textual version.



Save All

Sort by: Publication Date (Descending)

81 Magazine Results for Basic Search Keyword ("thins" And (crackers Or snack Or crisp Or crispbread Or chips) Not "wheat thins") LIMITS: With Full Text (x)

1. New packaging for Finn Thins:. — Brief article

Grocer. 237.8162 (July 5, 2014) p27. Word Count: 28.

New packaging for Finn Thins: Finnish bakery Vaasan Oy has introduced new packaging for its Finn Crisp Thins and is rolling out an on-pack cashback promotion. [ILLUSTRATION OMITTED] ...

Full-text with Graphics PDF page(s)

2. A thin line. William A. Roberts, Jr. — Brief article , Editorial

Prepared Foods. 183.6 (June 2014) p12. Word Count: 81.

[ILLUSTRATION OMITTED] Stacy's, the Frito-Lay sub-brand, well-known for its pita and bagel chips, has added Stacy's Pretzel Thins, a line of baked snacks that combines the classic pretzel flavor with a thin, crispy ...

Full-text with Graphics PDF page(s)

3. Kallo launches kid's and impulse lines. — Brief article

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Organic rice cake brand Kano is launching its first kids range and impulse products for adults. [ILLUSTRATION OMITTED] Kallo Kids come in milk chocolate or strawberry yoghurt flavour, and roll out to Sainsbury's next ...

Full-text with Graphics PDF page(s)

4. Nut Thins. — Brief article

Magazine Search Summary 2

* *

Research Procedures: USPTO trademark Query: THINS (Exhibit E)

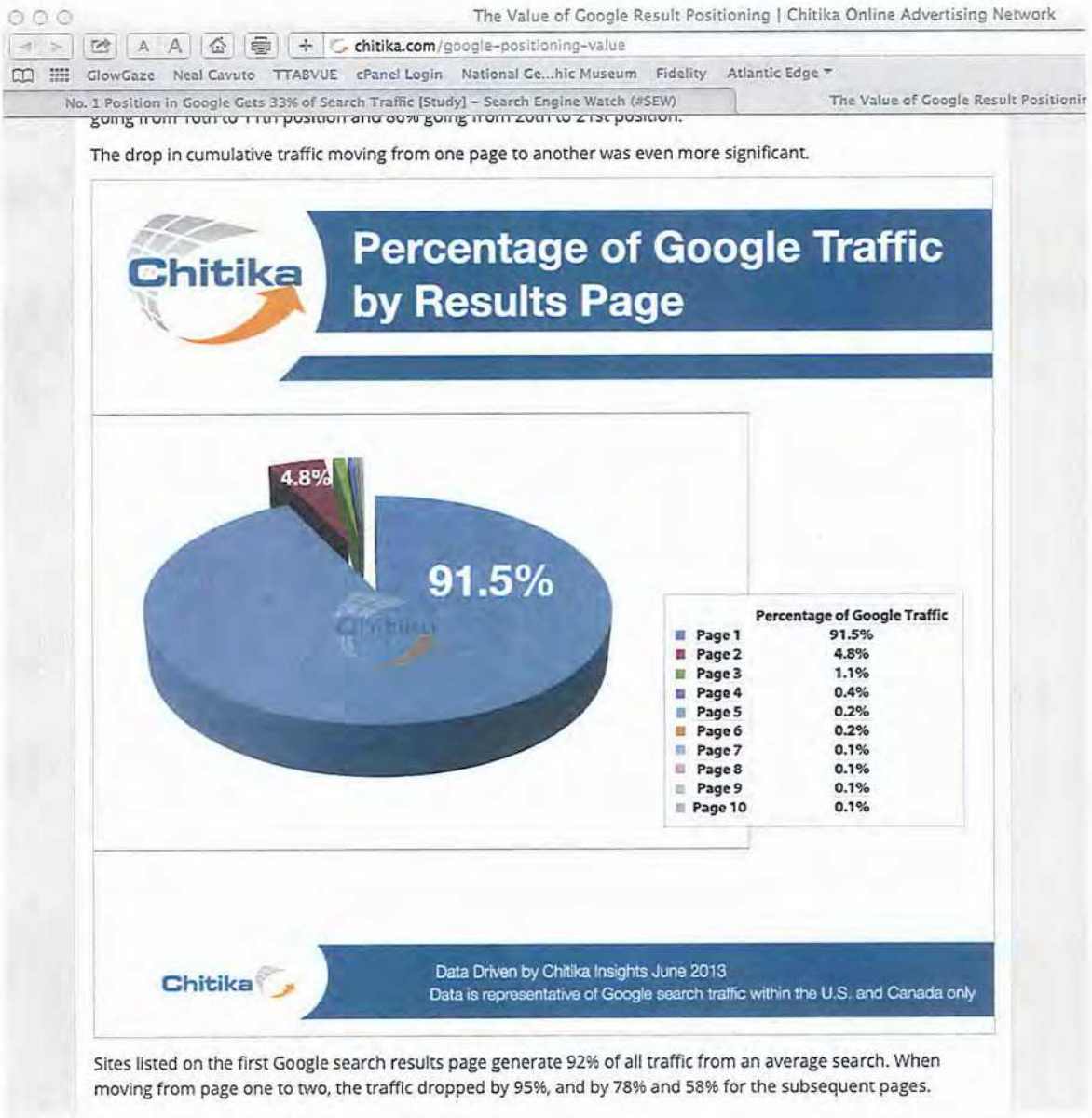
Using the "Free Form" search option for trademark searching on the USPTO web site, I entered the following query: thins and 030[ic] and live[ld]. This query was designed to retrieve all records in International Class 30 that contain the word "thins" and were "live" (pending or registered) trademarks. (Exhibit E, Pages 1-3) I next reviewed the summary and selected every record that contained "thins" (and not the word "thin") that was also listed as a Registered trademark. (Exhibit E, Pages 4-29)

Research Results: Internet Query: THINS (Exhibit F)

It is extremely rare, when searching the Internet, to be able to use a single term (such as "thins") to conduct a search and not need other qualifying terms in order to find relevant information. With some famous marks (such as LIVESTRONG or NASCAR), simply entering the trademark will result in the searcher being directed the information that should help them solve their informational needs. Other famous marks (such as MARLBORO) might require additional terms (such as tobacco) if one were looking for information about MARLBORO cigarettes and not Marlboro, New Jersey. Surprisingly, a search for "thins" on the Internet did not require the addition of other terms in order to find food products using "thins" as part of the brand name or as a generic term describing the food product.

Based upon years of professional experience as well as research conducted by third-parties, it is my opinion that almost no consumers review Internet sites past the third screen of search results. This conclusion is supported by the research of Chitika (chitika.com), a leader in

online advertising. In their most recent findings (June 12, 2013) (as reflected in the graph below), **91.5%** of Google Traffic is attributed to Page 1 of the search results. Page 2 traffic drops to 4.8% and Page 3 traffic drops to 1.1%. Collectively, all pages after Page 3 account for less than 3% of Google traffic; each page has less than 0.1% of Google traffic.



In order to be more comprehensive than the typical consumer, I reviewed ten (10) screens of search results from my Google query "thins" and identified thirty-four web sites that advertised or sold food products whose brand name or product name containing "thins". (Exhibit F)

Analysis of Newspaper Research

Using "generic" in this Expert's Report

The determination as to whether a name or trademark is generic is a judicial determination. Nonetheless, as a professional trademark researcher it is essential to have a solid understanding of many of the key principles of trademark law. From the perspective of a trademark researcher, a word, slogan or phrase that is frequently used by third-parties, or appears in the media in lower-case letters, or is not consistently associated with one or a small group of sources is referred to as a "generic" or possibly a diluted term. For this report and the attached exhibits, the use of "generic" is in accordance with this description and is not intended to imply a legal determination of genericness.

For this report and the attached exhibits, "thins" are defined as crisp bakery goods such as cookies, crackers, chips, crispbreads and crispbread slices, wafers or biscuits. "Thins" also are sold as confection items as well as slices of bread that although "thinner" than traditional bread are not "crisp" or toasted as are the overwhelming majority of the "thins" products in the marketplace.

Newspaper articles using "thins" as either part of a brand name for a food product or as a generic term were retrieved from articles dated as early as April 29, 1987 (Exhibit B, Newspaper Article #86) and as recent as February 16, 2014. (Exhibit B, Newspaper Article #1) Articles were found in the following publications. (The number following the publication name represents the number of different "thins" articles retrieved from that publication. (Exhibit D, Page 2)

- *Daily Herald* (Arlington Heights, Il) 7

- *Daily News* (Los Angeles, CA) 2
- *Frederick News Post* (Frederick, MD) 1
- *International Herald Tribune* 1
- *New York Post* 3
- *Pantagraph* (Bloomington, IL) 1
- *Pittsburgh Post-Gazette* 3
- *Reading Eagle* (Reading, PA) 1
- *St. Joseph News-Press* (St. Joseph, MO) 2
- *St. Louis Post-Dispatch* 3
- *Star Tribune* (Minneapolis, MN) 10
- *Telegram & Gazette* (Worchester, MA) 1
- *The Atlanta Journal-Constitution* 4
- *The Austin American-Statesman* 2
- *The Boston Herald* 2
- *The Capital Times* (Madison, WI) 1
- *The Denver Post* 1
- *The Florida Times Union* 4
- *The Fresno Bee* (Fresno, CA) 3
- *The Gazette* (Colorado Springs, CO) 2
- *The New York Times* 15
- *The News & Record* (Piedmont Triad, NC) 1

- *The Palm Beach Post* 3
- *The Record* (Bergen, NJ) 2
- *The Register-Guard* (Eugene, OR) 1
- *The St. Petersburg Times* (St. Petersburg, FL) 1
- *The Tampa Tribune* 1
- *The Tifton Gazette* (Tifton, GA) 1
- *The Virginian Pilot* 1
- *Winston-Salem Journal* 3
- *Wisconsin State Journal* (Madison, WI) 1

The product names listed below are the respective names as they appeared in the newspaper articles. Although "Doritos Tortilla Thins" and "Frito-Lays Doritos Tortilla Thins" may be the same product, that product was presented to the consumer using two different, although very similar, names. Third-party food products, in addition to Nabisco's WHEAT THINS, that were mentioned in the retrieved newspaper articles include:

- Andes Crème de Menthe Thins
- Angel Sanso's Chewy Toffee Thins
- Back to Nature Ginger Rice Thins
- Baked Potato Thins
- Blue Diamond Pecan Nut-Thins
- Blue Diamond Hazelnut Nut-Thins
- Cherry Jubilee Thins

- Doritos Thins
- Doritos Tortilla Thins
- Frito-Lays Doritos Tortilla Thins
- Moravian Ginger Thins
- Nabisco Pita Thins Toasted Chips
- Nabisco Vegetable Thins
- Nature Valley Dark Chocolate Granola Thins
- Nature Valley Granola Thins
- Newtons Fruit Thins
- Nut-Thins
- Nut-Thins Crackers
- Peanut Butter Granola Thins
- Pita Thins
- Pita Thins Toasted Chips
- Publix Original Thins Potato Chips
- Reisman's Pretzel Thins
- Ritz Munchables Buttery Thins
- Rold Gold Classic Style Thins
- Rold Gold Classic Thins
- Sandwich Thins
- Savory Cheddar Pretzel Thins

- Stacy's Pretzel Thins
- Toffee Crunch Thins
- Triscuit Chili Pepper Thins Crisps
- Vegetable Thins
- Vienna Fingers Mint Fudge Thins
- William Poll Baked Potato Thins

In addition to the above list of twenty-nine (29) different food products containing "thins" as part of the product's name, over forty generic uses of "thins" were also found in the newspaper articles. These uses include:

- pretzel thins (Exhibit B, Newspaper Articles #3, #25 and #53)
- churro-type tortilla thins dusted in cinnamon (Exhibit B, Newspaper Article #6)
- cookie thins (Exhibit B, Newspaper Article #8)
- bagels and bagel thins (Exhibit B, Newspaper Articles #10 and #69)
- blueberry bagel thins (Exhibit B, Newspaper Article #13)
- sandwich thins (Exhibit B, Newspaper Articles #16 and #20)
- Mint Thins (Exhibit B, Newspaper Article #18)
- sandwich or bagel thins (Exhibit B, Newspaper Article #21)
- baked potato thins (Exhibit B, Newspaper Article #23)
- rice thins (Exhibit B, Newspaper Article #26)
- Lemon Thins (Exhibit B, Newspaper Articles #28 and #70)
- to make the granola thins less sweet (Exhibit B, Newspaper Article #29)

- boxes of 10 thins (Exhibit B, Newspaper Article #31)
- the thins (Exhibit B, Newspaper Article #38)
- nacho thins (Exhibit B, Newspaper Article #47)
- Thins (Exhibit B, Newspaper Article #48)
- Brownie Thins (Exhibit B, Newspaper Article #51)
- super-crisp thins (Exhibit B, Newspaper Article #52)
- golden-brown thins (Exhibit B, Newspaper Article #56)
- Sesame Thins (Exhibit B, Newspaper Article #57)
- sourdough thins (Exhibit B, Newspaper Articles #60 and 68)
- ginger thins (Exhibit B, Newspaper Article #63)
- nut thins (Exhibit B, Newspaper Article #64)
- farfel-nut thins (Exhibit B, Newspaper Article #65)
- rolled chocolate thins (Exhibit B, Newspaper Article #66)
- butter thins (Exhibit B, Newspaper Articles #67 and #86)
- Molasses Thins (Exhibit B, Newspaper Article #70)
- Orange Thins (Exhibit B, Newspaper Article #70)
- ginger thins (Exhibit B, Newspaper Article #81)

It was not uncommon to find individual recipes submitted to newspapers by their readers for their favorite "thins" baked goods nor was it uncommon for a food "critic" for a newspaper to submit his or her "thins" recipe. Examples of these uses include:

- Lemon Thins Adapted from Fine Cooking Magazine (Exhibit B, Newspaper Article #28)

- Lemon Thins (Adapted from the April 1990 issue of Gourmet Magazine) (Exhibit B, Newspaper Article # 58
- Herbed Sourdough thins (Exhibit B, Newspaper Article #60)
- Butter Thins (Exhibit B, Newspaper Article #67)
- Lemon Thins (Exhibit B, Newspaper Article #70)
- Orange Thins (Exhibit B, Newspaper Article #70)
- Molasses Thins (Exhibit B, Newspaper Article #70)

"Thins" products were manufactured, sold or marketed by companies such as:

- Andes (produced by Tootsie-Roll Industries)
- Arnold Premium Bread (a part of Bimbo Bakeries USA)
- Blue Diamond (Blue Diamond Growers Cooperative)
- Frito-Lay (A Division of Pepsico)
- The Girl Scouts (Girl Scouts of the United States of America)
- Nabisco (A subsidiary of Mondelez International)
- Nature Valley (A Division of General Mills)
- Pepperidge Farm
- Pittsburgh Pretzels
- Publix Super Markets
- Resiman's Brothers Bakery
- Ritz (Nabisco / Mondelez International)
- Rold Gold (Frito-Lay)

- Stacy's (Pepsico)
- William Poll

The newspaper research resulted in forty-one articles (48%) where the use of "thins" was categorized as "generic". (Exhibit D, Page 4)

The newspaper research resulted in the retrieval of eighty-six (86) articles appearing in newspapers across America. It is my opinion that most persons in America would agree that newspapers are general consumer (as compared to "trade") publications and that information appearing in a newspaper is intended for readership by the general public.

Analysis of Magazine Research

Magazine articles using "thins" as either part of a brand name for a food product or as a generic term were retrieved from articles dated as early as September 15, 1992 (Exhibit C, Magazine Article #64) and as recent as July 5, 2014. (Exhibit B, Magazine Article #1) Articles were found in the following publications. (The number following the publication name represents the number of different "thins" articles retrieved from that publication.)

- *Advertising Age International (1)*
- *ADWEEK Eastern Edition (2)*
- *Brandweek (1)*
- *Broadcasting & Cable (1)*
- *Candy Industry (1)*
- *Entertainment Close-Up (3)*
- *Food & Beverage Close-Up (3)*

- *Food & Drug Packaging (1)*
- *Food Service Director (1)*
- *Good Housekeeping (2)*
- *Gourmet Retailer (2)*
- *Grocer (11)*
- *Grocery Headquarters (2)*
- *India Business Insight (1)*
- Just-food.com (5)
- *Milling & Baking News (1)*
- *MMR (2)*
- *Natural Health (1)*
- *Nutraceuticals World (2)*
- *Official Board Markets (1)*
- *Prepared Foods (2)*
- *Professional Candy Buyer (3)*
- *Shape (1)*
- *Snack Food & Wholesale Bakery (6)*
- *Stagnito's New Products Magazine (2)*
- *Super Marketing (1)*
- *The Food Industry Report (3)*
- *USA Today* (magazine) (1)

- *Vegetarian Times (1)*

Although no readership restrictions were included in my magazine article query, 79% of the magazine articles that were retrieved from the "thins" query were "trade" publications and not geared or intended for readership by the general consuming public. The magazines that were categorized as "trade" publications that were retrieved from the "thins" magazine research included:

- *Advertising Age*
- *ADWeek*
- *Brandweek*
- *Broadcasting & Cable*
- *Candy Industry*
- *Entertainment Close-Up*
- *Food & Beverage Close-Up*
- *Food & Drug Packaging*
- *FoodService Director*
- *Gourmet Retailer*
- *Grocer*
- *Grocery Headquarters*
- *India Business Insight*
- *Milling & Baking News*
- *MMR* (Mass Market Retailers)

- *NutraceuticalsWorld*
- *Official Board Markets*
- *Prepared Foods*
- *Professional Candy Buyer*
- *Snack Food & Wholesale Bakery*
- *Stagnito's New Products Magazine*
- *Super Marketing*
- *The Food Industry Report*

The magazines that were categorized as consumer publications were:

- *Good Housekeeping*
- Just-food.com (considered an online magazine)
- *Natural Health*
- *Shape*
- *USA Today*
- *Vegetarian Times*

The magazine research resulted in seven articles (11%) that were categorized as "generic". (Exhibit D, Page 8)

"Thins" product or brand names found in the magazine articles include: (the product / brand name is in the left column and the manufacturer is in the right column) (Exhibit D, Page 7)

• Almond Thins	Nonni's Foods
• almond thins	generic

• Anna's Ginger Thins	Anna's
• Artisan Nut Thins	Blue Diamond
• Artisan Nut-Thins Cracker Snacks	Blue Diamond
• Baked Potato Thins	William Poll, Inc.
• Cantina Thins	On the Border
• Cinnamon Raisin Almond Thins	Nonni's
• Corn Thins	Real Foods of Australia
• Crisp Thins	Good Doctor
• Doritos [Brand] Tortilla Thins	Frito-Lay
• Finn Thins	Vassan Oy
• Granola Thins	Nature Valley
• Jacob's Thins	UBUK
• Mini-Carb Soy Thins	Carbsense Foods, Inc.
• Multi-Seed Artisan Nut-Thins	Blue Diamond
• Nabisco Rice Thins	Nabisco / Mondelez International
• Nut Thins	Blue Diamond
• Nut Thins	generic
• Nut-Thins	Fresh Samantha
• Nut-Thins Crackers	Blue Diamond
• Nutri-Choice Thins	Britannia Industries
• Oaty Thins	Rude Health

• Pretzel Thins	Rold Gold
• Rice Thins	Liberty Richter Sesmark
• Rice Thins	Back to Nature
• Ryvita Thins	Ryvita
• Sandwich Thins	Warburtons
• Shortbread Thins	Walkers Shortbread
• Snackers and Cheese Thins	Betafoods, Inc.
• Southwest Thins	One the Border
• Spicy Fiesta Thins	Eagle
• Stacy's Pretzel Thins	Stacy's / Frito-Lay
• thins	generic (Records 6, 10, 27, 58)
• Thins	Shearer's Foods
• Thins	Campbell Soup
• Thins Bites	Ryvita
• Tortilla Thins	Pepsico / Frito-Lay
• Tostitos Thins	Pepsico / Frito-Lay
• Whole Wheat Sandwich Thins	Arnold

Between the newspaper and magazine research both the general consumer and "trade / professional" audiences have been reviewed and analyzed.

Analysis of USPTO Trademark Records Research

Eighty-seven (87) records were responsive to my query seeking registered, live marks in International Class 30 that contained the word THINS. Because of cross-referencing and pseudo-marking added to trademark database by the USPTO, thirty-one (31) records contained THIN and not THINS. (Exhibit E, Pages 1-3) The THIN records were not reviewed nor considered in any conclusions or opinions that were drawn from the USPTO records. In addition, thirty (30) records had not matured to the status of Registered and therefore were not considered in any conclusions or opinions that were drawn from the USPTO records. The remaining twenty-six (26) THINS trademark records were retrieved and reviewed. (Exhibit E, Pages 4-29)

Regretfully, there is inconsistency at the USPTO with respect to requiring a disclaimer for the word "thins" when used in International Class 30 applications. Only two of the twenty-six Registered trademarks disclaimed the word THINS. Those two records are:

- Blue Thins for use on cookies, biscuits, crackers (Exhibit E, USPTO Record #5)
- Cantina Thins for use on Chips, namely tortilla chips (Exhibit E, USPTO Record #6)

To disclaim or not to disclaim?

I first became aware of the inconsistencies in disclaimers around 1990 when I was asked by an attorney for IBM to prepare a report of all currently or previously registered trademarks in International Class 9 (or US Classes 21, 26 or 38) that contained the word "system" as part of the trademark. IBM had filed an application (Serial Number 74001717) for the mark RISC

SYSTEM/6000 and the Examining Attorney wanted a disclaimer for the word "system". Less than one-third of the registered marks disclaimed "system" and coupled with presentation of the mark ("RISC System/6000" rather than " RISC System / 6000") IBM was able to prevail. There did not appear to be any rhyme or reason as to why certain marks had a disclaimer for the word "system" while other marks did not.

On September 3, 2014 a search was conducted on the USPTO web site for all marks filed in International Class 30 that contained the word THINS. Two-hundred and forty-two (242) trademarks were retrieved from query. (Exhibit E, Pages 31-37) Each of those marks was reviewed for communication between the Examining Attorney and the Applicant (or the Applicant's counsel) with respect to disclaimers.

Seventy-two (32%) of the 242 THINS marks were two-word marks such as Potato Thins, Cheese Thins, Tortilla Thins, Almond Thins, Breakfast Thins, Rice Thins, Corn Thins, Burger Thins, Flatbread Thins, Mint Thins, Sandwich Thins, Cookie Thins, Snack Thins, Truffle Thins, etc. Except for a few recent instances, almost every trademark application that required a disclaimer required that the word immediately before THINS (such as potato, cheese, tortilla, almond, etc.) be disclaimed. In many instances the wording in in the Office Action was nearly identical to that shown in the following Office Actions.

[The remainder of this place is blank.]

The cited registered mark is **COOKIE THINS** for "cookies and biscotti" in International Class 30.

As to the second half of the test, the goods are the same and are otherwise closely related. Consumers encountering the applicant's mark are likely to believe that because the marks are the same and the goods are the same, the mark is associated with the registrant. Thus, since the marks are the same and the goods are the same, there is a likelihood of confusion and registration must be refused.

Disclaimer
The applicant must disclaim the descriptive wording "cookie" apart from the mark as shown. Trademark Act Section 6, 15 U.S.C. §1056; TMEP §§1213 and 1213.03(a). The wording is merely descriptive of the goods as identified.

A disclaimer does *not* physically remove the disclaimed matter from the mark, but rather is a written statement that applicant does not claim exclusive rights to the disclaimed wording and/or design separate and apart from the mark as shown in the drawing.

The computerized printing format for the *Trademark Official Gazette* requires a standard form for a disclaimer. TMEP §1213.08(a)(i). A properly worded disclaimer should read as follows:

No claim is made to the exclusive right to use COOKIE apart from the mark as shown.

See In re Owatonna Tool Co., 231 USPQ 493 (Comm'r Pats. 1983).

Disclaimer for "cookie" in the mark COOKIE THINS (Serial Number 77347046)

* * * * * * * * * * * * * * * *

DISCLAIMER REQUIRED

Applicant must insert a disclaimer of the descriptive wording SANDWICH in the application. The wording is descriptive because the applicant's bread is used to make SANDWICHES. *See* 15 U.S.C. §1056(a); TMEP §§1213, 1213.03(a).

The following is the accepted standard format for a disclaimer:

No claim is made to the exclusive right to use "SANDWICH" apart from the mark as shown.

TMEP §1213.08(a)(i).

The Office can require an applicant to disclaim an unregistrable part of a mark consisting of particular wording, symbols, numbers, design elements or combinations thereof. 15 U.S.C. §1056(a). Under Trademark Act Section 2(e), the Office can refuse registration of an entire mark if the entire mark is merely descriptive, deceptively misdescriptive, or primarily geographically descriptive of the goods. 15 U.S.C. §1052(e). Thus, the Office may require an applicant to disclaim a portion of a mark that, when used in connection with the goods or services, is merely descriptive, deceptively misdescriptive, primarily geographically descriptive, or otherwise unregistrable (e.g., generic). *See* TMEP §§1213, 1213.03.

Failure to comply with a disclaimer requirement can result in a refusal to register the entire mark. TMEP §1213.01(b).

Disclaimer of "sandwich" in the mark SANDWICH THINS (Serial Number 77051818)

* * * * * * * * * * * * * * *

TO AVOID ABANDONMENT, WE MUST RECEIVE A PROPER RESPONSE TO THIS OFFICE ACTION WITHIN 6 MONTHS OF OUR MAILING OR E-MAILING DATE.

Serial Number 78/197330

The assigned examining attorney has reviewed the referenced application and determined the following.

Search Results
The examining attorney has searched the Office records and has found no similar registered or pending mark which would bar registration under Trademark Act Section 2(d), 15 U.S.C. §1052(d). TMEP §704.02.

Disclaimer
The applicant must disclaim the descriptive wording "WHEAT" and "SANDWICH BITES" apart from the mark as shown. Trademark Act Section 6, 15 U.S.C. §1056; TMEP §§1213 and 1213.03(a). The wording is merely descriptive because WHEAT describes the primary ingredient of the crackers and SANDWICH BITES describes the size and type of cracker. (Please see the attachment from the Google search enginge showing that "sandwich crackers" is a common used term for crackers with a filling between two crackers).

The computerized printing format for the *Trademark Official Gazette* requires a standard form for a disclaimer. TMEP §1213.08(a)(i). A properly worded disclaimer should read as follows:

No claim is made to the exclusive right to use WHEAT and SANDWICH BITES apart from the mark as shown.

See In re Owatonna Tool Co., 231 USPQ 493 (Comm'r Pats. 1983).

In view of the disclaimer requirement, the applicant's voluntary disclaimer of BITES will not be printed.

Disclaimer of "wheat" and "sandwich bites" in the mark WHEAT THINS SANDWICH BITES (Serial Number 781973300

* * * * * * * * * * * * * * * *

The Examining Attorneys who required disclaimers seem to feel that the word immediately before the word THINS described the product or features of the product and therefore must be disclaimed. Although that premise may be true, this practice also appears to show a lack of understanding of all the words in the trademark application. If the Examining Attorney understood what THINS were they would also require a disclaimer for THINS; THINS also describes the products' configuration / shape (thin).

Adding an "s" Doesn't Always Just Make a Word Plural

In two recent and previously identified registrations Examining Attorneys required Applicants to disclaim THINS. In these instances the Examining Attorneys supported their requirement by submitting information regarding the use of THIN since they see THINS as a

plural of THIN. The TMEP states, (citations omitted) "Similarly, evidence showing that a term in singular form is generic typically will suffice to show that the **plural** also is generic (dictionary and other evidence of meaning of "hotel" sufficed to show that the **plural** form in HOTELS.COM was generic for the information and reservation services at issue); (finding that evidence established not only that the singular form is generic, but also that the **plural** form CHURRASCOS is generic for applicant's restaurant services)" (TMEP 1209.01(c)(ii))

The logic behind 1209.01(c)(ii) is generally solid in that only rarely is a new word with a new impression and connotation created simply by adding an "s" to an existing word. The operative word in the previous sentence is "generally" since adding an "s" to THIN, when used for baked goods, does in fact create a new word: THINS. If Examining Attorneys realized that THINS were a category of crisp baked goods they would not repeatedly send information to the applicants about the word THIN in support of their disclaimer requirement but instead could rely upon the extensive third-party use of THINS in the food industry to support a disclaimer requirement in that THINS is a generic term for a category of baked goods.

The Examining Attorney handling the application for CANTINA THINS searched dictionary.com for THINS but provided the Applicant with a definition for THIN; there is no definition for THINS in Dictionary.com. (Attachment 1 of the Office Action Dated September 3, 2013.) The same mistake was made when that same Examiner searched the *World English Dictionary* (Attachment 3) and *Word Origin & History* (Attachment 4). The Examiner next reproduced the image of a Tostitos Cantina Thin and Crispy Tortilla Chips bag (again presenting the adjective THIN rather than the noun THINS), an article about Thin and Crispy Tortilla Chips

and article about Super Thin Tortilla Chips (Attachments 5, 7, 9, 10 and 11) No evidence of THINS was submitted by the Examiner.

THIN is an adjective that describes the thickness of an item. THIN is the opposite of THICK. You cannot buy a THIN, you cannot make a THIN, you cannot ask someone to pass you a bowl of THIN. THINS is a noun. THINS is a category of cracker, crisp bread or cookie. You can buy THINS made by a number of different manufacturers, you can make THINS using a variety of publicly available recipes and you can ask someone to pass you a bowl of THINS such as WHEAT THINS or ALMOND THINS or even MINT THINS while you watch television. Simply adding an "s" onto THIN did not make a plural of THIN but instead created a new word, THINS. (Although people may use the word "thins" as a verb ("Paint thinner thins the paint.") this is not proper English. Proper English would be "Paint thinner thinned or thinned down the paint" or "Paint thinner will thin the paint." See below screen shot from Dictionary.com.)

> **verb (used with object), thinned, thinning.**
> 17. to make thin or thinner (often followed by *down, out,* etc.).
>
> **verb (used without object), thinned, thinning.**
> 18. to become thin or thinner; become reduced or diminished (often followed by *down, out, off,* etc.):
> *"The crowd is thinning out."*

One Examining Attorney almost got it right. Examining Attorney, Andrea Hack, appeared to understand the cooking and baking marketplace. In her first Office Action regarding

the trademark application for COOKIE THINS (Serial Number 86161729) she stated: (citations omitted)

"Registration is refused because the applied-for mark merely describes features of applicant's goods."

"A mark is merely descriptive if it describes an ingredient, quality, characteristic, function, feature, purpose or use of the specified goods and/or services."

"Here, applicant's mark is "COOKIE THINS" in standard characters for "crispy dessert snacks consisting of cookies, cakes, donuts, brownies or muffins" in International Class 030. As cookies are listed in the identification of goods, it is clear that "COOKIE" merely denotes the type of dessert snack."

"Attached definitional evidence from www.collinsdictionary.com shows that "thin" refers to things that are slim or lean. Additional attached evidence shows that in the snack market, "THINS" are snack that are slim or lean and that many snack items are sold as "THINS". Further evidence shows that many recipes for cookies described as "thin" appear on the internet showing that consumers would immediately understand applicant's goods to be slim or lean cookies."

"Finally, evidence consisting of third-party registrations containing "THINS" is attached. Third-party registrations featuring goods the same as or similar to applicant's goods are probative evidence on the issue of descriptiveness where the relevant word or term is disclaimed, registered under Trademark Act Section 2(f) based on acquired distinctiveness, or registered on the Supplemental Register."

As stated previously, two marks containing the word THINS have matured into registrations in International Class 30. These two marks, BLUE THINS and CANTINA THINS, both disclaim THINS.

BLUE THINS is a two-word mark but the color blue is not a feature of the chips (as would be the case in products such as blue corn tortilla chips) but instead appears to be associated with the bag as is shown in the following screen shot of the specimen of use. Although the application was submitted without a disclaimer, the examining attorney added a disclaimer for "thins" apparently after a discussion with the applicant's counsel.

Screen Shot of Specimen for Registration #3870613

With respect to the registration for CANTINA THINS, the Examining Attorney addressed the disclaimer issue through an Office Action. In that Office Action dated September 3, 2013 the Examining Attorney stated in part: (citations omitted)

"Applicant must disclaim the descriptive wording "THINS" apart from the mark as shown because it merely describes a feature and characteristic of applicant's goods."

"Wording is merely descriptive if it describes an ingredient, quality, characteristic, function, feature, purpose or use of the specified goods and/or services.

The applied-for mark is "CANTINA THINS" for "chips." "Thins" is defined as "not thick." *See* the attached definition from http://www.dictionary.com. Accordingly, the wording "thins" immediately conveys the idea that applicant's goods are not thick in nature. In fact, applicant's identification of goods is broadly identified to encompass not thick chips. For this reason, the wording "THINS" merely describes a presumed feature and characteristic of applicant's goods.

In order to demonstrate that the term "THINS" is a merely descriptive term when used in connection with "chips," the examining attorney has attached a sampling of a search conducted on the Internet. *See* the attached websites from: http://www.fritolay.com/our-snacks/tostitos-cantina-thin-crispy.html; http://www.fronterafiesta.com/store/handmade-tortilla-chips/thin-and-crispy-tortilla-chips/26-61 and http://caloriecount.about.com/calories-mission-foods-super-thin-tortilla-i140760. The attached internet evidence indicates that the term "THINS" is commonly used to describe a feature and characteristic of applicant's goods.

Based on the dictionary definition, applicant's identification of goods and attached internet evidence, the wording "THINS" merely describes a presumed feature and characteristic of applicant's goods. For this reason, applicant is required to disclaim this wording apart from the mark as a whole."

A screen shot of the specimen of use for Cantina Thins is shown on the following page.

[The remainder of this page is blank.]

As with other applications, the Examining Attorney used examples of THIN to support his disclaimer requirement for THINS. Even though the Examiner's thought process appeared to be accurate his examples were not as solid as desired. He could have easily found twenty or more THINS products on the Internet and relied upon those to support a genericness claim **if** he knew that THINS were a category of baked goods. Since the date of the CANTINA THINS Office Action there have been no new marks registered with the word "thins" by itself (as compared to a compressed mark such as BARKTHINS.)

Based on my experience and the research I have conducted for this matter I do not believe that there is a sufficiently consistent pattern of disclaimer administration at the USPTO for trademark applications containing the word THINS so as to yield valuable information to help guide a decision as to whether THINS should be disclaimed in the present matter. Although the Examining Attorney for COOKIE THINS has correctly identified the issues, her Office Action was dated April 11, 2014 and the Applicant has until October 11, 2014 to reply or seek an

extension. At the present it is impossible to tell how this issue will be resolved. The bottom line is that the Examiners need to be educated that THINS are not simply a plural of THIN or more-than-one THIN but are a category of baked goods manufactured by over fifty different companies as well as baked goods that many Americans make in their own homes. Hopefully the decision rendered in this matter will provide that education and the foundation for proper genericness/descriptiveness rejections and disclaimer requirements for future "thins" marks.

Analysis of Internet Research

Thirty-four (34) web sites were found using the word "thins" as either the name of a type of bakery product or as a generic term (usually associated with recipes) for thin, crisp bakery items. (Exhibit F) Most of the branded products found through Internet research had previously been identified through the newspaper and magazine research. Five of the products found on the Internet had a "shopping cart" associated with the product allowing the customer to immediately purchase the product. The thirty-four products that were found were: ("SC" indicates that a shopping cart was available for this product.)

- Anna's Original Ginger Thins (SC)
- Arnold Sandwich Thins Rolls
- barkTHINS
- Artisan Nut Thins
- Nut Thins
- Brownberry Sandwich Thins Rolls
- Chia Thins (SC)

- Coffee Thins
- Frans Chocolate Thins (SC)
- Almond Thins (generic use for a cookie recipe)—2 uses
- Brownie Thins (generic use for a cookie recipe)—2 uses
- Chocolate-Mint Thins (generic use for a cookie recipe)
- Lemon Thins (generic use for a cookie recipe)
- Mint Thins (generic use for a cookie recipe)
- Sandwich thins (generic use for various bread products)—2 uses
- Whey Thins
- Keebler Town House Pretzel Thins
- Newtons Fruit Thins
- Nonni's THINaddictives Cranberry Almond Thins
- Cantina Thins Tortilla Chips (SC)
- Pepperidge Farm Pretzel Thins
- Recchiuti Peppermint Thins (SC)
- Rold Gold Garlic Parmesan Flavored Pretzel Thins
- Sea Salt Thins
- Sesmark Rice Thins
- Thomas' 100% Whole Wheat Bagel Thins Bagels
- Trader Joe's Cookie Thins
- Cinnamon Honey Wheat Thins (cookie recipe)

- Flax & Fiber Sandwich Thins Rolls
- Honey Wheat Sandwich Thins Rolls
- 100% Whole Wheat Sandwich Thins Rolls
- Whole Grains White Sandwich Thins Rolls
- Multi-Grain Sandwich Thins Rolls
- Seedless Rye Sandwich Thins Rolls
- Wheat Thins

Showing Genericness: How Many and From Where?

As readers of TTAB opinions learn, the criteria required to render a mark generic are not exact and often depend upon the mark in question, the number of sources of generic use presented to the TTAB and the origin / credibility of the sources themselves. For instance, in April 2012 the TTAB issued its decision as to whether DOG GAMES (serial number 77571488) was generic. The Examining Attorney had provided four examples of generic use of "dog games." The Board indicated that to prevail the Board must be presented with "clear evidence" and "The four clear examples of generic usage in this country of the term 'dog games' as referring to equipment as 'pet toys' is insufficient…"

In another opinion dated September 5, 2013 the Board rendered its decision regarding whether "footlong" for use on sandwiches (other than hot dogs) was generic. In that opinion the Board stated:

- "…it is common practice to introduce third-party use to demonstrate that a term is generic or descriptive." (Page 13)

- "Extensive use of the term by restaurants offering identical goods is strong evidence that purchasers will not be able to differentiate between competing sources by viewing the term 'Footlong.' Such use by competitors is evidence of genericness." (Page 28)

The Opposer in that matter introduced about twenty examples of competitors using "footlong", over 100 newspaper, magazine and trade journal articles using "footlong" to describe various food products as well as recipes for making "footlong" breads and numerous Internet web sites that used the term "footlong" for various food products or sandwiches. The Board determined that "footlong" when used in connection with sandwiches, excluding hot dogs, was generic. (It does not appear that the legal assistant who prepared the declaration that included all the "footlong" materials tried to summarize the results or provide any type of table or chart showing individual uses and, therefore, many of the articles could possible be discussing the same product as was found with WHEAT THINS in the present matter. It is possible that such a table or analysis was provided in another document. In the present matter, had all the WHEAT THINS articles that were identified been retrieved this report would have over 500 additional examples.)

Somewhere between four examples of generic use and hundreds of pages of Lexis/Nexis printouts rests the happy medium of sufficient proof to support a determination of genericness. The conclusions and opinions in this report are based on over one-hundred different uses by competitors of the Applicant or third-parties using "thins" for baked goods, or generic use of "thins" by members of the general public to describe the products created from their personal recipes.

The following three pages present in tabular form each of the 117 uses of "thins" found through the previously described research (magazines, newspapers, currently registered trademarks and Internet) as well as the source of the information. These examples include:

- competitors marketing THINS products made with rice or corn;
- competitors marketing THINS products made with ingredients other than rice or corn;
- individuals who bake "thins" products (such as Lemon Thins or Chocolate Thins); and
- generic use of "thins" where the writer is simply describing a thin, crisp bakery product.

[The remainder of this page is blank.]

1		Appeared in	Appeared in	Found at	Found on the
2	Product Name	Newspapers	Magazines	USPTO	Internet
3	Almond Thins (generic)				x
4	Amazing Toffee Thins	x			
5	Andes Crème de Menthe thins	x			
6	Angel Sanso's Chewy Toffee Thins	x			
7	Anna's Ginger Thins		x	x	
8	Anna's Swedish Thins				x
9	Arnold Select 100% Whole Wheat Sandwich Thins		x		
10	Back to Nature Sesame Ginger Rice Thins	x			
11	Back to Nature Tomato Herb Rice Thins		x		
12	Bagel Thins			x	
13	bagel thins (generic)	x			
14	Baked Potato Thins	x			
15	BarkThins			x	x
16	Blue Diamond Artisan Nut Thins	x	x		x
17	Blue Diamond Almond Nut Thins				x
18	Blue Diamond Hazelnut Nut-Thins	x			
19	Blue Diamond Honey-Nut Thins		x		
20	Blue Diamond Nut Thins	x			
21	Blue Diamond Pecan Nut-Thins	x			
22	Blue Thins			x	
23	Brownberry Sandwich Thins Rolls				x
24	Brownie Thins (generic)	x			x
25	butter thins (generic)	x			
26	Cantina Thins			x	
27	Carbsense Foods' Mini-Carb Soy Thins		x		
28	Cheddar & Cracked Black Pepper Thins		x		
29	Chocolate Mint Thins (generic)				x
30	chocolate thins (generic)	x			
31	Chia Thins				x
32	Coffee Thins			x	x
33	cookie thins (generic)	x			
34	Country Thins			x	
35	Doritos Thins	x			
36	Doritos Tortilla Thins	x	x		
37	Eagle's Spicy Fiesta Thins		x		
38	FalaFel Thins			x	
39	falfel-nut thins (generic)	x			
40	Finn Crisp Thins		x		

[This record continues on the following page.]

41	Food Doctor's Crisp Thins		x		
42	Frans Chocolate Thins				x
43	Frito-Lay's Doritos Tortilla Thins	x			
44	Garden Chicken Thins			x	
45	ginger thins (generic)	x			
46	golden-brown thins (generic)	x			
47	Gourmet Thins			x	
48	Grillin' Thins			x	
49	Herbed sourdough thins (generic)	x			
50	Isagenix Whey Thins				x
51	Keebler Town House Pretzel Thins				x
52	Jacob's Thins		x		
53	Lemon Thins (generic)	x			x
54	Mary's Gone Crackers and Nut Thins		x		
55	Mint Thins (generic)	x			x
56	Moravian Ginger Thins (generic)	x			
57	Nabisco Lime Wheat Thins		x		
58	Nabisco Pita Thins Toasted Chips	x			
59	Nabisco Rice Thins		x		
60	Nabisco Vegetable Thins	x			
61	Nature Valley Granola Thins	x	x		
62	Nature Valley Peanut Butter Granola Thins	x			
63	Newtons Fruit Thins	x		x	x
64	Nonni's Thinaddictives Cinnamon Raisin Almond Thins		x		x
65	Nut Thins	x	x	x	
66	Nutri-Choice Thins		x		
67	On The Border Southwest Thins		x		x
68	Orange Thins (generic)	x			x
69	Pepperidge Farms Savory Cheddar Pretzel Thins	x			
70	Pita Thins	x		x	
71	Pita Thins Toasted Chips	x			
72	Pittsburgh Pretzel's Super Thins	x			
73	Pocket Thins			x	
74	potato thins (generic)	x			
75	pretzel thins (generic)	x			
76	Publix Original Thins Potato Chips	x			
77	Qthins			x	
78	Real Foods of Australia Corn Thins		x		
79	Recchiuti Peppermint Thins				x
80	Reisman's Pretzel Thins	x			

[This record continues on the following page.]

81	rice thins (generic)	x			
82	Ritz Munchables Butter Thins	x			
83	Riuchter's Sesmark Rice Thins		x		
84	Rold Gold Classic Style Thins	x			
85	Rold Gold Classic Thins	x			
86	Rold Gold Pretzel Thins		x		x
87	Rude Health's Oaty Thins		x		
88	Ryvita Thins		x		
89	Ryvita Thins Bites		x		
90	Sandwich Thins	x	x	x	x
91	sandwich thins (generic)	x			x
92	Sea Salt Thins				x
93	Sesame Thins (generic)	x			
94	Sesmark Rice Thins				x
95	Shearer's Pretzel Thins		x		
96	Stacy's Prezel Thins	x	x		
97	Stoned Wheat Thins			x	
98	Sundried Tomato & Herb Thins		x		
99	Sunset Brands Cheese Thins		x		
100	super-crisp thins (generic)	x			
101	Sweet Chili Thins		x		
102	Sweet Thins			x	
103	Thinny Thin Thins			x	
104	thins (generic)	x	x		
105	Thins Inn			x	
106	Thomas 100% Whole Wheat Bagel Thins Bagels				x
107	Toffee Crunch Thins	x			
108	tortilla thins (generic)	x			
109	Tostitos Thins		x		
110	Trader Joe's Cookie Thins				x
111	Triscuit Chile Pepper Thins Crisps	x			
112	Vegetable Thins	x		x	
113	Vienna Fingers Mint Fudge Thins	x			
114	wafer-thins (generic)		x		
115	Walker's Shortbread Thins		x		
116	Water Thins			x	
117	Weelicious Cinnamon Honey Wheat Thins				x
118	Wheat Thins	x	x	x	x
119	William Poll Baked Potato Thins	x	x		

* * * * * * * * * * * * * * *

In addition to the extensive third-party and generic use of THINS for baked goods that has been presented, a web site (yummly.com) has an entire section devoted to BAKED THINS RECIPES. The following four pages are screen shots from that web site. Recipes are provided for:

- Spiced Thins
- Almond Thins
- Homemade Wheat Thins
- Cheese Thins
- Pistachio Thins
- Ginger Maple Thins
- Peppermint Brownie Thins

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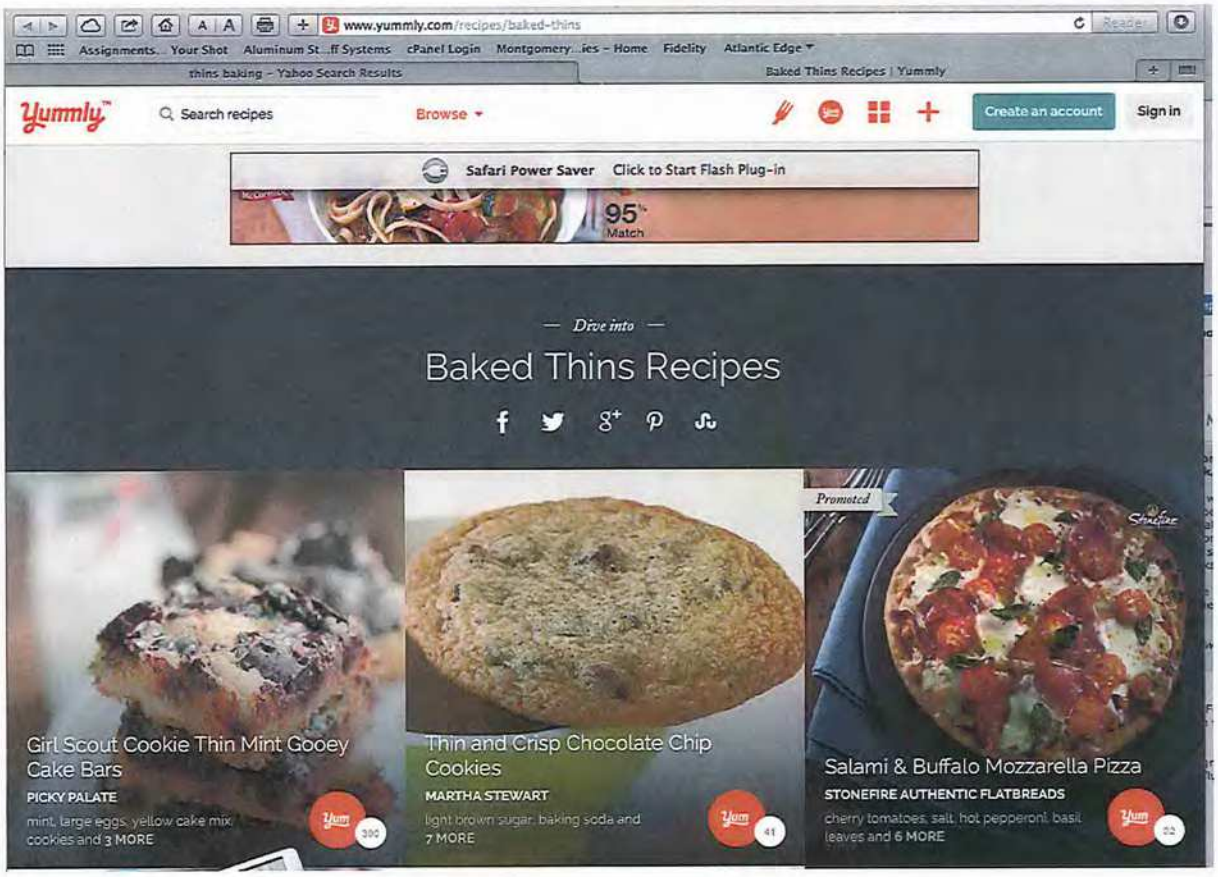
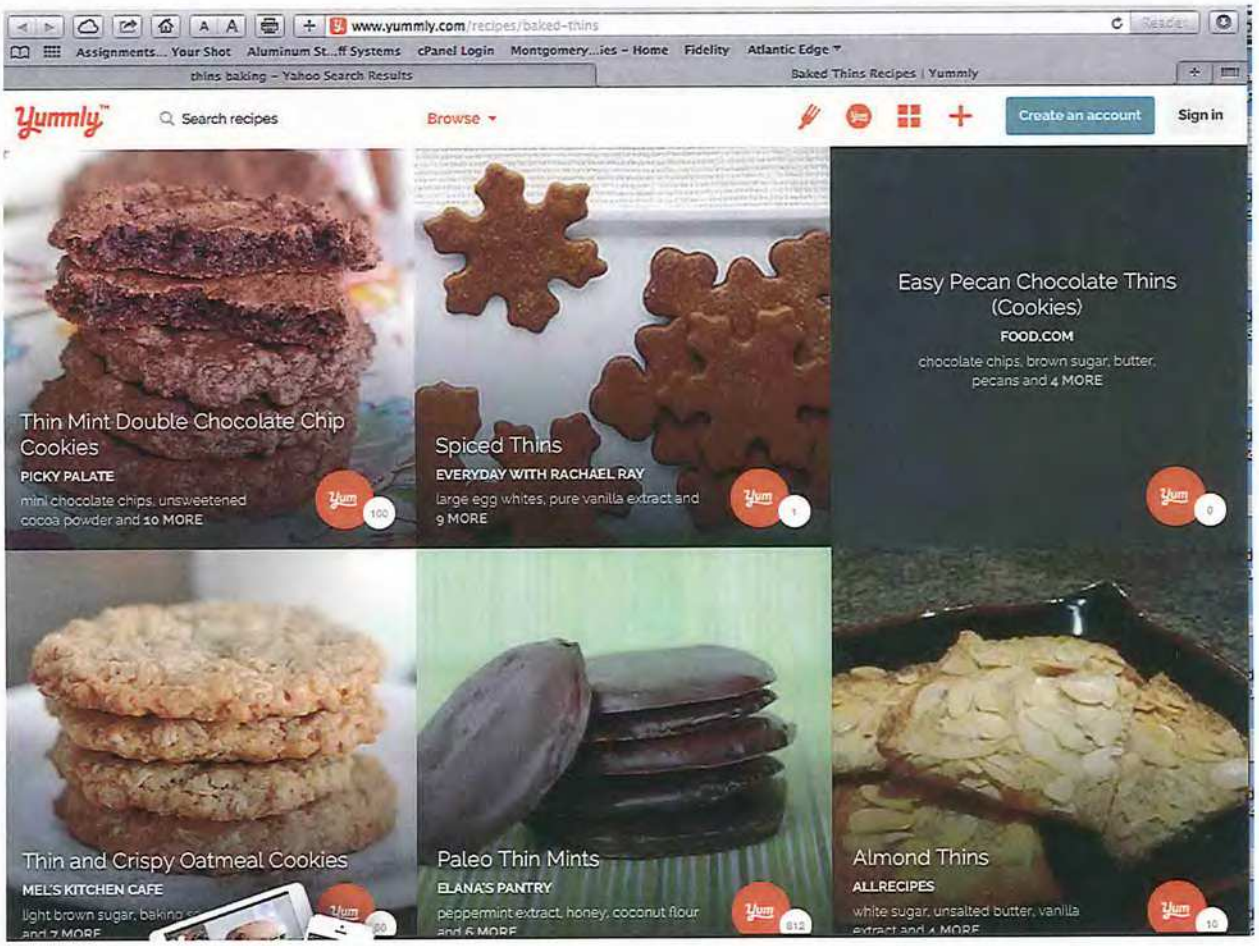


[This record continues on the following page.]



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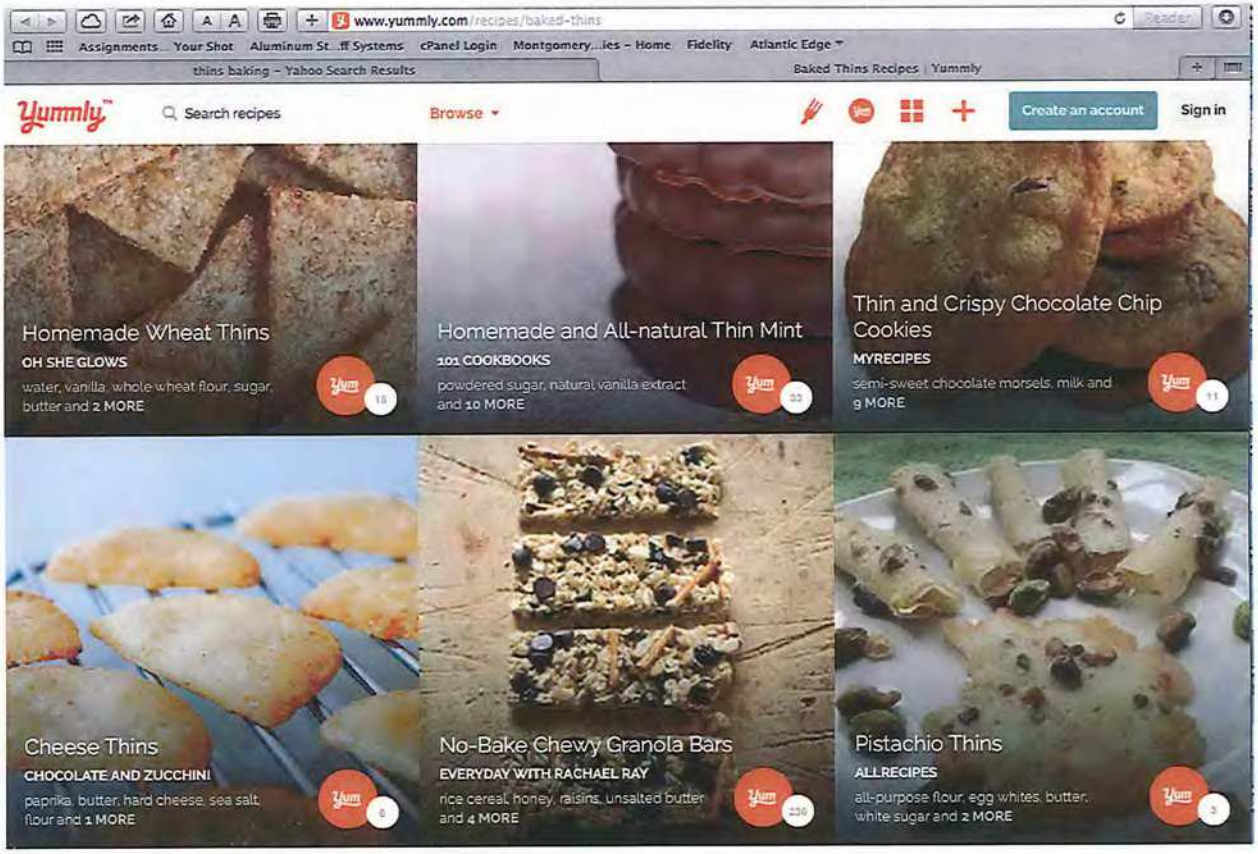

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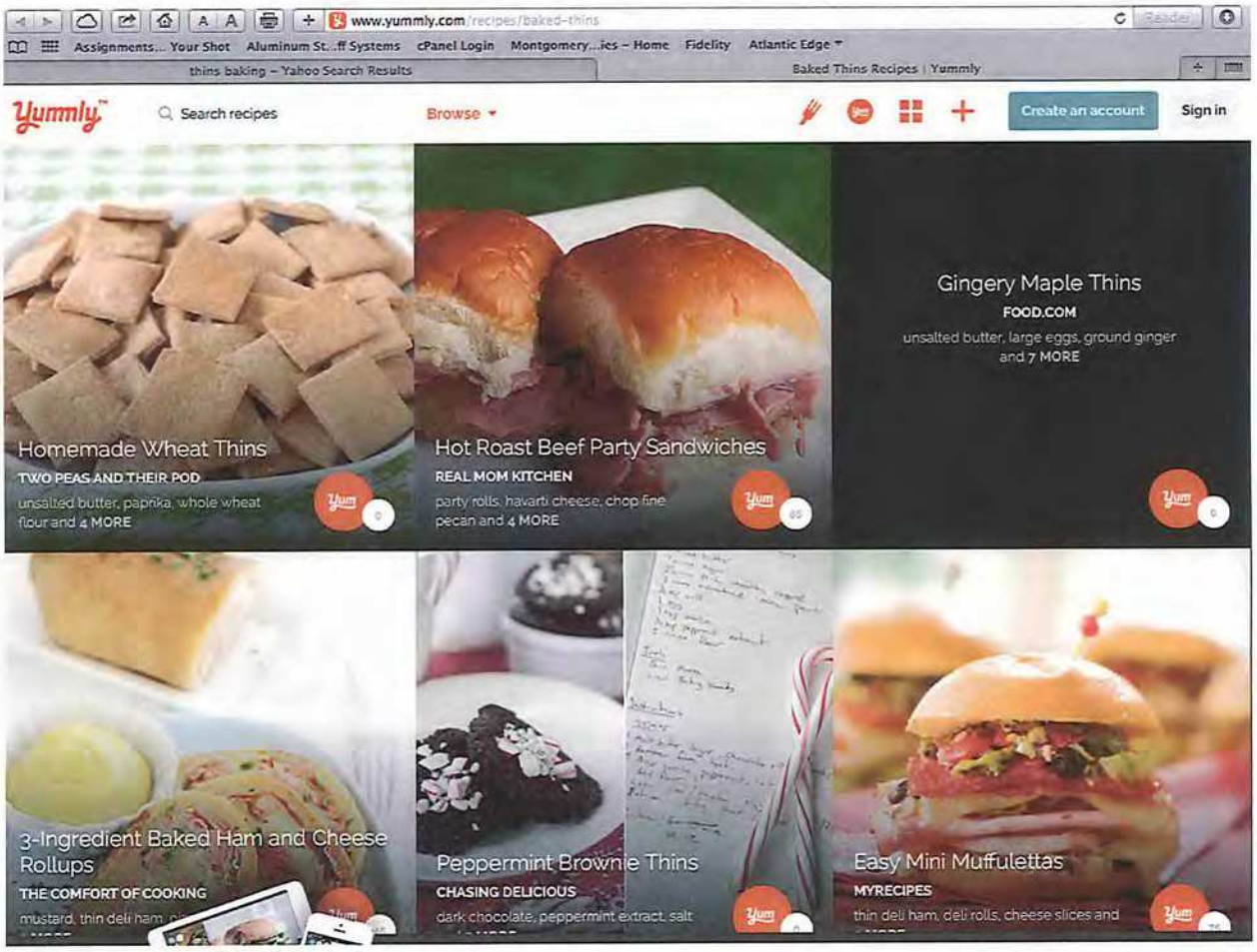

* *

Summary, Conclusions and Opinions

There does not appear to be a record of when the first use was made of THINS for a bakery product such as a cracker, chip or crisp bread. A *New York Post* article describes matzos as "The golden, super-crisp thins" (Exhibit B, Newspaper Article #52) which would place the first "thins" in Egypt over 4,000 years ago!

The original WHEAT THINS registration (Registration Number 1022799) indicates a date of first use of December 31, 1947. Since that date literally hundreds of THINS baked food products have been introduced to the American market place and nearly forty Federal trademark registrations have been issued in International Class 30 for marks containing the word THINS. Today over 100 different baked food products containing the word THINS as part of the brand name are available to the American consumer. The companies selling these various THINS products compete with each other in the snack food market segment and it is not be uncommon to find several THINS baked good items in the same store and even in the same section of the store.

The USPTO uses a two-part test to determine whether a designation is generic: (1) what is the genus of the goods at issue? and (2) does the relevant public understand the designation primarily to refer to that genus of goods? The public's perception is the primary consideration in determining whether a term is generic.("Footlong" Opinion, Page 19) The Board goes on to state, "Evidence of the public's understanding of a term may be obtained from any competent source, including testimony, surveys, dictionaries, trade journals, newspapers and other publications.

Defining the genus is the prerogative of the TTAB but based upon the currently active Federal trademark registrations, the genus encompassing the word THINS in International Class 30 appears to center around baked snack foods namely cookies, crackers, chips, crisps, crispbreads, wafers and biscuits. This definition also appears to be supported by the actual use of the word THINS in the marketplace. Although there are scattered uses of THINS for candies or sandwich breads, the overwhelming majority of uses of THINS are for baked goods such as

cookies and crackers. Nine (34%) of the twenty-six currently registered THINS trademarks in International Class 30 list "cookies" as the goods and eight (31%) list "crackers". Six (23%) describe their THINS as being baked or a bakery product. Over 57% of the currently registered THINS marks in International Class 30 use at least one of these three terms to describe their THINS goods. (See "Goods description for International Class 30 currently registered THINS marks")

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Trademark	Goods Description
Wheat Thins	Crackers
Vegetable Thins	Crackers
Gourmet Thins	Crisp Bread
Garden Chicken Thins	Bread, Pastries, Biscuits, Cakes, Snack Food Products, Namely Crackers
Stoned Wheat Thins	Crackers
Sweet Thins	Baked Goods, namely cakes and cookies
Pita Thins	Flatbread
Nut Thins	Flour-based wafers with almonds or other nuts as an ingredient
Anna's Ginger Thins	Cookies, gingerbread biscuits, and biscuits
Thinny Thin Thins	Crackers
Sandwich Thins	Bread
Bagel Thins	Bakery products, not including cookies
Blue Thins	Cookies, biscuits, crackers
Grillin' Thins	Bread, namely buns and rolls
Falafel Thins	Wheat, Corn, fava beans and chick peas based snack chips
Newtons Fruit Thins	Cookies
Country Thins	Bakery Products
Pocket Thins	Bakery Goods
Qthins (2 Registrations)	Candy, Chocolate, cookies
Coffee Thins	Coffee based candy
Cantina Thins	Chips, namely tortilla chips
BarkThins (2 Registrations)	Bakery goods, Chocolate Candies, Confection made of Sugar; cookies and crackers; snack cakes Snack Foods, namely chocolate-based snack foods. Snack mix consisting primarily of crackers, pretzels and/or popped popcorn.
Thin's Inn	Low Calorie flavored Gelatin Desserts and Rice Based Snack Bars and Cookies

Goods description for International Class 30 currently registered THINS marks.

Determining the public's perception of the word THINS does not seem to be an overly challenging given the abundance of THINS products in the marketplace. Based upon the research described in this report it appears that if queried the public would indicate that THINS are a category of baked goods that are (1) thin, (2) crispy, (3) considered a snack food, and (4) are not exclusively manufactured by one or even a small group of companies but are manufactured and sold by a wide variety of companies and contain a wide variety of ingredients.

Based upon my education, training, experience, and the research I conducted for this project, I have developed the following opinions.

Opinion 1

The word THINS is a very commonly used term within the broad category of baked goods that are often referred to as snack foods. The word THINS is used by competitors of the Applicant, the general public and members of the media to describe thinly sliced or thin-shaped snack foods such as crackers, cookies, wafers, biscuits, crispbreads or crisps.

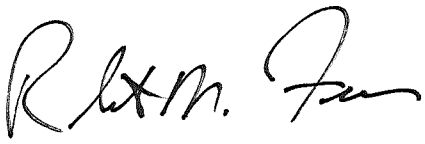
Opinion 2

From the perspective of a professional trademark researcher, THINS is a generic /weak term that describes thinly sliced or thin-shaped snackfoods such as crackers, cookies, wafers, biscuits, crispbreads or crisps. The word THINS describes one or more of the unique features of these baked goods and helps differentiate these baked goods from other categories of baked goods such as bread, rolls or buns.

Opinion 3

The word THINS when used for snack foods such as crackers, cookies, wafers, biscuits, crispbreads or crisps does not indicate the origin or source of the snack food item. Additional terms (such as WHEAT, ALMOND, POTATO, or ROLD GOLD) must be added to THINS to differentiate one THINS product from another. The word THINS by itself is no more of an indicator of source than would be other baked goods terms such as bread, rolls, cupcake or cracker.

This report was completed on September 24, 2014



Robert M. Frank, Ph. D.

Exhibit A

Resume: Robert M. Frank, Ph. D

Robert M. Frank, Ph.D.
4450 South Park Avenue
#1616
Chevy Chase, MD 20815
301-789-7685

bob_frank@illuminor.com

EDUCATION:

Ph.D.-University of Missouri-Columbia, 1979

- Secondary Social Science Education
- Statistics & Research Methodology
- Psychology

B.S., M.ED. -University of Missouri-Columbia, 1974, 1975

AWARDS AND CIVIC PARTICIPATION:

- Recipient, **Honorary Doctorate** of Humane Letters, University of Missouri-St. Louis, December, 2006
- Recipient, **Outstanding Achievement Award**, University of Missouri – Columbia Alumni, Association, 1998 and 2006
- Recipient, **College of Education Dean's Award for the Innovative Uses of Technology in Education and Research Award**, University of Missouri - St. Louis, 2006
- Member, INTA *Famous and Well-Known Marks Committee*, 2012-2014; Chair, *Famous and Well-Known Marks Data and Trend Analysis Task Force*
- Member, INTA *Internet Committee, Online Trademark Use Subcommittee*, 2010-2011
- Member, INTA *Internet Committee, Online Trademark Use Subcommittee, Internet Fraud Working Group*, 2010-2011
- Member, INTA *Internet Registration Practice and DNS Administration Subcommittee*, 2007-2009
- Chair / Co-Chair International Trademark Association *US Patent and Trademark Office Automation Sub-committee*, 1990-1996
- Co-Chair International Trademark Association *Internet Domain Names Task Force*, 1991-1993
- Member, Board of Governors, International Trademark Association / Brand Names Education Foundation, 1992-1996
- Member, Texas Angel Investors, 1999-2001
- Member, Development Council, University of Missouri, 1994-1998
- Member, Dean's Cabinet, College of Education, University of Missouri 1994-1998
- Member, National Steering Committee, University of Missouri-Columbia 2000 to 2008
- Recipient "Outstanding Instructional Professor" awards from University of Missouri and Ithaca College

RELEVANT EXPERIENCE:

With over 30 years experience in the trademark research field, Dr. Frank brings an unmatched wealth of knowledge to cases involving dilution, generic and descriptive trademarks. His research and expert witness services have been used for matters at the U.S. Patent and Trademark Office as well as District Courts in the United States. Having founded, in 1983, CORSEARCH, Inc. (currently known as CT-CORSEARCH), Dr. Frank has personally completed over 5,000 trademark research reports, has trained over 50 trademark researchers, has developed materials used to train over 100 additional trademark researchers and has reviewed an estimated 45,000 trademark searches. (The purpose of a trademark search report is to identify marks that are potentially confusingly similar to a proposed mark. Trademark research reports are one of the primary methods used by trademark practitioners to identify third-party uses of a mark.) Dr. Frank has personally designed, developed, configured and maintained proprietary databases specifically intended for searching and retrieving information related to trademarks.

In addition to his work at CORSEARCH, Dr. Frank has been an active member of the International Trademark Association (INTA) since 1985. He has attended more than 40 seminars, conferences and workshops on trademark-related issues sponsored primarily by INTA as well as organizations such as the Bar Association of the City of New York, The New York State Bar Association, the New Jersey Bar Association and the Dallas Bar Association. He has served as the co-chair of INTA's Patent and Trademark Office Automation Committee and INTA's Domain Name Task Force. He also has served as a member of the INTA Internet Registration Practice and DNS Administration Subcommittee, the INTA Internet Committee, Online Use Sub-Committee and Internet Fraud Working Group and currently serves as a member of the INTA Famous and Well-Known Marks Sub-Committee and is Chair of that sub-Committee's Data Trends and Analysis Task Force. He has testified and/or reported as an expert witness on trademark-related issues in infringement cases and neither his testimony nor his reports have ever been excluded by a court.

Prior Testimony

U.S. District Courts:

- Automobile Club of Southern California v The Autoclub, LTD, 05CV-3940, Central District of California, Western Division. Retained by the Defendant. Services provided included research, declarations and an expert's report.

- Isymphony Holdings Enterprises LLC v Steverson & Co., Inc. D/B/A ISymphony. 4:07cv870, United States District Court Southern District of Texas, Houston Division. Retained by the Plaintiff. Services provided included research, declarations, an Expert's Report and courtroom testimony.

- World Famous Pickle Corp et al v Crossing Delancey Pickle Enterprises Corp Et al, 06-cv11471, US District Court—New York Southern. Retained by the Plaintiff. Services provided included research and declarations.

- Medpay v Medpay, 4:07cv1856, United States District Court for the Southern District of Texas—Retained by the Defendant. Services provided included research and the preparation of a report of findings.

- Xtreme Lashes LLC and Joumana Mousselli v Xtended Beauty Inc. 4:07cv2460, United States District Court Southern District of Texas, Houston Division. Retained by the Plaintiff. Services provided included research and a declaration of findings.

- The Modern Group, LTD and Offshore Rental, LTD v Tiger Environmental and Rental Services, L.L.C. and Karl Comeaux 106cv0639, United States District Court, Eastern District of Texas, Beaumont Division. Services provided included research, the preparation of Expert's Report, the preparation of a Rebuttal Report and a Deposition.

- Festival Department Store v Festival Furniture LLC (3:07cv1451), U.S. District Court—Texas Northern Division. Retained by the Plaintiff. Services included research, the preparation of an Expert's Report and Deposition. My report was filed on April 22, 2008.

- Homax Products, Inc. v. Homax, Inc. (4:08-cv-01560) U.S. District Court for the Southern District of Texas, Houston Division. Retained by the Defendant. Services provided included research and the preparation of a rebuttal report.

- National Envelope Corporation and National Envelope-WH LLC v American Pad & Paper Company of Delaware, Inc. and American Pad & Paper LLC. (1:06-CV-12988), U.S. District Court for the Southern District of New York. Retained by the Defendant. Services provided included research, site visits, the preparation of two Expert Reports (with DuPont Factors Analysis) the preparation of a rebuttal report and a deposition.

- Maker's Mark Distillery, Inc. v. Diageo North America, Inc., Tequila Cuervo La Rojena S.A. de C.V., Casa Cuervo, S.A. de C.V. and Jose Cuervo International, Inc. (3:03cv93-H) United States District Court, Western District of Kentucky, Louisville Division. Retained by the Defendant Jose Cuervo International. Services included research, site visits ,the preparation of an Expert's Report (with Du Pont Factors Analysis), a Rebuttal Report and courtroom testimony.

- Square One Debt Settlement, LLC. v. Square 1 Financial, Inc., United States District Court for the Southern District of Florida. (09cv22157) Retained by Plaintiff. Services included research and an Expert's Report.

- Bill Me Later, Inc. v. Modasolutions Corporation (1:08cv-00897) United States District Court for the District of Maryland. Retained by the Defendant. Services included Internet and proprietary database research, retail store site visits and the preparation of an Expert's Report

- Dry Clean Super Center, Inc. v. KWIK Industries, Inc., United States District Court for the District of Colorado. (08cv578). Retained by the Plaintiff. Services included Internet

and proprietary database research, the preparation of an Expert's Report and deposition testimony.

- Solvi Brands, LLC v. United Brands Company, Inc. (10-cv-02453) United States District Court for the Northern District of Georgia. Retained by the Defendant. Services included Internet and proprietary database research and the preparation of an Expert's Report.

- Bobrick Washroom Equipment, Inc. v American Specialties, Inc., (10cv6938) United States District Court Central District of California, Western Division. Retained by the Plaintiff. Services included Internet research, preparation of an Expert's Report, deposition and courtroom testimony.

- E. & J. Gallo Winery v Proximo Spirits, Inc. et al., (10cv00411) United States District Court for the Eastern District of California, Fresno Division. Retained by the Defendant. Services included site visits, preparation of an Expert's Report and deposition testimony.

- Council on American-Islamic Relations Action Network, Inc. v. Deborah K. Schlussel et al., (11cv10061) United States District Court, Eastern District of Michigan, Southern Division. Retained by Defendant. Services included research and the preparation of an Expert's Report.

- Pacific Bioscience Laboratories, Inc. v. Nutra Luxe MD, LLC., (10cv02006) United States District Court for the Western District of Washington at Seattle. Retained by the Defendant. Services included research, preparation of an Expert's Report and deposition testimony.

- Youngblood Timepieces, Inc. v. Fossil, Inc. and Macy's Merchandising Group, Inc. (11cv08175) United States District Court, Central District of California. Retained by the Plaintiff. Services included research, preparation of an Expert's Report and deposition testimony.

- Healthier Choice Flooring, LLC. v. CCA Global Partners, Inc., Carpet One, Inc., Dalton Carpet One Floor and Home, and Etowa Carpet One Floor and Home (11cv02504) United States District Court, Northern District of Georgia, Atlanta Division. Retained by the Defendants. Services included research and the preparation of an Expert's Report.

- Diageo North America, Inc. v Mexcor, Inc. and EJMV Investments, LLC (13cv00856) United States District Court Southern District of Texas, Houston Division. Retained by the Defendants. Services included research and the preparation of an Expert's Report.

- Florida International University Board of Trustees v Florida National University, Inc. d/b/a Florida National University Online Learning Campus (13cv21604) United States District Court, Southern District of Florida. Retained by the Defendants. Services included research, the preparation of an Expert's Report and deposition testimony.

- Diageo North America, Inc. v Mexcor, Inc. and EJMV Investments, LLC (13cv00586) United States District Court, Southern District of Texas, Houston Division. Retained by Defendants. Services included research and the preparation of an Expert's Report.

U.S. Patent and Trademark Office:

- Trademark Opposition at the U.S. Patent and Trademark Office for the trademark KATONAH (Serial #78-727052). Retained by the Opposer. Services provided included research.

- Response to a Final Refusal to Register for NORTHPOLE OUTDOORS WITHOUT BORDERS (Serial Number 78815692), U. S. Patent and Trademark Office. Retained by the Applicant. Services included research.

- Trademark Opposition at the U.S. Patent and Trademark Office for the mark ALCAN SPRINGS (Serial # 77-088129) Retained by the Applicant. Services provided included research and a Declaration.

- Trademark Opposition at the U.S. Patent and Trademark Office for the mark ECO SELECT (Serial #77-369300). Retained by Applicant. Research services were provided with respect to the use of the prefix ECO in the water treatment sector.

- Trademark Opposition at the U.S. Patent and Trademark Office for the mark FREEDOM TOWER (Serial Numbers 77023709, 77014817, 77001334 and 77116280). Retained by Opposer. Research services were provided with respect to the use of the mark FREEDOM TOWER.

- Trademark Opposition at the U.S. Patent and Trademark Office against the marks MINERS (Serial Number 77034407) and SOUTHERN ILLINOIS MINERS (Serial Number 77043344). Retained by the Opposer. Services included research, production of an Expert's Report, a Deposition and trial testimony.

- Trademark Opposition at the U.S. Patent and Trademark Office against the mark GIH (Serial Number 77790902). Retained by Opposer. Services included research and the production of an Expert's Report.

- Trademark Oppositions at the U.S. Patent and Trademark Office against the marks BORN STRONGER (Serial Number 77782211), BORN STRONG (Serial Number 77782195) and BE STRONG (Serial Number (Serial Number 77782193). Retained by the Opposer. Services included research and the production of Expert's Reports.

- Trademark Opposition at the U.S. Patent and Trademark Office against the mark MY (Serial number 85058346) and MyBody (Serial Number 85135592). Retained by Applicant. Services included research and the production of an Expert's Report.

- Trademark Opposition at the U.S. Patent and Trademark Office against the mark

KATNISS EVERDEEN (Serial number 85163636). Retained by Opposer. Services included research and the production of an Expert's Report.

- Trademark Opposition at the U.S. Patent and Trademark Office against two design marks (Serial Numbers 85/025647 and 85/04077). Retained by Opposers. Services included research, production of an Expert's Report, deposition testimony and the production of a Supplemental Report.

- Trademark Opposition at the U.S. Patent and Trademark Office against the mark DR. KIDSTRONG (Serial Number 85/095904). Retained by Opposer. Services included research and the production of an Expert's Report.

Non-U.S. Trademark Matters

- Israeli Trademark Office. Petition for Cancellation of Isreali Trademark Registration No. 187385 (Class 16) and Israeli Trademark Registration No. 187386 (Class 42) for the trademark GHI. Retained by the Petitioner. Services included research and the production of an Expert Declaration and courtroom testimony.

- Hong Kong Trademark Office. In the Matter of Trademark Application No 301366542 for "GHI" in Classes 16, 36 and 42 in the name of Gemology Headquarters, LLC (the "Applicant") and in the Matter of an Opposition thereto by Gemological Institute of America, Inc. (the "Opponent). Retained by the Opposer. Services included research and the preparation of an Expert's Report.

- Canadian Trade-Mark Office, In the Matter of an Opposition to Application Number 1,446,354 for the mark GIH and Application Number 1,348,637 for the mark GHI GEMOLOGY HEADQUARTERS INTERNATIONAL & Design. Retained by the Opposer. Services included research, the production of Expert's Reports and Deposition Testimony.

- China Trademark Office, In the Matter of an Opposition to Application Number 7585421 for the mark GIH. Retained by the Opposer. Services included research and the production of an Expert's Report.

- European Union, In the Matter of Community Trade Mark Application No. 8458631 for the mark GIH. Retained by Opposer. Services included research and the production of an Expert's Report.

- India Trademark Office, In the Matter of Application No. 1777268 and in the matter of Opposition no. 773419 filed by Gemological Institute of America, Inc. Gemological Institute of America, Inc. v. Kalidas G. Jadhav trading as Gemmological Institute of Pune. Represented the Opposer. Services included research and the production of an Expert's Report.

- India Trademark Office, In the Matter of Application No. 1849521 and in the Matter of Application No. Gemological Institute of America, Inc.Opponent v. Gemology Headquarters International, LLC. Represented the Opposer. Services included research and the production of an Expert's Report.

PROFESSIONAL EXPERIENCE

Illuminor LLC President	Chevy Chase, MD 2005-present
Bluespan, Inc. Founder and CEO	Austin, TX 2001-2006
MSI Holdings / Aperian, Inc. Chief Operating Office and Executive Vice President	Austin, TX 1999 - 2000
CORSEARCH, Inc. Founder, CEO and President	New York, NY 1983 - 1998
Tompkins-Cortland Community College Director of Institutional Research and Assistant to the President	Dryden, NY 1982-1983
Ithaca College Adjunct Professor	Ithaca, NY 1982 - 1983
Cornell University Research Associate and Associate Professor	Ithaca, NY 1979 - 1981
University of Missouri-Columbia Teaching and Instructional Associate	Columbia, MO 1977-1979
Southern Boone County Schools Secondary Social Studies Teacher	Ashland, MO 1975-1977

TRADEMARK PUBLICATIONS AND PRESENTATIONS

- Report of the Internet Fraud Working Group, presented to the International Trademark Association's Internet Committee, October 2011.
- Using the Internet and Online Databases in Likelihood of Confusion, Generic, Descriptive or Dilution Cases, presented at the International Trademark Association Annual Meeting, May, 2011
- Using Expert Witnesses in Likelihood of Confusion, Dilution and Genericness Disputes, presented to Finnegan, Henderson, Farabow, Garrett & Dunner, LLP, August 3, 2010

- Report of Tests Conducted to Uncover Instances of Front-Running on the Internet, Presented to the International Committee—Registration Practice & DNS Administration at the Annual Meeting of the International Trademark Association, May 20, 2008.

- Using Expert Witnesses in Trademark Infringement Litigation, Presented to the Dallas Area Paralegal Association, January 18, 2008

- Cybernames-Domain Name Issues and Conflicts in Cyberspace, Patent and Trademark Institute of Canada, Canadian Intellectual Property Review, Vol. 12, No. 2, August, 1996.

- Final Report--Phase I Report of the INTA Internet Task Force (co-author), The International Trademark Association, July, 1995.

- Much Ado About the Internet (A Primer) An INTA Bulletin Special Report (co-author), The International Trademark Association, February, 1995.

- "Trademarks: Managing Risk and Asset Value," presented at Intellectual Property Management: Developing a Corporate Intellectual Property Strategy, April 6-7, 1998, New York, NY.

- "The Evolution and Future of Internet Domain Names", American Bar Association Annual Meeting, ABA/YLD Division, August 4, 1996; New York State Bar Association, Intellectual Property Law Section, September 14, 1996.

- "Current Status of Problems Involving Internet Domain Names and Trademark Conflicts", The New Jersey Trademark Circle, Bayonne, New Jersey, February 14, 1996; New York State Bar Intellectual Property Law Association, February 16, 1996.

- "Domain Names and Trademark Infringement", National Science Foundation Conference (*Internet Names, Numbers and Beyond; Issues in the Coordination, Privatization, and Internationalization of the Internet*), The Kennedy School at Annenberg Program Offices, Washington, D.C., November 20, 1995.

EDUCATIONAL PUBLICATIONS AND PRESENTATIONS

- Frank, Robert M. *What I REALLY Learned in College* (Commencement Address, University of Missouri-St. Louis College of Education, December 17, 2006)

- Frank, Robert M. *Life Skills* (This paper was presented at the 2006 University of Missouri-St. Louis College of Education Alumni Association Awards Banquet, May 5, 2006)

- Frank, Robert M. *Attribute and Attitude Assessment of Community College Graduates and Leavers*, 1983. (This article was presented at the Annual Meeting of the American Educational Research Association, 67th Annual Meeting, Montreal, Canada)

- Frank, Robert M. Preparing IEPs for CBVE Programs, Vocational Aspects of Education, V34 n89 p83-87, Dec. 1982. ERIC #EJ 279011

- Frank, Robert M. *Individualizing Vocational Education*, Vocational Aspects of Education: V33, n84, p1-4, April, 1981. ERIC #EJ 250807.

- Frank, Robert *Instructional Planning. Final Report. ISSOE Managing Student Progress*, 1981. Cornell Institute of Occupational Education, Cornell University, Ithaca, NY ERIC # ED 217177.

- Dunn, James A., Frank, Robert M. *ISSOE: Managing Student Progress. Field Test. Phase I, Final Report*, 1980. Cornell Institute for Occupational Education, Cornell University, Ithaca, NY ERIC # ED 199527.

- Dunn, James A., Frank, Robert M., Ridley, Dennis. *Managing ISSOE Programs. Administrative Issues: Technical Report Number One*, 1980. Cornell Institute for Occupational Education, Cornell University, Ithaca, NY ERIC # ED 194747.

- Dunn, James A., Frank, Robert M., Ridley, Dennis, Carmichael, Mary Margaret, *Developing Student Profiles. ISSOE: Managing Student Progress,* 1980. Cornell Institute for Occupational Education, Cornell University, Ithaca, NY ERIC # ED 199517.

- Dunn, James A., Frank, Robert M., Ridley, Dennis, Carmichael, Mary Margaret *Planning Student Progress. ISSOE: Managing Student Progress,* 1980. Cornell Institute for Occupational Education, Cornell University, Ithaca, NY ERIC # ED 199518.

- Dunn, James A., Frank, Robert M., Ridley, Dennis, Carmichael, Mary Margaret, *Reporting Student Progress. ISSOE: Managing Student Progress,* 1980. Cornell Institute for Occupational Education, Cornell University, Ithaca, NY ERIC # ED 199519.

- Dunn, James A., Frank, Robert M., Ridley, Dennis, Carmichael, Mary Margaret, *Student Decision Making. ISSOE: Managing Student Progress,* 1980. Cornell Institute for Occupational Education, Cornell University, Ithaca, NY ERIC # ED 199520.

- Dunn, James A., Frank, Robert M., Ridley, Dennis, Carmichael, Mary Margaret, *System Overview. ISSOE: Managing Student Progress,* 1980. Cornell Institute for Occupational Education, Cornell University, Ithaca, NY ERIC # ED 199521.

- Beuke, Vernon; Frank, Robert. *ISSOE Student Guidance and Development of Personalized Occupational Education Programs. Findings and Recommendations*, 1979. Cornell Institute of Occupational Education, Cornell University, Ithaca, NY ERIC # ED

B

APPENDIX 1803

Exhibit B

Newspaper Articles: **Thins**

Newspaper Article # 1

Title: STACY'S CREATES PRETZEL THINS
Source: ***The Record (Bergen County, NJ).*** (Feb. 16, 2014): Lifestyle: pBL02.
Document Type: Brief article, Column

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www.northjersey.com/
Full Text:
The best part of the pretzel is arguably the salty, crispy exterior. If only you could just eat that. Stacy's, the maker of all-natural pita and bagel chips, has a new line of Pretzel **Thins** (7-ounce bag $3.99), taking the outside of pretzels and turning it into a crispy cracker that is perfect for spreading with gourmet cheeses or hummus. These baked snacks made with all-natural ingredients come in two flavors: Simply Naked, dotted with sea salt, and Honey Dijon, sweetened with organic honey. Available in the deli section of many grocery stores.

Source Citation (MLA 7th Edition)
"STACY'S CREATES PRETZEL **THINS**." *Record* [Bergen County, NJ] 16 Feb. 2014: BL02. *Custom Newspapers*. Web. 6 Aug. 2014.

* * * * * * * * * * * * * * *

Newspaper Article # 2
Title: tidbits
Source: ***Star Tribune (Minneapolis, MN).*** (Dec. 19, 2013): Lifestyle: p2T.
Document Type: Brief article

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http://www.startribune.com/
Byline: AL SICHERMAN

Dots enough Mr. Tidbit doesn't often mention holiday versions of grocery products, in part because they tend not to be all that interesting (Halloween Oreos with orange filling, for example), but mostly because by the time he notices them u and then by the time he remembers to mention them u the holiday is over.

[Unrelated information has been deleted.]

Speaking of things that hadnAEt grabbed Mr. TidbitAEs attention, it seems there are lots more kinds of Nut **Thins**, the nut-enhanced rice crackers from Blue Diamond, than he had noticed. In addition to the two he knew about (almond and pecan), there are five others u all containing almonds: Cheddar cheese, country ranch, pepper Jack cheese, hint of sea salt and Smokehouse (a trademarked name). As if that werenAEt enough kinds of Nut **Thins**, now there are three more, made with almonds and brown rice, and called Artisan Nut **Thins**. All feature seeds (but Mr. Tidbit canAEt imagine why that makes them artisanal). In any case, the three varieties are flaxseeds, sesame seeds (containing regular and black sesame seeds) and multi-seeds. That one contains sesame and black sesame seeds, flaxseeds, and quinoa, millet and amaranth seeds. All 10 kinds of Nut **Thins** are gluten-free. AL SICHERMAN

AL SICHERMAN

Source Citation (MLA 7th Edition)
"tidbits." *Star Tribune* [Minneapolis, MN] 19 Dec. 2013: 2T. *Custom Newspapers*. Web. 6 Aug. 2014.

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Newspaper Article # 3

Title: Buffalo-style 'wings' that don't bite back
Source: ***Daily Herald (Arlington Heights, IL).*** (Sept. 4, 2013): Lifestyle: p2.
Document Type: Brief article

Copyright: COPYRIGHT 2013 Paddock Publications
Full Text:
HotHotHotHotHot! It burns!

That was my reaction the first time I tried Buffalo chicken wings in a restaurant. I like chicken, but this was too hot for me to handle.

Buffalo wings are not the wings of buffalo, but chicken wings that are cooked in sauce made of cayenne pepper, hot sauce and melted butter or margarine. They started in Buffalo, N.Y., honestly, and a common place given as the birthplace of the recipe is the Anchor Bar in Buffalo, hence the name Buffalo wings.

[Unrelated information has been deleted.]

When I brought home a box of Buffalo wing-flavored wheat crackers I could see the wheels turning in Jerome's head. On a recent trip to the grocery store we also discovered Buffalo flavored potato chips and pretzel **thins**, so we had plenty of breading options with which to experiment.

We decided to bake these, so they're also healthier than wings cooked in buttery sauce. If you can handle the heat, add cayenne pepper to the crackers or a few shakes of hot pepper sauce to the milk.

* Jerome Gabriel, an eighth-grader, has been helping in the kitchen since he could hold a spoon. His mom, Deborah Pankey, is food editor for the Daily Herald. Write to him at food@dailyherald.com.

Source Citation (MLA 7th Edition)
"Buffalo-style 'wings' that don't bite back." *Daily Herald* [Arlington Heights, IL] 4 Sept. 2013: 2. *Custom Newspapers*. Web. 6 Aug. 2014.

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Newspaper Article # 4

Title: tidbits
Source: ***Star Tribune (Minneapolis, MN).*** (June 27, 2013): Lifestyle: p2T.
Document Type: Brief article

Copyright: COPYRIGHT 2013 Star Tribune Media Company LLC
http://www.startribune.com/
Full Text:
Byline: AL SICHERMAN

Flavor Infusers In the not-too-distant past, a marinade was something you mixed up yourself, often with family-secret ingredients, to flavor and perhaps tenderize meat before cooking it.

[Unrelated information has been deleted.]

There are two new flavors of Newtons Fruit **Thins**, the cookies that are like round graham crackers containing a little oatmeal and tiny bits of dried fruit. Mr. Tidbit ordinarily wouldnAEt mention this development, except that one of the new flavors is coconut, which gave him pause: Coconut is a fruit? Apparently so. Mr. Tidbit learned that coconut is a drupe (a fruit with a stony covering enclosing the seed; a peach is one). He must acknowledge that calling the new flavor Newtons Drupe **Thins** would not have helped much. AL SICHERMAN

AL SICHERMAN

Source Citation (MLA 7th Edition)
"tidbits." *Star Tribune* [Minneapolis, MN] 27 June 2013: 2T. *Custom Newspapers*. Web. 6 Aug. 2014.

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Newspaper Article # 5

Title: tidbits
Source: ***Star Tribune (Minneapolis, MN).*** (June 13, 2013): Lifestyle: p2T.
Document Type: Brief article

Copyright: COPYRIGHT 2013 Star Tribune Media Company LLC
http://www.startribune.com/
Full Text:
Byline: AL SICHERMAN

OreoAEs sure bet It has been three whole months since the last new version of Oreos. Mr. Tidbit was beginning to worry that when Kraft split in two last year and OreoAEs parent, Nabisco, went with the half of the company thatAEs now called Mondelez, the silly-cookie gene was somehow disrupted. He need not have been concerned. Not only is the newest olimited editiono Oreo perfectly silly, it even has a silly name.

[Unrelated information has been deleted.]

Nature Valley lists three protein bars, nine crunchy bars, five Sweet & Salty Nut bars, three Granola **Thins**, four Chewy Trail Mix bars, two Roasted Nut Crunch bars and three yogurt bars. ThatAEs 29 kinds of Nature Valley bars. General MillsAE total: 42 bars. Over at KelloggAEs, there are eight Fiber Plus bars (including, yes, two new protein bars), 26 Special K bars (seven cereal bars, two protein granola bars, seven Pastry Crisp bars, eight protein meal bars and two protein snack bars) and 10 Nutri-Grain bars, including two new Crunch bars. KelloggAEs total: 44 bars. Wow. AL SICHERMAN

AL SICHERMAN

Source Citation (MLA 7th Edition)
"tidbits." *Star Tribune* [Minneapolis, MN] 13 June 2013: 2T. *Custom Newspapers*. Web. 6 Aug. 2014.

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Newspaper Article # 6

Title: There's something saucy sizzling in St. Johns restaurant; It's Mexican food that can be described as family-friendly
Author(s): Jay Magee
Source: ***The Florida Times Union.*** (Apr. 4, 2013): News: pD.
Document Type: Article

Copyright: COPYRIGHT 2013 The Florida Times-Union
Full Text:
Byline: Jay Magee

The folks behind the new Saucy Taco have a good thing cooking in the Julington Village shopping center. They have remade a revolving-door storefront with a mix of craft beer, vintage automotive dcor, flat screens and a friendly Mex menu dripping in good tastes.

[Unrelated information has been deleted.]

While you won't find sweet things on the menu, our server was well versed in the desserts. We chose the Fried Oreos with vanilla ice cream ($5.99) and the Caramel Delight, churro-type tortilla **thins** dusted in cinnamon with a caramel dipping sauce ($4.99). The Oreos resembled four beignets and were hard to put down. The **thins** were the better bet for large-group sharing and were light and crisp.

[Unrelated information has been deleted.]

Source Citation (MLA 7th Edition)
Magee, Jay. "There's something saucy sizzling in St. Johns restaurant; It's Mexican food that can be described as family-friendly." *Florida Times Union* 4 Apr. 2013: D. *Custom Newspapers*. Web. 6 Aug. 2014.

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Newspaper Article # 7

Title: Area tops chefs get set to square off
Source: ***Telegram & Gazette (Worcester, MA).*** (Jan. 17, 2013): Lifestyle: p4.
Document Type: Article

Copyright: COPYRIGHT 2013 Worcester Telegram & Gazette
http://www.telegram.com/
Full Text:
Byline: Barbara M. Houle

COLUMN: TABLE HOPPIN'

Let the competition begin!

Participating chefs are fired up for the sixth annual Worcester's Best Chef event scheduled for Jan. 27 in Mechanics Hall, 321 Main St., Worcester.

[Unrelated information has been deleted.]

Weight Watchers has endorsed a branded product in the bread aisle - Arnold Sandwich Thin rolls.

Each of the six flavors of Sandwich **Thins** is 100 calories, baked with whole grains and has a PointsPlus value of 3 per roll, making it easier for anyone following Weight Watchers or counting calories.

[Unrelated information has been deleted.]

Source Citation (MLA 7th Edition)
"Area tops chefs get set to square off." *Telegram & Gazette* [Worcester, MA] 17 Jan. 2013: 4. *Custom Newspapers*. Web. 6 Aug. 2014.

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Newspaper Article # 8

Title: Fruit's popularity on the rise, snack study shows
Source: ***Daily Herald (Arlington Heights, IL).*** (Jan. 16, 2013): News: p4.
Document Type: Article

Copyright: COPYRIGHT 2013 Paddock Publications
Full Text:
Every time I head to the grocery store I see evidence that snacking is on the rise. On my last trip alone I spotted snack packs of seasoned nuts, cookie **thins** and peanut pretzels on the shelves. Seems you cant buy anything that doesnt also come packaged in individual or 100-calorie portions.

[Unrelated information has been deleted.]

Source Citation (MLA 7th Edition)
"Fruit's popularity on the rise, snack study shows." *Daily Herald* [Arlington Heights, IL] 16 Jan. 2013: 4. *Custom Newspapers*. Web. 6 Aug. 2014.

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Newspaper Article # 9

Title: Gluten or dairy avoider on guest list? Here's some help
Source: ***The Denver Post (Denver, CO).*** (Nov. 14, 2012): News: p1C.
Document Type: Article

Copyright: COPYRIGHT 2012 The Denver Post
http://www.denverpost.com/
Full Text:
Byline: Susan Clotfelter

It's finally happened: There's a guest coming for your Thanksgiving dinner who can't eat wheat. Celiac, gluten-intolerant, grainiac, whatever it is they're calling themselves these days.

[Unrelated information has been deleted.]

Appetizers

A classic relish tray of veggies, pickles and olives is pretty safe; cheeses are self-explanatory. If you're looking for crackers, the ones I've found most palatable to guests who aren't gluten-free are Nut **Thins** (they also hold up to a tough cheese spread).

[Unrelated information has been deleted.]

Source Citation (MLA 7th Edition)
"Gluten or dairy avoider on guest list? Here's some help." *Denver Post* [Denver, CO] 14 Nov. 2012: 1C. *Custom Newspapers*. Web. 6 Aug. 2014.

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Newspaper Article # 10

Title: Everything's coming up pumpkin, from Pop Tarts to Pringles to ... air freshener?
Source: ***Pittsburgh Post-Gazette (Pittsburgh, PA).*** (Oct. 18, 2012): Business News:
Document Type: Article

Copyright: COPYRIGHT 2012 Pittsburgh Post-Gazette
http://www.mcclatchy.com/
Full Text:
Byline: Gretchen McKay

Oct. 18--Is it just me, or is pumpkin taking over? I was fine with seasonal pumpkin products such as pumpkin bread and pumpkin roll.

[Unrelated information has been deleted.]

If you'd rather wake up to a bagel, Brueggers, Einsteins and Panera Bread all feature pumpkin varieties this time of year. So does muffin-maker Thomas', though its Pumpkin Spice bagels and bagel **thins** are a far cry from the chewy-on-the-outside, fluffy-on-the-inside taste you love in a fresh bagel hot out of the oven. It also has a Pumpkin Spice English Muffin. Pepperidge Farms, meanwhile, celebrates fall with its seasonal Pumpkin Spice Swirl bread.

[Unrelated information has been deleted.]

Source Citation (MLA 7th Edition)
"Everything's coming up pumpkin, from Pop Tarts to Pringles to ... air freshener?" *Pittsburgh Post-Gazette* [Pittsburgh, PA] 18 Oct. 2012. *Custom Newspapers*. Web. 6 Aug. 2014.

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Newspaper Article # 11

Title: Lawsuit forces general mills to defend the accuracy of its 'natural' labeling
Author(s): Stephanie Strom
Source: ***The New York Times.*** (July 27, 2012): Business News: pB7(L).
Document Type: Article
The New York Times
Copyright: COPYRIGHT 2012 The New York Times Company
http://www.nytimes.com
Full Text:

Two California mothers are suing General Mills, claiming the giant food company has deceptively marketed its Nature Valley products as natural when they contain highly processed ingredients.

[Unrelated information has been deleted.]

Ms. McKendrick had been feeding her daughter what she thought was a wholly natural diet for some time but some lingering anxiety persisted, she said.

During that time, she had purchased Nature Valley Chewy Trail Mix Fruit & Nut Granola Bars, Nature Valley Sweet & Salty Nut Cashew Granola Bars and Nature Valley Dark Chocolate and Peanut Butter Granola **Thins** for her daughter believing that the "100% Natural" on the box meant they no processed ingredients in them.

Finally, after more research and scouring her Feingold Program Foodlist, a guidebook for people treating mental disorders with diets, she realized the Nature Valley products had processed ingredients in them. "I was shocked," Ms. McKendrick said. "It's false advertising."

Source Citation (MLA 7th Edition)
Strom, Stephanie. "Lawsuit forces general mills to defend the accuracy of its 'natural' labeling." *New York Times* 27 July 2012: B7(L). *Custom Newspapers*. Web. 6 Aug. 2014.

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Newspaper Article # 12

Title: Reminders That a Cookie Goes Beyond the Fig
Author(s): Andrew Adam Newman
Source: ***The New York Times.*** (May 1, 2012): Business News: pB2(L).
Document Type: Article
The New York Times
Copyright: COPYRIGHT 2012 The New York Times Company
http://www.nytimes.com
Full Text:

NABISCO, the subsidiary of Kraft Foods, has rarely taken a cookie-cutter approach when it comes to marketing the fig roll introduced in 1891 as the Newton.

[Unrelated information has been deleted.]

A new advertising campaign highlights new fruit flavors of Newtons, as well as Newtons Fruit **Thins**, a line of crispy cookies introduced last year.

[Unrelated information has been deleted.]

At the same time, the brand introduced the Newtons Fruit **Thins** line of crisp cookies, a version of which Kraft has marketed in Canada since 2005 as Lifestyle Selections, under the Peek Freans brand.

Declines were swiftly reversed, primarily because of the new Fruit **Thins**.

Revenue for the 52 weeks that ended April 15 totaled $106.4 million for traditional Newtons, up 0.6 percent, while the fruit **thins**, which were not widely available for the entire 52 weeks, totaled $47.7 million, according to data from the SymphonyIRI Group, whose totals do not include Walmart stores.

[Unrelated information has been deleted.]

Source Citation (MLA 7th Edition)
Newman, Andrew Adam. "Reminders That a Cookie Goes Beyond the Fig." *New York Times* 1 May 2012: B2(L). *Custom Newspapers*. Web. 6 Aug. 2014.

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Newspaper Article # 13

Title: These finds will tickle a foodieAEs fancy
Source: ***The Gazette (Colorado Springs, CO).*** (Mar. 28, 2012): Lifestyle: pFood1.
Document Type: Article

Copyright: COPYRIGHT 2012 The Gazette (Colorado Springs, CO). The Gazette
Full Text:
Byline: TERESA J. FARNEY THE GAZETTE

Sometimes I stumble upon a new-to-me food that I think other foodies should know about. As a reminder of what IAEve found, I save the empty product bags, jars and containers. Today, IAEve gathered my stash and IAEm ready to fill you in.

[Unrelated information has been deleted.]

o Better-tasting butter

IAEm a fan of butter, especially Land O Lakes unsalted butter. I use it every morning to spread on toast or one of those blueberry bagel **thins**. I recently picked up a container of the Cinnamon Sugar Butter Spread. Now, it has become my pick for zipping up my morning toast choice. IAEve also used it to jazz up steamed carrots or a pan of couscous. ItAEs great to swirl in a bowl of hot oatmeal, too. I found it at Kings Soopers in the same place where butter is stocked.

[Unrelated information has been deleted.]

Source Citation (MLA 7th Edition)
"These finds will tickle a foodieAEs fancy." *Gazette* [Colorado Springs, CO] 28 Mar. 2012: Food1. *Custom Newspapers*. Web. 6 Aug. 2014.

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Newspaper Article # 14

Title: tidbits
Source: ***Star Tribune (Minneapolis, MN).*** (Mar. 1, 2012): Lifestyle: p2T.

Copyright: COPYRIGHT 2012 Star Tribune Media Company LLC
http://www.startribune.com/
Byline: AL SICHERMAN

Breakfast biscuits?

Has it been almost a year since Nabisco introduced Newtons Fruit **Thins**, the cookies that Mr. Tidbit described as round graham crackers with a little oatmeal and tiny bits of dried fruit? It has, so perhaps Mr. Tidbit should underline part of that description: Notwithstanding the Newtons name, Newtons Fruit **Thins** do not have a fruit filling; the fruit is tiny dried bits.

With that much time behind us, it's no surprise that Nabisco has a new product that Mr. Tidbit would say seems related to those Newtons Fruit **Thins** cookies. No, it's not Newtons Fruit Thick cookies. It's belVita breakfast biscuits, in three flavors.

What's a "breakfast biscuit," you ask? The answer would seem to be a whole-grain cookie enhanced with 10 percent of four vitamins and described as "part of a balanced breakfast." Although Mr. Tidbit would say that the dining experience is similar to that provided by Fruit **Thins**, right down to the fruit bits in one flavor, the vitamin enhancement in belVitas isn't the only difference: belVitas' first ingredient is a whole-grain blend of rolled oats and rye flakes (or, in one flavor, whole grain wheat flour); that of Fruit **Thins** is unbleached enriched flour. And belVitas are larger, thicker and oval-shaped.

Additionally, whereas Newtons Fruit **Thins** cookies come in a 10.5-ounce box containing about 30 cookies, belVita breakfast biscuits come in an 8.8-ounce box containing five 1.76-ounce packs of four biscuits each. But ounce-for-ounce the calorie, fat and sugar contents are virtually identical.

Mr. Tidbit assumed, of course, that the new belVitas would cost more per ounce than the Fruit **Thins**. No, they don't! At one store Fruit **Thins** clocked in at 45 cents an ounce and belVitas were 42 cents an ounce. You could have knocked Mr. Tidbit over with a breakfast biscuit.

Source Citation (MLA 7th Edition)
"tidbits." *Star Tribune* [Minneapolis, MN] 1 Mar. 2012: 2T. *Custom Newspapers*. Web. 6 Aug. 2014.

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Newspaper Article # 15

Title: Reading Eagle, Pa., Kelly's Korner column
Source: ***Reading Eagle (Reading, PA).*** (Feb. 20, 2012): Business News:
Document Type: Column

Copyright: COPYRIGHT 2012 Reading Eagle
http://www.mcclatchy.com/
Full Text:
Byline: Dan Kelly

Feb. 20--When we went over the river and through the woods to my grandmother's house on Teesdale Street in the Mayfair section of Philadelphia it was like going to a museum of modern technology, with a great cafeteria concessionaire. Nana usually would make roast beef and mashed potatoes for dinner. She never served controversial vegetables, like the spinach, broccoli and Brussels sprouts that my mom tried to cram into me during the week. There were also two bottomless bowls on the coffee table in the living room, one filled with Wise potato chips, the other with Reisman's Pretzel **Thins**. My Uncle Howard worked for Coca-Cola, so the old Westinghouse fridge in the basement was always filled with Coke and 7UP in the old glass bottles.

[Unrelated information has been deleted.]

Source Citation (MLA 7th Edition)
"Reading Eagle, Pa., Kelly's Korner column." *Reading Eagle* [Reading, PA] 20 Feb. 2012. *Custom Newspapers*. Web. 6 Aug. 2014.

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Newspaper Article # 16

Title: tidbits
Source: ***Star Tribune (Minneapolis, MN).*** (Oct. 27, 2011): Lifestyle: p2T.
Document Type: Brief article

Copyright: COPYRIGHT 2011 Star Tribune Media Company LLC
http://www.startribune.com/
Full Text:
Byline: AL SICHERMAN

Great news for starch lovers

Mr. Tidbit sometimes feels bad that he spends so much time pointing out the negative aspects of new food products, so he was happy when he encountered one about which he could be positive.

[Unrelated information has been deleted.]

There's a new development in the world of so-called sandwich **thins** -- very thin rolls, sliced so each can make a sandwich. From Pepperidge Farm comes Goldfish sandwich bread: goldfish-shaped thin buns, each with a baked-in trademarked smile.

AL SICHERMAN

Source Citation (MLA 7th Edition)
"tidbits." *Star Tribune* [Minneapolis, MN] 27 Oct. 2011: 2T. *Custom Newspapers*. Web. 6 Aug. 2014.

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Newspaper Article # 17

Title: tidbits
Source: ***Star Tribune (Minneapolis, MN).*** (Oct. 13, 2011): Lifestyle: p2T.
Document Type: Brief article

Copyright: COPYRIGHT 2011 Star Tribune Media Company LLC
http://www.startribune.com/
Full Text:
Byline: AL SICHERMAN

Never sausage a deal?

Here's a new convenience product that at first glance might not cost more than the convenience is worth: Jimmy Dean fully cooked sausage crumbles, in resealable bags.

[Unrelated information has been deleted.]

Sizing down the Ritz

Nabisco now has a second Munchables item under its Ritz cracker brand. (Munchables are not small Ritz crackers; those are Ritz Bits, in many varieties.) The first Ritz Munchables were Pretzel Crisps. Now there's Ritz Munchables Buttery **Thins**. These look like little versions of regular Ritz crackers, a little larger than Ritz Bits, but thinner -- almost wafer-like -- and with a texture that leans toward shortbread.

Where Mr. Tidbit bought them, the inverted-pyramid 12.25-ounce box of Munchables Buttery **Thins** was $3.59 (29.3 cents an ounce), and the 16-ounce box of regular Ritz crackers was ..

[Unrelated information has been deleted.]

Source Citation (MLA 7th Edition)
"tidbits." *Star Tribune* [Minneapolis, MN] 13 Oct. 2011: 2T. *Custom Newspapers*. Web. 6 Aug. 2014.

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Newspaper Article # 18

Title: New batch of cookbooks signals baking season
Source: ***Daily Herald (Arlington Heights, IL).*** (Oct. 12, 2011): Lifestyle: p5.
Document Type: Article

Copyright: COPYRIGHT 2011 Paddock Publications
Full Text:

I don't need the calendar to tell me baking season has arrived; the stack of cookbooks piling higher on my desk has done that for me.

[Unrelated information has been deleted.]

The Cookiepedia by Stacy Adimando: Everyday with Rachael Ray's deputy lifestyles editor put together this totally fun, user-friendly collection of classic cookies. Recipe categories include buttery, chocolaty, fancy, fruity, spicy and nutty and seedy. Paging through the book reveals tempting recipes for Mint **Thins** and Lemony Chewies alongside advice for decorating with flair and suggested variations. (Quirk, $18.95)

[Unrelated information has been deleted.]

Source Citation (MLA 7th Edition)
"New batch of cookbooks signals baking season." *Daily Herald* [Arlington Heights, IL] 12 Oct. 2011: 5. *Custom Newspapers*. Web. 6 Aug. 2014.

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Newspaper Article # 19

Title: Sylvia Says: Nut-**Thins** good whether you need gluten-free or not
Source: ***St. Joseph News-Press (St. Joseph, MO).*** (Sept. 17, 2011): Business News:
Document Type: Brief article

Copyright: COPYRIGHT 2011 St. Joseph News-Press (St. Joseph, MO)
http://www.mcclatchy.com/
Full Text:
Byline: Sylvia Anderson

Sept. 17--Gluten-free seems to be this year's buzzword when it comes to food. (Gluten is the protein found in wheat and a few other grains.) You'll find gluten in a large variety of things including beer, bread, candy, cereal, processed lunchmeat, salad dressing, soup and crackers. If you are gluten intolerant, this is rough. So food manufacturers are rising to the challenge by producing a slew of new gluten-free products. Some are surprisingly good, including the new Nut-**Thins** crackers by Blue Diamond Natural. They are primarily made with rice flour and nuts and come in almond, smokehouse almond, pecan, hazelnut, country ranch almond and cheddar cheese almond flavors. I tried the hazelnut and the almond cheddar cheese Nut-**Thins**. Both have a crispy, crunchy texture, something like a cross between a chip and a cracker. They are firm enough to use as a cracker, but thin and crispy enough to eat like a chip. The hazelnut **Thins** have a mild, neutral taste, kind of like a white corn tortilla chip, only better. It would make a great dipper for salsa or cheese dip. The flavor of the almond cheddar cheese **Thins** reminded me of Bugles, the snack by General Mills. Again, I like the **Thins** better, and they taste good enough to eat alone. They also have 3 grams of protein per serving (about 16 crackers)' no trans fat and are only 130 calories. So even if you are not gluten intolerant, the Nut-**Thins** would be a good choice for a snack cracker. The bottom line: Blue Diamond Natural Nut-**Thins** are yummy whether you care about gluten or not. For a suggested retail price of $2.99 a box, they may become one of your favorite snacks. Sylvia Anderson can be reached at sylvia.anderson@newspressnow.com.

Source Citation (MLA 7th Edition)
"Sylvia Says: Nut-**Thins** good whether you need gluten-free or not." *St. Joseph News-Press* [St. Joseph, MO] 17 Sept. 2011. *Custom Newspapers*. Web. 6 Aug. 2014.

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Newspaper Article # 20

Title: Brown bagging it doesn't always have to be boring
Source: ***Frederick News-Post (Frederick, MD).*** (Sept. 14, 2011): Business News:
Document Type: Article

Copyright: COPYRIGHT 2011 The Frederick News-Post
http://www.mcclatchy.com/
Full Text:
Byline: Susan Guynn

Sept. 14--Getting kids to eat a healthy lunch can be a challenge. It doesn't have to be though; you just need to think creatively and outside the traditional lunch box boundaries. "A basic peanut butter and jelly sandwich is still one of my favorite go-tos," said Jennier Shea, corporate dietitian for Supervalu stores, which includes Shoppers. "It can be healthy, too, if it's made on whole grain or whole wheat bread." Whole grain breads keep you feeling full, the digestive system healthy and they provide needed minerals and vitamins, particularly the B vitamins, she said. To prevent "bread boredom," Shea suggests swapping sliced bread for a bagel, pita pocket, sandwich **thins** or a wrap. Surprise your youngster by substituting almond or cashew butter for the traditional peanut spread. Natural peanut butters have a grittier texture, she said, as does almond

[Unrelated information has been deleted.]

Source Citation (MLA 7th Edition)
"Brown bagging it doesn't always have to be boring." *Frederick News-Post* [Frederick, MD] 14 Sept. 2011. *Custom Newspapers*. Web. 6 Aug. 2014.

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Newspaper Article # 21

Title: Make school lunch from a bag nutritious
Author(s): Carolyn O'Neil
Source: ***The Atlanta Journal-Constitution (Atlanta, GA).*** (Aug. 31, 2011): Lifestyle: pD4.
Document Type: Brief article

Copyright: COPYRIGHT 2011 The Atlanta Journal-Constitution
http://www.ajc.com/
Full Text:
Byline: Carolyn O'Neil

Whether the cafeteria-bound container is festooned with Hello Kitty, Justin Bieber or the Falcons' logo, what's inside matters to child nutrition experts.

[Unrelated information has been deleted.]

What about the teens and tweens easily distracted by the lunchtime social hour? The "gossip girls" busy checking out the handsome new boy don't want to be seen gobbling a big sandwich like a hungry ranch hand. The new breed of whole-grain sandwich or bagel "**thins**" might be a better fit with 100 calories and 5 grams of fiber. For something sweet yet figure-friendly, they may prefer to dip grapes, strawberries or pineapple chunks into protein-packed Greek yogurt.

[Unrelated information has been deleted.]

Source Citation (MLA 7th Edition)
O'Neil, Carolyn. "Make school lunch from a bag nutritious." *Atlanta Journal-Constitution* [Atlanta, GA] 31 Aug. 2011: D4. *Custom Newspapers*. Web. 6 Aug. 2014.

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Newspaper Article # 22

Title: Seasoned olives aren't the pitsHeadline goes here; Panelists try green and kalamatas from Mario, generally enjoy both
Author(s): Ann J. Kelley
Source: ***The Florida Times Union.*** (Aug. 25, 2011): News: pE-6.
Document Type: Article

Copyright: COPYRIGHT 2011 The Florida Times-Union
Full Text:
Byline: Ann J. Kelley

If you like olives, take a look at Mario Pitted Green Olives seasoned with Thyme & Garlic or Mario Pitted Thyme-seasoned Kalamata Olives. Members of the Times-Union Consumer Panel sampled both kinds, but the green olives proved to be the most popular. The manufacturer suggests eating the small 100-calorie packet as a snack, but panelists found other uses for them as well.

[Unrelated information has been deleted.]

NEW PRODUCTS

- Land O' Lakes Cinnamon Sugar Butter Spread.

- Triscuit Chile Pepper **Thins** Crisps.

- TGI Fridays frozen Entrees for One.

Ann J. Kelley

Source Citation (MLA 7th Edition)
Kelley, Ann J. "Seasoned olives aren't the pitsHeadline goes here; Panelists try green and kalamatas from Mario, generally enjoy both." *Florida Times Union* 25 Aug. 2011: E-6. *Custom Newspapers*. Web. 6 Aug. 2014.

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Newspaper Article # 23

Title: Guiding a neighborhood's appetite
Author(s): Bob Morris
Source: ***The New York Times.*** (May 18, 2011): Lifestyle: pD5(L).
Document Type: Article
The New York Times
Copyright: COPYRIGHT 2011 The New York Times Company
http://www.nytimes.com
Full Text:
THE streets of the Upper East Side were almost deserted on a recent rainy Saturday. But inside William Poll, a food and catering shop at 1051 Lexington Avenue, things were happening.

[Unrelated information has been deleted.]

Later, well-heeled customers came and went, with quilted jackets and handbags dripping wet. Most greeted Mrs. Poll with a kiss as she sat at a bridge table, playing cards with James.

"Gin," she told him in little time. "I just beat you again."

"You always do," he said.

She reached over to hold his hand. Then she ate one of the baked potato **thins** she invented years ago, which are now a store favorite.

"I don't like frying," she said. "I never did."

[Unrelated information has been deleted.]

Source Citation (MLA 7th Edition)
Morris, Bob. "Guiding a neighborhood's appetite." *New York Times* 18 May 2011: D5(L). *Custom Newspapers*. Web. 6 Aug. 2014.

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Newspaper Article # 24

Title: tidbits
Source: ***Star Tribune (Minneapolis, MN).*** (May 5, 2011): Lifestyle: p2T.
Document Type: Brief article

Copyright: COPYRIGHT 2011 Star Tribune Media Company LLC
http://www.startribune.com/
Full Text:
Byline: AL SICHERMAN

Thin Newtons

Nabisco's Oreo-cloning machine has slowed recently. It seems to have produced only two additional flavors of Oreo Fudge Cremes, the cookies consisting of just one of the two Oreo wafers in a regular Oreo, topped with some filling and then coated in "fudge." (In addition to the original version and its mint offspring -- which Mr. Tidbit avers gives Girl Scout Thin Mints a run for the money -- there are only new Golden, in which a vanilla Golden Oreo cookie replaces the standard Oreo wafer, and even-newer Peanut Butter Creme, featuring a regular Oreo cookie and peanut butter creme filling.)

Taking up the slack in the Nabisco new-product department are Newtons Fruit **Thins**, single-layer cookies released with four flavors right off the bat: fig and honey, blueberry brown sugar, cranberry citrus oat and chocolate raspberry. Imagine a round graham cracker with a little oatmeal in its family tree (although the word "oat" appears in only one favor name, there are rolled oats in all four varieties), with tiny bits of dried fruit scattered in.

[Unrelated information has been deleted.]

All that said, Mr. Tidbit -- not much of a fruit guy, and a filling man if ever there was one -- found to his surprise that he kind of liked Newtons Fruit **Thins**. Go figure.

Source Citation (MLA 7th Edition)
"tidbits." *Star Tribune* [Minneapolis, MN] 5 May 2011: 2T. *Custom Newspapers*. Web. 6 Aug. 2014.

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Newspaper Article # 25

Title: Super bowls for Sunday: Snack away with healthy dips while watching the big game
Source: ***Pittsburgh Post-Gazette (Pittsburgh, PA).*** (Feb. 3, 2011): Business News:
Document Type: Article

Copyright: COPYRIGHT 2011 Pittsburgh Post-Gazette
http://www.mcclatchy.com/
Full Text:
Byline: Bob Batz Jr.

Feb. 03--Like people around the country and the world, Diane Morgan of Portland, Ore., plans to sit down with family and friends to watch the Super Bowl on Sunday while eating an assortment of dips with an assortment of dippers.

Unlike most people, she can make her spread from the book she wrote on the subject.

[Unrelated information has been deleted.]

Microbrew Cheddar Cheese Spread

PG tested

Diane Morgan makes this with an amber ale, but you could substitute a hoppy gold one to make this even more apropos for your Steelers spread. It can be made a day ahead. She suggests serving it with Marbled Rye Toasts, Baked Pita Chips, Crostini (all recipes in the book) or pretzel **thins**.

[Unrelated information has been deleted.]

Source Citation (MLA 7th Edition)
"Super bowls for Sunday: Snack away with healthy dips while watching the big game." *Pittsburgh Post-Gazette* [Pittsburgh, PA] 3 Feb. 2011. *Custom Newspapers*. Web. 6 Aug. 2014.

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Newspaper Article # 26

Title: Festive Whoopee Pie Appetizer
Source: ***Daily Herald (Arlington Heights, IL).*** (Dec. 29, 2010): Lifestyle: p3.
Document Type: Brief article, Recipe

Copyright: COPYRIGHT 2010 Paddock Publications
Full Text:
8 ounces cream cheese, softened

1 cup sour cream

4 ounces deli-sliced corned beef (such as Buddig), chopped small

1/4 cup onion, chopped

8 ounces water chestnuts, drained and chopped

1 large green pepper, 1/2 diced, 1/2 minced

1 large red pepper, 1/2 diced, 1/2 minced

Salt and pepper

Crackers, such as thin white cheddar rice or savory rice **thins**

In a large bowl, stir cream cheese, sour cream, corned beef chopped onion, water chestnuts and chopped peppers until well combined. Season with salt and pepper.

Spread dip on cracker, top with another cracker, pushing down slightly so dip spreads to the edges. Continue with remaining spread. Combine minced red and green pepper on a plate. Roll the edge of each cracker in the peppers. Serve on a festive platter.

[Unrelated information has been deleted.]

Source Citation (MLA 7th Edition)
"Festive Whoopee Pie Appetizer." *Daily Herald* [Arlington Heights, IL] 29 Dec. 2010: 3. *Custom Newspapers*. Web. 6 Aug. 2014.

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Newspaper Article # 27

Title: cookie palooza {HEADLINE2} holiday cookie contest winner
Source: ***The Palm Beach Post (West Palm Beach, FL).*** (Dec. 15, 2010): News: p1D.
Document Type: Recipe

Copyright: COPYRIGHT 2010 The Palm Beach Post
http://www.palmbeachpost.com/
Full Text:
Byline: Liz Balmaseda

They flurried in like snowflakes, the confections of this year's Holiday Cookie Contest. And they descended upon Cookie Headquarters in full bling mode, decked out in royal icing, sparkles and candy bits.

[Unrelated information has been deleted.]

Our panel of cookie-loving judges raved about Angel Sanso's Chewy Toffee **Thins**. Her thin, delicious, addictive cookies took Second Place. They bore no extravagant design -- in fact, no design at all.

[Unrelated information has been deleted.]

SECOND PLACE: Chewy Toffee **Thins**

[Unrelated information has been deleted.]

Source Citation (MLA 7th Edition)
"cookie palooza {HEADLINE2} holiday cookie contest winner." *Palm Beach Post* [West Palm Beach, FL] 15 Dec. 2010: 1D. *Custom Newspapers*. Web. 6 Aug. 2014.

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Newspaper Article # 28

Title: Ready to roll With homemade dough stashed in the refrigerator or freezer, fresh-baked cookies are always at your fingertips
Source: ***St Louis Post-Dispatch (MO).*** (Dec. 1, 2010): Lifestyle: pL1.
Document Type: Article

Copyright: COPYRIGHT 2010 St. Louis Post-Dispatch
Full Text:
Byline: Stories BY PAT EBY Special to the Post-Dispatch

When the holiday to-do list looms large and time runs short, busy folks can still bake buttery, meltingly scrumptious cookies. How? By making old-fashioned icebox cookies.

These recipes call for basic ingredients and most use simple techniques, meaning that even a beginning baker can turn out great cookies. Once the rich doughs are mixed, shaped and chilled, the cookies can be baked as needed. The flexibility to bake six for Santa's plate or 40 for the school party can't be beat.

[Unrelated information has been deleted.]

Lemon **Thins** Adapted from Fine Cooking Magazine

Yield: 8 dozen cookies

2 1/4 cups bleached all-purpose flour (see note)

[Unrelated information has been deleted.]

Photo - Lemon **thins**

Stories BY PAT EBY Special to the Post-Dispatch

Source Citation (MLA 7th Edition)
"Ready to roll With homemade dough stashed in the refrigerator or freezer, fresh-baked cookies are always at your fingertips." *St Louis Post-Dispatch* [MO] 1 Dec. 2010: L1. *Custom Newspapers*. Web. 6 Aug. 2014.

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Newspaper Article # 29

Title: Savoring a small snack with Nature Valley Granola **Thins**; Most of our tasters like the squares, but wish there was more to them
Author(s): Ann J. Kelley
Source: ***The Florida Times Union.*** (Oct. 7, 2010): News: pE-6.
Document Type: Article

Copyright: COPYRIGHT 2010 The Florida Times-Union
Full Text:
Byline: ANN J. KELLEY

Most members of the Times-Union Consumer Panel gave Nature Valley Dark Chocolate Granola **Thins** glowing reviews. The small squares of granola, reminiscent of chocolate-covered graham crackers, are individually wrapped and coated with dark chocolate on one side. Panelists describe them as crunchy like a cookie but not as sweet.

"I passed these out at work and they received rave reviews from everyone who tasted them," said cash management analyst Dottie Halligan, who added that most liked the crunchiness of the **thins** and thought they had the right amount of sweetness.

[Unrelated information has been deleted.]

He described the granola **thins** as fairly small and mildly sweet with just enough chocolate. "We all liked them a lot but it takes two to make a satisfying snack. They're thin but taste basically the same as a granola bar with a little chocolate coating."

Sales representative Angie Tekin said she and her office crew all enjoyed the granola **thins**, which she described as crunchy and a tad crumbly. "They're thin like a graham cracker, with a similar taste, but a whole different treat. You can definitely taste the chocolate."

She agreed that one small square isn't enough for a snack. "They're a quick 80-calorie snack and excellent with coffee but don't go far. They would be good crumbled over yogurt or low-fat vanilla ice cream."

Nature Valley Oats & Honey Granola bars are a favorite of food scientist Bill Skinner, but he said he didn't like the Dark Chocolate Granola **Thins**, which he said can't compare with a traditional granola bar. "They decided to make a new product and they did. Granola is filling and healthy. These have a delicate texture that falls apart as you eat it and has no crunch."

[This record continues on the following page.]

He also pointed out that instead of a sweeter high fructose syrup, the manufacturers used high maltose corn syrup to make the granola **thins** less sweet. They also substituted rice flour for corn flour to make them easy to digest and chew.

"I wouldn't buy them. It's not something I want to eat again."

"I enjoyed them," said homemaker June Koch. "I like granola and dark chocolate; it's a good combination."

She often buys Quaker granola bars and said the granola **thins** are half their size and not very sweet. As for its healthful aspects, she said, "They do have a bit of fat but are probably healthier than a cookie."

One thin contains 80 calories, 4 grams of fat, 75 milligrams of sodium, 6 grams of sugars and no cholesterol.

NATURE VALLEY DARK CHOCOLATE GRANOLA THINS

$3.29 for 10 **thins**

[Unrelated information has been deleted.]

Source Citation (MLA 7th Edition)
Kelley, Ann J. "Savoring a small snack with Nature Valley Granola **Thins**; Most of our tasters like the squares, but wish there was more to them." *Florida Times Union* 7 Oct. 2010: E-6. *Custom Newspapers*. Web. 6 Aug. 2014.

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Newspaper Article # 30

Title: Oktoberfest isn't just about beer. It's also about the food
Source: ***Pittsburgh Post-Gazette (Pittsburgh, PA).*** (Sept. 16, 2010): Business News:
Document Type: Recipe

Copyright: COPYRIGHT 2010 Pittsburgh Post-Gazette
http://www.mcclatchy.com/
Full Text:
Byline: Gretchen McKay

Sept. 16--I appreciate a nice pilsner or dunkel-style dark beer as much as the next frau. My ancestors on my mom's side hail from the tiny village of Frommern in southern Germany, and to pay homage, I've nursed many a stein of this most delicious liquid while waiting for my daughters to finish their weekly dance practice with the Alpen Schuhplattlers at Teutonia Mannerchor in the North Side neighborhood of Deutschtown. (Isn't that what rathskellers are for?)

[Unrelated information has been deleted.]

PG tested Who says schnitzel has to be made with veal or pork? This tasty recipe uses beef shoulder tender, a juicy (and affordable) cut that's similar in taste to tenderloin. What really sets it apart, though, is the crunchy pretzel coating. I used Pittsburgh Pretzels Super **Thins**, but any variety would do. I also doubled the amount of caraway seeds. --2 cups crushed pretzels

[Unrelated information has been deleted.]

Source Citation (MLA 7th Edition)
"Oktoberfest isn't just about beer. It's also about the food." *Pittsburgh Post-Gazette* [Pittsburgh, PA] 16 Sept. 2010. *Custom Newspapers*. Web. 6 Aug. 2014.

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Newspaper Article # 31

Title: St. Joseph News-Press, Mo., Sylvia Says column: Sylvia Says: Nature Valley Granola **Thins** are just right
Source: ***St. Joseph News-Press (St. Joseph, MO).*** (July 3, 2010): Opinion and Editorial:
Document Type: Brief article, Column

Copyright: COPYRIGHT 2010 St. Joseph News-Press (St. Joseph, MO)
http://www.mcclatchy.com/
Full Text:
Byline: Sylvia Anderson

July 03--It happens to us all. It's 3 p.m. and you're craving something sweet or maybe salty, but something that's satisfying. And if you're busy, it's all too often something you can grab fast but is not particularly good for you, like a cookie, candy bar or bag of chips. Nature Valley has come out with a solution that I think could change all that. It's a new snack called Nature Valley Granola **Thins**, "100 percent natural, individually packaged and, at 80 or 90 calories per square, a perfect pick-me-up you can feel good about eating." They come in two flavors: dark chocolate and peanut butter. And they taste something like a graham cracker in texture but with the flavor of a granola bar. Nature Valley already makes regular granola bars, but these are thinner, not so hard and lightly covered with either a chocolate or peanut butter undercoating. Since they are individually wrapped squares, they are ideal for keeping at the office or bringing in the car. But the best thing about these good-for-you Granola **Thins** is that they actually taste good. When you compare them to an Oreo cookie, for example, they have about half the calories, carbohydrates and fat, but are twice as satisfying. I tried both the peanut butter and dark chocolate and passed them out to numerous testers young and old. Everyone liked them, including a very picky, sugar-crazed 4-year-old. The only negative we could come up with is that the undercoating can be a little messy, so make sure to keep something around for cleaning your hands. The bottom line: Nature Valley has come up with a winning snack that's portable, satisfying and low-calorie. Boxes of 10 **thins** are sold nationwide for a suggested retail price of $3.59. Lifestyles reporter Sylvia Anderson can be reached at sylvia.anderson@newspressnow.com.

Source Citation (MLA 7th Edition)
"St. Joseph News-Press, Mo., Sylvia Says column: Sylvia Says: Nature Valley Granola **Thins** are just right." *St. Joseph News-Press* [St. Joseph, MO] 3 July 2010. *Custom Newspapers*. Web. 6 Aug. 2014.

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Newspaper Article # 32

Title: tidbits
Source: ***Star Tribune (Minneapolis, MN).*** (Feb. 18, 2010): Lifestyle: p6T.
Document Type: Brief article

Copyright: COPYRIGHT 2010 Star Tribune Media Company LLC
http://www.startribune.com/
Full Text:
Byline: AL SICHERMAN

Nut Crisps

The Keebler folks don't crank out new versions of their Wheatables "made with stone-ground wheat" crackers every five minutes. If you had asked Mr. Tidbit a month ago, he would have said your only choice, besides original "golden wheat," was "toasted honey wheat." But now there are Wheatables Nut Crisps, either "roasted almond" or "toasted pecan." (Mr. Tidbit will not attempt to differentiate between "roasted" and "toasted.")

[Unrelated information has been deleted.]

(And, if you care, Blue Diamond offers several kinds of Nut **Thins** crackers, which are made with rice flour and pecan meal or almonds.)

Source Citation (MLA 7th Edition)
"tidbits." *Star Tribune* [Minneapolis, MN] 18 Feb. 2010: 6T. *Custom Newspapers*. Web. 6 Aug. 2014.

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Newspaper Article # 33

Title: TASTE TEST!A SUPER-SPECIAL,SUPER BOWL
Source: ***The Palm Beach Post (West Palm Beach, FL).*** (Feb. 3, 2010): News: p4D.
Document Type: Article

Copyright: COPYRIGHT 2010 The Palm Beach Post
http://www.palmbeachpost.com/
Full Text:
When it comes to snacking, Americans love their potato chips.

[Unrelated information has been deleted.]

Publix Original **Thins** Potato Chips

Judges' comments: 'Doesn't seem like it was made from real potatoes,' Corvelle said. 'Oil has a burnt flavor,' Giannuzzi added.

[Unrelated information has been deleted.]

Source Citation (MLA 7th Edition)
"TASTE TEST!A SUPER-SPECIAL,SUPER BOWL." *Palm Beach Post* [West Palm Beach, FL] 3 Feb. 2010: 4D. *Custom Newspapers*. Web. 6 Aug. 2014.

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Newspaper Article # 34

Title: COOKIE RECIPES OFFER A TASTE OF CHRISTMAS TRADITION
Source: ***Wisconsin State Journal (Madison, WI).*** (Dec. 5, 2008): News: pC2.
Document Type: Recipe

Copyright: COPYRIGHT 2008 Capital Newspapers
http://www.madison.com
Full Text:
Debra Shapiro provided the recipes for ginger slices, explaining "They are Dutch, so they are gember koekjes ," as well as the recipes for jam cookies and ruggelach. For her Moravian Ginger **Thins**, she uses Rose Levy Beranbaum's recipe from "Rose's Christmas Cookies" but says the Moravian Crisps recipe below from Epicurious.com is quite close. That recipe included icing, which Shapiro does not use.

[Unrelated information has been deleted.]

Source Citation (MLA 7th Edition)
"COOKIE RECIPES OFFER A TASTE OF CHRISTMAS TRADITION." *Wisconsin State Journal* [Madison, WI] 5 Dec. 2008: C2. *Custom Newspapers*. Web. 6 Aug. 2014.

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Newspaper Article # 35

Title: leftovers
Source: ***The Virginian Pilot.*** (July 2, 2008): Lifestyle: pF2.
Document Type: Brief article

Copyright: COPYRIGHT 2008 The Virginian Pilot News. The Virginian Pilot-Ledger Star. All rights reserved. Reproduced with the permission of the Dialog Corporation by Gale.
http://www.landmarkcom.com
Full Text:
on the shelf

a sili garlic gimmick

Sili Gourmet's roaster/storer promises to roast garlic without drying it out and make peeling it easier - with no leftover smell in the silicone. We roasted two heads (elephant is too big), in the Sili and in foil. The silicone top, which does absorb odors, did make skin removal easier. It'll work in a microwave, but so will a paper towel. $12.99 - a lot for a doodad. www.wmboundsltd.com.

Snacks

Pepperidge Farm wants us to embrace snack attacks with its new Baked Naturals, which the company says have no artificial preservatives.

Six varieties include Toasted Wheat and Zesty Tomato Herb Wheat Crisps, Simply Pretzel and Savory Cheddar Pretzel **Thins**, Artisan Cheese and Toasted Sesame Snack Sticks.

Enjoy with cheese, dip or alone. Available in groceries, convenience and department stores, the suggested retail price is $3.49.

Source Citation (MLA 7th Edition)
"leftovers." *Virginian Pilot* 2 July 2008: F2. *Custom Newspapers*. Web. 6 Aug. 2014.

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Newspaper Article # 36

Title: On a river trip, never forget life vests or brownies
Source: ***The Register-Guard (Eugene, OR).*** (June 25, 2008): News: pE29.
Document Type: Recipe

Copyright: COPYRIGHT 2008 The Register Guard
http://www.registerguard.com
Full Text:
Byline: Jan Roberts-Dominguez For The Register-Guard

In the planning stage of any outdoor adventure, when a fellow trekker claims responsibility for the river brownies, there's no question what you'll get: a big ol' pan of gooey-rich and decadent brownies.

Classic River Brownies

Starting with a rich and chocolaty brownie batter made from scratch, there are many directions that you can take this recipe.

[Unrelated information has been deleted.]

First optional additions: Select 2 or 3 different ingredients - 1/2 cup toasted and chopped walnuts, 1 cup peanut butter or butterscotch chips, 1/2 cup sweetened flaked coconut, 1/2 cup raisins, 1 cup chopped peppermint bark (either commercially made or homemade) or coarsely chopped Andes Creme de Menthe **thins** (the ones in the green foil wrappers), 1 cup chocolate-covered peanuts.

[Unrelated information has been deleted.]

Source Citation (MLA 7th Edition)
"On a river trip, never forget life vests or brownies." *Register-Guard* [Eugene, OR] 25 June 2008: E29. *Custom Newspapers*. Web. 6 Aug. 2014.

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Newspaper Article # 37

Title: NEWS & NOTES; Products galore coming to store shelves
Author(s): David C.L. Bauer
Source: ***The Florida Times Union.*** (June 5, 2008): News: pD.
Document Type: Article

Copyright: COPYRIGHT 2008 The Florida Times-Union
Full Text:
Byline: DAVID C.L. BAUER

A grocery cart or two worth of new items will be hitting store shelves within the coming weeks, many of them promoting their healthful connections. Among them:

[Unrelated information has been deleted.]

Pepperidge Farm cookies and Baked Naturals: The Pepperidge Farm crews are coming out with Baked Naturals, preservative-free crackers in such flavors as Toasted Wheat crisps, Zesty Tomato Herb crisps, Simply Pretzel and Savory Cheddar Pretzel **Thins** and Artisan Cheese and Toasted Sesame Snack Sticks. They sell for $3.49 a package.

[Unrelated information has been deleted.]

Source Citation (MLA 7th Edition)
Bauer, David C.L. "NEWS & NOTES; Products galore coming to store shelves." *Florida Times Union* 5 June 2008: D. *Custom Newspapers*. Web. 6 Aug. 2014.

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Newspaper Article # 38

Title: Sales of local company's peanut products soaring
Source: ***The Tifton Gazette (Tifton, GA).*** (Dec. 1, 2007): Business News:
Document Type: Article

Copyright: COPYRIGHT 2007 McClatchy-Tribune Information Services
http://tiftongazette.com/
Full Text:
Byline: Jana Cone

Dec. 1--TIFTON -- J.C. Bell, who owns and operates Bell Plantation, a local agricultural research company, is the first to admit he likes to think outside the box -- way outside the box. Bell's unconventional thinking is proving to be the foundation for his company's soaring success.

Bell could have just made another good peanut butter, but that's not his style. "If we had decided to sell a roasted peanut butter we would have had to compete against Jiff and Planters and Skippy," Bell said. He put his two hands together and flattened them out. "They would have squashed us like a bug."

[Unrelated information has been deleted.]

So far Bell has developed approximately 20 peanut-based products. His next products to market will be "super-healthy peanut snack" products. He called them the straw, the pillow, the crunchies and the **thins**. He has also developed 40 other products that are not peanut based.

[Unrelated information has been deleted.]

Source Citation (MLA 7th Edition)
"Sales of local company's peanut products soaring." *Tifton Gazette* [Tifton, GA] 1 Dec. 2007. *Custom Newspapers*. Web. 6 Aug. 2014.

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Newspaper Article # 39

Title: Blue Diamond Pecan Nut-**Thins**
Source: ***St Louis Post-Dispatch (MO).*** (Sept. 19, 2007): Lifestyle: pL2.
Document Type: Brief article

Copyright: COPYRIGHT 2007 St. Louis Post-Dispatch
Full Text:
Byline: JOE BONWICH

We were looking for some gluten-free alternatives for hors d'oeuvre crackers and found these at Whole Foods Market. They're made with rice flour and pecan meal, and we really enjoyed the resulting flavor. Variations made with other nuts also are available.

Price: $2.49

Package size: 4.25 ounces

Per (16-cracker) serving: 130 calories, 3.5g fat, no saturated fat, no trans fat, no cholesterol, 130mg sodium, 23g carbohydrate, less than 1g fiber, no sugar, 2g protein.

CAPTION(S):

PHOTO - Blue Diamond Pecan Nut-**Thins**

JOE BONWICH

Source Citation (MLA 7th Edition)
"Blue Diamond Pecan Nut-**Thins**." *St Louis Post-Dispatch* [MO] 19 Sept. 2007: L2. *Custom Newspapers*. Web. 6 Aug. 2014.

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Newspaper Article # 40

Title: RECALLS
Source: ***The St. Petersburg Times (St. Petersburg, FL).*** (June 18, 2007): Business News: p6D.
Document Type: Article

Copyright: COPYRIGHT 2007 Times Publishing Company
http://www.sptimes.com
Full Text:
Various Thomas & Friends wooden railway toys

[Unrelated information has been deleted.]

Back to Nature Sesame Ginger Rice **Thins** crackers

Company: Back to Nature Foods Co.

Why? Undeclared milk ingredient seasoning, which can cause severe or life-threatening reactions in those allergic to milk.

What models? "Best When Used By" date of "16 May 2007."

Where sold? Retail grocery and health food stores.

What to do? Contact company for refund.

For information: Toll-free 1-800- 433-9361.

[Unrelated information has been deleted.]

Source Citation (MLA 7th Edition)
"RECALLS." *St. Petersburg Times* [St. Petersburg, FL] 18 June 2007: 6D. *Custom Newspapers*. Web. 6 Aug. 2014.

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Newspaper Article # 41

Title: It's unanimous: Nut-**Thins** are crunchy; But some panelists say the hazelnut-flavored crackers are a bit bland
Author(s): Ann J. Kelley
Source: ***The Florida Times Union.*** (Mar. 29, 2007): News: pE-2.
Document Type: Article

Copyright: COPYRIGHT 2007 The Florida Times-Union
Full Text:
Byline: ANN J. KELLEY

They may not all like them, but members of the Times-Union Consumer Panel agree the best feature of Blue Diamond Hazelnut Nut-**Thins** is their crunchiness. On the down side, many complained the small crisp rice flour crackers lack flavor.

[Unrelated information has been deleted.]

Financial planning and analysis manager Sean Pelkey enjoyed the hazelnut crackers, which he described as light, thin and crunchy. He said the Nut-**Thins** were slightly smaller than a Ritz and had tiny pieces of ground nuts baked in.

[Unrelated information has been deleted.]

Triscuit eater Bill Cotner prefers a sturdier more flavorful cracker than the Nut-**Thins**, which he described as very low in sodium. "They don't have a nutty taste," the retiree said. "The flavor is like a rice cake with a little more salt."

[Unrelated information has been deleted.]

She described the Nut-**Thins** as looking like a natural grain cracker and said, "They have a good texture but very little salt. They don't have much flavor at all."

[This record continues on the following page.]

BLUE DIAMOND HAZELNUT NUT-**THINS**

Price: $2.99

[Unrelated information has been deleted.]

Source Citation (MLA 7th Edition)
Kelley, Ann J. "It's unanimous: Nut-**Thins** are crunchy; But some panelists say the hazelnut-flavored crackers are a bit bland." *Florida Times Union* 29 Mar. 2007: E-2. *Custom Newspapers*. Web. 6 Aug. 2014.

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Newspaper Article # 42

Title: Self-jesting gives old actors new life in ads
Author(s): Nina M. Lentini
Source: ***International Herald Tribune.*** (Mar. 2, 2007): Business News: p17.
Document Type: Article

International Herald Tribune
Copyright: COPYRIGHT 2007 International Herald Tribune
http://www.iht.com
Full Text:
Byline: Nina M. Lentini

NEW YORK: -- The U.S. advertising industry is taking a cue from the adage that history repeats itself first as tragedy and then as farce.

[Unrelated information has been deleted.]

The perpetually tanned Hamilton stars in a campaign by the Chicago office of JWT, part of the WPP Group, for Nabisco Toasted Chips, sold by Kraft Foods.

In one ad for Pita **Thins**, Hamilton samples the product with his former opponent from "Dancing With the Stars," the wrestling hottie Stacy Keibler; he then breaks into solo acrobatics in a colorful Greek costume and affirms with a wink at his bronzed self, "I know toasted."

[Unrelated information has been deleted.]

Source Citation (MLA 7th Edition)
Lentini, Nina M. "Self-jesting gives old actors new life in ads." *International Herald Tribune* 2 Mar. 2007: 17. *Custom Newspapers*. Web. 6 Aug. 2014.

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Newspaper Article # 43

Title: For Some Aging Actors, Self-Mockery Sells
Author(s): Nina M. Lentini
Source: ***The New York Times.*** (Mar. 1, 2007): Business News: pC11(L).
Document Type: Article
The New York Times
Copyright: COPYRIGHT 2007 The New York Times Company
http://www.nytimes.com
Full Text:
MADISON AVENUE is taking a cue from the adage that history repeats itself first as tragedy and then as farce.

[Unrelated information has been deleted.]

In one ad for Pita **Thins**, Mr. Hamilton samples the product with his former foe from "Dancing With the Stars," the wrestling hottie Stacy Keibler; he then breaks into solo acrobatics in a colorful Greek costume and affirms with a wink at his bronzed self, "I know toasted."

[Unrelated information has been deleted.]

Source Citation (MLA 7th Edition)
Lentini, Nina M. "For Some Aging Actors, Self-Mockery Sells." *New York Times* 1 Mar. 2007: C11(L). *Custom Newspapers*. Web. 6 Aug. 2014.

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Newspaper Article # 44

Title: PITA THINS OK, DESPITE A COUPLE OF PROBLEMS
Source: ***Winston-Salem Journal (Winston-Salem, NC).*** (Jan. 10, 2007): Arts and Entertainment: pE2.
Document Type: Brief article

Copyright: COPYRIGHT 2007 Winston-Salem Journal. Piedmont Publishing Company, Inc.
www.journalnow.com
Full Text:
Byline: Michael Hastings JOURNAL FOOD EDITOR

Product: Nabisco Pita **Thins** Toasted Chips.

What you get: A 6-ounce bag.

Cost: $2.99 suggested retail price.

Review: Nabisco has poked its way into the pita business with its new Pita **Thins** Toasted Chips.

[Unrelated information has been deleted.]

Salt is a necessary ingredient in all chips, but these Pita **Thins** Toasted Chips are surprisingly oversalted, with 13 percent of the Recommended Daily Value in one serving. They also have a buttery taste, which some people may like, but is not typical to pita chips.

[Unrelated information has been deleted.]

Pita **Thins** Toasted Chips box

By Michael Hastings JOURNAL FOOD EDITOR

Source Citation (MLA 7th Edition)
"PITA THINS OK, DESPITE A COUPLE OF PROBLEMS." *Winston-Salem Journal* [Winston-Salem, NC] 10 Jan. 2007: E2. *Custom Newspapers*. Web. 6 Aug. 2014.

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Newspaper Article # 45

Title: From Market to Kitchen: NEW AND NOW
Author(s): Elizabeth Lee
Source: ***The Atlanta Journal-Constitution (Atlanta, GA).*** (Dec. 7, 2006): Lifestyle: pK2.
Document Type: Article

Copyright: COPYRIGHT 2006 The Atlanta Journal-Constitution
http://www.ajc.com/
Full Text:
Byline: ELIZABETH LEE

Baked snack too salty

Nabisco is getting into the baked pita snack business with Pita **Thins** Toasted Chips, a rival to longstanding leader Stacy's Pita Chips.

[Unrelated information has been deleted.]

CHRIS HUNT / StaffNabisco Pita **Thins** Toasted Chips</ImageData>

ELIZABETH LEE

Source Citation (MLA 7th Edition)
Lee, Elizabeth. "From Market to Kitchen: NEW AND NOW." *Atlanta Journal-Constitution* [Atlanta, GA] 7 Dec. 2006: K2. *Custom Newspapers*. Web. 6 Aug. 2014.

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Newspaper Article # 46

Title: GOOD TASTES
Source: ***Daily News (Los Angeles, CA).*** (Sept. 26, 2006): Arts and Entertainment: pU7.
Document Type: Article

Copyright: COPYRIGHT 2006 Daily News
http://www.dailynews.com
Full Text:
SPINACH RECALL: Local restaurants have removed spinach from their menus dues to the E. coli outbreak and substituted other greens where feasible.

[Unrelated information has been deleted.]

Creations were tested from more than 250 cookbooks to arrive at the more than 100-recipe collection found in this volume. Among the recipes are Sri Lankan Beef Curry, Melted Cheese Dip With Tequila, Green Tabasco Chicken, Peanut Noodles With Mango, Amazing Toffee **Thins**, Buttery and Soft Chocolate Cake for a Crowd and Caramel Apple Tart.

[Unrelated information has been deleted.]

Source Citation (MLA 7th Edition)
"GOOD TASTES." *Daily News* [Los Angeles, CA] 26 Sept. 2006: U7. *Custom Newspapers*. Web. 6 Aug. 2014.

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Newspaper Article # 47

Title: Stores Brace For Students
Source: ***Pantagraph (Bloomington, IL).*** (Aug. 14, 2006): Business News:
Document Type: Article

Copyright: COPYRIGHT 2006 The Pantagraph
http://www.mcclatchy.com/
Full Text:
Byline: Scott Miller

Aug. 14--NORMAL -- University Liquors in Normal will double its beer inventory this week, said owner Paul Nagra. Dominos in Normal, meanwhile, will hire more cooks and delivery drivers to serve around 1,500 pizzas per night this weekend, double its regular summer business, said manager Chris Thomas. More than 7,000 Illinois State University students will begin moving into residence halls

[Unrelated information has been deleted.]

As cars slowed to a crawl and stopped, students sprang out and raced to the rear doors to begin removing the objects inside; the stereo sets, radios, personal computers; small refrigerators and table ranges; the cartons of phonograph records and cassettes; the hairdryers and styling irons; the tennis rackets, soccer balls, hockey and lacrosse sticks, bows and arrows; the controlled substances, the birth control pills and devices; the junk food still in shopping bags--onion-and-garlic chips, nacho **thins**, peanut creme patties, Waffelos and Kabooms, fruit chews and toffee popcorn; the Dum-Dum pops, the Mystic mints.

[Unrelated information has been deleted.]

Source Citation (MLA 7th Edition)
"Stores Brace For Students." *Pantagraph* [Bloomington, IL] 14 Aug. 2006. *Custom Newspapers*. Web. 6 Aug. 2014.

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Newspaper Article # 48

Title: REJOICE CRACKERS SNACKERS; Say goodbye to low-carb and start munching on old friends with new flavorsstand-alones or party companions
Author(s): Kitty Crider
Source: ***The Austin American-Statesman (TX).*** (Aug. 10, 2005): Lifestyle: pE1.
Document Type: Brief article

Copyright: COPYRIGHT 2005 The Austin American-Statesman
Full Text:
Byline: Kitty Crider, AMERICAN-STATESMAN FOOD EDITOR

Crackers are interactive nibbles. They crunch back, entertaining you whether they come to the party solo or in a group. Some of them are Type A's, interesting enough to capture your attention without benefit of wine or spread. Others play flat foil to exciting new faces. Yet they can hang around for hours -- days even -- without becoming obnoxious.

[Unrelated information has been deleted.]

Crackers are a $3.5 billion a year business, according to those researchers and trade publications that chart the snack chatter. The biggies are those old favorites whose names are still surprisingly chic -- Ritz, Premium, Club, **Thins** -- plus, the hip but square Cheez-It.

Source Citation (MLA 7th Edition)
Crider, Kitty. "REJOICE CRACKERS SNACKERS; Say goodbye to low-carb and start munching on old friends with new flavorsstand-alones or party companions." *Austin American-Statesman* [TX] 10 Aug. 2005: E1. *Custom Newspapers*. Web. 6 Aug. 2014.

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Newspaper Article # 49

Title: SNACKDOWN! TASTE TEST TACKLES THE TOP PLAYERS FOR SUPER SUNDAY
Source: ***New York Post (New York, NY).*** (Feb. 2, 2005): Arts and Entertainment: p46.
Document Type: Article

Copyright: COPYRIGHT 2005 N.Y.P. Holdings, Inc.
www.nypost.com
Full Text:
IT'S crunch time for football fans. More chips and dips are noshed on Super Bowl Sunday than any other time of the year - and football's ultimate showdown is second only to Thanksgiving for the most eating.

[Unrelated information has been deleted.]

PRETZELS

BEST: Anderson's & Rold Gold

Anderson's Mini Pretzels, Fat-Free (16 ounces, $1.29)

"Light and crunchy," "nicely salty," "small and slightly sweet," "real good"

BEST VALUE: Rold Gold Classic Style **Thins** (15 ounces, 99 cents)

[Unrelated information has been deleted.]

Source Citation (MLA 7th Edition)
"SNACKDOWN! TASTE TEST TACKLES THE TOP PLAYERS FOR SUPER SUNDAY." *New York Post* [New York, NY] 2 Feb. 2005: 46. *Custom Newspapers*. Web. 6 Aug. 2014.

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Newspaper Article # 50

Title: GRAB BAG: CRUNCHY SNACKS
Author(s): Sandra Eckstein
Source: ***The Atlanta Journal-Constitution (Atlanta, GA).*** (Nov. 20, 2004): Lifestyle: pFE5.
Document Type: Article

Copyright: COPYRIGHT 2004 The Atlanta Journal-Constitution
http://www.ajc.com/
Full Text:
Byline: SANDRA ECKSTEIN; Staff

LOTUS CHIPS: Lotus Chips, $7.99, Lotus Chips WHAT HAPPENS: Your friends will love these unusual chips . . . if you're willing to share them. WHAT WORKS: These light, crispy chips come in great flavors and are easy to munch. WHAT DOESN'T WORK: They only come in 3.38-ounce bags. When we like something, we need a big bag.

[Unrelated information has been deleted.]

TO BUY IT: Whole Foods markets, Peachtree Natural Foods, Sevananda Natural Foods or www.shopnatural.com or www.truefoodsmarket.com. BAKED POTATO THINS: Baked Potato **Thins**, $6.99, William Poll Gourmet Foods WHAT HAPPENS: Slices of Yukon Gold potatoes are baked and then seasoned. WHAT WORKS: They have great flavors like Herbes de Provence and Moroccan. WHAT DOESN'T WORK: These suckers are hard. As in, you'd better have your dentist on speed dial before you eat them. Then again, they could be the perfect snack. You like them, but you can't eat too many before your teeth start to hurt. WHAT YOU'LL GET: Four ounces of sliced potatoes in a fancy box.

[Unrelated information has been deleted.]

William Poll Baked Potato **Thins**

Source Citation (MLA 7th Edition)
Eckstein, Sandra. "GRAB BAG: CRUNCHY SNACKS." *Atlanta Journal-Constitution* [Atlanta, GA] 20 Nov. 2004: FE5. *Custom Newspapers*. Web. 6 Aug. 2014.

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Newspaper Article # 51

Title: Balancing the sugar, fat in brownies a sweet conundrum
Source: ***Daily Herald (Arlington Heights, IL).*** (June 16, 2004): Lifestyle: p1.
Document Type: Article

Copyright: COPYRIGHT 2004 Paddock Publications
Full Text:
Byline: Annie Overboe

Too sweet or not sweet enough? That question crosses my mind these days when I'm sizing up a brownie.

[Unrelated information has been deleted.]

Brownie **Thins**

1/4 cup unsalted butter

1/3 cup walnut oil

[Unrelated information has been deleted.]

Source Citation (MLA 7th Edition)
"Balancing the sugar, fat in brownies a sweet conundrum." *Daily Herald* [Arlington Heights, IL] 16 June 2004: 1. *Custom Newspapers*. Web. 6 Aug. 2014.

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Newspaper Article # 52

Title: SEDER INVADERS - GRANDMA WOULDN'T RECOGNIZE THESE 21ST-CENTURY PASSOVER PLATES
Source: ***New York Post (New York, NY).*** (Mar. 31, 2004): Arts and Entertainment: p45.
Document Type: Article

Copyright: COPYRIGHT 2004 N.Y.P. Holdings, Inc.
www.nypost.com
Full Text:
PASSOVER, the ancient holiday commemorating the Jews fleeing bondage in Egypt, begins Monday evening. And while there's nothing wrong with tradition, it doesn't mean you have to be a slave to bubbe's recipes - or the kitchen.

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It's called "the bread of affliction," and those who've attended their share of Passover seders agree the name fits the bill. That's why Eli's hand-made matzos are such a revelation (at $15 for half a pound, they better be). The golden, super-crisp **thins** garnered an enthusiastic thumbs up from our office tasters, one of whom even gave the ultimate rave, "This doesn't taste anything like matzo!"

[Unrelated information has been deleted.]

Source Citation (MLA 7th Edition)
"SEDER INVADERS - GRANDMA WOULDN'T RECOGNIZE THESE 21ST- CENTURY PASSOVER PLATES." *New York Post* [New York, NY] 31 Mar. 2004: 45. *Custom Newspapers*. Web. 6 Aug. 2014.

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Newspaper Article # 53

Title: Creepy cuisine (that's a good thing)
Author(s): Nicole Hvidsten
Source: ***Star Tribune (Minneapolis, MN).*** (Oct. 16, 2003): Lifestyle: p10T.
Document Type: Article

Copyright: COPYRIGHT 2003 Star Tribune Media Company LLC
http://www.startribune.com/
Full Text:
Byline: Nicole Hvidsten; Staff Writer

You've seen Martha Stewart's Halloween special. Now forget about it. Creating the perfect Halloween scene setters and snacks doesn't have to take a cast of many and a lot of money; ordinary pantry items can be transformed into tricky treats.

[Unrelated information has been deleted.]

Sweep dreams: Make mini witches' brooms with pretzel **thins** and fruit roll-ups. Cut a 2-inch length from a fruit roll-up. With the shorter ends on the side, fringe the bottom (but leave an uncut border at the top) to create broom bristles. Moisten the upper edge and tightly wrap around the pretzel.

[Unrelated information has been deleted.]

Source Citation (MLA 7th Edition)
Hvidsten, Nicole. "Creepy cuisine (that's a good thing)." *Star Tribune* [Minneapolis, MN] 16 Oct. 2003: 10T. *Custom Newspapers*. Web. 6 Aug. 2014.

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Newspaper Article # 54

Title: GOOD TASTES
Source: ***Daily News (Los Angeles, CA).*** (Oct. 1, 2003): Arts and Entertainment: pU9.
Document Type: Article

Copyright: COPYRIGHT 2003 Daily News
http://www.dailynews.com
Full Text:
MINT BAKING CHIPS: If you love the flavor of mint in baked goods or desserts, Andes Creme de Menthe **Thins**, a favorite chocolate after-dinner mint, are now available as baking chips. The Andes Creme de Menthe Baking Chips, packaged in 10-ounce bags (about 2 cups), are handy and ready to use in cookies, brownies, cheesecakes, cakes, candies, fudge, ice cream, toppings, sauces, hot chocolate and more. These new chips are easy to use and no doubt will fill a niche. (We used to buy mint-flavored chocolatechips, seasonally, for baking and candy-making, but they are no longer available). Suggested retail is $2.49 a bag. Look for them in supermarkets in a green package.

[Unrelated information has been deleted.]

Source Citation (MLA 7th Edition)
"GOOD TASTES." *Daily News* [Los Angeles, CA] 1 Oct. 2003: U9. *Custom Newspapers*. Web. 6 Aug. 2014.

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Newspaper Article # 55

Title: CONFERENCE ON NEW FOODS TOUTS HEALTH, CONVENIENCE
Author(s): Susan Salisbury
Source: ***The Palm Beach Post (West Palm Beach, FL).*** (Sept. 16, 2003): Business News: p8B.
Document Type: Article

Copyright: COPYRIGHT 2003 The Palm Beach Post
http://www.palmbeachpost.com/
Full Text:
Byline: SUSAN SALISBURY, Palm Beach Post Staff Writer

PALM BEACH -- Newcastle Brown Ale ice cream and Walker's lamb-and-mint-flavored chips probably won't be coming to a South Florida supermarket near you.

[Unrelated information has been deleted.]

About 10,000 new products enter the supermarket shelves each year, Skala said. The five biggest "cannonballs" of the past 10 years - products that had retail sales in excess of $100 million in their first year, then died or drastically fell back - are Frito-Lay WOW chips, Nabisco Snackwells Cookies and Crackers, Snackwells Cereal Bars, Crystal Pepsi and Doritos **Thins**.

[Unrelated information has been deleted.]

Source Citation (MLA 7th Edition)
Salisbury, Susan. "CONFERENCE ON NEW FOODS TOUTS HEALTH, CONVENIENCE." *Palm Beach Post* [West Palm Beach, FL] 16 Sept. 2003: 8B. *Custom Newspapers*. Web. 6 Aug. 2014.

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Newspaper Article # 56

Title: CULT CUISINE; PEOPLE LINE UP FOR THESE FAVORITES
Source: ***New York Post (New York, NY).*** (Sept. 10, 2003): Arts and Entertainment: p43.
Document Type: Article

Copyright: COPYRIGHT 2003 N.Y.P. Holdings, Inc.
www.nypost.com
Full Text:
IN The City That Never Sleeps, the natives won't be caught napping when it comes to food.

Some of Gotham's cult favorites are only available at certain times of day, or sell out in a matter of hours. Show up too early, and forget about sinking your teeth into a warm, sesame-crusted flagel (we'll explain later); too late, and kiss that handmade doughnut goodbye.

[Unrelated information has been deleted.]

Flagels (flat bagels, get it?) are golden-brown **thins** caked on both sides with sesame or poppy seeds, or an everything mix of both plus garlic. Their baton-like counterparts, 16 inches long, are called stragels (straight bagels).

[Unrelated information has been deleted.]

Source Citation (MLA 7th Edition)
"CULT CUISINE; PEOPLE LINE UP FOR THESE FAVORITES." *New York Post* [New York, NY] 10 Sept. 2003: 43. *Custom Newspapers*. Web. 6 Aug. 2014.

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Newspaper Article # 57

Title: KNEAD TO KNOW; GOOD HOUSEKEEPING OFFERS WELL-WRITTEN RECIPES FOR BAKERS
Source: ***Winston-Salem Journal (Winston-Salem, NC).*** (July 23, 2003): Arts and Entertainment: pE2.
Document Type: Article

Copyright: COPYRIGHT 2003 Winston-Salem Journal. Piedmont Publishing Company, Inc.
www.journalnow.com
Full Text:
Byline: JOURNAL STAFF AND WIRE REPORT

Good Housekeeping Great Baking, by the editors of Good Housekeeping magazine. Heart Books, $29.95.

[Unrelated information has been deleted.]

The Quick Breads & Crackers chapter includes Cornmeal Biscuits, Pumpkin Muffins, Spoonbread and Sesame **Thins**. Yeast Breads offers everything from Basic Pizza Dough to Stromboli, Baguettes to Coffee Cake Wreath.

[Unrelated information has been deleted.]

Source Citation (MLA 7th Edition)
"KNEAD TO KNOW; GOOD HOUSEKEEPING OFFERS WELL-WRITTEN RECIPES FOR BAKERS." *Winston-Salem Journal* [Winston-Salem, NC] 23 July 2003: E2. *Custom Newspapers*. Web. 6 Aug. 2014.

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Newspaper Article # 58

Title: LEMON **THINS**: MAGAZINE RE-CREATES THIS TREAT
Source: ***Winston-Salem Journal (Winston-Salem, NC).*** (May 14, 2003): Arts and Entertainment: pE2.
Document Type: Recipe

Copyright: COPYRIGHT 2003 Winston-Salem Journal. Piedmont Publishing Company, Inc.
www.journalnow.com
Full Text:
Byline: Michael Hastings JOURNAL FOOD EDITOR

Gene Stoker recently contacted SAM, the Winston-Salem Journal's Straight Answer Ma'am about Lemon **Thins**. Calling up fond memories of these thin crisp wafer cookies, he asked where he could buy them.

The trouble is, Interbake Foods Inc. in Richmond doesn't make them anymore.

The good news is that Gourmet magazine dealt with a similar query years ago and came up with a copy-cat recipe, so now we can make Lemon **Thins** in our own kitchens.

Lemon **Thins**

Adapted from the April 1990 issue of Gourmet magazine.

1/2 cup vegetable shortening, room temperature

2 tablespoons unsalted butter, softened

[Unrelated information has been deleted.]

Source Citation (MLA 7th Edition)
"LEMON **THINS**: MAGAZINE RE-CREATES THIS TREAT." *Winston-Salem Journal* [Winston-Salem, NC] 14 May 2003: E2. *Custom Newspapers*. Web. 6 Aug. 2014.

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Newspaper Article # 59

Title: TIDBITS
Author(s): Al Sicherman
Source: ***Star Tribune (Minneapolis, MN).*** (May 9, 2002): Lifestyle: p03T.
Document Type: Article

Copyright: COPYRIGHT 2002 Star Tribune Media Company LLC
http://www.startribune.com/
Full Text:
Byline: Al Sicherman; Staff Writer

BOWLING FOR BREAKFAST

Mr. Tidbit has mumbled here before about the sudden, unexplained profusion of - and advertising that crows about - frozen food in plastic bowls instead of plastic trays.

[Unrelated information has been deleted.]

There are three big differences that will keep Vienna Fingers Mint Fudge **Thins** from running the Girl Scouts into Chapter 11:

[Unrelated information has been deleted.]

Source Citation (MLA 7th Edition)
Sicherman, Al. "TIDBITS." *Star Tribune* [Minneapolis, MN] 9 May 2002: 03T. *Custom Newspapers*. Web. 6 Aug. 2014.

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Newspaper Article # 60

Title: IF YOU NEED SOME CRUNCH; CRISPY HOMEMADE CRACKERS ADD A LITTLE SNAP TO DISHES
Source: ***The Record (Bergen County, NJ).*** (May 1, 2002): Lifestyle: pF3.
Document Type: Article

Copyright: COPYRIGHT 2002 North Jersey Media Group Inc.
www.northjersey.com/
Full Text:
By ANNETTE GOOCH

Soup and crispy, savory crackers ... salad and crusty, hand-rolled breadsticks - these classic examples are perfectly matched pairs. With so many packaged crackers and other baked accompaniments available on the supermarket shelves, who'd bother to make them at home? You would! And here's why: Homemade crackers taste fresher than anything from a factory, and when you make them yourself, you choose the quality of ingredients that go into them.

[Unrelated information has been deleted.]

Herbed sourdough **thins**

1 (15-inch) sourdough baguette (about 1/2 pound)

3 tablespoons each butter and olive oil

[Unrelated information has been deleted.]

Source Citation (MLA 7th Edition)
"IF YOU NEED SOME CRUNCH; CRISPY HOMEMADE CRACKERS ADD A LITTLE SNAP TO DISHES." *Record* [Bergen County, NJ] 1 May 2002: F3. *Custom Newspapers*. Web. 6 Aug. 2014.

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Newspaper Article # 61

Title: IF YOUR SWEET TOOTH IS STILL CALLING OUT FOR NEW THRILLS ....
Source: ***The Capital Times (Madison, WI).*** (Feb. 2, 2002): Lifestyle: p4D.
Document Type: Article

Copyright: COPYRIGHT 2002 Capital Newspapers
http://www.madison.com
Full Text:
Byline: Mary Bergin

CORRECTION: Quality Candy: a correction, and invitation.

The Quality Candy Co., Milwaukee, was established in 1916 by Joseph and Lottie Helminiak.

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Here are some of the big shots of the candy industry in Wisconsin.

Quality Candy, 1801 E. Bolivar Ave., St. Francis (next to Milwaukee), (800) 972-2658 or (414) 483-4500, www.qcbs.com.

[Unrelated information has been deleted.]

The Andes brand includes the Andes Creme de Menthe **Thins**, Cherry Jubilee **Thins** and Toffee Crunch **Thins**, as well as a line of Mint Patties, according to www.tootsie.com.

Source Citation (MLA 7th Edition)
"IF YOUR SWEET TOOTH IS STILL CALLING OUT FOR NEW THRILLS ...." *Capital Times* [Madison, WI] 2 Feb. 2002: 4D. *Custom Newspapers*. Web. 6 Aug. 2014.

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Newspaper Article # 62

Title: Many theories of conspiracy are hard to swallow
Author(s): Margery Eagan
Source: ***The Boston Herald.*** (Jan. 15, 2002): News: p004.
Document Type: Article

Copyright: COPYRIGHT 2002 Boston Herald
Full Text:
So our president went mano a mano with a pretzel. He showed it who's boss, thank God.

Our national dignity is saved.

[Unrelated information has been deleted.]

So we prefer to view the caper from the best possible perspective, one that highlights the complexity of the man even as it accentuates his common bond with us, mere citizens. I mean, on the one hand, you can drop those Daisy Cutters. You can bring the Taliban to its knees. You can carpet bomb ol' Osama from Kandahar to the moon - and you can still be brought low by a pretzel, a Rold Gold Classic **Thins**, $1.99; a Snyders Sourdough Jalepeno, $2.19, or, our personal favorite, the humble Bachman Bite Size Mini, $2.39.

Margery Eagan's radio show airs noon to 3 p.m. on 96.9 FM-Talk.

By MARGERY EAGAN

Source Citation (MLA 7th Edition)
Eagan, Margery. "Many theories of conspiracy are hard to swallow." *Boston Herald* 15 Jan. 2002: 004. *Custom Newspapers*. Web. 6 Aug. 2014.

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Newspaper Article # 63

Title: Horses corralling visitors in 'Little Sweden, USA'
Source: ***Daily Herald (Arlington Heights, IL).*** (Sept. 2, 2001): Lifestyle: p5.
Document Type: Article

Copyright: COPYRIGHT 2001 Paddock Publications
Full Text:
Byline: Mike Michaelson

Wild horses are dragging visitors - not at all reluctantly - to Lindsborg, tucked away amid the prairie of central Kansas in fertile Smoky Valley. The town, aptly dubbed "Little Sweden, USA," has joined the public art on parade movement with 4-foot-tall fiberglass Wild Dala Horses.

[Unrelated information has been deleted.]

Many local shops carry a variety of Scandinavian imports ranging from clogs, candelabra (and modernistic iron candleholders) and crystal to trolls, tiles and tapes and CDs of Scandinavian music. You'll also find imported toys, hand-etched glassware, pewter, paintings and prints, as well as Norwegian sweaters and books about all of the Scandinavian countries, as well as a wide array of Christmas ornaments (including Lucia crowns for real candles). Imported foodstuffs from Sweden include original ginger **thins** (also available in lemon, orange, almond and chocolate-mint flavors), Swedish peppermints, Marabou milk chocolate, Lofbergs coffee and whole buckets of lingonberries (with a shelf life of about one year). Holiday bakers will want to check out a set of Christmas cookie cutters in traditional shapes.

[Unrelated information has been deleted.]

Source Citation (MLA 7th Edition)
"Horses corralling visitors in 'Little Sweden, USA'." *Daily Herald* [Arlington Heights, IL] 2 Sept. 2001: 5. *Custom Newspapers*. Web. 6 Aug. 2014.

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Newspaper Article # 64
Title: Something for every taste
Author(s): Guy Keeler
Source: ***The Fresno Bee (Fresno, CA).*** (July 22, 2001): Lifestyle: pE1.
Document Type: Article

Copyright: COPYRIGHT 2001 Dialog LLC. The Fresno Bee. All rights reserved. Reproduced with the permission of Dialog LLC by Gale.
http://www.dialog.com/
Full Text:
Byline: Guy Keeler THE FRESNO BEE

You could snack your way through the central San Joaquin Valley.

[Unrelated information has been deleted.]

Blue Diamond offers natural almonds and honey-flavored almonds. They even have garlic almonds and lots of other almond products, like nut **thins**, a cracker made from almonds.

[Unrelated information has been deleted.]

Source Citation (MLA 7th Edition)
Keeler, Guy. "Something for every taste." *Fresno Bee* [Fresno, CA] 22 July 2001: E1. *Custom Newspapers*. Web. 6 Aug. 2014.

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Newspaper Article # 65

Title: TRADITION! FAMILY'S HISTORY BRINGS COOKBOOK TO LIFE
Source: ***Daily News (Los Angeles, CA).*** (Mar. 28, 2001): Arts and Entertainment: pL12.
Document Type: Recipe

Copyright: COPYRIGHT 2001 Daily News
http://www.dailynews.com
Full Text:
Byline: Natalie Haughton Food Editor

Food is part of the Passover tradition, as Jews mark the eight-day celebration of the ancient Hebrews' liberation from slavery in Egypt. It begins at sundown Saturday, April 7.

[Unrelated information has been deleted.]

To gussy up the cake, whip up an easy chocolate glaze in the microwave. Another option for an appealing finale: Split the cake and fill with a non-dairy topping for Passover that you've whipped along with fresh sliced strawberries. Kancigor also likes to offer farfel-nut **thins**.

As is often expected in this type of cookbook, some of the recipes are missing details that many cooks would find useful - such as pan and package sizes, along with specific preparation directions and number of servings. But Kancigor says the book is a work in progress - and with each subsequent printing, she makes corrections and changes. Since it first came out in spring 1999, Kancigor has sold more than 3,500 copies by word of mouth.

[Unrelated information has been deleted.]

Source Citation (MLA 7th Edition)
"TRADITION! FAMILY'S HISTORY BRINGS COOKBOOK TO LIFE." *Daily News* [Los Angeles, CA] 28 Mar. 2001: L12. *Custom Newspapers*. Web. 6 Aug. 2014.

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Newspaper Article # 66

Title: FOOD WONDERFUL AT "UPTOWN" BLUE HOUR BAR
Source: ***The News & Record (Piedmont Triad, NC).*** (Mar. 15, 2001): Arts and Entertainment: p10.
Document Type: Article

Copyright: COPYRIGHT 2001 News & Record
http://www.news-record.com
Full Text:
I recall an effort to rename central Greensboro "uptown" instead of the commonly used "downtown," in hopes, I assume, of conveying an urbane connotation that would attract more retail and restaurant traffic.

[Unrelated information has been deleted.]

My parties tried two desserts. To the kitchen's credit, no fake meringue had been installed on the Key Lime Pie ($6) - a true key lime (yellow, not green), producing a characteristic sweet-tart effect. A strawberry puree had been laced around fresh blueberries, powdered white sugar and a couple of rolled chocolate **thins**, laid crosswise. Apricot-Almond Gran Marnier Tarte ($6) rested in flaky phyllo pastry, flanked by a couple of dollops of good vanilla ice cream, surrounded by strawberry drizzle.

[Unrelated information has been deleted.]

Source Citation (MLA 7th Edition)
"FOOD WONDERFUL AT 'UPTOWN' BLUE HOUR BAR." *News & Record* [Piedmont Triad, NC] 15 Mar. 2001: 10. *Custom Newspapers*. Web. 6 Aug. 2014.

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Newspaper Article # 67

Title: SPICE OF LIFE: FAVORITE HOLIDAY COOKIES TASTE LIKE HOME
Author(s): Judith Evans
Source: ***St Louis Post-Dispatch (MO).*** (Dec. 4, 2000): Lifestyle: p1.
Document Type: Article

Full Text:
Sugar and spice flavor the cookies that we consider heirlooms. In early fall, we asked readers to send holiday cookie recipes that had been passed down to them or that they would like to give to a loved one. Some of the cookies dated from decades ago; others are relatively recent. Stories of wartime, from World War II to Vietnam, flavor some histories. Other tales recall life on the farm or in an immigrant's country of birth.

[Unrelated information has been deleted.]

Tester's note: Crisp cookie loaded with spices, not overly sweet. This recipe creates a sturdy gingerbread man that won't break easily while decorating. If desired, use a currant for the nose.

[Unrelated information has been deleted.]

"This melt-in-your mouth cookie recipe was given to me by a neighbor more than 35 years ago. Our oldest son, about 5 or 6 at the time, loved them so -- when asked by our neighbor what he would like for Christmas, he asked for a big box of her cookies. She obliged with a large department store dress box full of her butter **thins**!"

--Mildred Dickherber, St. Louis

BUTTER **THINS**

1/2 cup granulated sugar

[Unrelated information has been deleted.]

Source Citation (MLA 7th Edition)
Evans, Judith. "SPICE OF LIFE: FAVORITE HOLIDAY COOKIES TASTE LIKE HOME." *St Louis Post-Dispatch* [MO] 4 Dec. 2000: 1. *Custom Newspapers*. Web. 6 Aug. 2014.

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Newspaper Article # 68

Title: Health on wheels; Loading vehicle with the right stuff makes trip more fulfilling
Author(s): Teresa J. Farney
Source: ***The Gazette (Colorado Springs, CO).*** (Aug. 30, 2000): Lifestyle: pLIFE1.
Document Type: Article

Copyright: COPYRIGHT 2000 The Gazette (Colorado Springs, CO). The Gazette
Error! Hyperlink reference not valid.
Full Text:
Byline: Teresa J. Farney; The Gazette

The SUV is packed, the kids are buckled in and all systems are go as you head out for the highway on the last three-day weekend of the summer.

[Unrelated information has been deleted.]

It might sound like mission impossible: tasty, low-fat fare foraged from the dangerous inventory of a convenience store. But, here we go:

First stop, the pretzel rack. A connoisseur's selection: old-fashioned, sourdough, **thins**, rods, twists. Don't forget to pick up a jar of mustard for dunking.

[Unrelated information has been deleted.]

Source Citation (MLA 7th Edition)
Farney, Teresa J. "Health on wheels; Loading vehicle with the right stuff makes trip more fulfilling." *Gazette* [Colorado Springs, CO] 30 Aug. 2000: LIFE1. *Custom Newspapers*. Web. 6 Aug. 2014.

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Newspaper Article # 69

Title: Stuff it, spread it, wrap it, dip it Yummy appetizers come to fore at this most festive time of year Holiday Ideas
Author(s): Betty Parham
Source: ***The Atlanta Journal-Constitution (Atlanta, GA).*** (Dec. 22, 1999): Lifestyle:
Document Type: Column, Recipe

Copyright: COPYRIGHT 1999 The Atlanta Journal-Constitution
http://www.ajc.com/
Full Text:
Betty Parham

Although the French decreed in the 17th century that hors d'oeuvres should be served before a meal, we are, after all, approaching the 21st, and times have changed.

[Unrelated information has been deleted.]

When choosing dips, don't think chips --- think fine British crackers, crusty rounds of French bread, pita wedges or bagel **thins**. Check out the import section of the grocery and see what you can come up with. Go all out and save the chips for the Super Bowl.

[Unrelated information has been deleted.]

Source Citation (MLA 7th Edition)
Parham, Betty. "Stuff it, spread it, wrap it, dip it Yummy appetizers come to fore at this most festive time of year Holiday Ideas." *Atlanta Journal-Constitution* [Atlanta, GA] 22 Dec. 1999. *Custom Newspapers*. Web. 6 Aug. 2014.

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Newspaper Article # 70

Title: The 12 cookies of Christmas
Source: ***The Tampa Tribune (Tampa, FL).*** (Dec. 16, 1999): Lifestyle: p1.
Document Type: Recipe

Copyright: COPYRIGHT 1999 The Tampa Tribune. The Tampa Tribune
http://www.tampatrib.com
Full Text:
TAMPA - For Janet Magnuson, one of the first signs of Christmas was her children's teachers asking, "Are you going to make those cookies?"

[Unrelated information has been deleted.]

Lemon **Thins** have the addition of lemon rind, and Molasses **Thins** contain molasses, cloves and nutmeg.

[Unrelated information has been deleted.]

8. Lemon **Thins**: Add 1 teaspoon lemon juice, 1/2 teaspoon lemon zest (the colored portion of the citrus peel) and a few drops yellow food coloring. Or, Orange **Thins**: Add 1 teaspoon orange juice, 1/2 teaspoon orange rind and a few drops orange food coloring.

[Unrelated information has been deleted.]

Source Citation (MLA 7th Edition)
"The 12 cookies of Christmas." *Tampa Tribune* [Tampa, FL] 16 Dec. 1999: 1. *Custom Newspapers*. Web. 6 Aug. 2014.

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Newspaper Article # 71

Title: Edible Gifts, a Click or a Call Away
Author(s): Marian Burros
Source: ***The New York Times.*** (Nov. 24, 1999): Lifestyle:
Document Type: Article
The New York Times
Copyright: COPYRIGHT 1999 The New York Times Company
http://www.nytimes.com
Full Text:
WHAT started as a trickle of mail-order food sources on the Internet last year has turned into a torrent, making it difficult to sort out the delicious from the dreary.

[Unrelated information has been deleted.]

Baked Potato **Thins** from WILLIAM POLL -- turned out to be more popular than potato chips at my house. They are thicker than chips and great for spreads or dips. Three four-ounce packages cost $25, including shipping.

[Unrelated information has been deleted.]

Source Citation (MLA 7th Edition)
Burros, Marian. "Edible Gifts, a Click or a Call Away." *New York Times* 24 Nov. 1999. *Custom Newspapers*. Web. 6 Aug. 2014.

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Newspaper Article # 72

Title: FOOD STUFF
Author(s): Florence Fabricant
Source: ***The New York Times.*** (July 14, 1999): Lifestyle:
Document Type: Article
The New York Times
Copyright: COPYRIGHT 1999 The New York Times Company
http://www.nytimes.com
Full Text:
A Few New Looks For the Potato Chip

[Unrelated information has been deleted.]

William Poll Baked Potato **Thins** are big, thin slices of potato, baked crisp and seasoned in eight flavors, including rosemary, garlic and onion. They are sold at the William Poll store, 1051 Lexington Avenue (75th Street), in a four-ounce box for $6. Also new are Chile Today Hot Tamale's Kettle Potato Chips in such flavors as cracked pepper and balsamic vinegar, or chipotle, romano and herb. They will be available in September for about $3 for five ounces.

[Unrelated information has been deleted.]

Source Citation (MLA 7th Edition)
Fabricant, Florence. "FOOD STUFF." *New York Times* 14 July 1999. *Custom Newspapers*. Web. 6 Aug. 2014.

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Newspaper Article # 73

Title: ALMONDS, BEES: BUDS AND BUDS FARMERS AND BEEKEEPERS SEE SIGNS OF A BUMPER CROP IN THE VALLEY
Source: ***The Fresno Bee (Fresno, CA).*** (Feb. 21, 1999): Business News: pC1.
Document Type: Article

Copyright: COPYRIGHT 1999 Dialog LLC. The Fresno Bee. All rights reserved. Reproduced with the permission of Dialog LLC by Gale.
http://www.dialog.com/
Full Text:
Byline: DENNIS POLLOCK AND ROBERT RODRIGUEZ THE BEE

Ken Selzer has been nearly as busy as the bees he trucks into Valley orchards where those creatures soon will do their part in developing a crop worth nearly $1 billion: almonds.

[Unrelated information has been deleted.]

In the past year, Blue Diamond's Almond Research Center introduced two new products: Nut **Thins**, almond-based premium snack crackers, and Almond Breeze, an almond-based milk substitute without lactose or butterfat.

Source Citation (MLA 7th Edition)
"ALMONDS, BEES: BUDS AND BUDS FARMERS AND BEEKEEPERS SEE SIGNS OF A BUMPER CROP IN THE VALLEY." *Fresno Bee* [Fresno, CA] 21 Feb. 1999: C1. *Custom Newspapers*. Web. 6 Aug. 2014.

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Newspaper Article # 74

Title: A tisket, a tasket ... Putting it all in a gift basket
Author(s): Karyn Miller-Medzon
Source: ***The Boston Herald.*** (Dec. 8, 1998): p010.
Document Type: Article

Copyright: COPYRIGHT 1998 Boston Herald
Full Text:
If holiday stress leaves you feeling like a basket case, take heart.

A case can be made that gift baskets are the solution to your shopping dilemmas.

Choosing a single "perfect" gift can prove daunting, but it's hard to go wrong with an entire package of goodies.

[Unrelated information has been deleted.]

For the xenophile, there's the International Seasonal Selection ($65), which includes popular foods from around the world. Among them are Pfeffernusse gingerbread, Biscotti di Natale, ginger **thins**, Mozart Kugeln and more.

[Unrelated information has been deleted.]

Source Citation (MLA 7th Edition)
Miller-Medzon, Karyn. "A tisket, a tasket ... Putting it all in a gift basket." *Boston Herald* 8 Dec. 1998: 010. *Custom Newspapers*. Web. 6 Aug. 2014.

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Newspaper Article # 75

Title: A LOT OF NUTTIN' AS FARMERS PLANT MORE ALMONDS, RESEARCHERS SEEK NEW WAYS TO USE THE NUTS IN ORDER TO EXPAND SALES
Author(s): Dennis Pollock
Source: ***The Fresno Bee (Fresno, CA).*** (Dec. 7, 1998): Business News: pC1.
Document Type: Article

Copyright: COPYRIGHT 1998 Dialog LLC. The Fresno Bee. All rights reserved. Reproduced with the permission of Dialog LLC by Gale.
http://www.dialog.com/
Full Text:
Byline: DENNIS POLLOCK THE FRESNO BEE

California almonds are in.

[Unrelated information has been deleted.]

Blue Diamond prides itself on its Almond Research Center that works on projects that include development of new products in which almonds can be used. In the past year, the center introduced two new products.

Nut **Thins** are almond-based premium snack crackers that are being introduced to markets across America. Almond Breeze, an almond-based milk substitute without lactose or butterfat, has been well-received in U.S. test markets and is being tested in several markets overseas.

[Unrelated information has been deleted.]

Source Citation (MLA 7th Edition)
Pollock, Dennis. "A LOT OF NUTTIN' AS FARMERS PLANT MORE ALMONDS, RESEARCHERS SEEK NEW WAYS TO USE THE NUTS IN ORDER TO EXPAND SALES." *Fresno Bee* [Fresno, CA] 7 Dec. 1998: C1. *Custom Newspapers*. Web. 6 Aug. 2014.

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Newspaper Article # 76

Title: GUILTLESS vs. GOLAITH; Frito-Lay invades no-fat territory
Author(s): R. Michelle Breyer
Source: ***The Austin American-Statesman (TX).*** (Mar. 8, 1996): Business News: pD1.
Document Type: Article

Copyright: COPYRIGHT 1996 The Austin American-Statesman
Full Text:
Michael Schall says he can't worry about what snack food giant Frito-Lay is doing every day.

[Unrelated information has been deleted.]

Guiltless Gourmet will continue to expand its line of low-fat and nonfat products, Schall said. Eventually, it could include everything from breakfast cereals to beverages. He believes the company's sales could exceed $100 million within 10 years. Although he won't release specific sales figures, he said they were more than $20 million in 1995.

"We created this category and we're going to continue to innovate it and lead it, despite anybody's size out there," Schall said.

(from graphs) Tortilla chip sales in 1995 Doritos -- $466.2 Tostitos -- $370.7 Baked tostitos -- $112.9 Dorito **Thins** -- $34.1 Guiltless Gourmet -- $14.5

Dip sales in 1995 Frito-Lay -- $70.9 Guiltless Gourmet -- $4.4

Credit: Tom Lankes, Jay Carr

Art Type: COLOR PHOTOS, PHOTOS, GRAPHS

DT Status: ADD

Source Citation (MLA 7th Edition)
Breyer, R. Michelle. "GUILTLESS vs. GOLAITH; Frito-Lay invades no-fat territory." *Austin American-Statesman* [TX] 8 Mar. 1996: D1. *Custom Newspapers*. Web. 6 Aug. 2014.

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Newspaper Article # 77

Title: Pepsico Pushes a Star Performer
Author(s): Glenn Collins
Source: ***The New York Times.*** (Nov. 3, 1994): News:
Document Type: Article
The New York Times
Copyright: COPYRIGHT 1994 The New York Times Company
http://www.nytimes.com
Full Text:
Attention snack food aficionados: What will soon be 20 percent larger, 15 percent thinner and stronger tasting?

[Unrelated information has been deleted.]

With $1.3 billion in retail sales in 1993, Doritos is the leader in the $13.4 billion snack category, which includes chips, cookies, crackers, candies and cakes, according to Information Resources International, which tracks supermarket sales. Doritos represented about 33 percent of Frito-Lay's $4 billion in total retail sales for 1993.

The redesign marks the latest in a series of Pepsico marketing events that have attempted to bring excitement to brands including Lay's, Wavy Lay's, Doritos Tortilla **Thins** and Rold Gold pretzels.

[Unrelated information has been deleted.]

Source Citation (MLA 7th Edition)
Collins, Glenn. "Pepsico Pushes a Star Performer." *New York Times* 3 Nov. 1994. *Custom Newspapers*. Web. 6 Aug. 2014.

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Newspaper Article # 78

Title: Eating Well
Author(s): Marion Burros
Source: ***The New York Times.*** (June 15, 1994): Lifestyle:
Document Type: Article
The New York Times
Copyright: COPYRIGHT 1994 The New York Times Company
http://www.nytimes.com
Full Text:
THE Food and Drug Administration tried to think of every eventuality when it issued the Nutrition Labeling and Education Act. The regulations were designed to make food labels less confusing and more uniform so that shoppers could compare products more easily. They were scheduled to take effect on May 8 but an extension has been granted until Aug. 8.

[Unrelated information has been deleted.]

"Using the pyramid on a package of food," Ms. Liebman said, "implies that the food is healthy. The company is using it as a shield, trying to hide flaws of the product behind the pyramid. Does that mean that you should eat 6 to 11 servings of Teddy Grahams a day?"

Nabsico is using the pyramid on all its crackers, pretzels and graham crackers, regardless of fat content, said Mark Gutsche, a spokesman for Nabisco Foods Group. Its Ritz Bits have 9 grams of fat in a serving and 14 percent of the recommended daily intake for fat, and its Nabisco Vegetable **Thins** have 9 grams of fat, or 13 percent.

[Unrelated information has been deleted.]

Source Citation (MLA 7th Edition)
Burros, Marion. "Eating Well." *New York Times* 15 June 1994. *Custom Newspapers*. Web. 6 Aug. 2014.

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Newspaper Article # 79

Title: THE MEDIA BUSINESS: ADVERTISING -- ADDENDA; New Product Honors For Nabisco Foods
Author(s): Stuart Elliott
Source: ***The New York Times.*** (Apr. 15, 1994): News:
Document Type: Brief article
The New York Times
Copyright: COPYRIGHT 1994 The New York Times Company
http://www.nytimes.com
Full Text:
The Nabisco Foods Group in Parsippany, N.J., was the big winner last night at the eighth annual Edison New Product Awards competition sponsored by the American Marketing Association.

At a dinner in New York, Nabisco was awarded the Grand Edison New Product Marketer of the Year award, as well as winning three golds, three silvers and a bronze for its products including Snackwell's cookies and crackers, Oreo ice cream cones and Planters P. B. Crisps.

BBDO Worldwide in New York was honored as the New Product Agency of the Year, winning six Edisons, four golds and two silvers, for work on new products like the Polaroid Captiva camera, the Pizza Hut Big Foot Mega Pizza, Apple Computer's Newton and Frito-Lay's Doritos Tortilla **Thins**.

By Stuart Elliott

Source Citation (MLA 7th Edition)
Elliott, Stuart. "THE MEDIA BUSINESS: ADVERTISING -- ADDENDA; New Product Honors For Nabisco Foods." *New York Times* 15 Apr. 1994. *Custom Newspapers*. Web. 6 Aug. 2014.

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Newspaper Article # 80

Title: The Famous Brands on Death Row
Author(s): Stuart Elliott
Source: ***The New York Times.*** (Nov. 7, 1993): News:
Document Type: Article
The New York Times
Copyright: COPYRIGHT 1993 The New York Times Company
http://www.nytimes.com
Full Text:
BRYLCREEM. Ovaltine. Lavoris. Good & Plenty. Lifebuoy.

Once best sellers in their fields, advertised constantly and promoted heavily, these products -- and many others that are 40, 50, 60, even 100 years old -- have lost their leadership status, becoming ghosts of their former selves.

[Unrelated information has been deleted.]

Jerry Noonan, a vice president of marketing at the Nabisco Biscuit Company in Parsippany, acknowledged the shift in power. "Ultimately, we do have to manage our shelf," said Mr. Noonan, whose company still sells such ghost brands as Lorna Doone, Uneeda, Mallomars, Biscos and Vegetable **Thins**. "In an increasingly cluttered and competitive world, retailers are interested in rationalizing all the items they offer." Too Many Choices

[Unrelated information has been deleted.]

Source Citation (MLA 7th Edition)
Elliott, Stuart. "The Famous Brands on Death Row." *New York Times* 7 Nov. 1993. *Custom Newspapers*. Web. 6 Aug. 2014.

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Newspaper Article # 81

Title: SHOPPER'S WORLD; On English Supermarket Shelves, Edible Souvenirs
Author(s): Susan Allen Toth
Source: ***The New York Times.*** (Aug. 22, 1993): Lifestyle:
Document Type: Article
The New York Times
Copyright: COPYRIGHT 1993 The New York Times Company
http://www.nytimes.com
Full Text:
SEARCHING for affordable souvenirs in England is not always easy. Even with the pound devalued, cashmere sweaters are still stunningly expensive, and a skirt-length of Harris tweed or Scotch tartan might, for a cost-conscious tourist, involve giving up a long-awaited tea at the Dorchester. (And who do you know who wants a tartan skirt?) Most of the fairly inexpensive trinkets at street stands -- little soldiers in tall fur hats, miniature British flags, dish towels depicting the Tower of London, smart-alecky T-shirts -- are either flimsy or tacky, or both. So what can a traveler on a limited budget find?

[Unrelated information has been deleted.]

From an almost infinite cookie assortment, I singled out "ginger **thins**," like gingersnaps, at 60 cents a package; Highland Oatcakes, 78 cents, a flat grainy circle of oatmeal, fat, wheat, sugar and flour; and Milk Chocolate Rustics, an oatflake-sweetened "digestive biscuit" at 96 cents.

[Unrelated information has been deleted.]

Source Citation (MLA 7th Edition)
Toth, Susan Allen. "SHOPPER'S WORLD; On English Supermarket Shelves, Edible Souvenirs." *New York Times* 22 Aug. 1993. *Custom Newspapers*. Web. 6 Aug. 2014.

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Newspaper Article # 82

Title: Advertising; Here's JayDaveConanChevy! Hard Sell for Late-Night TV
Author(s): Stuart Elliott
Source: ***The New York Times.*** (Aug. 11, 1993): News:
Document Type: Article
The New York Times
Copyright: COPYRIGHT 1993 The New York Times Company
http://www.nytimes.com
Full Text:
Don't ask what Jay, David, Chevy, Conan and Arsenio are doing to lure viewers for the mega-gabfest coming to late-night television.

An easier question to answer would be: What aren't they doing?

The quintet of tongue-waggers are pursuing almost every imaginable advertising and promotional ploy for attracting attention and, they hope, viewers. Their intensive marketing battle to determine the chat-show championship could make the cola wars seem like skirmishes -- though this is one fight where the audience may call it a night long before those inside the ring do.

[Unrelated information has been deleted.]

And Mr. Chase, whose show starts on Fox on Sept. 7, has ended nearly two decades of declining to pitch products by signing with Frito-Lay for a campaign that simultaneously hawks "The Chevy Chase Show" and a snack chip. Would you believe that the man who mocked commercials on "Saturday Night Live" is now appearing as a life-size stand-up cardboard figure in 40,000 stores, urging consumers to "Watch-N-Win with Doritos Tortilla **Thins** on Fox"?

[Unrelated information has been deleted.]

Source Citation (MLA 7th Edition)
Elliott, Stuart. "Advertising; Here's JayDaveConanChevy! Hard Sell for Late-Night TV." *New York Times* 11 Aug. 1993. *Custom Newspapers*. Web. 6 Aug. 2014.

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Newspaper Article # 83

Title: THE MEDIA BUSINESS: ADVERTISING -- ADDENDA; Chevy Chase Chosen For Frito-Lay Spots
Author(s): Stuart Elliott
Source: ***The New York Times.*** (Aug. 4, 1993): News:
Document Type: Brief article
The New York Times
Copyright: COPYRIGHT 1993 The New York Times Company
http://www.nytimes.com
Full Text:
What is it with Frito-Lay and late-night talk show hosts? The company, which used Jay Leno in commercials for its Doritos brand of tortilla chips from 1986 to 1990, said yesterday that it had signed Chevy Chase, who will begin appearing next month on a talk show for the Fox Broadcasting network, as a spokesman for its Doritos Tortilla **Thins** brand of chips. Though terms of Mr. Chase's contract were not disclosed, Advertising Age estimated in June that he would be paid $3 million.

Mr. Chase, whose program, "The Chevy Chase Show," begins on Sept. 7, is starring in his first advertising campaign; the first of three commercials, created by BBDO New York, is scheduled to appear tomorrow night during a "Tribute to Michael Jordan" on NBC. In the spot, Mr. Chase performs some acrobatic stunts as he rescues a bag of chips from a frail eldery woman about to be crushed by a steamroller. The spot carries the theme "Grab 'em," which replaces the one used to introduce the brand in March, "America, your chip has come in."

Jay Coleman, the president of EMCI Ltd. in Stamford, Conn., an entertainment marketing company that brought Mr. Chase and Frito-Lay together, acknowledged that one reason Mr. Chase had decided to become a spokesman after years of turning down offers was his talk show. "You want maximum visibility," he said.

By STUART ELLIOTT

Source Citation (MLA 7th Edition)
Elliott, Stuart. "THE MEDIA BUSINESS: ADVERTISING -- ADDENDA; Chevy Chase Chosen For Frito-Lay Spots." *New York Times* 4 Aug. 1993. *Custom Newspapers*. Web. 6 Aug. 2014.

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Newspaper Article # 84

Title: THE MEDIA BUSINESS -- ADVERTISING; Taking a chip off Pepsi-Cola's block, Frito-Lay gets ready for a multimedia blitz
Author(s): Stuart Elliott
Source: ***The New York Times.*** (Mar. 25, 1993): News:
Document Type: Article
Copyright: COPYRIGHT 1993 The New York Times Company
Full Text:
THE "Pepsification" of Frito-Lay Inc. accelerates next week when the snack-food maker begins its most ambitious efforts yet to emulate its larger soft-drink sibling, Pepsi-Cola, with "big event" advertising.

Frito-Lay, which commands 42 percent of the nation's estimated $13.4 billion snack market, will introduce Doritos Tortilla **Thins**, a lighter, thinner version of its Doritos tortilla chips, with the biggest marketing and promotion campaign in the company's history.

[Unrelated information has been deleted.]

Now, with Doritos Tortilla **Thins**, Mr. Enrico is even tapping into the expertise of a longtime colleague, Alan Pottasch, who has been called "the father of 'the Pepsi Generation,' " the advertising theme that successfully sold Pepsi as a life-style choice rather than on attributes like taste or price. Mr. Pottasch has begun serving as a part-time creative ad consultant to Frito-Lay, while continuing to serve as senior vice president of worldwide creative at Pepsi-Cola International.

[Unrelated information has been deleted.]

The goal is for Doritos Tortilla **Thins** to be to Doritos, which are thicker and smaller than the new variety, what Levi's Loose Jeans are to Levi's 501 Jeans -- in other words, to appeal to older baby-boomers who have outgrown the regular product. Mr. Liguori said that the introduction should reverse "five years of stagnation" suffered by the Doritos trademark; Frito-Lay projects Doritos Tortilla **Thins** will sell $450 million worth of chips in the first year on the market, compared with $2.5 billion in total retail sales of tortilla chips nationally.

Source Citation (MLA 7th Edition)
Elliott, Stuart. "THE MEDIA BUSINESS -- ADVERTISING; Taking a chip off Pepsi-Cola's block, Frito-Lay gets ready for a multimedia blitz." *New York Times* 25 Mar. 1993. *Custom Newspapers*. Web. 6 Aug. 2014.

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Newspaper Article # 85

Title: COMPANY NEWS: Dipping vs. Snacking; Can a Tortilla Chip Ever Be Too Thin?
Author(s): Adam Bryant
Source: ***The New York Times.*** (Sept. 2, 1992): News:
Document Type: Article
The New York Times
Copyright: COPYRIGHT 1992 The New York Times Company
http://www.nytimes.com
Full Text:
In snack-food parlance, it is called "out-of-bag snackability." Today's tortilla chips, it would seem, don't have it. Too thick. Too plain. Too many munchers left hankering for a bowl of salsa after the first mouthful.

[Unrelated information has been deleted.]

A national introduction is planned for next spring if consumers in Tulsa and Omaha show a preference for Doritos Tortilla **Thins**.

The new product is one of many that Frito-Lay, based in Plano, Tex., will be testing in coming years in a bid to enlarge its 42 percent share of the $13.4 billion snack market in the United States.

Frito-Lay executives refer to the new product as the "baby boomer chip," hoping it will appeal to an older audience. Anheuser-Busch's Eagle snacks division is planning to introduce a similar chip this year.

Roger Enrico, Frito-Lay's chairman, said yesterday that Tortilla **Thins** should top $100 million in sales in their first year. The company has also reformulated recipes for other products, like its best-selling nacho cheese-flavored Doritos tortilla chips.

[Unrelated information has been deleted.]

Source Citation (MLA 7th Edition)
Bryant, Adam. "COMPANY NEWS: Dipping vs. Snacking; Can a Tortilla Chip Ever Be Too Thin?" *New York Times* 2 Sept. 1992. *Custom Newspapers*. Web. 6 Aug. 2014.

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Newspaper Article # 86

Title: FOOD NOTES
Author(s): Florence Fabricant
Source: ***The New York Times.*** (Apr. 29, 1987): Lifestyle:
Document Type: Article
The New York Times
Copyright: COPYRIGHT 1987 The New York Times Company
http://www.nytimes.com
Full Text:
LEAD: Gracious Southern Fare Savannah, Ga., is known for its hospitality, and Northern hosts might consider having some of its specialty foods on hand for entertaining. Set out a dish of spiced or caramelized pecans, for example, and cocktail nibbles are taken care of; butter **thins** are all you need with ice cream or fruit for dessert.

Gracious Southern Fare Savannah, Ga., is known for its hospitality, and Northern hosts might consider having some of its specialty foods on hand for entertaining. Set out a dish of spiced or caramelized pecans, for example, and cocktail nibbles are taken care of; butter **thins** are all you need with ice cream or fruit for dessert.

[Unrelated information has been deleted.]

The Byrd Cookie Company's benne wafers, thin crisp sesame-seed cookies, and butter **thins** are $4.50 for an eight-ounce tin. Vidalia onion relishes and mustards are sold under several labels, but the Connor Farms basket containing jars of the burnt-sugar and sweet-onion mustards for $17.50 would make a lovely gift.

[Unrelated information has been deleted.]

Source Citation (MLA 7th Edition)
Fabricant, Florence. "FOOD NOTES." *New York Times* 29 Apr. 1987. *Custom Newspapers*. Web. 6 Aug. 2014.

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C

Exhibit C

Magazine Articles: **Thins**

Magazine # 1

Title: **New packaging for Finn Thins:**

Source: *Grocer*. 237.8162 (July 5, 2014): p27.

Document Type: Brief article

Copyright: COPYRIGHT 2014 William Reed Business Media Limited
http://www.thegrocer.co.uk/

Full Text:

New packaging for Finn **Thins**: Finnish bakery Vaasan Oy has introduced new packaging for its Finn **Crisp Thins** and is rolling out an on-pack cashback promotion.

[ILLUSTRATION OMITTED]

Source Citation (MLA 7th Edition)
"New packaging for Finn Thins:." *Grocer* 5 July 2014: 27. *General OneFile*. Web. 6 Aug. 2014.

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Magazine # 2

Title: **A thin line**

Author(s): William A. Roberts, Jr.

Source: *Prepared Foods*. 183.6 (June 2014): p12.

Document Type: Brief article, Editorial

Copyright: COPYRIGHT 2014 BNP Media
http://www.bnp.com

Full Text:

[ILLUSTRATION OMITTED]

Stacy's, the Frito-Lay sub-brand, well-known for its pita and bagel **chips**, has added Stacy's Pretzel **Thins**, a line of baked **snacks** that combines the classic pretzel flavor with a thin, crispy texture.

Made in the "Stacy's way," the line includes such ingredients as sea salt and organic honey, while utilizing expeller-pressed sunflower oil. It also boasts two flavor varieties: Simply Naked (incorporating sea salt to the pretzel flavor) and Honey Dijon.

William A. Roberts, Jr.

Executive Editor, Business/New Media

Roberts, William A., Jr.

Source Citation (MLA 7th Edition)
Roberts, William A., Jr. "A thin line." *Prepared Foods* June 2014: 12. *General OneFile*. Web. 6 Aug. 2014.

[Article reprint on the following page.]

PREPARED FOODS

new product trends

Hitting the Shelves

Eschewing the Fat

The quest for the healthy French fry continues, with new options including a healthier side at fast-food giant Burger King, whose Satisfries promise 40% less fat and 30% fewer calories than the chain's regular fry option. All well and good, but what about the consumer wanting all of the joy of a fry but with the convenience of home?

Alexia has introduced Smart Classics Fries and Potatoes, promising 98% fat-free fries with 100 calories per serving. The fries are roasted and never fried and feature Yukon Select Potatoes in three varieties: straight-cut, crinkle-cut and skillet-style, tri-cut potatoes.

A Thin Line

Stacy's, the Frito-Lay sub-brand, well-known for its pita and bagel chips, has added Stacy's Pretzel Thins, a line of baked snacks that combines the classic pretzel flavor with a thin, crispy texture.

Made in the "Stacy's way," the line includes such ingredients as sea salt and organic honey, while utilizing expeller-pressed sunflower oil. It also boasts two flavor varieties: Simply Naked (incorporating sea salt to the pretzel flavor) and Honey Dijon.

Melting, Melting. . .

Nut-based and sweet spreads are an interesting segment; thanks to the success of Nutella, the $3.9 billion segment grew 34% from 2008-2013, per Mintel, which predicts another 65% surge in the segment from 2013-2018, to post $6.5 billion in sales. As Mintel research finds, one in five consumers wants more indulgent, nut-based spreads, such as raspberry white chocolate or chocolate chip.

Tropical Foods is incorporating spreads into the snack arena with Dip & Devour Peanut Butter Melts, a product serving as an alternative to traditional peanut butter. The company claims it melts, cools and hardens like chocolate but has a peanut butter taste. The Peanut Butter Melts option joins White Chocolate, Dark Chocolate and Milk Chocolate in the Dip & Devour line.

Happy Together

Kellogg Company and Mars Inc. have joined a pair of the nation's strongest brands for a new snack launch. They have introduced three Keebler cookies filled with M&Ms to stores nationwide.

The options include Chips Deluxe Rainbow Chocolate Chip Mini Cookies with Mini M&Ms, as well as cookies with full-sized M&Ms: Chips Deluxe Triple Chocolate Chip Cookies with M&Ms and Chips Deluxe Rainbow Chocolate Chip Cookies with M&Ms.

Magazine # 3

Title: **Nut Thins**

Source: *Snack Food & Wholesale Bakery*. 103.5 (May 2014): p38.

Document Type: Brief article

Copyright: COPYRIGHT 2014 BNP Media
www.snackandbakery.com

Full Text:

Company: Blue Diamond, Sacramento, Cali!

Website: www.bluediamond.com

Introduced: July

Distribution: National

Suggested Retail: $2.70 per 4.25-oz. box

Product Snapshot: Blue Diamond adds two honey-kissed flavors to its Nut Thins line: Honey Cinnamon; and Honey Mustard. Made with rice, real almonds and a touch of honey, the crispy, crunchy crackers contain no wheat, gluten, GMOs, artificial ingredients or trans-fats.

[ILLUSTRATION OMITTED]

Source Citation (MLA 7th Edition)
"Nut Thins." *Snack Food & Wholesale Bakery* May 2014: 38. *General OneFile*. Web. 6 Aug. 2014.

[Article reprint below.]

Nut Thins

Company: Blue Diamond, Sacramento, Calif.
Website: www.bluediamond.com
Introduced: July
Distribution: National
Suggested Retail: $2.70 per 4.25-oz. box

Product Snapshot: Blue Diamond adds two honey-kissed flavors to its Nut Thins line: Honey Cinnamon; and Honey Mustard. Made with rice, real almonds and a touch of honey, the crispy, crunchy crackers contain no wheat, gluten, GMOs, artificial ingredients or trans-fats.

38 Snack Food & Wholesale Bakery - **May 2014**

Magazine # 4

Title: **Rold Gold adds to snack range**

Source: *MMR*. 31.7 (Apr. 21, 2014): p30.

Document Type: Brief article

Copyright: COPYRIGHT 2014 Racher Press, Inc.
http://www.massmarketretailers.com/

Full Text:

PIANO, Texas -- Rold Gold, a brand of PepsiCo Inc.'s Frito-Lay division, has Introduced Rold Gold Pretzel **Thins**, promoted as a midday **snack**.

Featuring a light and crunchy texture, the pretzel **thins** are now available at grocery stores nationwide in three flavors--Original, Garlic Parmesan and Three Cheese.

"We can admit that when we take time for ourselves, It has a positive Impact," said Frito-Lay vice president of marketing Ram Krishnan. "With the introduction of Rold Gold Pretzel **Thins** and our new digital content, we're encouraging consumers to break happy by engaging, participating and snacking with us. Our goal is to bring a little more happiness Into the day, one break at a time."

Rold Gold Pretzel **Thins** are available for a suggested retail price of $3.29 for an 8.25-ounce bag.

In addition, the Rold Gold brand is launching a Web series, "House of Gold." Delivering a twist on reality television programming, the series includes entertaining story lines featuring Rold Gold **snacks** and other "guest **snacks**" from the Frito-Lay portfolio.

Source Citation (MLA 7th Edition)
"Rold Gold adds to snack range." *MMR* 21 Apr. 2014: 30. *General OneFile*. Web. 6 Aug. 2014.

[Article reprint on the following page.]

SUPPLY SIDE

Mars' $270 Mil. Plant Makes Debut in Kansas

TOPEKA, Kan. — Mars Chocolate North America has opened a new production facility here to produce M&M's and Snickers candy. The state-of-the-art facility, which measures nearly 500,000 square feet, is the first new Mars Chocolate North America site built in the last 35 years.

"This new $270 million facility, which will bring 200 new jobs to Topeka, is one of the largest investments in Mars history," says Mars Chocolate North America president Debra Sandler. "For more than 100 years Mars has been committed to making our products in the markets where we sell them, and this facility — in America's heartland — is further proof of our commitment."

The company says it chose to locate its plant in Kansas' capital city after a search that included visits to 17 states and more than 80 potential sites. Topeka was picked because of such factors as the local workforce, access to key amenities (including rail lines and utilities), and the commitment of state and local leaders.

Mars Chocolate North America broke ground on the Topeka facility in August 2011. The plant is continuing to pursue on-site renewable energy and is working to incorporate a number of innovative solutions into the design and construction of the facility, such as sending no waste to landfills in order to achieve Leadership in Energy and Environmental Design (LEED) certification from the U.S. Green Building Council.

The company has also worked with a number of federal, state and local officials since the site's selection.

"Residents of Topeka and Kansas have welcomed us with open arms," adds Sandler. "This site is a critical addition to our network and will help fuel our future growth, but none of that will be possible without the continued support of our new neighbors."

The facility will provide work for 200 staffers

To celebrate the grand opening of the new Mars Chocolate North America Topeka plant, Mars Retail Group set up a temporary M&M's World Store in downtown Topeka. The store, which was open earlier this month, had many of the same fixtures and merchandise available in flagship M&M's World stores in New York City, Las Vegas, Orlando and London.

Rold Gold Adds To Snack Range

PLANO, Texas — Rold Gold, a brand of PepsiCo Inc.'s Frito-Lay division, has introduced Rold Gold Pretzel Thins, promoted as a nibbling snack.

Featuring a light and crunchy texture, the pretzel thins are now available at grocery stores nationwide in three flavors — Original, Garlic Parmesan and Three Cheese.

"We can admit that when we take time for ourselves, it has a positive impact," said Frito-Lay vice president of marketing Ram Krishnan. "With the introduction of Rold Gold Pretzel Thins and our new digital content, we're encouraging consumers to break happy by engaging, participating and snacking with us. Our goal is to bring a little more happiness into the day, one break at a time."

Rold Gold Pretzel Thins are available for a suggested retail price of $3.29 for an 8.25-ounce bag.

In addition, the Rold Gold brand is launching a Web series, "House of Gold." Debuting a twist on reality television programming, the series includes entertaining story lines featuring Rold Gold snacks and other "guest snacks" from the Frito-Lay portfolio.

Sampling Retooled

From page 27

consumers are, what they think of their products and whether they'll become buyers. One great benefit of having access to data analytics is that brands have the ability to leverage consumer information and develop more focused sampling programs that reach the right demographic, thus reducing product waste and increasing effectiveness. We have learned that when product sampling is strategically targeted it increases the chances of the consumers becoming buyers and spreading awareness.

Another benefit of data analytics is that it enables brands to track purchase conversion more accurately and measure ROI. It's vital for brands to have insights into whether consumers who are sampling their products like them enough to become buyers. This is true for existing brands as well as new. If purchase conversion is low and feedback isn't positive, new brands have the opportunity to go back to th drawing board and make the products better and more a pealing to the targeted consum group, thus saving them from t financial impact of having m lions of products in retailers th do not sell.

It is important for brands adapt to the new science of pro uct sampling and acknowled (and act on) the societal shif being fueled by the evolution technology. The Internet has n only created a new way for bran to engage consumers, but also re olutionized product marketing making it multidimensional.

A new generation of produ sampling is upon us. Bran must adapt to the societal shif that the evolution of technolo has fueled, and genuinely enga with consumers where they ar online.

Patrick Peters is the director PINCHme (www.pinchme.com), digital product sampling platfor

Merz Expands Lineup With Night Scar Cream

GREENSBORO, N.C. — Merz North America is expanding its lineup of scar and stretch mark treatment products with the launch of Mederma PM Intensive brand is also the market sha leader in dollar and unit sales f the retail scar category.

Merz's other Mederma sc care products include Mederm

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Magazine # 5

Title: **The Rold Gold Brand Introduces New Pretzel Thins**

Source: *Entertainment Close-up*. (Mar. 27, 2014):

Document Type: Brief article

Copyright: COPYRIGHT 2014 Close-Up Media, Inc.
http://www.closeupmedia.com/

Full Text:

Rold Gold, a brand from PepsiCo's Frito-Lay division, announced that it is encouraging consumers to take back their breaks by introducing a new **snack** option along with entertaining digital content so consumers can "break happy."

According to a release, new Rold Gold Pretzel **Thins** offer a delicious and savory twist to the classic pretzel, helping consumers combat the dreaded mid-afternoon slump. Featuring a light and crunchy texture, Rold Gold Pretzel **Thins** are now available at grocery stores nationwide in three flavors: Original, Garlic Parmesan and Three Cheese. With the versatility of a **cracker**, the new go-to **snack** can be dipped, popped or topped, serving up endless variety, flavor and fun with every bite.

"We can all admit that when we take time for ourselves, it has a positive impact," said Ram Krishnan, vice president of marketing, Frito-Lay. "With the introduction of Rold Gold Pretzel **Thins** and our new digital content, we're encouraging consumers to break happy by engaging, participating and snacking with us. Our goal is to bring a little more happiness into the day, one break at a time."

Rold Gold said these days, a mid-afternoon break looks a lot different than it once did. Instead of spending time socializing with co-workers around the water cooler, an increasing number of consumers are spending their downtime engaging online with social content. This is particularly true of younger, millennial-age consumers. In fact, a recent survey conducted by YuMe and IPG Media Lab found that millennials are the heaviest viewers of all types of video content, including web videos.

Knowing no break time is complete without great online entertainment, the Rold Gold brand is introducing a new, **snack**-sized web series, "House of Gold." Delivering a creative twist on reality television programming, the series includes a variety of humorous and entertaining storylines featuring Rold Gold **snacks** and other "guest **snacks**" from the Frito-Lay portfolio. The short, lighthearted videos showcase the adventures of the Gold sisters - three Rold Gold Pretzel **Thins** - who serve as main characters.

More information:

www.pepsico.com

((Comments on this story may be sent to newsdesk@closeupmedia.com))

Source Citation (MLA 7th Edition)
"The Rold Gold Brand Introduces New Pretzel Thins." *Entertainment Close-up* 27 Mar. 2014. *General OneFile*. Web. 6 Aug. 2014.

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Magazine # 6

Title: **Snack attack: five supermarket newbies worth grabbing**

Author(s): Sarah Bruning

Source: *Natural Health*. 44.2 (March-April 2014): p66.

Document Type: Article

Copyright: COPYRIGHT 2014 Weider Publications LLC
http://www.naturalhealthmag.com/

Full Text:

[ILLUSTRATION OMITTED]

GO FISH

Wild Planet White Anchovies

Add these little sustainably caught fish--packed in water or EVOO--to an antipasto platter to sneak in omega-3s and calcium, or use them in the easy recipe below.

SNAG IT $3 for 4-ounce can, major grocery stores

[ILLUSTRATION OMITTED]

GOOD GRAZE

Simply 7 Quinoa **Chips**

Gluten-free and made with non-GMO ingredients, these **thins** pack at least 8 grams of protein per serving and about half the fat of their potato-based counterparts. We couldn't stop munching on the smoky BBQ version.

SNAG IT $3 for 4-ounce bag, major grocery stores

[ILLUSTRATION OMITTED]

FRESH SIP

Suja Elements

The non-GMO, cold-pressed smoothies in this newline often feature antioxidant-rich organic fruits like baobab and camu camu, which aren't found in other brands. Feel-good bonus: twenty cents from each purchase goes to charity.

SNAG IT $5 for 12-ounce bottle, Whole Foods stores

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Magazine # 7

Title:	**Bakery Bonanza**
Author(s):	Tom Vierhile
Source:	*Prepared Foods*. 183.3 (Mar. 2014): p13.
Document Type:	Article
Copyright: http://www.bnp.com	COPYRIGHT 2014 BNP Media

Full Text:

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Flatbreads add their footprint to the growing healthful breads market

* Indulgent baked goods go the snack route

* Cookies find favor with cleaner labels and specific positioning

The bakery foods market provided plenty of headlines in 2013, but not in the usual way and not from the usual sources.

The year 2013 will go down in history as the year the "Cronut" was born. NYC-based Dominique Ansel Bakery created the croissant-doughnut hybrid, and masses of New Yorkers lined up to buy the unique pastry. The concoction is a worldwide sensation, with scalpers hawking the real thing for many times its original purchase price.

Another surprising source of new product news in bakery came out of fast food. Wendy's made headlines when it introduced its Pretzel Bacon Cheeseburger. Claimed to be "one of the most anticipated product launches" in Wendy's history, it signals that the pretzel-bun concept has arrived.

Want a Cracker?

2013 was far from a record year for new cracker products, but what the market lacked in pure numbers it more than made up with healthful new ingredients, ethnic-influenced flavors, packaging improvements and more.

Whole food ingredients were a big story in 2013, paced by brown rice, sweet potato, ancient grains and more. Mondelez uses "real food ingredients" for its Triscuit Brown Rice & Wheat Crackers in flavors like Tomato & Sweet Basil and Savory Red Bean. Brown rice, almonds and seeds, such as millet, flax and quinoa, ended up in Blue Diamond Almonds Artisan Nut-Thins Cracker Snacks from Sacramento, Calif.-based Blue Diamond Growers. Sweet potatoes and spinach appear in Back to Nature Sweet Potato & Cinnamon Crackers and Spinach & Roasted Garlic Crackers, both from Madison, Wis.-based Back to Nature Foods.

The growing use of so-called "real food" ingredients bears watching. According to Datamonitor's "2013 Global Consumer Survey," 52% of Americans found the prospect of a "product naturally high in nutrients" to be "very appealing," compared to just 18% that found a "product that has added nutrients" to be appealing. Fortification through the use of "real food" ingredients is probably here to stay.

Another way to market a more healthful cracker is to base it on a type of bread that is viewed as healthful. Pita bread fits the bill and was the inspiration for Keebler Town House Pita Oven Baked Crackers, from Kellogg. Kashi Garlic Pesto Pita Crisps, another cracker based on pita bread, claims to be fiber- and whole grain-rich.

[ILLUSTRATION OMITTED]

The popularity of popped chips, such as Popchips, a brand which rose from $6.5 million in sales in 2008 to more than $90 million in early 2013, impacted cracker development in 2013. That resulted in hybrid, cracker-chip-like launches--such as Dare Breton Popped! Air Popped Crackers (made with a blend of ten supergr, ains) from Spartanburg, S.C.- based Dare Foods; and Kellogg's Special K Cracker Chips Baked Snacks.

[ILLUSTRATION OMITTED]

Cracker flavors tapped Hispanic foods, beer and more for ideas in 2013. Elmhurst, 111.-based Sunshine Biscuits turned up the heat with Cheez-It Zings Baked Snack Crackers in flavors like Chipotle Cheddar. Lime is often associated with Hispanic foods and found a home with Nabisco Lime Wheat Thins, available for a "limited time only." Even craft beer figured into the mix, with Cincinnati-based Daelia's Food out with Beer Flats Crackers in Pilsner and Porter flavors.

[Article reprint on the follow page.]

Delivering for Diets: On-trend red velvet chocolate flavor in a 90-calorie serving.

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Bake it Healthy

Top Health Claims or Tags for New Baked Goods (bread & rolls, cakes & pastries, morning goods) in the U.S. in 2013, per Datamonitor's Product Launch Analytics

Percentage of New Launches Making Health Claim, 2013 (2012 percentages included as a comparison):

Natural - 13.0% (14.5%)
No trans fat - 12.2% (12.8%)
Whole grain/Wholegrain = 7.9% (6.6%)
High fiber = 9.4% (7.1%)
No cholesterol = 9.4% (6.6%)
Low fat = 7.9% (5.7%)
No preservatives = 7.9% (6.2%)
No artificial flavor = 5.8% (5.3%)
High vitamins = 5.0% (5.7%)
Organic = 5.0% (5.3%)

Source: Datamonitor

See Food Master-*INGREDIENTS*, p. 7

[This Record Continues on the Following Page.]

Triscuit embraces more "real food ingredients," whole grains and new savory taste combinations.

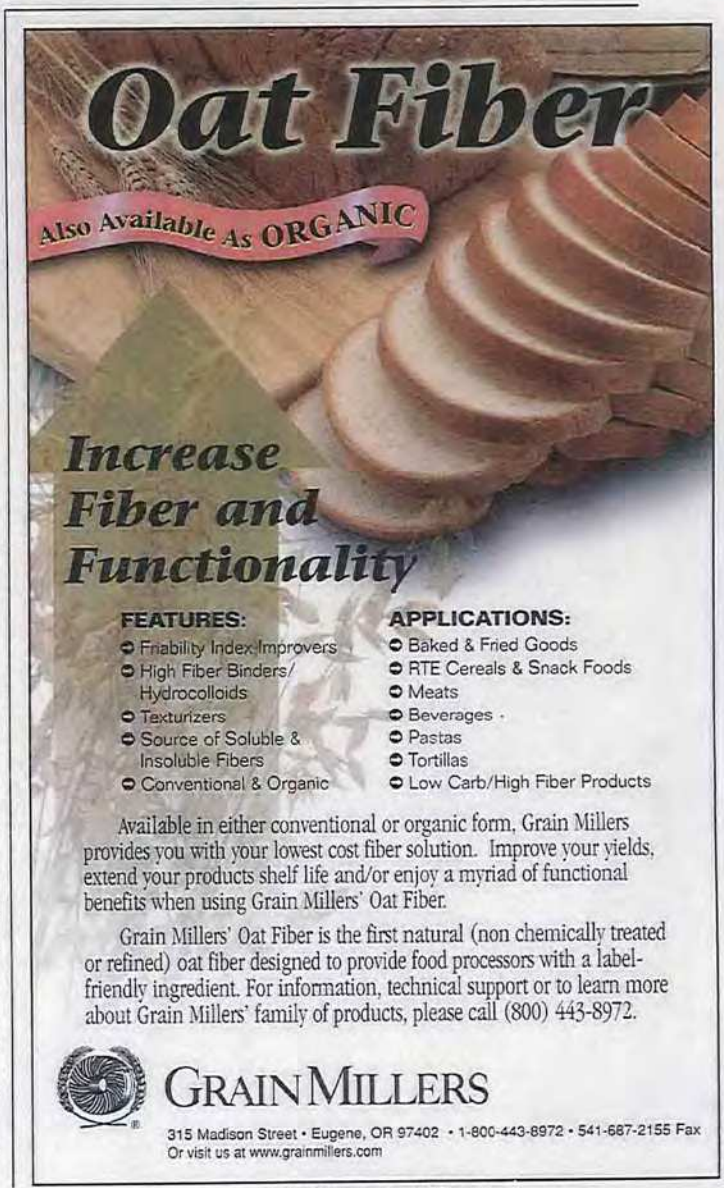
based Dare Foods; and Kellogg's Special K Cracker Chips Baked Snacks.

Cracker flavors tapped Hispanic foods, beer and more for ideas in 2013. Elmhurst, Ill.-based Sunshine Biscuits turned up the heat with Cheez-It Zings Baked Snack Crackers in flavors like Chipotle Cheddar. Lime is often associated with Hispanic foods and found a home with Nabisco Lime Wheat Thins, available for a "limited time only." Even craft beer figured into the mix, with Cincinnati-based Daelia's Food out with Beer Flats Crackers in Pilsner and Porter flavors.

There were signs in 2013 that cracker packaging may be changing for the better. Kellogg's Sunshine Biscuits unit introduced Sunshine Cheez-It Baked Snack Crackers in rectangular, re-sealable plastic tubs, a huge improvement over paperboard boxes, from a freshness perspective. Cheez-It also unveiled the Slam Dunk Bag, a bag with a zipper opening across the front, rather than the top of the bag, to capitalize on social snacking occasions.

Snacking is not only a huge part of social gatherings; 49% of Americans say they tend to snack more during social occasions, says Information Resources, Inc.

Tom Vierhile is innovation insights director for Datamonitor, and he is focused on new products, trends and intelligence in new consumer packaged goods. Vierhile has more than 20 years of experience in new consumer packaged goods reporting and analysis, and he holds an MBA from the State University of New York at Buffalo. Follow him on Twitter at @TomVierhile.



See Food Master-*INGREDIENTS*, p. 48

Magazine # 8

Title: **Stacy's Pretzel Thins**

Source: *Snack Food & Wholesale Bakery*. 103.3 (Mar. 2014): p40.

Document Type: Brief article

Copyright: COPYRIGHT 2014 BNP Media
www.snackandbakery.com

Full Text:

Company: Stacy's Pita Chip Co., Randolph, Mass..

Website: www.stacyssnacks.com

Introduced: January

Distribution: National

Suggested Retail: $3-.99 for 7-oz. bag

Product Snapshot: Stacy's Pretzel Thins, a new tine of baked snacks from Stacy's Pita Chip Co., Frito-Lay North America brand, combine a classic pretzel flavor with a thin, crispy texture. Like a cracker, they can be paired with gourmet cheese .and spreads or enjoyed as is. Two flavors are available: Simply Naked, with sea salt, and Honey Dijon, which combines Dijon mustard with organic honey

[ILLUSTRATION OMITTED]

Source Citation (MLA 7th Edition)
"Stacy's Pretzel Thins." *Snack Food & Wholesale Bakery* Mar. 2014: 40. *General OneFile*. Web. 6 Aug. 2014.

[Article reprint on the following page.]

Company: Diamond Foods, San Francisco
Website: www.emeraldnuts.com
Introduced: January
Distribution: National
Suggested Retail: $3.49 for a 6.25-oz., five-count box
Product Snapshot: *Emerald* Breakfast on the go! Yogurt Bites from Diamond Foods offer on-the-go consumers a breakfast and snack option that fits with their active lifestyles. The bite-size clusters combine granola, *Emerald* nuts and dried fruit, which are dipped in yogurt-flavored coating. Two flavors are available: Strawberry Vanilla and Mixed Berry. Each box contains five 1.25-oz. pouches.

See more new products, new bakery equipment and new ingredients on our website by visiting www.snackandbakery.com

Stacy's Pretzel Thins

Company: Stacy's Pita Chip Co., Randolph, Mass.
Website: www.stacyssnacks.com
Introduced: January
Distribution: National
Suggested Retail: $3.99 for 7-oz. bag
Product Snapshot: *Stacy's* Pretzel Thins, a new line of baked snacks from Stacy's Pita Chip Co., Frito-Lay North America brand, combine a classic pretzel flavor with a thin, crispy texture. Like a cracker, they can be paired with gourmet cheese and spreads or enjoyed as is. Two flavors are available: *Simply Naked*, with sea salt, and Honey Dijon, which combines Dijon mustard with organic honey.

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Magazine # 9

Title: **The Stacy's Brand Introduces New Line of Pretzel Thins**

Source: *Entertainment Close-up*. (Feb. 10, 2014):

Document Type: Brief article

Copyright: COPYRIGHT 2014 Close-Up Media, Inc.
http://www.closeupmedia.com/

Full Text:

Building on its offering of delicious pita and bagel **chips**, the Stacy's brand on February 5 introduced Stacy's Pretzel **Thins** a new line of baked **snacks**.

According to a release, combining a classic pretzel flavor with a thin and crispy texture, Stacy's Pretzel **Thins** offer a fun and tasty twist on everyday snacking. With the crunchiness and versatility of a **cracker**, the new **snack** pairs perfectly with gourmet cheeses or delectable spreads as a mid-day **snack**, or can be enjoyed on its own.

Stacy's Pretzel **Thins** are made using the time-honored approach of "the Stacy's way," including carefully selected ingredients such as sea salt and organic honey. They also contain no artificial colors or flavors and both varieties use expeller pressed sunflower oil, which contains 0g of trans-fat.

Now available in the deli section of grocery stores nationwide, the Stacy's Pretzel **Thins** line includes two flavors:

-Simply Naked: The unique taste of sea salt adds an elevated pretzel flavor to this variety. Enjoy on its own or pair with a hearty spread such as hummus or peanut butter.

-Honey Dijon: A kick of Dijon mustard is sweetened with organic honey in this variety, perfect when topped with a slice of cheese and a drizzle of pesto.

"The Stacy's brand prides itself on making unique, high-quality 'anytime' **snacks** that consumers can enjoy on its own or pair with their favorite dips and spreads," said Dave Skena, vice president of marketing, Frito-Lay. "Our new line of Stacy's Pretzel **Thins** is of the highest quality and delivers great taste as a result. The uncompromising approach to quality may be the harder way but it's the better way."

Stacy's **Snacks** is a brand that makes up Frito-Lay North America, a convenient foods business unit of PepsiCo.

PepsiCo is a global food and beverage company.

More Information:

www.pepsico.com

www.stacyssnacks.com

((Comments on this story may be sent to newsdesk@closeupmedia.com))

Source Citation (MLA 7th Edition)
"The Stacy's Brand Introduces New Line of Pretzel Thins." *Entertainment Close-up* 10 Feb. 2014. *General OneFile*. Web. 6 Aug. 2014.

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Magazine # 10

Title: **Winter Fancy Foods**

Source: *Gourmet Retailer*. (Feb. 1, 2014):

Document Type: Article

Copyright: COPYRIGHT 2014 Stagnito Media
http://www.gourmetretailer.com

Full Text:

The sold-out 2014 Winter Fancy Food Show in San Francisco, held Jan. 19-22, 2014, at the Moscone Center in San Francisco, was the largest in the show's 39-year history, with a record 212,000 square feet of exhibit space showcasing more than1,350 exhibitors and 80,000 specialty foods and beverages from across the U.S. and 35 countries and regions.

Among the standouts on display were numerous gluten-free and non-GMO products, dairy and non-dairy ice creams, cheeses, condiments and jerky. **Crisps** and **thins** of all types and sizes were abundant and spanned the flavor spectrum from sweet to savory.

The more unusual ice cream flavors at the show were McConnell's Olive Oil and Salted Almond and Steve's Scotch Chocolate, which is a vegan ice cream made with coconut milk. Phin and Phebes introduced its Vietnamese coffee-flavored ice cream while Chocotal introduced three single-origin vanilla ice creams made with vanilla from Papua New Guinea, Indonesia and Madagascar. Chocolate ice creams, made with single-sourced cacao from Ghana, Costa Rica and the Domincan Republic, are also available.

One of the best packaging ideas we saw was the Wine Stack from Stacked Wines. Each Wine Stack includes four individually portioned wine glasses. Perfect for picnics and tailgaiting.

Jodi Wynn, one of Stacked Wines' founders, displays the filled wine glasses that are sure to be a must-have for picnic-ers and tailgaters.

Cheese-y Additions

High-quality flavored cheeses continue to gain ground. Among the finest was Quickes Elderflower, an import from the U.K.'s Quickes Traditional - it combines Quickes Buttery Cheddar with elderflower notes. The elderflower complements the cheddar's lingering flavor, and the cream colored paste is flecked with flower flakes. Available in a 4-pound clothbound truckle. Yancey's Fancy sampled its flavored cheddars including its recent introduction, a naturally smoked aged cheddar with jalapeño and cayenne peppers.

A more daring flavor combo is Noble View Creamery's Beechwood Monterey Jack with Kimchi.

Quickes Elderflower cheese marries the lingering taste of Quickes Buttery Cheddar with subtle, aromatic elderflower notes.

Grafton Village Cheese has begun to age its outstanding cheddar for six years; it's called, appropriately, 6 Year Aged Cheddar. In addition, Grafton now has a good supply of the superb Bear Hill, second place Best in Show at last year's American Cheese Society Competition. Bear Hill is a washed-rind alpine-style cheese made of 100 percent sheep's milk. It has a fruity, nutty flavor and smooth mouthfeel.

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Magazine # 11

Title: **Ryvita boosts brand portfolio in time for the festive season**

Source: *Grocer*, 236.8135 (Dec. 14, 2013): p43.

Document Type: Brief article

Copyright: COPYRIGHT 2013 William Reed Business Media Limited
http://www.thegrocer.co.uk/

Full Text:

New Ryvita **Thins** bites--in Sweet Chilli and Cheddar & Cracked Black Pepper--have brought a new bitesize format to the Ryvita **Thins** range. Each bag carries fewer than go calories per serving. Ryvita has also launched Cheese Ryvita Crackerbread and PepperRyvita Crackerbread containing just 19 calories per slice.

[ILLUSTRATION OMITTED]

The Grocer is giving six readers the chance to win the full range of Ryvita **Thins** and Ryvita Crackerbread plus a selection of classic Ryvita **Crispbreads**, worth [pounds sterling]50 to each reader.

Source Citation (MLA 7th Edition)
"Ryvita boosts brand portfolio in time for the festive season." *Grocer* 14 Dec. 2013: 43. *General OneFile*. Web. 6 Aug. 2014.

[Article reprint on the following page.]

offer 4

Ryvita boosts brand portfolio in time for the festive season

New Ryvita Thins bites – in Sweet Chilli and Cheddar & Cracked Black Pepper – have brought a new bitesize format to the Ryvita Thins range. Each bag carries fewer than 90 calories per serving. Ryvita has also launched Cheese Ryvita Crackerbread and PepperRyvita Crackerbread containing just 19 calories per slice.

The Grocer is giving six readers the chance to win the full range of Ryvita Thins and Ryvita Crackerbread plus a selection of classic Ryvita Crispbreads, worth £50 to each reader.

offer 5

Blast away th drains with G

Have you installed h thought about what and greases from co

If it's going down drains will get clogg blockages, adding u bills. GreaseBlast us ria to break down th carbon dioxide and drains can flow freel friendly way.

Five readers of Th GreaseBlast kit wort

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Magazine # 12

Title: **Sweet swaps**

Source: *Good Housekeeping*. 257.5 (Nov. 2013): p86.

Document Type: Brief article

Copyright: COPYRIGHT 2013 Hearst Communications. Reprinted with permission of Hearst.
http://www.hearst.com

Full Text:

Picking up a brownie, cookie, or Danish on your daily coffee or tea run is a quick route to a muffin top. Save calories (and money!) by choosing a lighter supermarket find. These four take the cake:

SUPERMARKET PICK	CALORIES
Fiber One Cinnamon Coffee Cake Bar	90
Garden Lites Veggie Blueberry Oat Muffin	120
Weight Watchers Triple Chocolate Brownie Bliss	80
Nonni's Thinaddictives Cinnamon Raisin Almond Thins	10 (per pack of 3)

Source Citation (MLA 7th Edition)
"Sweet swaps." *Good Housekeeping* Nov. 2013: 86. *General OneFile*. Web. 6 Aug. 2014.

[Article reprint on the following page.]

SUPERMARKET PICK	CALORIES
Fiber One Cinnamon Coffee Cake Bar	90
Garden Lites Veggie Blueberry Oat Muffin	120
Weight Watchers Triple Chocolate Brownie Bliss	80
Nonni's Thinaddictives Cinnamon Raisin Almond Thins	100 (per pack of 3)

86 GOOD HOUSEKEEPING November 2013

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Magazine # 13

Title: **Nonni's THiNaddictives Almond Thins**

Source: *Snack Food & Wholesale Bakery*. 102.11 (Nov. 2013): p34.

Document Type: Brief article

Copyright: COPYRIGHT 2013 BNP Media
www.snackandbakery.com

Full Text:

Company: Nonni's Foods LLC, Oakbrook Terrace, III.

Website: www.nonnis.com

Introduced: September

Distribution: National

Suggested Retail: $3.29 for 4.44-oz. box

Product Snapshot: Two new flavors join Nonni's Foods' line of THINaddictives Almond Thins: Banana Dark Chocolate; and Blueberry Oat. Both of the light, crunchy cookies are made with real ingredients, such as California almonds, whole blueber-ries, crunchy banana chips and semisweet chocolate chips. Each is low-fat and trans-fat-free and comes in portioned, 100-calorie packs.

[ILLUSTRATION OMITTED]

Source Citation (MLA 7th Edition)
"Nonni's THiNaddictives Almond Thins." *Snack Food & Wholesale Bakery* Nov. 2013: 34. *General OneFile*. Web. 6 Aug. 2014.

[Article reprint on the following page.]

NEW Products

Sunbelt Bakery Pumpkin Spice Chewy Granola Bars

Company: Sunbelt Bakery, Collegedale, Tenn.
Website: www.sunbeltbakery.com
Introduced: October
Distribution: National
Suggested Retail: $2.69 for 10-count box of 27 g. bars
Product Snapshot: *Sunbelt Bakery*, a McKee Foods brand, introduces a new seasonal flavor for its chewy granola bars: Pumpkin Spice. Pumpkin Spice Chewy Granola Bars are made with real pumpkin and seasonal spices. Each bar provides 9 g. of whole grains, has 110 calories per serving and contains no preservatives or high

Nonni's THINaddictives Almond Thins

Company: Nonni's Foods LLC, Oakbrook Terrace, Ill.
Website: www.nonnis.com
Introduced: September
Distribution: National
Suggested Retail: $3.29 for 4.44-oz. box
Product Snapshot: Two new flavors join Nonni's Foods' line of *THINaddictives* Almond Thins: Banana Dark Chocolate; and Blueberry Oat. Both of the light, crunchy cookies are made with real ingredients, such as California almonds, whole blueberries, crunchy banana chips and semisweet chocolate chips. Each is low-fat and trans-fat-free and comes in portioned, 100-calorie packs.

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Magazine # 14

Title: **Nabisco Rolls Out New Gluten Free Rice Thins Snacks**

Source: *Food & Beverage Close-Up*, (Sept. 9, 2013):

Document Type: Brief article

Copyright: COPYRIGHT 2013 Close-Up Media, Inc.
http://www.closeupmedia.com/

Full Text:

Nabisco, a Mondelez International brand, has launched Nabisco Rice **Thins**, a new gluten free **snack** that caters to all consumer lifestyles.

Made with quality rice that is baked until **crisp**, Nabisco said Rice **Thins** is a light-textured, crispy **snack** with delicious flavor and an irresistible crunch.

"We launched new Nabisco Rice **Thins** for consumers who are looking to make changes in their eating habits," said Kimberly Fontes, Senior Manager of Communications at Mondelez International. "We created Nabisco Rice **Thins** with these consumers in mind, as well as those that need to follow a gluten free lifestyle. We're excited to be one of the mainstream brands offering a gluten free option that is not only wholesome, but delicious!"

According to a release, 30% of Americans are either contemplating or adopting a gluten free diet. Gluten free consumers who are looking for a wholesome gluten-free **snack** with a light texture and crispy crunch will now have Nabisco Rice **Thins** to enjoy. The delicious **snacks** are available in a variety of flavors including White Rice Original, Brown Rice Sea Salt & Pepper and Brown Rice White Cheddar. All Nabisco Rice **Thins snacks** are made with quality ingredients and are baked (not fried), cholesterol free and low in saturated fat.

Mondelez International is a global snacking company.

www.mondelezinternational.com

www.Snackworks.com

((Comments on this story may be sent to newsdesk@closeupmedia.com))

Source Citation (MLA 7th Edition)
"Nabisco Rolls Out New Gluten Free Rice Thins Snacks." *Food & Beverage Close-Up* 9 Sept. 2013. *General OneFile*. Web. 6 Aug. 2014.

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Magazine # 15

Title: **US: Mondelez launches Nabisco gluten-free snack**

Source: *just-food.com*. (Sept. 5, 2013):

Document Type: Article

Copyright: COPYRIGHT 2013 AROQ Limited
http://aroq.com/

Full Text:

Byline: Dean Best

Mondelez International has introduced a gluten-free **snack** in the US under its Nabisco brand.

Nabisco Rice **Thins** are available in three flavours - white rice original, brown rice sea salt and pepper, plus brown rice white cheddar - at a suggested retail price of US$3.69.

More consumers are showing an interest in gluten-free products, even if they have not been diagnosed with coeliac disease. Mondelez cited data from The NPD Group that said 30% of US consumers are "either contemplating or adopting a gluten-free diet".

Click here [link omitted] for our analysis of the US gluten-free market, published in April as part of our management briefing on the sector worldwide.

Press release follows:

Nabisco Caters To All Lifestyles With New Gluten Free Rice **Thins Snacks**

Baked with Quality Ingredients, New **Snack** Line is Available in Three Delicious Flavors

EAST HANOVER, N.J., Sept. 4, 2013 /PRNewswire/ -- Nabisco, one of Mondelez International's billion dollar brands, has launched Nabisco Rice **Thins**, a new gluten free **snack** that caters to all consumer lifestyles. Made with quality rice that is baked until **crisp**, Nabisco Rice **Thins** is a light-textured, crispy **snack** with delicious flavor and an irresistible crunch.

(Logo: http://photos.prnewswire.com/prnh/20130904/NY73016LOGO)

"We launched new Nabisco Rice **Thins** for consumers who are looking to make changes in their eating habits," said Kimberly Fontes, Senior Manager of Communications at Mondelez International. "We created Nabisco Rice **Thins** with these consumers in mind, as well as those that need to follow a gluten free lifestyle. We're excited to be one of the mainstream brands offering a gluten free option that is not only wholesome, but delicious!"

Thirty percent of Americans are either contemplating or adopting a gluten free diet1. Gluten free consumers who are looking for a wholesome gluten-free **snack** with a light texture and crispy crunch will now have Nabisco Rice **Thins** to enjoy. The delicious **snacks** are available in a variety of flavors including White Rice Original, Brown Rice Sea Salt & Pepper and Brown Rice White Cheddar. All Nabisco Rice **Thins snacks** are made with quality ingredients and are baked (not fried), cholesterol free and low in saturated fat.

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Magazine # 16

Title: **Healthy alternative**

Source: *Grocer*. 236.8119 (Aug. 24, 2013): p27.

Document Type: Brief article

Copyright: COPYRIGHT 2013 William Reed Business Media Limited
http://www.thegrocer.co.uk/

Full Text:

Healthy alternative: Warburtons is expanding its Sandwich **Thins** range with a Half & Half variant made with 50% wholegrain and 50% white flour. Rolling out to retailers next week, the variant is designed to tap into demand for sandwich alternatives and healthier breads.

[ILLUSTRATION OMITTED]

Source Citation (MLA 7th Edition)
"Healthy alternative." *Grocer* 24 Aug. 2013: 27. *General OneFile*. Web. 6 Aug. 2014.

[Article reprint is below.]

fmcg news grocery

McCain has a nose for marketing spuds with scented shelf barkers

Arabella Mileham

McCain Foods is launching a £35m marketing drive that will include the roll-out of shelf-barkers smelling of baked potatoes.

Up to 500 Tesco and Asda stores are to be fitted with scented barkers from the end of

Happy Days: "Biggest-ever campaign" for McCain

consumers of the "simple joys" of potato products, added Hodges.

The first burst – an eight-week push including TV, outdoor and press activity and focused on chips – launches on 2 September. Further bursts focusing on Baked Jackets and Smiles will

grocery digest

Ryder winners: Bottled water brand Highland Spring is marking its signing as official sponsor of the Ryder Cup by giving consumers the chance to win a five-star weekend in Scotland with tickets to the tournament. The on-pack promotion will roll out in September.

Sweet Nature: General Mills is expanding its Nature Valley sweet & nutty range with a chocolate variant (rsp: £2.39/five 30g bars) next month. Launched last November, sales of the range have hit more than £3m, said the company.

Healthy alternative: Warburtons is expanding its Sandwich Thins range with a Half & Half variant made with 50% wholegrain and 50% white flour. Rolling out to retailers next week, the variant is designed to tap into demand for sandwich alternatives and healthier breads.

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Magazine # 17

Title: **UK: ABF adds to snacking range with Ryvita Thins line**

Source: *just-food.com*. (Aug. 19, 2013):

Document Type: Article

Copyright: COPYRIGHT 2013 AROQ Limited
http://aroq.com/

Full Text:

Byline: Michelle Russell

Associated British Foods has expanded its snacking portfolio in the UK with the launch of a Ryvita **Thins** line.

Available in two ranges - Ryvita **Thins**, and Ryvita **Thins** Bites - ABF is hoping to capitalise on the growing trend for healthier **snacks**.

The Ryvita **Thins** flatbreads are designed to be a "party sharing-solution" and are available in four variants: Multi-Seed; Sweet Chilli; Cheddar & Cracked Black Pepper; and Sundried Tomato & Herb.

The Bites are "**snack** size treats" in two variants: Sweet Chilli; and Cheddar & Cracked Black Pepper.

Ryvita **Thins** will be available from October, priced at GPB1.89 (US$2.96) for a 120g pack. Ryvita **Thins** Bites are priced at GBP1.89 (US$2.96) for a 115g bag.

Press release follows:

SNACK IT, DIP IT, SHARE IT THIS CHRISTMAS

Introducing Ryvita® **Thins** & NEW **Thins** Bites: Ryvita, But Not As You Know It!

This Christmas, take the stress out of festive entertaining and enjoy the luxuries of the holiday season with healthy options packed with taste. Discover Ryvita® **Thins** – Ryvita®, but not as you know it!

This range of deliciously crunchy **snacks** comes in two sizes: NEW Ryvita® **Thins** Bites are perfect bite size treats; while the larger Ryvita® **Thins** are the ideal party sharing-solution.

NEW Ryvita® **Thins** Bites: **snack** size treats in two tasty flavours just for you

For snacking enthusiasts craving great tasting treats, Christmas has come early with NEW Ryvita® **Thins** Bites: a deliciously moreish Christmas gift from Ryvita®! Available in two tasty varieties; Sweet Chilli and Cheddar & Cracked Black Pepper, these irresistible **snacks** are baked for mouthwatering flavor. Each bite is so tasty you won’t notice it’s a healthier option… Did we mention they’re only 80 calories a serving and a good source of fibre?

Devour a flavoursome pack of Cheddar & Cracked Black Pepper Ryvita® **Thins** Bites as a tasty **snack** with a glass of wine whilst settling down to enjoy a Christmas film. If you’re heading off to work, pop a packet of Sweet Chilli Ryvita® **Thins** Bites in to your bag to enjoy as tasty **snack** at your desk throughout the day.

Discover Ryvita® **Thins** Bites in all major retailers from October 2013 priced at £1.89 (RRP) for a 115g bag.

[This Record Continues on the Following Page.]

Devour a flavoursome pack of Cheddar & Cracked Black Pepper Ryvita® **Thins** Bites as a tasty **snack** with a glass of wine whilst settling down to enjoy a Christmas film. If you’re heading off to work, pop a packet of Sweet Chilli Ryvita® **Thins** Bites in to your bag to enjoy as tasty **snack** at your desk throughout the day.

Discover Ryvita® **Thins** Bites in all major retailers from October 2013 priced at £1.89 (RRP) for a 115g bag.

Ryvita® **Thins**: four fantastic flatbreads – delicious with dips and perfect to share

From intimate reunions over a bottle of wine to sensational soirees, Christmas is all about festive moments and friendly gatherings. That’s where the popular Ryvita® **Thins** range comes in. Perfect for sharing, this tasty collection of crunchy flatbreads features four tasty varieties worthy of party season, including Multi-Seed, Sweet Chilli, Cheddar & Cracked Black Pepper and Sundried Tomato & Herb.

Why not invite your guests round to dip a seed-studded Ryvita® Multi-Seed Thin into a luxuriously rich camembert as the festivities begin? Or add a little heat to the party with Ryvita® Sweet Chilli **Thins** – the spicy kick is perfectly paired with a refreshingly cool sour cream dip. If the tastes of the Mediterranean keep the cold weather at bay, pair Ryvita® Sundried Tomato & Herb **Thins** with a tangy tomato and mango salsa or for a tongue-tingling show stealer, **snack** on Ryvita® Cheddar & Cracked Black Pepper **Thins** – each slice as tasty alone as they are when crowned with a classic dip.

All that remains is to top the wine glasses up – sip, dip and kick back with family and friends… Discover the original Ryvita® **Thins** range at all major retailers priced at £1.89 (RRP) for a 120g pack. Take added inspiration from Ryvita® recipes and ideas or follow Ryvita on Facebook and Twitter.

- ENDS -

Original source: Associated British Foods

This article was originally published on just-food.com on 19 August 2013. For authoritative and timely food business information visit http://www.just-food.com.

Michelle Russell

Source Citation (MLA 7th Edition)
"UK: ABF adds to snacking range with Ryvita Thins line." *just-food.com* 19 Aug. 2013. *General OneFile*. Web. 6 Aug. 2014.

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Magazine # 18

Title: **Ryvita bags up Thins Bites snack range**

Author(s): Vince Bamford

Source: *Grocer*. 236.8118 (Aug. 17, 2013): p28.

Document Type: Brief article

Copyright: COPYRIGHT 2013 William Reed Business Media Limited
http://www.thegrocer.co.uk/

Full Text:

Ryvita is expanding its [pounds sterling]10m Thins flat-bread brand into bagged snacks.

Thins Bites will go on sale in two flavours in 115g bags

[ILLUSTRATION OMITTED]

The baked Thins Bites, which will be available in sweet chilli and cheddar & cracked black pepper flavours (rsp: [pounds sterling]1.89/115g), have been launched to tap into the popularity of healthy bagged snacks. Marketing activity will encourage sharing.

Ryvita is also extending its Crackerbread range with cheese and pepper variants (rsp: [pounds sterling]1.19/125g carton).

Bamford, Vince

Source Citation (MLA 7th Edition)
Bamford, Vince. "Ryvita bags up Thins Bites snack range." *Grocer* 17 Aug. 2013: 28. *General OneFile*. Web. 6 Aug. 2014.

[Article reprint on the following page.]

edited by Vince Bamford
Send us your news & views.
We want to hear from you!
email: vince.bamford@thegrocer.co.uk
twitter: @thegrocer

Daim bar uccess?

Cadbury has wrapped an entire London street in festive paper for the filming of its first-ever Christmas TV push. In the ad, local families will 'unwrap joy' on Christmas morning. The push will support the whole Cadbury range. "We think this will be a real festive TV event," said marketing manager Rick Lawrence.

ıge following, brands work- ther was a great tion," said Claire ɔf Thrive. "Daim iver well but not nomenally." n variants of s including ndy tarts and

Mondelez's Mikado biscuits and Milka chcoclate are on the market, but Mondelez is to axe Milka with Daim to avoid duplication with CDM.

Daim was called Dime in the UK until 2005, when it changed in line with the rest of Europe.

Thins Bites will go on sale in two flavours in 115g bags

Ryvita bags up Thins Bites snack range

Ryvita is expanding its £10m Thins flatbread brand into bagged snacks.

The baked Thins Bites, which will be available in sweet chilli and cheddar & cracked black pepper flavours (rsp: £1.89/115g), have been launched to tap into the popularity of healthy bagged snacks. Marketing activity will encourage sharing.

Ryvita is also extending its Crackerbread range with cheese and pepper variants (rsp: £1.19/125g carton).

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Magazine # 19

Title: **Blue Diamond Artisan Nut Thins**

Source: *Nutraceuticals World*. 16.5 (June 2013): p58.

Document Type: Brief article

Copyright: COPYRIGHT 2013 Rodman Publishing
http://www.nutraceuticalsworld.com/

Full Text:

Blue Diamond, Sacramento, CA, has introduced Artisan Nut Thins, a wheat and gluten-free cracker crafted with almonds, brown rice and seeds. These crackers boast a multitude of nutritional benefits, including high fiber and protein content, with no cholesterol or trans-fats. Artisan Nut Thins are available in Multi-Seeds, Sesame Seeds and Flax Seeds varieties. The Flax Seeds variety offers 400 mg of ALA omega 3, and the Multi-Seeds crackers provide 21 grams of whole grains. The Sesame Seeds variety offers an "excellent source" of fiber.

[ILLUSTRATION OMITTED]

Source Citation (MLA 7th Edition)
"Blue Diamond Artisan Nut Thins." *Nutraceuticals World* June 2013: 58. *General OneFile*. Web. 6 Aug. 2014.

[Article reprint below.]

seasonal juice flavor: Berry e. The autumnal blend, which ıle as part of the Seasonal Reset ınd Ritual Juice, contains toxin- ingredients, such as pineapple, es and green apples. This an- rich juice is designed to help munity, fight bloat and manage ·ol.

ɔe Organics

Organics, Los Angeles, CA, ɔduced an energizing, organic ɔplement shown to improve ɛase athletic performance. Us- te-rich beetroot juice, Red Ace is a performance supplement ·rom organic beets, and is in- developing and maintaining y, active lifestyle. Consuming daily will boost athletic perfor- r improving blood flow and can st in lowering blood pressure, g to the company. Each bottle ıgar-free supplement contains anic beets, and is comprised of

Blue Diamond Artisan Nut Thins

Blue Diamond, Sacramento, CA, has introduced Artisan Nut Thins, a wheat and gluten-free cracker crafted with almonds, brown rice and seeds. These crackers boast a multitude of nutritional benefits, including high fiber and protein content, with no cholesterol or trans-fats. Artisan Nut Thins are available in Multi-Seeds, Sesame Seeds and Flax Seeds varieties. The Flax Seeds variety offers 400 mg of ALA omega 3, and the Multi-Seeds crackers provide 21 grams of whole grains. The Sesame Seeds variety offers an "excellent source" of fiber.

able in two dosage levels, 200 mg or 500 mg, allowing individuals to customize their own weight management regimens.

3 Second Health Multivitamin

The all-natural, liquid, multivitamin shot 3 Second Health, is the latest product from Pureform 1000 LLC, Henderson, NV. The product is designed to give users 13 key vitamins and more than 70 minerals in a 2.5-oz., easy-to-swallow citrus blend. The formula contains vitamin B12 in the methylcobalamin format, 1,500 mg of vitamin C, 1,000 IUs of vitamin D3 and vitamin A in a 50/50 palmitate/beta-carotene split.

RUNA Unsweetened Tea

Brooklyn, NY-based RUNA Tea has unveiled two new flavors of unsweetened bottled tea. The new Guava and Lime flavors are brewed with a native Amazonian tree leaf, or guayusa. These new flavors are the first completely unsweetened teas produced by the company. RUNA's may-

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Magazine # 20

Title:	**Nuts for crackers**
Source:	*Shape*. 32.8 (May 2013): p94.
Document Type:	Brief article
Copyright:	COPYRIGHT 2013 Weider Publications

Full Text:

The gluten-free cheese plate just got more interesting: Made from a hearty and tasty blend of brown rice, almonds, quinoa, sesame, and flax. Blue Diamond Multi-Seeds Artisan Nut-Thins ($3.50 for 4.25 oz) contain just 130 calories and 3.5 grams of fat per 13-cracker serving. You'll also take in a whopping 21 grams of whole grains, nearly half the recommended daily goal of 48 grams. Now those are some numbers we don't mind crunching!

Source Citation (MLA 7th Edition)
"Nuts for crackers." *Shape* May 2013: 94. *General OneFile*. Web. 6 Aug. 2014.

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Magazine # 21

Title: **Nut crackers**

Source: *FoodService Director*. 26.2 (Feb. 15, 2013): p70.

Document Type: Brief article

Copyright: COPYRIGHT 2013 CSP, LLC
http://www.fsdmag.com/about-us.html

Full Text:

The latest creations from Blue Diamond, Artisan Nut Thins, are wheat and gluten free and crafted with almonds, brown rice and seeds. These healthful crackers offer several nutritional benefits, including high fiber and protein with no cholesterol or trans fats. Artisan Nut Thins are available in Multi-Seeds, Sesame Seeds and Flax Seeds varieties.

[ILLUSTRATION OMITTED]

BLUEDIAMOND.COM

Source Citation (MLA 7th Edition)
"Nut crackers." *FoodService Director* 15 Feb. 2013: 70. *General OneFile*. Web. 6 Aug. 2014.

[Article reprint below.]

FOOD PROTECTION
Operators can extend the shelf life of a variety of foods with eatFresh Natural Antimicrobial. The system combines antimicrobial control with antioxidant properties to improve sensory characteristics of foods and preserve freshness. eatFresh Natural Antimicrobial works effectively in dips, fresh cuts, sauces, soups, deli salads, concentrates and more.
PLTHOMAS.COM/EATFRESH

KONTOS.COM

NUT CRACKERS
The latest creations from Blue Diamond, Artisan Nut Thins, are wheat and gluten free and crafted with almonds, brown rice and seeds. These healthful crackers offer several nutritional benefits, including high fiber and protein with no cholesterol or trans fats. Artisan Nut Thins are available in Multi-Seeds, Sesame Seeds and Flax Seeds varieties.
BLUEDIAMOND.COM

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Magazine # 22

Title: **Nonni's Foods LLC, has purchased Glendale, AR-based Villa Veneto Corporation, baker of La Dolce Vita brand of products**

Source: *The Food Institute Report*. 86.2 (Jan. 14, 2013): p4.

Document Type: Brief article

Copyright: COPYRIGHT 2013 The Food Institute
http://www.foodinstitute.com

Full Text:

NONNI'S FOODS LLC, has purchased Glendale, AR-based VILLA VENETO CORPORATION, baker of La Dolce Vita brand of products. Villa Veneto was founded by Paola Tulliani in 1 993 to bake specialty cookies for grocery stores. Nonni's, the maker of biscotti and almond thins, is a portfolio company of Chicago-based WIND POINT PARTNERS. Nonni's has facilities in Tulsa, Ferndale, NY and Ville St. Laurent in Canada.

Source Citation (MLA 7th Edition)
"Nonni's Foods LLC, has purchased Glendale, AR-based Villa Veneto Corporation, baker of La Dolce Vita brand of products." *The Food Institute Report* 14 Jan. 2013: 4. *General OneFile*. Web. 6 Aug. 2014.

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Magazine # 23

Title: **UK: Food Doctor launches popped Crisp Thins**

Source: *just-food.com*. (Nov. 7, 2012):

Document Type: Brief article

Copyright: COPYRIGHT 2012 AROQ Limited
http://aroq.com/

Full Text:

Byline: Katy Askew

Health food group the Food Doctor has launched a range of **crisp snacks, Crisp Thins**, in the UK.

The line is made from corn and soy and contains 25% more protein and 8% more fibre than potato **crisps**, Food Doctor commercial director Paul Wynn told just-food today (7 November).

The range is also pressure popped, meaning that - at 99 calories per 23g bag - it typically contains less fat than baked or fried varieties.

Crisp Thins are available in four flavours: mild korma, sweet chilli, spicy chipoltle and hot wasabi. Wynn said that the line will initially be available in independent outlets, such as health food stores.

The company is, however, working to secure listings with the UK's retail multiples and is in discussions with the supermarket chains, Wynn confirmed.

"It may well go into the major grocery trade in February or March," Wynn said.

This article was originally published on just-food.com on 7 November 2012. For authoritative and timely food business information visit http://www.just-food.com.

Katy Askew

Source Citation (MLA 7th Edition)
"UK: Food Doctor launches popped Crisp Thins." *just-food.com* 7 Nov. 2012. *General OneFile*. Web. 6 Aug. 2014.

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Magazine # 24

Title: **Frito-Lay Debuts Tostitos Thins Tortilla Chips**

Source: *Food & Beverage Close-Up*. (May 9, 2012):

Document Type: Brief article

Copyright: COPYRIGHT 2012 Close-Up Media, Inc.
http://www.closeupmedia.com/

Full Text:

To celebrate the introduction of Tostitos **Thins** tortilla **chips**, the latest addition to the Tostitos family, PepsiCo's Frito-Lay division has kicked off a partnership with Courtney Dial-Whitmore for a new online resource -- Tostitos Fiesta 411 -- for planning and creating at-home, cantina-style parties.

According to a release, available exclusively at Target stores nationwide for a limited time, Tostitos **Thins** tortilla **chips** are lighter textured and thinner than regular Tostitos tortilla **chips**, and bring an authentic cantina experience to the comfort of home in two flavors, Lime & Salt and TexMex.

"Tostitos Fiesta 411," which comes to life as a dedicated tab on the Frito-Lay Facebook page, is a festive, online resource where hosts and hostesses can access a range of exclusive, summertime party-planning ideas right at their fingertips. Dial-Whitmore, founder of the entertaining website Pizzazzerie.com, will help fans create their own stylish, personalized fiestas, complete with cantina-inspired cocktails, crowd-pleasing appetizers and festive decor and party favors perfect pairings with Tostitos **Thins** tortilla **chips**.

"Tostitos knows how to party, so bringing the brand's social flare together with an expert like Courtney Dial-Whitmore is the perfect way to prepare for a fun-filled summer," said Christina Menendez, senior director of marketing, Frito-Lay North America. "Combining expert party pointers with our new Tostitos **Thins chips** is a sure way to bring the fiesta home."

The debut of the party-planning tool is timed with the introduction of the new Tostitos **Thins** tortilla **chips**, which are made from corn that is stone-ground for a light and crispy texture and then lightly dusted with special seasonings to create the two flavors. Tostitos **Thins** tortilla **chips** are now available exclusively at Target stores nationwide through mid-July. While their authentic flavors can stand on their own, they are perfect for pairing with party beverages, as well as dips and appetizers.

"Party season is now upon us, so I was thrilled to join forces with Tostitos to kick off the fiesta in a way that is easy and fun," said Courtney Dial-Whitmore. "Entertaining is my passion, and I know the same can be said for Tostitos, so it was a natural partnership I hope everybody enjoys."

More information:

www.facebook.com/FritoLay

((Comments on this story may be sent to newsdesk@closeupmedia.com))

Source Citation (MLA 7th Edition)
"Frito-Lay Debuts Tostitos Thins Tortilla Chips." *Food & Beverage Close-Up* 9 May 2012. *General OneFile*. Web. 6 Aug. 2014.

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Magazine # 25

Title: **Pleasing pretzels: there's more than one way to coat a pretzel and some manufacturers are leaving the simple salt behind for bolder, richer and even sweeter options for the popular snack item**

Author(s): Jen Roth

Source: *Snack Food & Wholesale Bakery*. 101.5 (May 2012): p30.

Document Type: Article

Copyright: COPYRIGHT 2012 BNP Media
www.snackandbakery.com

Full Text:

These days, pretzels aren't just your average bar **snack**. Manufacturers are producing their savory **snacks** with a bit of a twist, reaching the consumers who crave bolder flavors, a better-for-you **snack** or an innovative accompaniment to an everyday meal.

"Pretzels are a $752-million category within the food channel," says Jeff Binczyk, vice president of marketing and shopper insights for Shearer's Foods. "Regular or original salted pretzels represent more than 50% of total sales."

[ILLUSTRATION OMITTED]

[This Record Continues on the Following Page.]

[ILLUSTRATION OMITTED]

The Brewster, Ohio-based company specializes in the original **snack** producing standard favorites such as Pretzel **Thins**, Pretzel Minis, Pretzel Sticks and Pretzel Rods. For something a little more gourmet, the company also offers Honey Wheat and Butter Braided pretzels.

A great pretzel is every manufacturer's goal, but putting a new twist on an old classic is more difficult to achieve.

"You have the unhealthy end of the spectrum that is showing a lot of growth with products such as chocolate-covered pretzels and season-coated pretzel pieces," says Justin Spannuth, COO of Unique Pretzel Bakery, Inc. "You also have the other end of the spectrum showing nice growth with products being organic and having higher content of whole grains. But as always, the consumer is just looking for something different that tastes better than what they currently buy."

The Reading, Pa.-based company offers Pretzel Shells, arguing that the crunchy, salty exterior of the pretzel is the best part. The company uses a split-open baking process to make its hollow pretzels.

"Our new Pretzel Shells are, what we feel, the best tasting pretzel on the market," says Spannuth. "They are also small enough to grab by the handful for kids, teens and on-the-go consumers."

Not ignoring the health market, Unique Pretzel Bakery, Inc. also produces Essential Eating 100 Percent Whole Grain Sprouted Splits. Made with organic extra virgin olive oil, the crunchy **crisps** offer 25 g. of whole grain per serving.

"Outside of the Northeast U.S., pretzels have a bad rap of being tasteless and dry," says Spannuth. "We have always made products that are crunchy and flavorful."

While some consumers are satisfied with the pretzel taste and crunch they've come to know and love, others are looking for something a little bolder. Snyder's-Lance, Hanover, Pa., answered that call with its new Snyder's of Hanover Bacon Cheddar Pretzel Pieces. The heartily-seasoned pretzel chunks join existing options Sea Salt and Cracked Pepper, Three Cheese Medley Nibblers, Jalapeno, Honey Mustard and Onion, Cheddar Cheese, Buttermilk Ranch and the popular Hot Buffalo Wing.

[Article reprint on the following page.]

Market Trends
Pretzels

Pleasing Pretzels

There's more than one way to coat a pretzel and some manufacturers are leaving the simple salt behind for bolder, richer and even sweeter options for the popular snack item.

Jen Roth, Contributing Writer

These days, pretzels aren't just your average bar snack. Manufacturers are producing their savory snacks with a bit of a twist, reaching the consumers who crave bolder flavors, a better-for-you snack or an innovative accompaniment to an everyday meal.

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Continued on page 32

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Magazine # 26

Title: **Nonni's foods Acquires THINaddictives premium cookies**

Source: *Snack Food & Wholesale Bakery*. 101.3 (Mar. 2012): p8.

Document Type: Brief article

Copyright: COPYRIGHT 2012 BNP Media
www.snackandbakery.com

Full Text:

Nonni's Foods LLC, a Chicago-based baker of premium biscotti, acquires THINaddictives Almond Thins from V.I.S. Inc., Montreal. The purchase includes the THINaddictives brand, which currently features Cranberry Almond, Pistachio Almond and Chocolate Almond cookies, and V.I.S.'s state-ofthe-art baking facility in Ville Saint-Laurent, Que.

"The THINaddictives brand is a strong strategic fit with Nonni's, which complements our successful biscotti business and allows us to expand into the fast-growing thin cookie segment, giving us two growth brands within the premium cookie category," says Nonni's Foods' CEO Dave Bere.

Nonni's Biscotti is sold nationally through grocery, club, mass and drug channels. Majority-owned by private equity firm Wind Point Partners, Nonni's Foods has experienced significant growth over the past seven years and recently added Biscotti Bites and Mini Biscotti to its long-stick biscotti product line.

Source Citation (MLA 7th Edition)
"Nonni's foods Acquires THINaddictives premium cookies." *Snack Food & Wholesale Bakery* Mar. 2012: 8. *General OneFile*. Web. 6 Aug. 2014.

[Article reprint below.]

Business Briefs

News

Nonni's Foods Acquires THINaddictives Premium Cookies

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suppliers

Rheon USA, a manufacturer of encrusting machines and dough sheeters, held a grand opening celebration at its new Irvine, Calif., office on Feb. 2. Located at 2 Doppler, the facility features a large lab that can accommodate additional equipment, as well as space for seminars, equipment demonstrations and more. The celebration included a seminar, equipment demonstrations and a discussion of trends in the bread market.

Rehrig Pacific Logistics, a wholly-owned subsidiary of Rehrig Pacific Co., launches www.rehriglogistics.com. The website features intuitive navigation for easy use, content written by the company's reverse logistics industry experts and a short video about sustainable supply chains. It also enables visitors to follow the company on Facebook, Google+, LinkedIn, Twitter and YouTube.

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Magazine # 27

Title: **Nature Valley granola thins**

Source: *Candy Industry*. 177.2 (Feb. 2012): p30.

Document Type: Brief article

Copyright: COPYRIGHT 2012 BNP Media
http://www.candyindustry.com

Full Text:

General Mills, Golden Valley, Minn.

www.generalmillsconvenience.com

(800) 767-5404

An indulgent 80-calorie granola **snack**, Nature Valley granola **thins** are available in both dark chocolate and dark chocolate peanut butter. The **thins** are 100% natural, made with delicate, crispy toasted granola and dark chocolate. Aimed at convenience store retailers, General Mills says they offer incremental sales opportunities and build on the success of Nature Valley granola bars.

Ingredients: (Dark Chocolate) whole grain oats, sugar, vegetable oil (canola, palm kernel, palm), rice flour, high maltose corn syrup, cocoa, honey, rice maltodextrin, salt, soy lecithin, milk, baking soda, malt extract, natural flavor.

S.R.P.: (.6-oz. square) $0.69

[ILLUSTRATION OMITTED]

Source Citation (MLA 7th Edition)
"Nature Valley granola thins." *Candy Industry* Feb. 2012: 30. *General OneFile*. Web. 6 Aug. 2014.

[Article reprint on the following page.]

Nature Valley Granola Thins

General Mills, Golden Valley, Minn.
www.generalmillsconvenience.com
(800) 767-5404

An indulgent 80-calorie granola snack, *Nature Valley* granola thins are available in both dark chocolate and dark chocolate peanut butter. The thins are 100% natural, made with delicate, crispy toasted granola and dark chocolate. Aimed at convenience store retailers, General Mills says they offer incremental sales opportunities and build on the success of *Nature Valley* granola bars.

Ingredients: (Dark Chocolate) whole grain oats, sugar, vegetable oil (canola, palm kernel, palm), rice flour, high maltose corn syrup, cocoa, honey, rice maltodextrin, salt, soy lecithin, milk, baking soda, malt extract, natural flavor.

S.R.P.: (.6-oz. square) $0.69

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Magazine # 28

Title: **General Mills Inc**

Source: *The Food Institute Report*. 85.1 (Jan. 9, 2012): p3.

Document Type: Brief article

Copyright: COPYRIGHT 2012 The Food Institute
http://www.foodinstitute.com

Full Text:

GENERAL MILLS INC., Minneapolis, is rolling out Nature Valley Protein Bars, featuring 10 grams of protein and five grams of fiber per serving. The bars, with less than 200 calories, are available in two flavors: Peanut Butter Dark Chocolate & Peanut and Almond & Dark Chocolate. Also, General Mills will soon be adding new flavors to its Granola **Thins** and Fiber One **snack** bar lines. These items contain 90 calories or less per serving. For more new General Mills products, see page 2.

Source Citation (MLA 7th Edition)
"General Mills Inc." *The Food Institute Report* 9 Jan. 2012: 3. *General OneFile*. Web. 6 Aug. 2014.

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Magazine # 29

Title: **BRITANNIA LAUNCHES GOODIES FOR HEALTH CONSCIOUS (and diabetics)**

Source: *India Business Insight*. (Dec. 31, 2011):

Document Type: Brief article

Copyright: COPYRIGHT 2011 Informatics (India) Ltd.
http://www.ibid.informindia.co.in/aboutibid.asp

Full Text:

Britannia Industries has launched two **snacks** in the health food segment.

It has introduced Nutri-Choice **Thins** and Nutri-Choice Roasty aimed at health conscious people and diabetics.

The products will be available in packs at prices ranging from Rs10 to Rs35.

Source Citation (MLA 7th Edition)
"BRITANNIA LAUNCHES GOODIES FOR HEALTH CONSCIOUS (and diabetics)." *India Business Insight* 31 Dec. 2011. *General OneFile*. Web. 6 Aug. 2014.

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Magazine # 30

Title: **Rude Health targets dieters with Thins line**

Source: *Grocer*. 234.7995 (Mar. 5, 2011): p28.

Document Type: Brief article

Copyright: COPYRIGHT 2011 William Reed Business Media Limited
http://www.thegrocer.co.uk/

Full Text:

Rude Health has ventured beyond cereals with a range of healthy **Thins**.

The company launched Oaty **Thins** ([pounds sterling]1.99), Multigrain **Thins** ([pounds sterling]1.99) and Rice **Thins** ([pounds sterling]1.69) into Waitrose last week.

Company MD Nick Barnard said the 25 calorie-per-slice **snacks**, which contain organic whole-grains, would be an alternative to rice cakes for diet-conscious consumers.

"There has been lots of success with premium, hand-cooked **crisps**," he said. "Rude Health has spotted an opportunity to make higher quality, better tasting alternatives to rice cakes and **crackers**."

Source Citation (MLA 7th Edition)
"Rude Health targets dieters with Thins line." *Grocer* 5 Mar. 2011: 28. *General OneFile*. Web. 6 Aug. 2014.

[Article reprint on the following page.]

David Taylor.

"Cadbury has been very protective about the whole

to consumers – we have already had to step up production to meet demand."

Wispa is already available as a McFlurry ice cream flavour in McDonald's.

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Branston Salad Cream with a Twist comes in three variants

Premier Foods launched Branston Relish in 2005 and it now claims to have a 62% share of the £11m category, while Branston Mayo hit £2.9m in first year sales after launching in May 2009 [SymphonyIRI].

Salad cream sales were down 4.6% to £57m in the last year [SymphonyIRI].

Rude Health targets dieters with Thins line

Rude Health has ventured beyond cereals with a range of healthy Thins.

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"There has been lots of success with premium, hand-cooked crisps," he said. "Rude Health has spotted an opportunity to make higher quality, better tasting alternatives to rice cakes and crackers."

Crabbie's soft line-up is exte

Halewood International is adding two variants to its John Crabbie's soft drinks range to tap growth in non-alcoholic adult drinks.

John Crabbie's Ginger Beer Diet and Twist of Orange are rolling out now in 70cl sharing bottles and 330ml single serves (rsp: £2.49 and £1.29).

The diet version contains

Crabbie's soft drinks: an alternative to traditional

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Magazine # 31

Title: **Flat is where it's at, says warbies in new venture**

Author(s): Alex Beckett

Source: *Grocer*. 233.7984 (Dec. 4, 2010): p26.

Document Type: Brief article

Copyright: COPYRIGHT 2010 William Reed Business Media Limited
http://www.thegrocer.co.uk/

Full Text:

Having ventured into bagged **snacks** and gluten-free bakery, Warburtons is now making its first foray into wraps and flatbreads.

Britain's biggest bread supplier is introducing Square-ish Wraps and Sandwich **Thins** to the bread aisles from February.

Square-ish Wraps (rsp: [pounds sterling]1.45 per six-pack) are designed to be used as a lighter alternative to sandwiches and come in resealable packs with a nine-day shelf life. Sandwich **Thins** (rsp: [pounds sterling]1.19 per six-pack) boast the same shelf life and are soft, white flatbreads containing 100 calories. One Sandwich Thin could be used to make a less calorific sandwich than one made with two slices of normal bread, claimed the bakery.

Thinking thin: wraps and flatbreads are growth areas

[Article reprint on the following page.]

Flat is where it's at, says Warbies in new venture

Roots & Wings has put together a six-strong range

Posh biscuits from Roots & Wings

Roots & Wings has extended its organic menu with a range of posh biscuits in time for the festive season.

The six-strong range includes Toffee Caramel, Crunchy Oaten & Wheat, All Butter Shortbread and Sicilian Lemon Biscuits (rsp: £1.99/200g). Chocolate-covered options of ginger and orange (rsp: £2.15/130g) complete the line-up.

Headed by former CEO of Duchy Originals Belinda Gooding, the company is donating 10% of its first-year profits to kids charities The Ickle Pickle Partnership and Whizz-Kidz.

Alex Beckett

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Thinking thin: wraps and flatbreads are growth areas

The new lines would act as a "vehicle" to entice younger shoppers who wanted more modern offerings from the bakery category, said Warburtons marketing director Richard Hayes, citing a 16.9% sales growth to £80.2m for the sandwich alternatives category [Nielsen 52w/e 2 October 2010].

"Wraps and flatbreads are also growing astronomically in the US and, as brand leader in bread, it is our responsibility to focus on such growth areas in the UK," said Hayes.

Discovery Foods and Mission are currently the lead brands in wraps and flatbreads but have a Mexican food positioning.

Hayes expected Warburtons to recruit a greater number of consumers owing to its "larger scale and brand name". The launch would also help the Bolton bakery to accelerate its national distribution programme, he added.

"In certain places in the country, including London, there are ethnic communities that don't eat so much sliced bread and toast and are more familiar with flatbread styles," he said.

"Independent stores in metropolitan areas require breads that major bakeries haven't catered for. This is part of our imperative to grow nationally."

Warburtons will support the launches with a £2m marketing campaign early next year, including TV ads and sponsorship of food shows, to highlight serving suggestions and encourage consumers to make the most of the versatility of the products.

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Magazine # 32

Title: **Nature Valley Releases Granola Thins**

Source: *Entertainment Close-up*. (July 1, 2010):

Document Type: Brief article

Copyright: COPYRIGHT 2010 Close-Up Media, Inc.
http://www.closeupmedia.com/

Full Text:

Nature Valley said it is taking aim at the granola bar aisle this summer with a "new, 100 percent natural treat."

Nature Valley Granola **Thins**, the company said, are granola squares, available in Dark Chocolate and Peanut Butter flavors.

Individually packaged, Granola **Thins** feature ingredients such as whole grain rolled oats, roasted peanuts and honey. With crispy granola on one side, and creamy peanut butter or dark chocolate flavor on the other, the company said that Granola **Thins** are ideal for satisfying mid-afternoon cravings. They contain 80 or 90 calories per square.

"People are looking for smart **snack** options that still satisfy those sweet cravings they might otherwise find in something heavier and less wholesome," said David Wilson, associate marketing manager for Nature Valley. "New Nature Valley Granola **Thins** are the perfect 100 percent natural afternoon pick-me-up. Granola **Thins** are a uniquely sweet, yet wholesome **snack** with a texture like nothing else in the granola aisle."

According to a release, Nature Valley Granola **Thins** are sold in 6-ounce boxes, containing 10 individually wrapped **Thins**, at a suggested retail price of $3.59. The product can be found in the granola aisle alongside other Nature Valley products in select markets. It will be available nationwide beginning in June.

Nature Valley consists of five granola bar lines: Crunchy Granola Bars, Chewy Trail Mix Bars, Yogurt Granola Bars, Sweet & Salty Nut Granola Bars and Roasted Nut Crunch Bars.

General Mills operates in over 100 countries and markets more than 100 consumer brands, including Cheerios, Haagen-Dazs, Nature Valley, Betty Crocker, Pillsbury, Green Giant, Old El Paso, Progresso, Cascadian Farm, and Muir Glen.

((Comments on this story may be sent to newsdesk@closeupmedia.com))

Source Citation (MLA 7th Edition)
"Nature Valley Releases Granola Thins." *Entertainment Close-up* 1 July 2010. *General OneFile*. Web. 6 Aug. 2014.

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Magazine # 33

Title: **Nature Valley Brings Out Granola Thins**

Source: *Food & Beverage Close-Up*, (June 23, 2010):

Document Type: Brief article

Copyright: COPYRIGHT 2010 Close-Up Media, Inc.
http://www.closeupmedia.com/

Full Text:

Nature Valley said it is taking aim at the granola bar aisle this summer with a "new, 100 percent natural treat."

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Source Citation (MLA 7th Edition)
"Nature Valley Brings Out Granola Thins." *Food & Beverage Close-Up* 23 June 2010. *General OneFile*. Web. 6 Aug. 2014.

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Magazine # 34

Title: **US: General Mills extends Nature Valley range**

Source: *just-food.com*. (June 22, 2010):

Document Type: Brief article

Copyright: COPYRIGHT 2010 AROQ Limited
http://aroq.com/

Full Text:

Byline: just-food.com

General Mills has extended its Nature Valley range with the addition of a sweet **snack** variant for the US market.

Nature Valley Granola **Thins** are “crispy” granola squares available in dark chocolate and peanut butter flavours, the firm said yesterday (21 June).

“People are looking for smart **snack** options that still satisfy those sweet cravings they might otherwise find in something heavier and less wholesome,” David Wilson, associate marketing manager for Nature Valley said.

Nature Valley Granola **Thins** are sold in 6oz boxes, containing ten individually wrapped **Thins**, at a suggested retail price of US$3.59.

This article was originally published on just-food.com on 22 June 2010. For authoritative and timely food business information visit http://www.just-food.com.

just-food.com

Source Citation (MLA 7th Edition)
"US: General Mills extends Nature Valley range." *just-food.com* 22 June 2010. *General OneFile*. Web. 6 Aug. 2014.

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Magazine # 35

Title: **Tell VT: what's your favorite gluten-free nosh?**

Source: *Vegetarian Times*. .371 (Oct. 2009): p12.

Document Type: Brief article

Copyright: COPYRIGHT 2009 Active Interest Media. All Rights Reserved.
http://www.aimmedia.com/

Full Text:

The Inspired Cookie makes wonderful GF vegan deliciousness!--SARAH

As a dietitian working with families following a GFCF diet, I like to keep it simple. A favorite nosh of both children and parents is popcorn. Heat up a little olive oil in a saucepan, cover the bottom with corn kernels, put a lid on, and shake!--AMBER

Mary's Gone **Crackers** and Nut **Thins**!

--ANDREA, VIA FACEBOOK

Erin McKenna's brownies in the BabyCakes cookbook. I bake them in a 9-inch square pan, which makes 16 fudgy, decadent, totally sexy brownies. Gluten free and full o' love.

--KRISTINE

Pamela's Products Chunky Chocolate **Chip** Cookies! Can't have just one.--RUMI

I love Mr. Krispers Rice **Crisps** and Good Health Natural Products Polenta Corn **Chips**!

--JANAH

Ina Garten's recipe for chocolate sorbet. It is gluten-free and dairy-free, with a real hit of pure chocolate flavor.--KYRA

Sorella Bakery Biscottines. These mini biscotti are great to have on hand for impromptu morning coffee with friends.--COURTNEY

It's not even cooked, but one of my all-time favorite **snacks** is toasted almonds and raisins!--HILDE

Flourless peanut butter cookies!--LIBBY

Source Citation (MLA 7th Edition)
"Tell VT: what's your favorite gluten-free nosh?" *Vegetarian Times* Oct. 2009: 12. *General OneFile*. Web. 6 Aug. 2014.

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Magazine # 36

Title: **Shearer's adds pretzel items to lineup**

Source: *Professional Candy Buyer*. 17.3 (May-June 2009): p13.

Document Type: Brief article

Copyright: COPYRIGHT 2009 M2Media360
http://www.candybusiness.com/archive.asp

Full Text:

BREWSTER, OH -- Shearer's Foods, Inc. debuts three pretzel products produced at the company's recently acquired manufacturing plant in Canonsburg, PA. One-pound bags of Thins, Minis and Sticks carry a SRP of $2.79 and feature packaging in bright, harvest colors, which has been unveiled for Shearer's entire pretzel line up. "This acquisition expands Shearer's capabilities and allows us to enhance our offerings in the pretzel category, including our private label and contract manufacturing customers," says Scott W. Smith, president. Circle No. 347 On Reader Reply Card.

Source Citation (MLA 7th Edition)
"Shearer's adds pretzel items to lineup." *Professional Candy Buyer* May-June 2009: 13. *General OneFile*. Web. 6 Aug. 2014.

[Article reprint on the following page.]

NEWS & TRENDS

McDaniel Replaces McEldowney At Mayfair

BUFFALO, NY — Retiring Tzetzo Bros./Mayfair Sales, Inc. President Roger McEldowney will assume the company's new senior strategic advisor role, while Keith McDaniel steps in as president.

McEldowney is credited by the company as being "instrumental in growing it into a unique dual business as a regional bulk solution for the grocery class of trade, and a national packer of confections in private label and Mayfair branded products for all classes of trade."

His industry contributions, including time served on the board of directors and executive board of the National Confectioners Association, were recognized with his 1999 induction into the Candy Hall of Fame.

McDaniel most recently served as the company's vice-president of purchasing and has been with Mayfair for 18 years.

The company also names Jerry Tubbs national sales manager, and Jim Lorimer director of marketing.

Keith McDaniel

Shearer's Adds Pretzel Items To Lineup

BREWSTER, OH — Shearer's Foods, Inc. debuts three pretzel products produced at the company's recently acquired manufacturing plant in Canonsburg, PA. One-pound bags of Thins, Minis and Sticks carry a SRP of $2.79 and feature packaging in bright, harvest colors, which has been unveiled for Shearer's entire pretzel line up. "This acquisition expands Shearer's capabilities and allows us to enhance our offerings in the pretzel category, including our private label and contract manufacturing customers," says Scott W. Smith, president.

Circle No. 347 On Reader Reply Card.

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Magazine # 37

Title: **Flavor still top priority for snack consumers**

Source: *MMR*. 26.7 (Apr. 13, 2009): p30.

Document Type: Brief article

Copyright: COPYRIGHT 2009 Racher Press, Inc.
http://www.massmarketretailers.com/

Full Text:

NEW YORK -- Health and wellness may be an increasingly important concern for more and more consumers, but when it comes to snacks, flavor still trumps all, it would seem.

To be sure, there is no shortage of healthful snacks hitting store shelves. For example, Blue Diamond Growers last month introduced Nut Thins, which are made from rice four and nuts with no added wheat or gluten and no trans fat. Available in almond, hazelnut, pecan, smokehouse, cheddar cheese and country ranch flavors, Nut Thins provide six grams of protein per serving.

[ILLUSTRATION OMITTED]

Blue Diamond is enjoying substantial success with its approach, which has made it the No. 2 brand in the snack nuts category, according to data compiled by Information Resources Inc. (IRI) from food, drug and discount outlets (excluding Wal-Mart Stores Inc.) for the 12 weeks ended February 22. Blue Diamond achieved a 12% sales increase, while the overall category declined 2.7%.

Results among healthful snack segments were uneven during the IRI reporting period. Sunflower/ pumpkin seeds were up a solid 7% in dollar sales, but granola bars declined 2% and all other snack/granola bars plunged 29%. On the other hand, nutritional/ intrinsic health value bars, a segment that includes such brands as Kellogg Co.'s Special K Protein bars and Atkins Nutritionals Inc.'s Atkins Advantage bar, managed a 5% increase.

Traditional salty snacks, meanwhile, appear to he suffering no erosion of popularity at all. Cheese snacks saw sales jump nearly 15%, led by the venerable Cheetos brand from Frito-Lay Inc., which grew sales by nearly 24%. Potato chips showed similar strength, with sales climbing nearly 14%, as several brands generated strong double-digit sales increases.

Other salty snack segments--including pretzels, corn snacks, pork rinds and ready-to-eat popcorn/caramel corn--were all up in solid single digits, according to IRI. Clearly, as studies are revealing, while shoppers may be trying to eat more healthful snacks, they are not forsaking old favorites.

Source Citation (MLA 7th Edition)
"Flavor still top priority for snack consumers." *MMR* 13 Apr. 2009: 30. *General OneFile*. Web. 6 Aug. 2014.

[Article reprint on the following page.]

dle is overcome by fewer than 25% of new launches.

The vast majority of new items are usually extensions of established brands, and that trend is being reinforced by a growing reluctance on the part of consumers to experiment with the unknown. For example, the No. 1 pacesetter, Gatorade's G2, is a low-calorie version of the original sports drink, while No. 8 Pepsi Max adds ginseng and extra caffeine.

While Americans may be eating at home more, convenience still rules, as reflected by the success of fifth-ranked Hormel Compleats self-serve dinners, No. 6 DiGiorno Ultimate frozen pizza and Tyson Any'Tizers, the ninth-ranked pacesetter. The third- and fourth-ranked pacesetters marry convenience with nutritional value: Healthy Choice Café Steamers and Progresso Light soups.

As Berlack pointed out, however, consumers are not willing to forsake all indulgences. No. 2 Dunkin' Donuts Coffee, seventh-ranked Smirnoff Ice Flavors and Doritos Collissions, the 10th-ranked pacesetter from Frito-Lay Inc., all appeal mainly through

Flavor Still Top Priority for Snack Consumers

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Magazine # 38

Title: **Sneaky subs**

Author(s): Samantha B. Cassetty

Source: *Good Housekeeping*. 248.3 (Mar. 2009): p40.

Document Type: Brief article

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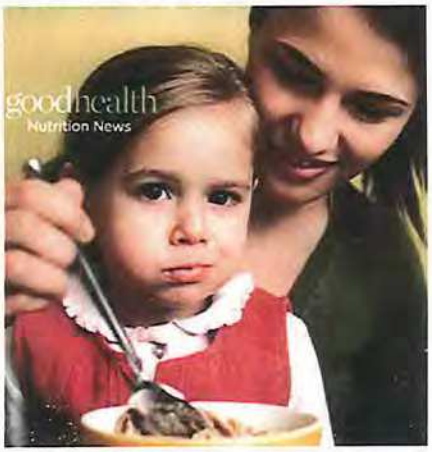
Full Text:

[ILLUSTRATION OMITTED]



Q: Which of the following contains artificial sweeteners?

A. Quaker High Fiber Instant Oatmeal Maple & Brown Sugar

C. Quaker Quakes Caramel Corn Rice Snacks

[ILLUSTRATION OMITTED]

D. Minute Maid Fruit Falls Tropical Water Beverage

B. Arnold Select 100% Whole Wheat Sandwich **Thins**

[Article reprint on the following page.]

Sneaky Subs

Q: Which of the following contains artificial sweeteners?

A. **Quaker High Fiber Instant Oatmeal Maple & Brown Sugar**

B. **Arnold Select 100% Whole Wheat Sandwich Thins**

C. **Quaker Quakes Caramel Corn Rice Snacks**

D. **Minute Maid Fruit Falls Tropical Water Beverage**

E. **Kellogg's Extra Fiber All-Bran**

A: All of the above Despite claims like "naturally flavored"—and even a name that includes the word sugar—these products all contain low-cal sweeteners. Scan ingredient lists for **sucralose** (Splenda), **acesulfame potassium** or **acesulfame-K** (Sweet One), **aspartame** (Equal), or **saccharin** (Sweet'N Low). These substitutes are safe, but if you prefer not to eat them or want your kids to avoid them, you need to look for the sweeteners in places you'd never expect them to be.

BEST WATER FOR WE
control your appetite, c
ation produces gastric
your tummy into thinki
bubbly, try seltzer with
white wine spritzer. It's
than a regular glass of

Source: University of Ulster and Universi

BY SAMANTHA B. CASSET

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Magazine # 39

Title: **Tex-Mex flavor tortilla chips debut**

Source: *Professional Candy Buyer*. 17.2 (March-April 2009): p34.

Document Type: Brief article

Copyright: COPYRIGHT 2009 M2Media360
http://www.candybusiness.com/archive.asp

Full Text:

ON THE BORDER Southwest **Thins** tortilla **chips** are from Truco Enterprises. The **chips** have stone ground white corn and southwest seasoning for a Tex-Mex flavor. They have no cholesterol, preservatives, trans fat, artificial colors or flavors and are gluten free. The **chips** come in 11-ounce bags with a SRP of $3.79, shipping 12 per case.

[ILLUSTRATION OMITTED]

Circle No. 223 On Reader Reply Card.

Source Citation (MLA 7th Edition)
"Tex-Mex flavor tortilla chips debut." *Professional Candy Buyer* Mar.-Apr. 2009: 34. *General OneFile*. Web. 6 Aug. 2014.

[Article reprint on the following page.]

The company also adds its first savory Special K offering with Special K Crackers. The product is directed at better-for-you snackers, with 90 calories per eight grams of whole grains per serving. They come in Italian Tomato & Herb and Multi-Grain flavors and pack in eight-ounce boxes and 90-calorie pouches, which ship six per box.

*Circle No. **220** On Reader Reply Card.*

Top Brands Add Flavor To Sunflower Seeds

THANASI FOODS LLC introduces BIGS brand Sunflower Seeds, jumbo-size sunflower seeds in a range of co-branded flavors. The line features Original Salted & Roasted, Frank's Red-Hot Buffalo Wings, Vlasic Dill Pickle, Zesty Ranch and Bacon Salt brand Sizzlin' Bacon. They pack in 5.35-ounce reclosable window bags with a SRP of $1.69, shipping 12 per case.

*Circle No. **221** On Reader Reply Card.*

Tex-Mex Flavor Tortilla Chips Debut

ON THE BORDER Southwest Thins tortilla chips are from Truco Enterprises. The chips have stone ground white corn and southwest seasoning for a Tex-Mex flavor. They have no cholesterol, preservatives, trans fat, artificial colors or flavors and are gluten free. The chips come in 11-ounce bags with a SRP of $3.79, shipping 12 per case.

*Circle No. **223** On Reader Reply Card.*

RCH • APRIL 2009 • www.candybuyer.com

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Magazine # 40

Title: **Double dipping**

Author(s): Richard Turcsik

Source: *Grocery Headquarters*. 75.1 (Jan. 2009): p90.

Document Type: Brief article

Copyright: COPYRIGHT 2009 MacFadden Communications Group LLC
http://www.macfad.com/

Full Text:

HERE'S A WAY TO INCREASE PERISHABLES IMPULSE SALES--stock a line of high margin **chips** and salsa in the deli department, like the On the Border Southwest **Thins** tortilla **chips** being introduced by Dallas-based Truco Enterprises, LP.

Licensed from restaurant operator Brinker International, Truco produces On the Border brand salsa, tortilla **chips**, margarita mix and queso cheese dip. "In this business, many of our DSD partners have their own tortilla **chip** and to place On the Border tortilla **chips** next to their own tortilla **chips** would be a conflict of interest, so that led us to create a direct program in which we bypass DSD," Down Grosvenor, vice president of marketing, tells Grocery Headquarters. "By bypassing DSD I'm able to deliver a greater benefit to the retailer financially and I'm able to lower the price to the consumer," she says.

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[Article reprint on the following page.]

fresh >>TALK

California Cuties

CUTIES, A DOMESTIC VARIETY OF CLEMENTINE MANDARIN ORANGES, ARE BACK IN TOWN.

The result of a joint partnership between Los Angeles-based Paramount Citrus and Sun Pacific, Cuties consist of two different varieties of fruit, Clementines mandarins, available from mid-October through April, and W. Murcott mandarins, harvested from mid-January through April. Both are virtually identical in taste, texture and quality.

Before a mandarin can earn a Cuties label, it must meet rigorous standards for sweetness, peelability and absence of seeds. For sweetness, Cuties must maintain a minimum of 10 brix/ratio. According to the growers, unlike some imported fruits, Cuties are never "treated," so their sweetness is 100% natural.

Cuties are packaged in 5-pound boxes and 3-pound bags. Pricing is on parity with imported Clementines. "The 5-pound box is the standard, but the up-and-coming size is the 3-pound bag, which makes a lot of sense for smaller homes," says Dominic Engels, vice president of marketing, at Paramount Citrus.

For more information, visit www.cutiescitrus.com.

Double dipping

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"We have started a direct deli program and we also have direct pallet programs and in 2009 this will comprise our primary strategy," Grosvenor says.

A key part of this year's program is the rollout of On the Border Southwest Thins. "Southwest Thins were developed and modeled in recognition that many consumers prefer a thin tortilla chip," Grosvenor says. "We utilize a propriety blend of a very light cumin spice that is sprinkled on our tortilla chip, which is a proprietary blend of white and yellow corn that is blended into a soft, folding masa, which is then pre-cut into delicate slices and layered upon trays as if hand-crafted."

The masa is then sent to four co-packers around the country who fry the chip in a trans-fat free oil blend. The chips are then toasted on the line and placed in 11-ounce bags that have a suggested retail of $3.79.

For more information, visit www.otbchips.com or call 1-800-471-7723.

SUPPLIER NEWS

FRESHCONEX set: Fresh-cut produce is taking center stage at FRESHCONEX 2009, being held in Germany Feb. 4-6, at the Berlin Exhibition Grounds. In response to strong demand for exhibition space, this year's conference is being held in the larger Hall 2.1. The exhibition area covers the entire fresh-cut trade, including products, processing technologies and specialized packaging, quality and safety. The show is organized by Messe Berlin. www.freshconex.com

Artichoke prep: Shoppers at the new Kowalski's Market in Eagen, Minn., got a fresh taste of California in November when Castroville, Calif.-based Ocean Mist Farms served artichoke recipes as part of the store's grand opening. Ocean Mist Farms served 1,800 servings of grilled fresh long-stem artichokes with artichoke hummus. The demo team showed shoppers how to use a potato peeler to remove the outside strands of a long-stem artichoke to prepare for cooking. Once it was cooked the team used a food processor to make artichoke hummus with garbanzo beans. "Having Ocean Mist at Kowalski's brought the entire produce department to life and taught shoppers how to be passionate about artichokes," says Terri Bennis, vice president of fresh food operations at the nine-unit Kowalski's. www.oceanmist.com

Magazine # 41

Title: **More shortbread to our shores**

Author(s): Meghan Grant

Source: *Grocery Headquarters*. 74.9 (Sept. 2008): p50.

Document Type: Brief article

Copyright: COPYRIGHT 2008 MacFadden Communications Group LLC
http://www.macfad.com/

Full Text:

PACKAGED IN THE COMPANY'S SIGNATURE PLAID CARTON, Aberlour-on-Spey, Scotland-based Walkers Shortbread has a new lineup of crunchy snacks for retail shelves. The company is adding a dash of fruit to its cookies with its Shortbread Thins Lemon and Shortbread Thins Raspberry, which come in 4.2-ounce packs with a SRP of $5.99. Now available in a smaller package, 4.7-ounce packages of Highlander cookies retail for $4.99. Perfect for entertaining are the Miniature Rounds and Miniature Lemon Hearts, bite-sized versions, at 3.5 ounces and SRP of $6.99.

[ILLUSTRATION OMITTED]

For more information, visit www.walkersshortbread.com.

Grant, Meghan

Source Citation (MLA 7th Edition)
Grant, Meghan. "More shortbread to our shores." *Grocery Headquarters* Sept. 2008: 50. *General OneFile*. Web. 6 Aug. 2014.

[Article reprint on the following page.]

IN THE >>AISLES BY MEGHAN GRANT

Beech-Nut's promise: no junk

LATHAM, N.Y.-BASED BEECH-NUT BABY FOOD CO. has revamped its line of toddler foods, changing the name from "Table Time" to "Let's Grow!" while adding a "No Junk Promise" to parents. The line, which will include 19 SKUs that cover breakfast, lunch, dinner and snacks, is set to debut this fall. Some of the items in the line include Wakey Flakes cereal and Seven-grain Nibbles, a unique whole-grain snack.

"At Beech-Nut we recognize that moms need more options for convenient and nutritional food for their toddlers that also taste great," says Christoph Rudolf, president and CEO of Beech-Nut Nutrition Corp. "By introducing Beech-Nut Let's Grow! we are offering moms all three, along with the added promise that we're doing our part to cut the unnecessary junk out of their little one's diet." The line will also be free of artificial colors, flavors, MSG and preservatives. Let's Grow! products will be formulated with the vitamins and minerals essential for healthy growth and development, according to company officials.

In support of the product introduction, Beech-Nut will launch its largest multi-million dollar advertising campaign. Company officials say that new items will be added to the line every six months.

For more information, visit www.beech-nut.com.

More shortbread to our shores

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For more information, visit www.walkersshortbread.com.

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Magazine # 42

Title: **Dipping into shared snacks**

Source: *Grocer*. 231.7868 (Aug. 16, 2008): p54.

Document Type: Brief article

Copyright: COPYRIGHT 2008 William Reed Business Media Limited
http://www.thegrocer.co.uk/

Full Text:

[ILLUSTRATION OMITTED]

Healthy: 34 calories per slice

Ryvita hopes to cash in on the growing trend for dipping snacks with the launch of Ryvita Thins.

Owner Associated British Foods said it has positioned the new Cracked Black Pepper and Multi-Seed flavoured flatbreads at the premium end of the sharing snack market but, at 34 calories a slice, they will also appeal to the health market.

"Consumers will be able to take pleasure in guilt-free snacking more often with Ryvita Thins," said Nigel Nelms, marketing director. "They have been developed to appeal to existing fans as well as bringing new users into the crackers and crisp-bread category."

Source Citation (MLA 7th Edition)
"Dipping into shared snacks." *Grocer* 16 Aug. 2008: 54. *General OneFile*. Web. 6 Aug. 2014.

[Article reprint on the following page.]

54 The Grocer 16 August 2008 www.thegrocer.co.uk

product news

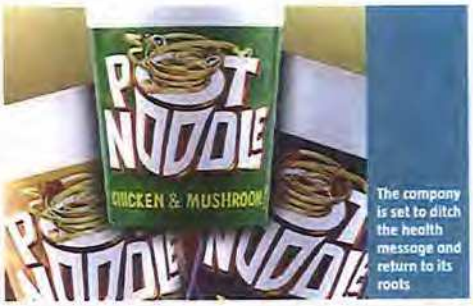
Pot Noodle returns to taste and convenience

David Burrows

Pot Noodle is set to go back to basics with a £1.5m promotion next month targeting its core fans – "young lads who eat McDonald's and toast," according to brand owner Unilever.

The company has abandoned its recent health-related marketing message and reverted to a more traditional spin for the country's biggest-selling potted snack – based on convenience and taste.

"We were never trying to position Pot Noodle as a holier-than-thou product, but the aim was to shake off the 'slag of all snacks' image, which we've managed to do," Cheryl Calverley, marketing manager for Pot Noodle, told The Grocer.



The company is set to ditch the health message and return to its roots

The campaign will involve TV, digital and press activity and an on-pack spinning fork giveaway.

Calverley admitted the fork, which saves consumers from having to stir the Pot Noodle, was just a bit of fun and a deliberately "stupid invention" that core consumers would find amusing.

The brand's quirkiness is also being played on at the Edinburgh Fringe Festival, in a tongue-in-cheek show, Pot Noodle The Musical.

The show has been funded by Unilever but the company has had no involvement in the content. In fact, the brand isn't mentioned or eaten at all during the one-hour stage act.

The shift in tactics marks a surprising u-turn after the health-related campaigning of the past two years.

Unilever had spent £20m focusing on allaying consumers' health fears, with initiatives including a multimedia campaign and product reformulation.

Salt content was reduced by 50% across the range and three new flavours added.

The time and money spent have made little difference to sales. Pot Noodle sales were up just 1.1% to £73m in a market up 4.2% [Nielsen MAT to 14 June 2008].

But Unilever remains upbeat about its iconic brand.

"Sales had previously flattened off, so a year of growth is a good result," said Calverley. "Pot Noodle is not an easy beast to move."

Healthy: 34 calories per slice

Dipping into shared snacks

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"Consumers will be able to take pleasure in guilt-free snacking more often with Ryvita Thins," said Nigel Nelms, marketing director. "They have been developed to appeal to existing fans as well as bringing new users into the crackers and crispbread category."

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Magazine # 43

Title: **AUS: Campbell completes snack sale**

Source: *just-food.com*. (May 13, 2008):

Document Type: Brief article, Reprint

Copyright: COPYRIGHT 2008 AROQ Limited
http://aroq.com/

Full Text:

Byline: just-food.com

The Campbell Soup Company has completed the sale of its Australian salty **snacks** brands.

The business, including two production plants and some well-known brands, has been purchased by a group of Australian investors including the senior management of Australian **snack** group The Real McCoy.

The transaction included the Cheezels, **Thins**, Tasty Jacks, French Fries, and Kettle **Chips** brands.

The sale was originally announced at the end of April, when Campbellas president and CEO Doug Conant said the move would strengthen the companyas "relentless focus" on simple meals, baked **snacks** and healthy drinks.

The sale awill continue to position Campbell as a high-performing focused food company," Conant added.

The financial details of the deal have not been disclosed.

This article was originally published on just-food.com on 13 May 2008. For authoritative and timely food business information visit http://www.just-food.com.

just-food.com

Source Citation (MLA 7th Edition)
"AUS: Campbell completes snack sale." *just-food.com* 13 May 2008. *General OneFile*. Web. 6 Aug. 2014.

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Magazine # 44

Title: **5 On the Border Cantina Thins**

Source: *Snack Food & Wholesale Bakery*. 97.2 (Feb. 2008): p40.

Document Type: Brief article

Copyright: COPYRIGHT 2008 BNP Media
www.snackandbakery.com

Full Text:

[ILLUSTRATION OMITTED]

Company: Truco Enterprises, Dallas, Texas

5

Web site: www.Truco.com

Introduced: October 2007

Distribution: National

Suggested Retail: $2.78 for a 12-oz. bag

Product Snapshot: Whole-kernel white corn is cooked, stone-ground and pressed into On the Border's new Cantina **Thins**, which are lightly baked and hand-cut into irregular triangles before being fried.

Ingredients: White stone-ground corn, vegetable oil, (Contains one or more of the following: canola, corn, partially hydrogenated soybean, or soybean oil), salt and a trace of lime.

Source Citation (MLA 7th Edition)
"5 On the Border Cantina Thins." *Snack Food & Wholesale Bakery* Feb. 2008: 40. *General OneFile*. Web. 6 Aug. 2014.

[Article reprint on the following page.]

New Products

5 On the Border Cantina Thins
Company: Truco Enterprises, Dallas, Texas
Web site: www.Truco.com
Introduced: October 2007
Distribution: National
Suggested Retail: $2.78 for a 12-oz. bag
Product Snapshot: Whole-kernel white corn is cooked, stone-ground and pressed into *On the Border's* new Cantina Thins, which are lightly baked and hand-cut into irregular triangles before being fried.
Ingredients: White stone-ground corn, vegetable oil, (Contains one or more of the following: canola, corn, partially hydrogenated soybean, or soybean oil), salt and a trace of lime.

6 Oroweat 100% Whole Grain & Honey Bread
Company: Bimbo Bakeries, Fort Worth, Texas
Web site: www.Oroweat.com, www.BimboBakeriesUSA.com
Introduced: October 2007
Distribution: California, Pacific Northwest, Arizona, Las Vegas
Suggested Retail: $3.50 per loaf
Product Snapshot: Two slices of the new *Oroweat* 100% Whole Grain & Honey bread provide 6 g. of fiber and a full day's supply of whole grain health. Flavor comes from the added sweetness of honey and brown sugar. The all-natural product is free from artificial colors, flavors and preservatives, and does not include high-fructose corn syrup
Ingredients: Whole wheat flour, water, yeast, honey, cracked wheat, brown sugar, wheat gluten, whole rolled oats, salt, molasses, soybean oil, grain vinegar, extract of raisins, soy, lecithin, cultured wheat starch.

7 Think5 Bars
Company: Think Products, Ventura, Calif.
Web site: www.ThinkProducts.com
Introduced: November 2007
Distribution: National
Suggested Retail: $2.79-$3.29 per bar
Product Snapshot: Each *Think5* bar is made with three cups of vegetables and two cups of fruit, and packed with spinach, broccoli, apples and cranberries. The product also is gluten-free. Each serving contains 130 mg. of Omega-3. Consumers can choose from two flavors: Red Berries and Chocolate Covered Red Berries.
Ingredients (Chocolate Covered Red Berries variety): *Think5* blend (apple powder, carrot powder, sweet potato powder, broccoli powder, spinach leaf powder, watercress powder, soy lecithin, pectin, organic alfalfa grass juice powder, organic spirulina, chlorella [cracked cell], brown rice germ, acerola berry juice powder, beet juice powder, green tea extract, grape seed and skin extract, parsley leaf powder, pea powder), mixed fruit concentrate (peach, pear, pineapple, apple, white grape, raspberry), cranberries, chocolate coating (evaporated cane juice, cocoa powder, chocolate liquor, milk, soy lecithin, natural vanilla), olive oil, ground flaxseeds, evaporated cane juice, natural flavors, salt. Contains soy, milk. Gluten-free.

8 Do-Goodie Brownies
Company: Greyston Bakery, Yonkers, N.Y.
Web site: www.GreystonBakery.com, www.DoGoodBrownies.com
Introduced: November 2007
Distribution: Sold in select stores nationwide
Suggested Retail: $2.49 per brownie
Product Snapshot: "How Good Can One Brownie Be?" Just ask Greyston Bakery. Made with rich Belgian chocolate and all-natural ingredients, the company's new *Do-Goodie* brownies come in a variety of flavors, ranging from the original Chocolate Fudge to Walnut Fudge to Espresso Bean to Brown Sugar Blondie. All *Do-Goodie* profits go directly to the Greyston Foundation, which supports jobs, childcare, healthcare and housing for the underprivileged. As Greyston says, "Feed Your Conscience."
All Natural Ingredients (Walnut Fudge variety): Pure cane sugar, butter, cage-free eggs, walnuts, unsweetened chocolate, unbleached flour, semi-sweet chocolate (Belgian chocolate liquor processed with alkali, sugar, cocoat butter, soy lecithin), vanilla extract, salt. This product contains milk, soy, eggs, tree nuts and wheat. Processed in a plant that manufacturers products containing tree nuts.

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Magazine # 45

Title: **UBUK attempted to inject energy into the savoury snacks market earlier this year by introducing a new range of crackers under its Jacob's brand called Jacob's Savours**

Source: *Grocer*. 230.7807 (June 2, 2007): p66.

Document Type: Brief article

Copyright: COPYRIGHT 2007 William Reed Business Media Limited
http://www.thegrocer.co.uk/

Full Text:

UBUK attempted to inject energy into the savoury snacks market earlier this year by introducing a new range of crackers under its Jacob's brand called Jacob's Savours. The new product is positioned as an everyday snack with natural ingredients. The range offers two types of seasoned cracker: Jacob's Thins, which are light crackers in rosemary & seasalt and sesame & roasted onion flavours; and Jacob's Bakes, which are crisp wheat crackers in flavours of salt & cracked black pepper and garlic & herb. The crackers are priced at 89p and are designed to be eaten with a variety of dips or on their own.

Source Citation (MLA 7th Edition)
"UBUK attempted to inject energy into the savoury snacks market earlier this year by introducing a new range of crackers under its Jacob's brand called Jacob's Savours." *Grocer* 2 June 2007: 66. *General OneFile*. Web. 6 Aug. 2014.

[Article reprint below.]

UBUK attempted to inject energy into the savoury snacks market earlier this year by introducing a new range of crackers under its Jacob's brand called Jacob's Savours. The new product is positioned as an everyday snack with natural ingredients. The range offers two types of seasoned cracker: Jacob's Thins, which are light crackers in rosemary & seasalt and sesame & roasted onion flavours; and Jacob's Bakes, which are crisp wheat crackers in flavours of salt & cracked black pepper and garlic & herb. The crackers are priced at 89p and are designed to be eaten with a variety of dips or on their own.

Walkers cheese & onion crisps was one of the first products to carry the Carbon Trust's mark, from last month. PepsiCo is supporting the

focus on.

according to Mintel.

Manufacturers are offering a wider range of pack sizes and multipack formats to appeal to as many consumers as possible. Lower-fat/low-calorie crisps and crisps targeted at children tend to be in smaller packs; value-added crisps targeted at men are in a larger format; while multipacks in the leading supermarkets range in size from four to 30 bags.

But snacking is not, of course, just a stay-at-home affair. It is split almost equally between eat-now and eat-at-home – 52% to 48% – and suppliers know

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Magazine # 46

Title: **Jacob's savours natural crackers**

Source: *Grocer*, 230.7799 (Apr. 7, 2007): p46.

Document Type: Brief article

Copyright: COPYRIGHT 2007 William Reed Business Media Limited
http://www.thegrocer.co.uk/

Full Text:

United Biscuits is the latest manufacturer attempting to inject energy into the savoury **snacks** market.

Savours 'will provoke renewed interest in everday crackers'

The company is introducing a new range of **crackers** under its Jacob's brand called Jacob's Savours, which will be positioned as an everyday **snack** with natural ingredients.

The range offers two types of seasoned **cracker**: Jacob's **Thins**, which are light **crackers** in rosemary & seasalt and sesame & roasted onion flavours; and Jacob's Bakes, which are **crisp** wheat **crackers** in flavours of salt & cracked black pepper and garlic & herb.

"We are confident the introduction of Jacob's Savours into the everyday **cracker** segment will provoke renewed interest in the sector," said customer marketing director Mark Sugden. "We anticipate they will be popular with women aged over 30, and retailers should make sure they are well merchandised."

The **crackers** will be priced at 89p, and are designed to be eaten with a variety of dips or on their own.

Source Citation (MLA 7th Edition)
"Jacob's savours natural crackers." *Grocer* 7 Apr. 2007: 46. *General OneFile*. Web. 6 Aug. 2014.

[Article reprint on the following page.]

Clipper brews up oats for breakfast

Clipper, the Fairtrade and organic tea manufacturer, is looking to capitalise on the popularity of oats by bringing out an organic oat and malt breakfast drink.

Clipper plans to promote the benefits of the slow-acting energy release of oats with its instant Organic Oat Cup beverage, which is enhanced with flavours of cinnamon and apple, and is positioned as an ideal addition at breakfast time.

Organic Oat Cup: slow-acting energy release of oats

Marketing manager for Clipper, Julie Rideout, is confident the new product will match the company's success with organic and Fairtrade tea. "Organic Oat Cup is utterly delicious and filling. It's like a meal in a cup and is not only the perfect drink for first thing in the morning but it will keep you fully fuelled and ready for action until lunchtime.

"At Clipper we pride ourselves on bringing the highest quality, most delicious, organic and Fairtrade hot beverages to the market," she said.

The drink, rsp £2.99 for a 400g jar, is currently listed in health food stores throughout the UK.

IN BRIEF

Freshnlo in running

Scottish low fat milk brand Freshnlo is to benefit from a five-month campaign to promote the Freshnlo Great Scottish Run on 1 and 2 September. This year's campaign will be launched by athletics star Liz McColgan.

Greasy pole

Ribena Really Light is to sponsor the new ITV series Grease is the Word and Greased Lightnin' on ITV2, which follows the search for the lead roles in Grease the musical this July.

Sport additions

Lucozade Sport will soon be available in two new flavours: raspberry and tropical. These will replace the existing mixed berry and lemon flavours as part of a £10m total media spend for the brand this year.

Jacob's savours natural crackers

United Biscuits is the latest manufacturer attempting to inject energy into the savoury snacks market.

The company is introducing a new range of crackers under its Jacob's brand called Jacob's Savours, which will be positioned as an everyday snack with natural ingredients.

The range offers two types of seasoned cracker: Jacob's Thins, which are light crackers in rosemary & seasalt and sesame & roasted onion flavours; and Jacob's Bakes, which are crisp wheat crackers in flavours of salt & cracked black pepper and garlic & herb.

Savours 'will provoke renewed interest in everday crackers'

"We are confident the introduction of Jacob's Savours into the everyday cracker segment will provoke renewed interest in the sector," said customer marketing director Mark Sugden. "We anticipate they will be popular with women aged over 30, and retailers should make sure they are well merchandised."

The crackers will be priced at 89p, and are designed to be eaten with a variety of dips or on their own.

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Magazine # 47

Title: **Rice Thins**

Source: *Stagnito's New Products Magazine*. 5.6 (June 2005): p19.

Document Type: Brief article

Copyright: COPYRIGHT 2005 BNP Media
http://www.bnp.com

Full Text:

Back To Nature recently introduced a new variety to its Rice **Thins cracker** line. The new flavor, Tomato Herb, has the same nutritional profile as other Back To Nature **Crackers**: zero grams of trans fat, with no artificial flavors, preservatives or colors. In terms of caloric intake, 15 Tomato Herb Rice **Thins** contain 130 calories.

[ILLUSTRATION OMITTED]

Company: Back To Nature Foods Co., Madison, Wis.

Distribution: National

Suggested Retail Price: $2.79 to $2.99

Packaging: 4-ounce paperboard box

Ingredients: Tomato Herb variety: Rice, expeller-pressed oleic safflower oil, tomato powder, sea salt, sugar, maltodextrin, spices (includes oregano, thyme, basil, parsley), whey (from milk), gum arabic, natural flavor (includes onion and garlic extracts)

Source Citation (MLA 7th Edition)
"Rice Thins." *Stagnito's New Products Magazine* June 2005: 19. *General OneFile*. Web. 6 Aug. 2014.

[Article reprint below.]

introduced Pepperoni flavored Slim Jim meat snacks. The snack has a burst of zesty Italian flavor, making it different from traditional Slim Jim snacks. Pepperoni Slim Jims come in single 13-inch sticks or 4-inch sticks in a 15-count canister.
Company: ConAgra Foods Inc., Omaha, Neb.
Distribution: National
Suggested Retail Price: $0.99, $3.49
Packaging: 0.97-ounce plastic

Ingredients: Fruit snacks: Fruit juice (apple and pear juice from concentrate), corn syrup, sugar, modified corn starch, contains two percent or less of pectin, citric acid and sodium citrate, ascorbic acid (vitamin C), malic acid, natural and artificial flavors, artificial colors (includes color added, yellow 5, red 40, blue 1)

Rice Thins

Back To Nature recently introduced a new variety to its Rice Thins cracker line. The new flavor, Tomato Herb, has the same nutritional profile as other Back To Nature Crackers:

and Black Cherry. The naturally flavored purified water, fortified with calcium and vitamin C, is available in blue PET bottles.
Company: Meridian Beverage, Atlanta
Distribution: National
Suggested Retail Price: $1.19 to $1.29
Packaging: 16.9-ounce plastic bottle
Ingredients: Navel Orange variety: Purified water, citric acid, calcium gluconate and/or lactate, natural flavor, potassium benzoate, potassium sorbate, aspartame, acesulfame potassium and ascorbic acid (vitamin C)

continued on page 20

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Magazine # 48

Title: **Liberty Richter**

Source: *Gourmet Retailer*. 26.5 (May 2005): p109.

Document Type: Brief article

Copyright: COPYRIGHT 2005 Stagnito Media
http://www.gourmetretailer.com

Full Text:

LIBERTY RICHTER Sesmark Rice **Thins** have always been **crisp** and tasty, and now they're available in new and appealing packages. All natural, free of trans fats, and kosher certified, they are perfect for those on a restricted diet. Made of rice with no wheat or gluten, these crunchy rice **thins** are available in four varieties--Sesame, Brown Rice, Teriyaki, and Cheddar.

201-843-8900 www.libertyrichter.com

CLICK READER SERVICE NO. 420

[ILLUSTRATION OMITTED]

Source Citation (MLA 7th Edition)
"Liberty Richter." *Gourmet Retailer* May 2005: 109. *General OneFile*. Web. 6 Aug. 2014.

[Article reprint is on the following page.]

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LIBERTY RICHTER

Sesmark Rice Thins have always been crisp and tasty, and now they're available in new and appealing packages. All natural, free of trans fats, and kosher certified, they are perfect for those on a restricted diet. Made of rice with no wheat or gluten, these crunchy rice thins are available in four varieties — Sesame, Brown Rice, Teriyaki, and Cheddar.

201-843-8900
www.libertyrichter.com
CLICK READER SERVICE NO. 420

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Magazine # 49

Title: **Blue Diamond Growers**

Source: *Food & Drug Packaging*. 69.4 (Apr. 2005): p11.

Document Type: Brief article

Copyright: COPYRIGHT 2005 BNP Media
http://www.fdp.com/

Full Text:

* Blue Diamond Growers has switched to recycled paperboard for its Nut*Thins Crackers. The cartons contain laminated-foil pouches. For more details, see our article "Paperboard cartons target strength and beauty" on p.56.

Source Citation (MLA 7th Edition)
"Blue Diamond Growers." *Food & Drug Packaging* Apr. 2005: 11. *General OneFile*. Web. 6 Aug. 2014.

[Article reprint below.]

NEWS BRIEFS

■ *José Martínez* has been hired as the new head of the Latin American office of the Packaging Machinery Manufacturers Institute (PMMI). *Jacquelyn Bradshaw* has been promoted to director of PMMI's web services.

■ Blue Diamond Growers has switched to recycled paperboard for its Nut*Thins Crackers. The cartons contain laminated-foil pouches. For more details, see our article "Paperboard cartons target strength and beauty" on p.56.

■ ATEK Medical Manufacturing has bought the Grand Rapids, Mich., manufacturing and sterilization facility of Medtronic Inc.

■ Bath and Body Works will receive this year's "Art of Packaging Award" sponsored by the Pratt Institute and Luxe Pack Monaco. The event benefits the institute's graduate program for perfume packaging design.

■ EPCglobal Inc. has ratified a Generation 2 standard for radio frequency identification (RFID) tags. The standard describes the core capabilities required to meet expectations of leading retailers and other end users.

■ Grocery Manufacturers of America has hired Naomi Greer as director of communications. Greer had held a similar post for the American Gaming Association.

■ *Frits van Paasschen*, a former Nike executive, has been named CEO and president of Molson Coors Brewing. The company has also launched a beer laced with guarana, an herbal "energy supplement." Molson Kick comes in a 355-milliliter aluminum bottle, reportedly the first one for Canadian beer.

■ The Paperboard Packaging Alliance, a joint venture of the Paperboard Packaging Alliance and the American Forest & Paper Association, has set up paperboardpackaging.org, a Web site for packaging decision-makers.

■ The "Stop Counterfeiting in Manufactured Goods Act" has been approved by a committee of the U.S. Congress. The bill would bring the penalties for counterfeiting consumer packaged goods in line with those for violating copyrights.

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Magazine # 50

Title: **Consumers go nuts for recycled packaging**

Source: *Official Board Markets*. 81.8 (Feb. 19, 2005): p15.

Document Type: Brief article

Copyright: COPYRIGHT 2005 R I S I, Inc.
www.packaging-online.com

Full Text:

The consumers of Nut*Thins crackers loved the product, but thought Blue Diamond Growers could do a better job packaging it. The crackers, a mixture of nuts and rice, were enveloped in a virgin paperboard outer carton and a tray wrapped in laminated foil. At the request of these consumers, Blue Diamond is switching to recycled packaging. General Converting in Chicago manufactures the new carton.

Blue Diamond recently signed on as a new partner to the 100% Recycled Paperboard Alliance (RPA-100%). The company is the 64th to sign an agreement with RPA-100%, joining a growing list of others dedicated to encouraging conversions to 100% recycled paperboard for cost savings and environmental benefits.

"This is a good example of consumers and retailers proactively expressing their preferences for packaging that is good for the environment," says Paul Schutes, executive director of RPA100%. "We applaud Blue Diamond for positively responding by converting to 100% recycled paperboard."

"Incorporating 100% recycled paperboard in our packaging will satisfy customers and is overall a smart business decision," says Jennifer Pfanner, marketing manager for Blue Diamond. "We are proud to join the RPA-100% and its member companies in advocating for the use of 100 percent recycled paperboard."

For more information about RPA-100%, visit www.rpa100.com.

Source Citation (MLA 7th Edition)
"Consumers go nuts for recycled packaging." *Official Board Markets* 19 Feb. 2005: 15. *General OneFile*. Web. 6 Aug. 2014.

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Magazine # 51

Title: **Sunset to distribute Betafoods snacks**

Source: *Professional Candy Buyer*. 13.1 (January-February 2005): p50.

Document Type: Brief article

Copyright: COPYRIGHT 2005 M2Media360
http://www.candybusiness.com/archive.asp

Full Text:

SUNSET BRANDS, INC. is now the exclusive U.S. distributor for Betafoods, Inc.'s Chip's **Chips** brand, including all-natural Snackers and Cheese **Thins crackers**. Snackers are said to contain two grams of carbs per serving in nacho, barbeque and sour cream and onion varieties, while Cheese **Thins** have no carbs and come in cheddar and extra cheese versions.

Chip Marsland, Betafoods president, tells PROFESSIONAL CANDY BUYER: "Our partnership with Sunset Brands represents an exciting opportunity to significantly and rapidly expand the market presence of our **snack** products."

Circle No. 310 on Reader Reply Card.

Source Citation (MLA 7th Edition)
"Sunset to distribute Betafoods snacks." *Professional Candy Buyer* Jan.-Feb. 2005: 50. *General OneFile*. Web. 6 Aug. 2014.

[Article reprint on the following page.]

and ship four per case.

The new flavors join caramel peanut bars, introduced in 2002.

*Circle No. **307** on Reader Reply Card.*

New Detour bar flavors are in 1.5- and three-ounce sizes.

hot & spicy, pepperoni and teriyaki. They come in 24-ct trays, shipping six per case.

Ribbon Jerky, available in original, teriyaki and peppered, has a SRP of 99 cents and packs in 32-ct trays, shipping six per case. With SRPs of 99 cents, 9" Snack Sticks are in pepperoni and teriyaki. Available in 24-ct trays, they ship six per case.

*Circle No. **308** on Reader Reply Card.*

Sunset To Distribute Betafoods Snacks

SUNSET BRANDS, INC. is now the exclusive U.S. distributor for Betafoods, Inc.'s Chip's Chips brand, including all-natural Snackers and Cheese Thins crackers. Snackers are said to contain two grams of carbs per serving in nacho, barbeque and sour cream and onion varieties, while Cheese Thins have no carbs and come in cheddar and extra cheese versions.

Chip Marsland, Betafoods president, tells **PROFESSIONAL CANDY BUYER**: "Our partnership with Sunset Brands represents an exciting opportunity to significantly and rapidly expand the market presence of our snack products."

*Circle No. **310** on Reader Reply Card.*

two flavors of General Mills' Pop Secr microwave popcorn — 94 Percent Fa Free Butter and 94 Percent Fat Free Kettle Corn. Both are said to provide whole grain.

The company says whole grain fc reduce the risk of heart disease, some Type 2 diabetes, as well as help mair

*Circle No. **309** on Reader*

Twinkies Launches 75th Anniversary Promotion

INTERSTATE BAKERIES CORP. is holding Twinkie recipe promotion to celebrate the snack cake's 75th yea

The company says consumers have crafted a range of Twinkie de including fried Twinkie crepes and is seeking the best recipes for a co published later this year.

"We are searching for the most Mike Redd, vice-president of cake r

Consumers can e-mail submissi twinkies75@twinkies.com by March will be included in the cookbook, a become the property of Interstate B

*Circle No. **311** on Reader*

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Magazine # 52

Title: **Revival of the famous**

Source: *Grocer*. 227.7649 (Apr. 10, 2004): p64.

Document Type: Brief article

Copyright: COPYRIGHT 2004 William Reed Business Media Limited
http://www.thegrocer.co.uk/

Full Text:

Huntley & Palmers biscuits are making a comeback after an absence of more than 10 years.

Established in 1822, the company was acquired last year by a group of investors that included Nigel McCrea, formerly marketing director of Jacobs Bakery, and John Sandom, founder and chairman of packaging design company Vibrandt.

The initial range includes When Taste Matters, bite-size sweet biscuits; Not Just For Cheese, biscuits and wafer-thins for cheese, dips or pate; Chequers, a box of mint crisp chocolates; and a Brandy & Walnut Christmas Pudding.

Prices range from 5.50 [pounds sterling] for the When Taste Matters to 9.50 [pounds sterling] for the Christmas pud.

Huntley and palmers will be targeting the specialty and fine foods sector.

Source Citation (MLA 7th Edition)
"Revival of the famous." *Grocer* 10 Apr. 2004: 64. *General OneFile*. Web. 6 Aug. 2014.

[Article reprint on the following page.]

Revival of the famous

Huntley & Palmers biscuits are making a comeback after an absence of more than 10 years.

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The initial range includes When Taste Matters, bite-sized sweet biscuits; Not Just For Cheese, biscuits and wafer-thins for cheese, dips or paté; Chequers, a box of mint crisp chocolates; and a Brandy & Walnut Christmas Pudding.

Back after 10 years

Prices range from £5.50 for the When Taste Matters to £9.50 for the Christmas pud.

Huntley & Palmers will be targeting the speciality and fine foods sector.

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Magazine # 53

Title: **Low-carb, heart-healthy snack**

Source: *Nutraceuticals World*. 7.4 (Apr. 2004): p56.

Document Type: Brief article

Copyright: COPYRIGHT 2004 Rodman Publishing
http://www.nutraceuticalsworld.com/

Full Text:

Carbsense Foods, Inc., Hood River, OR, has launched its new low-carb, heart-health snack food, Mini-Carb[TM] Soy Thins. Made with all-natural ingredients, Mini-Carb Soy Thins are high in fiber, protein and other nutrients, and contain five grams of net carbohydrates per serving.

Source Citation (MLA 7th Edition)
"Low-carb, heart-healthy snack." *Nutraceuticals World* Apr. 2004: 56. *General OneFile*. Web. 6 Aug. 2014.

[Article reprint below.]

NEW PRODUCTS

offers the weight loss benefits of Metabolife Ultra™ without the added energy enhancement. New in the Metabolife Caffeine Free formula is garcinia extract for the role it plays in reducing appetite. The new caffeine free formula also contains B-vitamins for energy metabolism.

New Moducare Products For Cholesterol & Prostate Health

Purity Life Health Products, Acton, Ontario, Canada has launched two new phytosterol products to the Mod-

extract, promotes joint health, mobility and relief.

Low-Carb, Heart-Healthy Snack

Carbsense Foods, Inc., Hood River, OR, has launched its new low-carb, heart-health snack food, Mini-Carb™ Soy Thins. Made with all-natural ingredients, Mini-Carb Soy Thins are high in fiber, protein and other nutrients, and contain five grams of net carbohydrates per serving.

ulate sleep within two weeks of its initial use.

Antioxidant & Weight Loss Tablet

French company Ninapharm has launched Oxylia®, an antioxidant and slimming tablet. According to the company, Oxylia combines weight loss benefits, while enhancing the skin's beauty. The slimming ingredient, phasine bean pod extract, is meant to help lower carbohydrate absorption. The antioxidant complex, which consists

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Magazine # 54

Title: **MiniCarb Soy Thins**

Source: *Stagnito's New Products Magazine*. 4.3 (Mar. 2004): p18.

Document Type: Brief article

Copyright: COPYRIGHT 2004 BNP Media
http://www.bnp.com

Full Text:

Carbsense Foods recently introduced MiniCarb Soy Thins, a crunchy soy snack with five net carbohydrates per serving. Each serving of MiniCarb Soy Thins provide heart healthy fiber, protein and other nutrients. The product is lower in refined carbohydrates and higher in protein and fiber than similar snack products.

[ILLUSTRATION OMITTED]

Company: Carbsense Foods Inc., Hood River, Ore.

Distribution: National

Suggested Retail Price: $4.99

Packaging: 4-ounce paperboard box

Ingredients: Soy protein concentrate, tapioca, expeller-pressed safflower oil, sunflower oil, salt, potassium chloride, defatted soy flour

Source Citation (MLA 7th Edition)
"MiniCarb Soy Thins." *Stagnito's New Products Magazine* Mar. 2004: 18. *General OneFile*. Web. 6 Aug. 2014.

[Article reprint below.]

genated soybean oil, and/or cottonseed oil), corn syrup, salt leavenings (sodium bicarbonate), artificial flavors, soy lecithin

MiniCarb Soy Thins

Carbsense Foods recently introduced MiniCarb Soy Thins, a crunchy soy snack with five net carbohydrates per serving. Each serving of MiniCarb Soy Thins provide heart healthy fiber, protein and other nutrients. The product is lower

Alpharetta, Ga.

Distribution: National

Suggested Retail Price: $2.49 to $2.99

Packaging: 12-ounce plastic tray in plastic wrap

Ingredients: Key Largo Coconut variety: Enriched flour (wheat flour, niacin, reduced iron, thiamin mononitrate (vitamin B_1), riboflavin (vitamin B_2), folic acid), sugar, partially hydrogenated soybean and/or cottonseed oil, coconut (preserved with sodium metabisulfite), oats, contains two percent or less of salt, eggs, baking soda, natural and artificial flavor, artificial coconut flavor

sium phosphate, ester gum, red 40

Cambridge House fish

Cambridge Food Group Inc. has announced that its award-winning smoked salmon brand Cambridge House for foodservice is now being offered to the retail market throughout the country. There are three different styles of Cambridge House smoked salmon that come about because of the different types of wood used in the smoking process: Royal — authentic Scottish Atlantic salmon smoked with oak and applewood logs; Balmoral — authentic Scottish Atlantic salmon smoked with

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Magazine # 55

Title: **Real Foods of Australia**

Source: *Grocer*. 225.7561 (July 6, 2002): p14.

Document Type: Brief article

Copyright: COPYRIGHT 2002 William Reed Business Media Limited
http://www.thegrocer.co.uk/

Full Text:

Real Foods of Australia has appointed Stevens & Brotherton to handle sales and distribution of its Corn **Thins** product range in the UK.

Source Citation (MLA 7th Edition)
"Real Foods of Australia." *Grocer* 6 July 2002: 14. *General OneFile*. Web. 6 Aug. 2014.

[Article reprint below.]

Real Foods of Australia has appointed Stevens & Brotherton to handle sales and distribution of its Corn Thins product range in the UK.

WH Smith News has launched a service on its Connect2U website, advising retailers how to protect their businesses against crime. Security consultants will be available for online advice. It is open to all retailers.

The British Retail Consortium and the Food and Drink Federation have welcomed **World Health Organisation** plans to research possible health effects of the chemical acrylamide.

Wales, said the card would ease the burden on retailers in judging whether young shoppers were old enough to buy age restricted products.

He said: "We are in favour of a proof of age card. The sooner it is introduced the better. We were caught out three or four years ago by a Camelot test purchase of a Lottery ticket by someone under 16, and lost one of our terminals for six months. That proof of age cards were not doing the job.

He said: "I think a national ID card is vital. At the moment there is no consistent proof of age system, and that is a big problem with test purchasing which is about to start in Scotland.

"I have never seen the Scottish ID card – the Young Scot card – and it only applies to over-18s. We very seldom see other proof of age cards,

Stewart: 'ID card is vital'

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Magazine # 56

Title: **One potato, two potato. (What's New? Winter Gear & Food Fest)**

Source: *USA Today (Magazine)*. 130.2680 (Jan. 2002): p78.

Document Type: Brief article

Copyright: COPYRIGHT 2002 Society for the Advancement of Education
http://www.usatodaymagazine.net/

Full Text:

The days when potato **chips** were merely potato **chips** is becoming a distant memory. Today's **chips** come in all sorts of shapes and flavors, limited only by the imagination of the manufacturers.

Baked Potato **Thins** from William Poll, Inc., New York, departs from traditional **chips** in that they're baked, not fried. Slicing them wafer thin from Idaho potatoes, which are oblong rather than round, produces an elongated, flat surface, in contrast to the round, curly shape of most **chips**. The thinness ensures maximum crispness, so that they fairly snap when you bite them. Add in the intensity of the flavors--garlic, onion, rosemary, shallot & pepper, herbes de Provence, and a mouth-tingling jalapeno, in addition to original, which provides the traditional potato **chip** taste--and you have a novel treat ideal for nibbling. Just a few words of caution--they're habit-forming.

Terra Frites from The Hahn Celestial Group, Uniondale, N.Y., completely abandon the usual **chip** look. Instead, they assume the guise of french-fried potatoes, or, more accurately, the Belgian frites that have sprung up in franchises in many metropolitan areas. **Crisp** to the point of crunchiness, they are destined to be a bartender's delight, since the highly spiced flavors virtually demand a drink in the other hand. Americaine blends sweet onions, spices, and tomatoes, leaving a faintly ketchup undertone, while Aioli adds a touch of mustard to garlic and saffron. Malt vinegar echoes the flavoring of traditional British fish `n' **chips**, combining sea salt and malt vinegar. Finally, the Seasoned Salt blend coats the frites with sea salt, pepper, herbs, and garlic--producing, in this case, a taste that is so salty, it is almost oppressive. We recommend sticking to the other three versions, each of which makes an ideal **snack** for those with adventurous palates.

Source Citation (MLA 7th Edition)
"One potato, two potato. (What's New? Winter Gear & Food Fest)." *USA Today* [Magazine] Jan. 2002: 78+. *General OneFile*. Web. 6 Aug. 2014.

[Article reprint on the following page.]

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BIBLICAL TIDBITS

Of all the cookbooks around, the Bible would seem to be the most unlikely. Yet, Galilee Splendor Ltd., Englewood Cliffs, N.J., is importing Bible Bread from Israel that purportedly "is baked according to the traditional recipe from the time of the Exodus." Basically, it is the unleavened bread most commonly referred to as matzoh, though flavored to make it far more interesting.

Bible Bread comes in sheets measuring approximately 3.5" x 6". 20 to a box. It is available in four versions—pure honey, onion and poppy, garlic, and five whole grains. Bite-Size Bible Bread, meanwhile, has a cracker-like ap- [illegible] free, low-fat, and made without preservatives, these savory snacks work equally well nibbled by themselves or served with spreads and/or dips.

A DONUT NOT FOR DUNKING

Imagine your surprise when you reach for peaches in the produce section and find that they look like someone has sat upon them. After all, peaches are round, not flattish, aren't they? Well, they are unless they're donut peaches from Frieda's, Inc., Los Alamitos, Calif.

A descendent of the Chinese peach called *peento*, the donut peach is not a result of careless handling en route to the market. It [illegible] consider the certainly wi blueberry go with! They h berry and uti variety of wa they need a show them al

We'll settle our favorites pursue the r www.thebluel met Blueberr sweetness to you slather o ner on the gr well with por met Salsa, or tangy, as the overwhelmir pepper-onior while Blue grett s s

at b nying southe becue, or ribs go through th

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Magazine # 57

Title: **Product of the Month**

Source: *Super Marketing*. (July 7, 2000): p17.

Document Type: Brief article

Copyright: COPYRIGHT 2000 Nexus Business Media
http://www.nexusmedia.co.uk/

Full Text:

Anna's Ginger **Thins** are a Swedish success story. The biscuits, which are wafer thin and **crisp** with a subtle taste of natural ginger, have been produced in Sweden since 1929 and are currently exported to over 20 countries, including the UK.

Anna's Ginger **Thins** are baked according to a 14th century monastic recipe and were traditionally served after a heavy meal to help good food rest more comfortably. The biscuits are produced to the exacting standards of manufacture and quality control that are associated with Swedish food and drink.

Anna's success is built on a combination of old-fashioned baking know-how, quality and ultra modern techniques and equipment. The biscuits are made with only natural ingredients and no preservatives.

The company is marker leader in Sweden and currently exports close to 50% of its turnover. The USA is Anna's biggest export market, but the UK is also an important and quickly expanding market. The company also supplies private-label biscuits in the UK.

Anna's **Thins** are available in orange, lemon, almond and chocolate mint flavours, as well as the traditional ginger **thins**. The biscuits are available in a wide variety of pack sizes and shapes and the company also produces ready-to-bake dough and ready-to-build gingerbread houses.

Source Citation (MLA 7th Edition)
"Product of the Month." *Super Marketing* 7 July 2000: 17. *General OneFile*. Web. 6 Aug. 2014.

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Magazine # 58

Title: **Young & Rubicam, Sydney**

Source: *Advertising Age International*. (Mar. 2000): p45.

Document Type: Brief article

Copyright: COPYRIGHT 2000 Crain Communications, Inc.
http://www.crain.com/about/index.html

Full Text:

A takeoff on a vaccum cleaner sales pitch, this commercial for **Thins** potato **chips** is one of several humorous entries from the agency. A slick salesman pours a bag of potato **chips** on a carpet and instructs his shapely assistant to demonstrate how well his product can clean the spill. Instead of a machine, the assistant wheels out an open-mouthed man who proceeds to suck up every **chip** in sight. Delicious. The agency also produced the famous (or infamous) "Captain Pecker" dancing penis commercial, a big hit at Cannes 1999.

Source Citation (MLA 7th Edition)
"Young & Rubicam, Sydney." *Advertising Age International* Mar. 2000: 45. *General OneFile*. Web. 6 Aug. 2014.

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Magazine # 59

Title: **NEW PRODUCTS**

Source: *The Food Institute Report*. 72.9 (Mar. 8, 1999):

Document Type: Brief article

Copyright: COPYRIGHT 1999 The Food Institute
http://www.foodinstitute.com

Full Text:

Fresh Samantha, Scarborough, ME, has launched a new high-energy beverage made from soy called Power **Snack**. The beverage, in a Vanilla Almond Soy Shake variety, features a blend of soy milk, bananas, agave, and more than 15 vitamins and mineralsBlue Diamond Growers Co-op, Sacramento, CA, is introducing NUT-**THINS** gourmet **snack crackers**, the only **crackers** on the market made exclusively from rice and nuts, into the natural products industry. The light, crispy wafers, are available in three flavors: Almond, Hazelnut and PecanMo Hotta-Mo Betta, San Luis Obispo, CA, is rolling out Mo Hotta-Mo Betta Hot Sauces For Cool Kids in gourmet stores in California and select parts of the country. The new sauces, featuring heat and flavor made specially for kids, on four levels, ranges from a ketchup-like mild to a spicy version that even adults would enjoy: Cool Baby, Wild Child, Crazy Kid, and Screaming TeenThe Pillsbury Company's Green Giant division, under the ownership of Diageo plc, had added three new products to its Create a Meal! line: Lemon Pepper Chicken, Chicken and Stuffing and Barbecue ChickenKeebler Foods Company, Elmhurst, IL, is rolling out Keebler Homestyle Soft Batch Cookies in three varieties: Chocolate Chunk, Oatmeal Raisin and Double Chocolate ChunkMontana Legacy Premium Ostrich, Billings, MT, is out with seven smoked and cured products made from ostrich including, Maple Apple Summer Sausage, Sun-Dried Tomato Basil Summer Sausage, Pepperoni, and Peppered Smokehouse Cured Ostrich.

Source Citation (MLA 7th Edition)
"NEW PRODUCTS." *The Food Institute Report* 8 Mar. 1999. *General OneFile*. Web. 6 Aug. 2014.

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Magazine # 60

Title: **Keebler, Eagle rev up new product engines vs. Frito**

Author(s): Karen Benezra

Source: *Brandweek*. 36.9 (Feb. 27, 1995): p9.

Document Type: Article

Copyright: COPYRIGHT 1995 e5 Global Media, LLC

Full Text:

There hasn't been much to crunch about in the **snack** world, what with Frito-Lay vanquishing rivals through shelf space domination and low prices, leaving only regional or niche plays. But now Anheuser-Busch's Eagle and Keebler Co. are raising their mrketplace profiles by jump starting their new-product engines.

Keebler in April is launching its first major potato **chip** entry in more than a year to challenge Frito's Lay's and Ruffles brands. Eagle, meanwhile, takes aim with a Spicy Fiesta **chip**.

"Frito-Lay is setting a hell of a pace, but if you market aggressively you can grow your business," Keebler ceo Brian Chadbourne told Brandweek at the **Snack** Food Association's annual confab last week in San Diego.

Keebler's fivevariety Tato Wilds will see potato skin and criss-cross shapes in colorful bags. Sources estimate $5 million to $8 million in TV and radio ads, with a "Go Wild" positioning aimed at kids and teens, targets that Chadbourne cited as "undermarketed" in a speech to SNAXPO attendees.

Keebler's research has indicated that youngsters, not moms, are the most frequent consumers of **snacks** and is designing new products around them. Its reformulated Pizzarias line now targets teens in MTV-esque ads and sampling programs in video arcades and movie theaters. Tato Wilds will likely get a similar push. "We really spent the past year doing our homework and getting the product proposition right," said Scott Wallace, vp-marketing for salty **snacks**, who declined further comment on Wild plans.

Eagle's foray into the Spicy Fiesta **Thins** follows the El Grande restaurant-style white corn tortilla **chip**, which rolled nationally last fall with an on-pack value message, and reducedfat Cape Cod Selects. Eagle has stopped nearly all ad spending over the past two years, relying instead on trade activities, and would not comment on 1995 plans. Frito-Lay led the $2.1 billion potato **chip** category in '94 with a 43.4% share, followed by Procter & Gamble's Pringles at 11.1%, Eagle at 9.8%, Borden at 6.3% and Keebler at 3.5% (down 26.5% in dollar volume) in supermarkets, mass merchants and food/drug outlets, per IRI.

HOW LOW CAN YOU GO?

With America's increasing concern over fat intake, reduced and low-fat entries were ubiquitous at SNAXPO, with a host of offerings from **chip**, pretzel and tortilla players. Among them: Bachman's fat free pretzels; Boston's Light Choice popcorn; Skinny **Snacks** Corn **Chips**, boasting 1.5 grams of fat per 3/4-ounce serving. Even Lincoln Foods' Fiddle Faddle, the calorie-laden nut and crunch **snack**, offered a fat-free extension with caramel flavoring.

A concerted pr effort to woo moms and promote **snacks** as good-for-you-eating was evident with invitees from Ladies Home Journal, Family Circle, McCall's, Good Housekeeping, Woman's World, Home, plus Prevention and Parenting in attendance, all new to the trade show circuit. The group later boarded Frito-Lay's corporate jet and winged off to Plano, Texas, for a plant tour.

NEWS OF THE FISHER-MEN

P&G is rolling out extensions of its Fisher nut line, with Nuts & Crunches and Nuts & Fruits in six flavors. They follow Fisher Favorites variety nut and fruit mixes that bowed in October 1993. TV, sampling support; Jordan, McGrath, Case & Taylor, N.Y., handles.

Abstract: Eagle and Keebler Co have introduced new **snack** food products to compete with Frito-Lay, which dominates the **snack** food market. Keebler is introducing Tato Wild **chips** in five varieties, and is planning a marketing campaign costing about $5 million to $8 million. Eagle is introducing Spicy Fiesta **Thins**, but will count on industry trade activities to promote its new product, in place of most of its advertising spending.

Source Citation (MLA 7th Edition)
Benezra, Karen. "Keebler, Eagle rev up new product engines vs. Frito." *Brandweek* 27 Feb. 1995: 9. *General OneFile*. Web. 6 Aug. 2014.

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Magazine # 61

Title: **EuroSnack attack; BBDO, Y&R vie for Doritos over there**

Author(s): Alison Fahey and Cathy Taylor

Source: *ADWEEK Eastern Edition*. 34.41 (Oct. 11, 1993): p1.

Document Type: Brief article

Copyright: COPYRIGHT 1993 e5 Global Media, LLC

Full Text:

Two of PepsiCo Foods International's shops are battling for what some sources said could grow into an $80-100-million marketing effort behind the Doritos brand in Europe.

Sources said BBDO and Young & Rubicam are pitching the internatonal account, which is expected to involve at million in measured media support for the winning agency.

Agency and PepsiCo Foods International executives could not be reached on Friday. But sources said top brass from both BBDO and Y&R would be in Amsterdam today pitching the business.

"It's going to be huge. It'll be along the lines of the (Doritos) Tortilla **Thins** launch," said one agency source.

For the introduction earlier this year of that line extension, which is a lighter, crispier version of the original Doritos **chip**, Frito-Lay (the U.S. equivalent of PepsoCo Foods International) said it would spend a total of $100 million in marketing support, with the goal of ringing up $450 million in sales in the first year.

Recently, PepsiCo executives made no secret of their desire to expand overseas. PepsiCo **snack** foods are available in about 27 countries, which is only about one-sixth of the countries where Pepsi beverages are available. PepsiCo execs would like to expand overseas, where it already markets such brands as Walkers **chips** and Chokis cookies and U.S. favorites Lay's and Ruffles potato **chips**.

"They haven't launched a lot of new products in Europe outside of potato **chips**, but they probably will," said Emanuel Goldman, an analyst at Paine Webber. "They were dealing with the recession in the U.K. and getting their house in order. Now, they are probably ready."

Goldman said that unlike potato **chips** which have universal appeal, a Doritos push in Europe would have to be tailored to each market with different Doritos **chip** flavors and styles.

Y&R handles Doritos in Toronto and other PepsiCo Foods International brands in 12 countries, including the U.K., Portugal, Turkey, Spain and Poland.

BBDO/N.Y. is Frito-Lay's lead agency in the U.S. for most major brands, including Doritos and Dorito Tortilla **Thins**. Other brands that BBDO handlers are Lay's and Ruffles potato **chips** and Sunchips.

Source Citation (MLA 7th Edition)
Fahey, Alison, and Cathy Taylor. "EuroSnack attack; BBDO, Y&R vie for Doritos over there." *ADWEEK Eastern Edition* 11 Oct. 1993: 1+. *General OneFile*. Web. 6 Aug. 2014.

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Magazine # 62

Title: **Fox and Frito-Lay push Chase**

Author(s): Steve Coe

Source: *Broadcasting & Cable*. 123.32 (Aug. 9, 1993): p42.

Document Type: Brief article

Copyright: COPYRIGHT 1993 NewBay Media LLC
http://www.nbmedia.com

Full Text:

Fox Broadcasting and Frito-Lay are teaming in a promotional campaign for the launch of The Chevy Chase Show, which debuts on Sept. 7.

The campaign, "Watch-N-Win with Doritos Tortilla Thins on Fox," features in-package game pieces and displays in more than 40,000 supermarkets across the country. Another element is spots on national radio.

Grand prize winners will receive a three-day, two-night trip to Hollywood, two tickets to The Chevy Chase Show and $500. Grand prizes will be awarded during each of the first four nights of the show. Game pieces will be available in more than 5 million packages of Doritos.

The radio element will be heard on more than 150 stations Aug. 30- Sept. 10.

Source Citation (MLA 7th Edition)
Coe, Steve. "Fox and Frito-Lay push Chase." *Broadcasting & Cable* 9 Aug. 1993: 42. *General OneFile*. Web. 6 Aug. 2014.

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Magazine # 63

Title: **Super Bowler Pepsi goes for Grammys**

Author(s): Michael McCarthy

Source: *ADWEEK Eastern Edition*. 34.4 (Jan. 25, 1993): p5.

Document Type: Brief article

Copyright: COPYRIGHT 1993 e5 Global Media, LLC

Full Text:

NEW YORK--Just weeks after its Super Bowl Pepsi blowout, BBDO/ N.Y. will continue its big event strategy on the Grammy Awards, Feb. 24, where it will likely break new campaigns for Frito-Lay and Pepsi's Mountain Dew brand.

Sources said the new Frito work will support the national rollout of Dorito's Tortilla Thins, which has been testing in several markets and is posting big sales.

In addition, sources said BBDO will either roll out a new campaign for Pepsi's Mountain Dew under the theme "Get Vertical," run new ads for Crystal Pepsi, or do both.

BBDO's Grammy plans will follow its showing on the Super Bowl where it will break ads for four key clients: Pepsi, Frito-Lay, Gillette and Federal Express.

Last week, Pepsi unveiled the second phase of its "Gotta Have It" campaign for brand Pepsi, which will be featured on the Super Bowl.

The new work--with no celebrities-is a major retreat from last-year's celebrity-filled extravaganza that sought to make Pepsi the mainstream drink for all generations.

This year, Pepsi and BBDO are traveling back to Pepsi's stronghold in the youth market as evidenced by the new theme. "Be Young. Have Fun. Drink Pepsi."

"Gotta Have It," the year-old tagline which made its debut on last year's Super Bowl, is relegated to the end of each spot. One source suggested that as the campaign unfolds, the "Gotta Have It" slogan could be dropped completely.

"We wanted to sharpen the focus and target more of our primary market," said BBDO/N.Y. chairman/ceo Phil Dusenberry. "Coke has always been the soft drink for everyone, but we wanted to be out on the edge."

Ted Sann, vice chairman of BBDO/N.Y., said that the campaign could be stretched in the future to include Pepsi stars like Cindy Crawford. "Celebrities weren't part of the idea of this campaign, but if they fit into it, we will use them."

Overall, Pepsi plans to boost its roughly $150-million ad budget for Pepsi-branded colas by about 10% this year, according to Jeff Campbell, senior vp/brand development.

Source Citation (MLA 7th Edition)
McCarthy, Michael. "Super Bowler Pepsi goes for Grammys." *ADWEEK Eastern Edition* 25 Jan. 1993: 5. *General OneFile*. Web. 6 Aug. 2014.

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Magazine # 64

Title: **Frito-Lay predicts new tortilla chips will help crunch potato chips in marketplace**

Source: *Milling & Baking News*. 71.29 (Sept. 15, 1992): p26.

Document Type: Article

Copyright: COPYRIGHT 1992 Sosland Publishing Co.

Full Text:

PLANO, TEXAS, Sept. 14. -- Forecasting that the tortilla **chip** will replace the potato **chip** as the country's **snack** of choice by the year 2000, Frito-Lay, Inc. introduced Doritos Brand Tortilla **Thins**, which are light and crispy like potato **chips**, but are made from 100% white corn.

The PepsiCo, Inc. subsidiary is billing the "new age" product as the world's thinnest Tortilla **chip**, at two-thirds the thickness of conventional Tortilla **chips**. Frito-Lay said that Tortilla **Thins** are made for "out-of-thebag snackability," compared with conventional **chips** that typically are eaten with dips and salsa.

The new **chips** also have less sodium and 30% less fat than potato **chips**, according to Frito-Lay.

"More consumers, especially babyboomers, are reaching past the potato **chip** bag for tortilla **chips**, which offer a lightertasting, more wholesome flavor," said Roger A. Enrico. chairman of PepsiCo Worldwide Foods.

Tortilla **Thins** come in Lightly Salted and Salsa 'n Cheese flavors. A l-oz serving of the thin tortilla **chips** contains 150 calories, with 7 grams of fat in the Lightly Salted variety and 8 grams of fat in the Salsa 'n Cheese flavor.

The new **chips** arrived in test markets in Tulsa, Okla., and Memphis last week, packaged in clear 10l/2-OZ bags displayed immediately adjacent to potato **chips** on store shelves. They carry a suggested retail price of $1.99 per bag. Acknowledging that the potato **chip** still is the **snack chip** leader, with the company's own Ruffles and Lay's brands leading the pack, Frito-Lay pointed out that Tortilla **chips** have been the fastest growing **chip** product since 1989.

"We're confident that this is an idea right for its time," the company said.

The Tortilla **chip** category's share of the **snack** market has expanded by more than two points in the last three years, while potato **chips**' share dropped nearly four points during the same period. Tortilla **chips** already outseli potato **chips** in parts of the country, including the West and Southwest regions.

In 1991, consumers crunched more than 1 billion lbs of tortilla **chips** to grow the category almost 7% and generate more than $2.5 billion in retail sales. Potato **chip** sales grew just more than 1% last year, as Americans consumed 1 1/2 billion lbs for sales of more than $4 billion.

The concept of a thin tortilla **chip** started more than a year ago, according to Frito-Lay, and included more than a dozen formulations before the product was finalized. The greatest challenge, the company said, was producing the thin **chip**, which required further development of existing **chip**-making technology to provide the necessary manufacturing precision.

The test-market introduction of tortilla **Thins** initially will be supported with instore promotional activity and sampling at retail stores and special events. Television ads are being created with BBDO, Inc. and will be launched later this year.

Source Citation (MLA 7th Edition)
"Frito-Lay predicts new tortilla chips will help crunch potato chips in marketplace." *Milling & Baking News* 15 Sept. 1992: 26. *General OneFile*. Web. 6

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Exhibit D

Tables of Research Results

Record #	Publication Name	Publication Date	Use of "Thins"	Manufacturer or Generic
1	The Record (Bergen, NJ)	February 16, 2014	Stacy's Pretzel Thins	Stacy's
2	Star Tribune (Minneapolis, MN)	December 19, 2013	Nut Thins	Blue Diamond
3	Daily Herald (Arlington Heights, IL)	September 4, 2013	pretzel thins	generic
4	Star Tribune (Minneapolis, MN)	June 27, 2013	Newtons Fruit Thins	Newtons
5	Star Tribune (Minneapolis, MN)	June 13, 2013	Granola Thins	Nature Valley
6	The Florida Times Union	April 4, 2013	thins	generic
7	Telegram & Gazette (Worcbester, MA)	January 17, 2013	Sandwich Thins	Arnold
8	Daily Herald (Arlington Heights, IL)	January 16, 2013	cookie thins	generic
9	The Denver Post	November 14, 2012	Nut Thins	generic
10	Pittsburgh Post-Gazette	October 18, 2012	bagel thins	generic
11	The New York Times	July 27, 2012	Peanut Butter Granola Thins	Nature Valley
12	The New York Times	May 1, 2012	Newtons Fruit Thins	Newtons
13	The Gazette (Colorado Springs, CO)	March 28, 2012	blueberry bagel thins	generic
14	Star Tribune (Minneapolis, MN)	March 1, 2012	Newtons Fruit Thins	Newtons
15	Reading Eagle (Reading, PA)	February 26, 2012	Reisman's Pretzel Thins	Reisman's
16	Star Tribune (Minneapolis, MN)	October 27, 2011	sandwich thins	generic
17	Star Tribune (Minneapolis, MN)	October 13, 2011	Ritz Munchables Buttery Thins	Ritz
18	Daily Herald (Arlington Heights, IL)	October 12, 2011	Mint Thins	generic
19	St. Joseph News-Press (St. Joseph, MO)	September 17, 2011	Nut-Thins crackers	Blue Diamond Natural
20	Frederick News-Post (Frederick, MD)	September 14, 2011	sandwich thins	generic
21	The Atlanta Journal-Constitution	August 31, 2011	bagel "thins"	generic
22	The Florida Times Union	August 28, 2011	Tuscan Chili Pepper Thins Crisps	Nabisco
23	The New York Times	May 18, 2011	baked potato thins	generic
24	Star Tribune (Minneapolis, MN)	May 5, 2011	Newtons Fruit Thins	Newtons
25	Pittsburgh Post-Gazette	February 5, 2011	pretzel thins	generic
26	Daily Herald (Arlington Heights, IL)	December 29, 2010	rice thins	generic
27	The Palm Beach Post (West Palm Beach, FL)	December 15, 2010	Angel Sanso's Chewy Toffee Thins	Angel Sanso
28	St. Louis Post Dispatch	December 1, 2010	Lemon Thins	generic
29	The Florida Times Union	October 7, 2010	Nature Valley Dark Chocolate Granola Thins	Nature Valley
29	The Florida Times Union	October 7, 2010	granola thins	generic
29	The Florida Times Union	October 7, 2010	thins	generic
30	Pittsburgh Post-Gazette	September 16, 2010	Pittsburgh Pretzels Super Thins	Pittsburgh Pretzels
31	St. Joseph News-Press (St. Joseph, MO)	July 3, 2010	Nature Valley Granola Thins	Nature Valley
31	St. Joseph News-Press (St. Joseph, MO)	July 3, 2010	thins	generic
32	Star Tribune (Minneapolis, MN)	February 28, 2010	Nut Thins	Blue Diamond
33	The Palm Beach Post (West Palm Beach, FL)	February 3, 2010	Publix Original Thins Potato Chips	Publix
34	Wisconsin State Journal (Madison, WI)	December 5, 2008	Moravian Ginger Thins	Deborah Shapiro
35	The Virginia Pilot	July 2, 2008	Savory Cheddar Pretzel Thins	Pepperidge Farms
36	The Register-Guard (Eugene, OR)	June 25, 2008	Andes Crème de Menthe thins	Andes
37	The Florida Times Union	June 5, 2008	Savory Cheddar Pretzel Thins	Pepperidge Farms
38	The Tifton Gazette (Tifton, GA)	December 1, 2007	thins	generic
39	St. Louis Post Dispatch	September 19, 2007	Blue Diamond Pecan Nut-Thins	Blue Diamond
40	The St. Petersburg Times (St. Petersburg, FL)	June 18, 2007	Back to Nature Ginger Rice Thins	Back to Nature Foods Co
41	The Florida Times Union	March 29, 2007	Blue Diamond Hazelnut Nut-Thins	Blue Diamond
42	International Herald Tribune	March 2, 2007	Pita Thins	Nabisco
43	The New York Times	March 1, 2007	Pita Thins	Nabisco
44	Winston-Salem Journal (Winston-Salem, NC)	January 10, 2007	Nabisco Pita Thins Toasted Chips	Nabisco
45	The Atlanta Journal-Constitution	December 7, 2006	Pita Thins Toasted Chips	Nabisco
46	Daily News (Los Angeles)	September 26, 2006	Toffee Thins	generic
47	Pantagraph (Bloomington, IL)	August 14, 2006	nacho thins	generic
48	The Austin-American Statesman (Austin, TX)	August 10, 2006	Thins	generic
49	New York Post	February 2, 2005	Reid Gold Classic Style Thins	Reid Gold
50	The Atlanta Journal-Constitution	November 20, 2004	Baked Potato Thins	William Poll
51	Daily Herald (Arlington Heights, IL)	June 16, 2004	Brownie Thins	generic
52	New York Post	March 31, 2004	super-crisp thins	generic
53	Star Tribune (Minneapolis, MN)	October 16, 2003	pretzel thins	generic
54	Daily Herald (Arlington Heights, IL)	October 1, 2003	Andes Crème de Menthe thins	Andes
55	The Palm Beach Post (West Palm Beach, FL)	September 16, 2003	Doritos Thins	Frito-Lay
56	New York Post	September 10, 2003	golden-brown thins	generic
57	Winston-Salem Journal (Winston-Salem, NC)	July 23, 2003	Sesame Thins	generic
58	Winston-Salem Journal (Winston-Salem, NC)	May 14, 2003	Lemon Thins	generic
59	Star Tribune (Minneapolis, MN)	May 9, 2002	Vienna Fingers Mint Fudge Thins	Girl Scouts
60	The Record (Bergen, NJ)	May 1, 2002	Herbed sourdough thins	generic
61	The Capital Times (Madison, WI)	February 2, 2002	Andes Creme de Menthe Thins	Andes
61	The Capital Times (Madison, WI)	February 2, 2002	Cherry Jubilee Thins	Andes
61	The Capital Times (Madison, WI)	February 2, 2002	Toffee Crunch Thins	Andes
62	The Boston Herald	January 15, 2002	Reid Gold Classic Thins	Reid Gold
63	Daily Herald (Arlington Heights, IL)	September 2, 2001	ginger thins	generic
64	The Fresno Bee (Fresno, CA)	July 22, 2001	nut thins	generic
65	Daily News (Los Angeles)	March 28, 2001	farfel-nut thins	generic
66	The News & Record (Piedmont Triad, NC)	March 15, 2001	chocolate thins	generic
67	St. Louis Post Dispatch	December 4, 2000	butter thins	generic
68	The Gazette (Colorado Springs, CO)	August 30, 2000	thins	generic
69	The Atlanta Journal-Constitution	December 22, 1999	bagel thins	generic
70	The Tampa Tribune (Tampa, FL)	December 16, 1999	Lemon Thins	generic
70	The Tampa Tribune (Tampa, FL)	December 16, 1999	Molasses Thins	generic
70	The Tampa Tribune (Tampa, FL)	December 16, 1999	Orange Thins	generic
71	The New York Times	November 24, 1999	Baked Potato Thins	William Poll
72	The New York Times	July 14, 1999	William Poll Baked Potato Thins	William Poll
73	The Fresno Bee (Fresno, CA)	February 21, 1999	Nut Thins	Blue Diamond
74	The Boston Herald	December 8, 1998	ginger thins	generic
75	The Fresno Bee (Fresno, CA)	December 7, 1998	Nut Thins	Blue Diamond
76	The Austin-American Statesman (Austin, TX)	March 8, 1996	Dorito Thins	Frito-Lay
77	The New York Times	November 3, 1994	Doritos Tortilla Thins	Frito-Lay
78	The New York Times	June 15, 1994	Nabisco Vegetable Thins	Nabisco
79	The New York Times	May 15, 1994	Frito-Lays Doritos Tortilla Thins	Frito-Lay
80	The New York Times	November 7, 1993	Vegetable Thins	Nabisco
81	The New York Times	August 22, 1993	ginger thins	generic
82	The New York Times	August 11, 1993	Doritos Tortilla Thins	Frito-Lay
83	The New York Times	August 4, 1993	Doritos Tortilla Thins	Frito-Lay
84	The New York Times	March 25, 1993	Doritos Tortilla Thins	Frito-Lay
85	The New York Times	September 2, 1992	Doritos Tortilla Thins	Frito-Lay
86	The New York Times	April 29, 1987	butter thins	generic

Newspaper Articles Sorted by Publication Date

Record #	Publication Name	Publication Date	Use of "Thins"	Manufacturer or Gene
3	Daily Herald (Arlington Heights, IL)	September 4, 2013	pretzel thins	generic
8	Daily Herald (Arlington Heights, IL)	January 16, 2013	cookie thins	generic
18	Daily Herald (Arlington Heights, IL)	October 12, 2011	Mint Thins	generic
26	Daily Herald (Arlington Heights, IL)	December 29, 2010	rice thins	generic
51	Daily Herald (Arlington Heights, IL)	June 16, 2004	Brownie Thins	generic
54	Daily Herald (Arlington Heights, IL)	October 1, 2003	Andes Crème de Menthe thins	Andes
63	Daily Herald (Arlington Heights, IL)	September 2, 2001	ginger thins	generic
46	Daily News (Los Angeles)	September 26, 2006	Toffee Thins	generic
65	Daily News (Los Angeles)	March 28, 2001	farfel-nut thins	generic
20	Frederick News-Post (Frederick, MD)	September 14, 2011	sandwich thins	generic
42	International Herald Tribune	March 2, 2007	Pita Thins	Nabisco
49	New York Post	February 2, 2005	Rold Gold Classic Style Thins	Rold Gold
52	New York Post	March 31, 2004	super-crisp thins	generic
86	New York Post	September 10, 2003	golden-brown thins	generic
47	Pantagraph (Bloomington, IL)	August 14, 2006	nacho thins	generic
10	Pittsburgh Post-Gazette	October 18, 2012	bagel thins	generic
25	Pittsburgh Post-Gazette	February 3, 2011	pretzel thins	generic
30	Pittsburgh Post-Gazette	September 16, 2010	Pittsburgh Pretzels Super Thins	Pittsburgh Pretzels
15	Reading Eagle (Reading, PA)	February 20, 2012	Reisman's Pretzel Thins	Reisman's
19	St. Joseph News-Press (St. Joseph, MO)	September 17, 2011	Nut-Thins crackers	Blue Diamond Nature
31	St. Joseph News-Press (St. Joseph, MO)	July 3, 2010	Nature Valley Granola Thins	Nature Valley
31	St. Joseph News-Press (St. Joseph, MO)	July 3, 2010	thins	generic
28	St. Louis Post Dispatch	December 1, 2010	Lemon Thins	generic
39	St. Louis Post Dispatch	September 19, 2007	Blue Diamond Pecan Nut-Thins	Blue Diamond
67	St. Louis Post Dispatch	December 4, 2000	butter thins	generic
2	Star Tribune (Minneapolis, MN)	December 16, 2013	Nut Thins	Blue Diamond
4	Star Tribune (Minneapolis, MN)	June 27, 2013	Newtons Fruit Thins	Newtons
5	Star Tribune (Minneapolis, MN)	June 13, 2013	Granola Thins	Nature Valley
14	Star Tribune (Minneapolis, MN)	March 1, 2012	Newtons Fruit Thins	Newtons
16	Star Tribune (Minneapolis, MN)	October 27, 2011	sandwich thins	generic
17	Star Tribune (Minneapolis, MN)	October 13, 2011	Ritz Munchables Buttery Thins	Ritz
24	Star Tribune (Minneapolis, MN)	May 5, 2011	Newtons Fruit Thins	Newtons
32	Star Tribune (Minneapolis, MN)	February 18, 2010	Nut Thins	Blue Diamond
53	Star Tribune (Minneapolis, MN)	October 16, 2003	pretzel thins	generic
69	Star Tribune (Minneapolis, MN)	May 9, 2002	Vienna Fingers Mint Fudge Thins	Girl Scouts
7	Telegram & Gazette (Worchester, MA)	January 17, 2013	Sandwich Thins	Arnold
21	The Atlanta Journal-Constitution	August 31, 2011	bagel "thins"	generic
45	The Atlanta Journal-Constitution	December 7, 2006	Pita Thins Toasted Chips	Nabisco
50	The Atlanta Journal-Constitution	November 20, 2004	Baked Potato Thins	William Poll
69	The Atlanta Journal-Constitution	December 22, 1999	bagel thins	generic
48	The Austin-American Statesman (Austin, TX)	August 10, 2005	Thins	generic
76	The Austin-American Statesman (Austin, TX)	March 8, 1996	Doritos Thins	Frito-Lay
62	The Boston Herald	January 15, 2002	Rold Gold Classic Thins	Rold Gold
74	The Boston Herald	December 8, 1998	ginger thins	generic
61	The Capital Times (Madison, WI)	February 2, 2002	Andes Crème de Menthe Thins	Andes
61	The Capital Times (Madison, WI)	February 2, 2002	Cherry Jubilee Thins	Andes
61	The Capital Times (Madison, WI)	February 2, 2002	Toffee Crunch Thins	Andes
9	The Denver Post	November 14, 2012	Nut Thins	generic
6	The Florida Times Union	April 4, 2013	thins	generic
22	The Florida Times Union	August 25, 2011	Triscuit Chili Pepper Thins Crisps	Nabisco
27	The Florida Times Union	October 7, 2010	Nature Valley Dark Chocolate Granola Thins	Nature Valley
29	The Florida Times Union	October 7, 2010	granola thins	generic
29	The Florida Times Union	October 7, 2010	thins	generic
37	The Florida Times Union	June 5, 2008	Savory Cheddar Pretzel Thins	Pepperidge Farms
41	The Florida Times Union	March 29, 2007	Blue Diamond Hazelnut Nut-Thins	Blue Diamond
64	The Fresno Bee (Fresno, CA)	July 22, 2001	nut thins	generic
73	The Fresno Bee (Fresno, CA)	February 21, 1999	Nut Thins	Blue Diamond
75	The Fresno Bee (Fresno, CA)	December 7, 1998	Nut Thins	Blue Diamond
13	The Gazette (Colorado Springs, CO)	March 28, 2012	blueberry bagel thins	generic
68	The Gazette (Colorado Springs, CO)	August 30, 2000	thins	generic
11	The New York Times	July 27, 2012	Peanut Butter Granola Thins	Nature Valley
12	The New York Times	May 1, 2012	Newtons Fruit Thins	Newtons
23	The New York Times	May 18, 2011	baked potato thins	generic
43	The New York Times	March 1, 2007	Pita Thins	Nabisco
71	The New York Times	November 24, 1999	Baked Potato Thins	William Poll
72	The New York Times	July 14, 1999	William Poll Baked Potato Thins	William Poll
77	The New York Times	November 5, 1994	Doritos Tortilla Thins	Frito-Lay
78	The New York Times	June 15, 1994	Nabisco Vegetable Thins	Nabisco
79	The New York Times	May 15, 1994	Frito-Lays Doritos Tortilla Thins	Frito-Lay
80	The New York Times	November 7, 1992	Vegetable Thins	Nabisco
81	The New York Times	August 22, 1993	ginger thins	generic
82	The New York Times	August 11, 1993	Doritos Tortilla Thins	Frito-Lay
83	The New York Times	August 4, 1993	Doritos Tortilla Thins	Frito-Lay
84	The New York Times	March 25, 1993	Doritos Tortilla Thins	Frito-Lay
85	The New York Times	September 2, 1992	Doritos Tortilla Thins	Frito-Lay
86	The New York Times	April 29, 1987	butter thins	generic
66	The News & Record (Piedmont Triad, NC)	March 15, 2001	chocolate thins	generic
27	The Palm Beach Post (West Palm Beach, FL)	December 15, 2010	Angel Sanso's Chewy Toffee Thins	Angel Sanso
33	The Palm Beach Post (West Palm Beach, FL)	February 3, 2010	Publix Original Thins Potato Chips	Publix
55	The Palm Beach Post (West Palm Beach, FL)	September 16, 2003	Doritos Thins	Frito-Lay
1	The Record (Bergen, NJ)	February 16, 2014	Stacy's Pretzel Thins	Stacy's
60	The Record (Bergen, NJ)	May 1, 2002	Herbed sourdough thins	generic
36	The Register-Guard (Eugene, OR)	June 25, 2008	Andes Crème de Menthe thins	Andes
40	The St. Petersburg Times (St. Petersburg, FL)	June 18, 2007	Back to Nature Ginger Rice Thins	Back to Nature Foods Co
74	The Tampa Tribune (Tampa, FL)	December 16, 1999	Lemon Thins	generic
70	The Tampa Tribune (Tampa, FL)	December 16, 1999	Molasses Thins	generic
70	The Tampa Tribune (Tampa, FL)	December 16, 1999	Orange Thins	generic
38	The Tifton Gazette (Tifton, GA)	December 1, 2007	thins	generic
35	The Virginia Pilot	July 2, 2008	Savory Cheddar Pretzel Thins	Pepperidge Farms
44	Winston-Salem Journal (Winston-Salem, NC)	January 10, 2007	Nabisco Pita Thins Toasted Chips	Nabisco
57	Winston-Salem Journal (Winston-Salem, NC)	July 23, 2003	Sesame Thins	generic
58	Winston-Salem Journal (Winston-Salem, NC)	May 14, 2003	Lemon Thins	generic
24	Wisconsin State Journal (Madison, WI)	December 5, 2008	Meravim Ginger Thins	Deborah Shapiro

Newspaper Articles Sorted By Publication Name

Record #	Publication Name	Publication Date	Use of "Thins"	Manufacturer or Generic
36	The Register-Guard (Eugene, OR)	June 25, 2008	Andes Crème de Menthe thins	Andes
54	Daily Herald (Arlington Heights, IL)	October 1, 2003	Andes Crème de Menthe thins	Andes
61	The Capital Times (Madison, WI)	February 2, 2002	Andes Crème de Menthe Thins	Andes
27	The Palm Beach Post (West Palm Beach, FL)	December 15, 2010	Angel Sanso's Chewy Toffee Thins	Angel Sanso
40	The St. Petersburg Times (St. Petersburg, FL)	June 18, 2007	Back to Nature Ginger Rice Thins	Back to Nature Foods Co.
21	The Atlanta Journal-Constitution	August 31, 2011	bagel "thins"	generic
10	Pittsburgh Post-Gazette	October 18, 2012	bagel thins	generic
69	The Atlanta Journal-Constitution	December 22, 1999	bagel thins	generic
23	The New York Times	May 18, 2011	baked potato thins	generic
50	The Atlanta Journal-Constitution	November 20, 2004	Baked Potato Thins	William Poll
71	The New York Times	November 24, 1999	Baked Potato Thins	William Poll
41	The Florida Times Union	March 29, 2007	Blue Diamond Hazelnut Nut-Thins	Blue Diamond
39	St. Louis Post Dispatch	September 19, 2007	Blue Diamond Pecan Nut-Thins	Blue Diamond
13	The Gazette (Colorado Springs, CO)	March 28, 2012	blueberry bagel thins	generic
51	Daily Herald (Arlington Heights, IL)	June 16, 2004	Brownie Thins	generic
67	St. Louis Post Dispatch	December 4, 2000	butter thins	generic
86	The New York Times	April 29, 1987	butter thins	generic
64	The Capital Times (Madison, WI)	February 2, 2002	Cherry Jubilee Thins	Andes
66	The News & Record (Piedmont Triad, NC)	March 15, 2001	chocolate thins	generic
8	Daily Herald (Arlington Heights, IL)	January 16, 2013	cookie thins	generic
76	The Austin-American Statesman (Austin, TX)	March 8, 1996	Doritо Thins	Frito-Lay
55	The Palm Beach Post (West Palm Beach, FL)	September 16, 2003	Doritos Thins	Frito-Lay
77	The New York Times	November 3, 1994	Doritos Tortilla Thins	Frito-Lay
82	The New York Times	August 11, 1993	Doritos Tortilla Thins	Frito-Lay
83	The New York Times	August 4, 1993	Doritos Tortilla Thins	Frito-Lay
84	The New York Times	March 25, 1993	Doritos Tortilla Thins	Frito-Lay
85	The New York Times	September 2, 1992	Doritos Tortilla Thins	Frito-Lay
65	Daily News (Los Angeles)	March 28, 2001	farfel-nut thins	generic
79	The New York Times	May 15, 1994	Frito-Laya Dorrios Tortilla Thins	Frito-Lay
63	Daily Herald (Arlington Heights, IL)	September 2, 2001	ginger thins	generic
74	The Boston Herald	December 8, 1998	ginger thins	generic
81	The New York Times	August 22, 1993	ginger thins	generic
56	New York Post	September 10, 2003	golden-brown thins	generic
5	Star Tribune (Minneapolis, MN)	June 15, 2013	Granola Thins	Nature Valley
29	The Florida Times Union	October 7, 2010	granola thins	generic
60	The Record (Bergen, NJ)	May 1, 2002	Herbed sourdough thins	generic
28	St. Louis Post Dispatch	December 1, 2010	Lemon Thins	generic
58	Winston-Salem Journal (Winston-Salem, NC)	May 14, 2003	Lemon Thins	generic
70	The Tampa Tribune (Tampa, FL)	December 16, 1999	Lemon Thins	generic
18	Daily Herald (Arlington Heights, IL)	October 12, 2011	Mint Thins	generic
70	The Tampa Tribune (Tampa, FL)	December 16, 1999	Molasses Thins	generic
34	Wisconsin State Journal (Madison, WI)	December 5, 2008	Moravian Ginger Thins	Deborah Shapiro
44	Winston-Salem Journal (Winston-Salem, NC)	January 10, 2007	Nabisco Pita Thins Toasted Chips	Nabisco
78	The New York Times	June 15, 1994	Nabisco Vegetable Thins	Nabisco
47	Pantagraph (Bloomington, IL)	August 14, 2006	nacho thins	generic
29	The Florida Times Union	October 7, 2010	Nature Valley Dark Chocolate Granola Thins	Nature Valley
31	St. Joseph News-Press (St. Joseph, MO)	July 5, 2010	Nature Valley Granola Thins	Nature Valley
4	Star Tribune (Minneapolis, MN)	June 27, 2013	Newtons Fruit Thins	Newtons
12	The New York Times	May 1, 2012	Newtons Fruit Thins	Newtons
14	Star Tribune (Minneapolis, MN)	March 1, 2012	Newtons Fruit Thins	Newtons
24	Star Tribune (Minneapolis, MN)	May 5, 2011	Newtons Fruit Thins	Newtons
2	Star Tribune (Minneapolis, MN)	December 19, 2013	Nut Thins	Blue Diamond
9	The Denver Post	November 14, 2012	Nut Thins	generic
52	Star Tribune (Minneapolis, MN)	February 18, 2010	Nut Thins	Blue Diamond
64	The Fresno Bee (Fresno, CA)	July 22, 2001	nut thins	generic
73	The Fresno Bee (Fresno, CA)	February 21, 1999	Nut Thins	Blue Diamond
75	The Fresno Bee (Fresno, CA)	December 7, 1998	Nut Thins	Blue Diamond
19	St. Joseph News-Press (St. Joseph, MO)	September 17, 2011	Nut-Thins crackers	Blue Diamond Natural
70	The Tampa Tribune (Tampa, FL)	December 16, 1999	Orange Thins	generic
11	The New York Times	July 27, 2012	Peanut Butter Granola Thins	Nature Valley
42	International Herald Tribune	March 2, 2007	Pita Thins	Nabisco
43	The New York Times	March 1, 2007	Pita Thins	Nabisco
45	The Atlanta Journal-Constitution	December 7, 2006	Pita Thins Toasted Chips	Nabisco
30	Pittsburgh Post-Gazette	September 16, 2010	Pittsburgh Pretzels Super Thins	Pittsburgh Pretzels
3	Daily Herald (Arlington Heights, IL)	September 4, 2013	pretzel thins	generic
25	Pittsburgh Post-Gazette	February 3, 2011	pretzel thins	generic
53	Star Tribune (Minneapolis, MN)	October 16, 2003	pretzel thins	generic
33	The Palm Beach Post (West Palm Beach, FL)	February 5, 2010	Publix Original Thins Potato Chips	Publix
15	Reading Eagle (Reading, PA)	February 20, 2012	Reisman's Pretzel Thins	Reisman's
26	Daily Herald (Arlington Heights, IL)	December 29, 2010	rice thins	generic
17	Star Tribune (Minneapolis, MN)	October 13, 2011	Ritz Munchables Buttery Thins	Ritz
49	New York Post	February 2, 2005	Rold Gold Classic Style Thins	Rold Gold
62	The Boston Herald	January 15, 2002	Rold Gold Classic Thins	Rold Gold
7	Telegram & Gazette (Worchester, MA)	January 17, 2013	Sandwich Thins	Arnold
16	Star Tribune (Minneapolis, MN)	October 27, 2011	sandwich thins	generic
20	Frederick News-Post (Frederick, MD)	September 14, 2011	sandwich thins	generic
35	The Virginia Pilot	July 2, 2008	Savory Cheddar Pretzel Thins	Pepperidge Farms
37	The Florida Times Union	June 5, 2008	Savory Cheddar Pretzel Thins	Pepperidge Farms
57	Winston-Salem Journal (Winston-Salem, NC)	July 23, 2003	Sesame Thins	generic
1	The Record (Bergen, NJ)	February 16, 2014	Stacy's Pretzel Thins	Stacy's
32	New York Post	March 31, 2004	super-crisp thins	generic
6	The Florida Times Union	April 4, 2013	thins	generic
29	The Florida Times Union	October 7, 2010	thins	generic
31	St. Joseph News-Press (St. Joseph, MO)	July 5, 2010	thins	generic
38	The Tifton Gazette (Tifton, GA)	December 1, 2007	thins	generic
48	The Austin-American Statesman (Austin, TX)	August 10, 2005	Thins	generic
68	The Gazette (Colorado Springs, CO)	August 30, 2000	thins	generic
61	The Capital Times (Madison, WI)	February 2, 2002	Toffee Crunch Thins	Andes
46	Daily News (Los Angeles)	September 26, 2006	Toffee Thins	generic
22	The Florida Times Union	August 25, 2011	Triscuit Chili Pepper Thins Crisps	Nabisco
80	The New York Times	November 7, 1993	Vegetable Thins	Nabisco
59	Star Tribune (Minneapolis, MN)	May 9, 2002	Vienna Fingers Mint Fudge Thins	Girl Scouts
72	The New York Times	July 14, 1999	William Poll Baked Potato Thins	William Poll

Record #	Publication Name	Publication Date	Use of "Thins"	Manufacturer or Generic
36	The Register-Guard (Eugene, OR)	June 25, 2008	Andes Creme de Menthe thins	Andes
54	Daily Herald (Arlington Heights, IL)	October 2, 2003	Andes Creme de Menthe thins	Andes
61	The Capital Times (Madison, WI)	February 2, 2002	Andes Crème de Menthe Thins	Andes
61	The Capital Times (Madison, WI)	February 2, 2002	Chewy Jubilee Thins	Andes
61	The Capital Times (Madison, WI)	February 2, 2002	Toffee Crunch Thins	Andes
27	The Palm Beach Post (West Palm Beach, FL)	December 15, 2010	Angel Sanso's Chewy Toffee Thins	Angel Sanso
7	Telegram & Gazette (Worchester, MA)	January 17, 2013	Sandwich Thins	Arnold
40	The St. Petersburg Times (St. Petersburg, FL)	June 18, 2007	Back to Nature Ginger Rice Thins	Back to Nature Foods Co
2	Star Tribune (Minneapolis, MN)	December 19, 2013	Nut Thins	Blue Diamond
32	Star Tribune (Minneapolis, MN)	February 18, 2010	Nut Thins	Blue Diamond
39	St. Louis Post Dispatch	September 19, 2007	Blue Diamond Pecan Nut-Thins	Blue Diamond
41	The Florida Times Union	March 29, 2007	Blue Diamond Hazelnut Nut-Thins	Blue Diamond
73	The Fresno Bee (Fresno, CA)	February 21, 1999	Nut Thins	Blue Diamond
75	The Fresno Bee (Fresno, CA)	December 7, 1998	Nut Thins	Blue Diamond
19	St. Joseph News-Press (St. Joseph, MO)	September 17, 2011	Nut-Thins crackers	Blue Diamond Natural
34	Wisconsin State Journal (Madison, WI)	December 5, 2008	Moravian Ginger Thins	Deborah Shapiro
55	The Palm Beach Post (West Palm Beach, FL)	September 16, 2003	Doritos Thins	Frito-Lay
76	The Austin-American Statesman (Austin, TX)	March 8, 1996	Dorito Thins	Frito-Lay
77	The New York Times	November 3, 1994	Doritos Tortilla Thins	Frito-Lay
79	The New York Times	May 15, 1994	Frito-Lays Doritos Tortilla Thins	Frito-Lay
82	The New York Times	August 11, 1993	Doritos Tortilla Thins	Frito-Lay
83	The New York Times	August 4, 1993	Doritos Tortilla Thins	Frito-Lay
84	The New York Times	March 25, 1993	Doritos Tortilla Thins	Frito-Lay
85	The New York Times	September 2, 1992	Doritos Tortilla Thins	Frito-Lay
3	Daily Herald (Arlington Heights, IL)	September 4, 2013	pretzel thins	generic
6	The Florida Times Union	April 4, 2013	thins	generic
8	Daily Herald (Arlington Heights, IL)	January 16, 2013	cookie thins	generic
9	The Denver Post	November 14, 2012	Nut Thins	generic
10	Pittsburgh Post-Gazette	October 18, 2012	bagel thins	generic
15	The Gazette (Colorado Springs, CO)	March 28, 2012	blueberry bagel thins	generic
16	Star Tribune (Minneapolis, MN)	October 22, 2011	sandwich thins	generic
18	Daily Herald (Arlington Heights, IL)	October 12, 2011	Mini Thins	generic
20	Frederick News-Post (Frederick, MD)	September 14, 2011	sandwich thins	generic
21	The Atlanta Journal-Constitution	August 31, 2011	bagel "thins"	generic
23	The New York Times	May 18, 2011	baked potato thins	generic
25	Pittsburgh Post-Gazette	February 3, 2011	pretzel thins	generic
26	Daily Herald (Arlington Heights, IL)	December 29, 2010	rice thins	generic
28	St. Louis Post Dispatch	December 1, 2010	Lemon Thins	generic
29	The Florida Times Union	October 7, 2010	granola thins	generic
29	The Florida Times Union	October 7, 2010	thins	generic
31	St. Joseph News-Press (St. Joseph, MO)	July 3, 2010	thins	generic
38	The Tifton Gazette (Tifton, GA)	December 1, 2007	thins	generic
46	Daily News (Los Angeles)	September 26, 2006	Toffee Thins	generic
47	Pantagraph (Bloomington, IL)	August 14, 2006	nacho thins	generic
48	The Austin-American Statesman (Austin, TX)	August 10, 2005	Thins	generic
51	Daily Herald (Arlington Heights, IL)	June 16, 2004	Brownie Thins	generic
52	New York Post	March 31, 2004	super-crisp thins	generic
53	Star Tribune (Minneapolis, MN)	October 16, 2003	pretzel thins	generic
56	New York Post	September 20, 2003	golden-brown thins	generic
57	Winston-Salem Journal (Winston-Salem, NC)	July 25, 2003	Sesame Thins	generic
58	Winston-Salem Journal (Winston-Salem, NC)	May 14, 2002	Lemon Thins	generic
60	The Record (Bergen, NJ)	May 1, 2002	Herbed sourdough thins	generic
63	Daily Herald (Arlington Heights, IL)	September 2, 2001	ginger thins	generic
64	The Fresno Bee (Fresno, CA)	July 22, 2001	nut thins	generic
65	Daily News (Los Angeles)	March 28, 2001	tarlet-nut thins	generic
66	The News & Record (Piedmont Triad, NC)	March 15, 2001	chocolate thins	generic
67	St. Louis Post Dispatch	December 4, 2000	butter thins	generic
68	The Gazette (Colorado Springs, CO)	August 20, 2000	thins	generic
69	The Atlanta Journal-Constitution	December 22, 1999	bagel thins	generic
70	The Tampa Tribune (Tampa, FL)	December 16, 1999	Lemon Thins	generic
70	The Tampa Tribune (Tampa, FL)	December 16, 1999	Molasses Thins	generic
70	The Tampa Tribune (Tampa, FL)	December 16, 1999	Orange Thins	generic
74	The Boston Herald	December 8, 1998	ginger thins	generic
81	The New York Times	August 22, 1993	ginger thins	generic
86	The New York Times	April 29, 1987	butter thins	generic
49	Star Tribune (Minneapolis, MN)	May 9, 2002	Vienna Fingers Mini Fudge Thins	Girl Scouts
22	The Florida Times Union	August 25, 2011	Triscuit Chili Pepper Thins Crisps	Nabisco
42	International Herald Tribune	March 2, 2007	Pita Thins	Nabisco
43	The New York Times	March 1, 2007	Pita Thins	Nabisco
44	Winston-Salem Journal (Winston-Salem, NC)	January 10, 2007	Nabisco Pita Thins Toasted Chips	Nabisco
45	The Atlanta Journal-Constitution	December 7, 2006	Pita Thins Toasted Chips	Nabisco
78	The New York Times	June 15, 1994	Nabisco Vegetable Thins	Nabisco
80	The New York Times	November 7, 1993	Vegetable Thins	Nabisco
5	Star Tribune (Minneapolis, MN)	June 13, 2013	Granola Thins	Nature Valley
11	The New York Times	July 27, 2012	Peanut Butter Granola Thins	Nature Valley
29	The Florida Times Union	October 7, 2010	Nature Valley Dark Chocolate Granola Thins	Nature Valley
31	St. Joseph News-Press (St. Joseph, MO)	July 3, 2010	Nature Valley Granola Thins	Nature Valley
4	Star Tribune (Minneapolis, MN)	June 27, 2013	Newtons Fruit Thins	Newtons
12	The New York Times	May 1, 2012	Newtons Fruit Thins	Newtons
14	Star Tribune (Minneapolis, MN)	March 1, 2012	Newtons Fruit Thins	Newtons
24	Star Tribune (Minneapolis, MN)	May 5, 2011	Newtons Fruit Thins	Newtons
35	The Virginia Pilot	July 2, 2008	Savory Cheddar Pretzel Thins	Pepperidge Farms
37	The Florida Times Union	June 5, 2008	Savory Cheddar Pretzel Thins	Pepperidge Farms
30	Pittsburgh Post-Gazette	September 16, 2010	Pittsburgh Pretzels Super Thins	Pittsburgh Pretzels
33	The Palm Beach Post (West Palm Beach, FL)	February 3, 2010	Publix Original Thins Potato Chips	Publix
13	Reading Eagle (Reading, PA)	February 20, 2012	Reisman's Pretzel Thins	Reisman's
17	Star Tribune (Minneapolis, MN)	October 13, 2011	Ritz Munchables Buttery Thins	Ritz
59	New York Post	February 2, 2003	Rold Gold Classic Style Thins	Rold Gold
62	The Boston Herald	January 15, 2002	Rold Gold Classic Thins	Rold Gold
1	The Record (Bergen, NJ)	February 16, 2014	Stacy's Pretzel Thins	Stacy's
50	The Atlanta Journal-Constitution	November 20, 2004	Baked Potato Thins	William Poll
71	The New York Times	November 24, 1999	Baked Potato Thins	William Poll
72	The New York Times	July 14, 1999	William Poll Baked Potato Thins	William Poll

Newspaper Articles Sorted by Manufacturer

Magazine Number	Publication Name	Publication Date	Product Name	Manufacture or How Used
1	Grocer	July 5, 2014	Finn Thins	Vassan Oy
2	Prepared Foods	June, 2014	Stacy's Pretzel Thins	Stacy's / Frito-Lay
3	Snack Food & Wholesale Bakery	May, 2014	Nut Thins	Blue Diamond
4	MMR	April 21, 2014	pretzel thins / Pretzel Thins	Rold Gold
5	Entertainment Close-Up	March 27, 2014	Pretzel Thins	Rold Gold
6	Natural Health	March-April 2014	thins	generic
7	Prepared Foods	March, 2014	Artisan Nut-Thins Cracker Snacks	Blue Diamond Almonds
8	Snack Food & Wholesale Bakery	March, 2014	Stacy's Pretzel Thins	Stacy's Pita Chip Co.
9	Entertainment Close-Up	February 10, 2014	Stacy's Pretzel Thins	Stacy's Snacks / Frito-Lay
10	Gourmet Retailer	February 1, 2014	thins	generic
11	Grocer	December 14, 2013	Ryvita Thins	Ryvita
12	Good Housekeeping	November, 2013	Cinnamon Raisin Almond Thins	Nonni's
13	Snack Food & Wholesale Bakery	November, 2013	Almond Thins	Nonni's Foods
14	Food & Beverage Close-Up	September 9, 2013	Nabisco Rice Thins	Nabisco / Mondelez Int'l
15	Just-food com	September 5, 2013	Nabisco Rice Thins	Nabisco
16	Grocer	August 24, 2013	Sandwich Thins	Warburtons
17	just-food.com	August 19, 2013	Ryvita Thins	Ryvita
18	Grocer	August 17, 2013	Thins Bites	Ryvita
19	Nutraceuticals World	June, 2013	Artisan Nut Thins	Blue Diamond
20	Shape	May, 2013	Multi-Seed Artisan Nut-Thins	Blue Diamond
21	FoodService Director	February, 2013	Artisan Nut Thins	Blue Diamond
22	The Food Industry Report	January 14, 2013	almond thins	generic
23	just-food.com	November 7, 2012	Crisp Thins	Food Doctor
24	Food & Beverage Close-Up	May 9, 2012	Tostitos Thins	Pepsico / Frito-Lay
25	Snack Food & Wholesale Bakery	May, 2012	Pretzel Thins	Unique Pretzel Bakery, Inc.
26	Snack Food & Wholesale Bakery	March, 2012	Almond Thins	Nonni's Foods LLC
27	Candy Industry	February, 2012	thins	generic
28	The Food Institute Report	January 9, 2012	Granola Thins	Nature Valley
29	India Business Insight	December 31, 2011	Nutri-Choice Thins	Britannia Industries
30	Grocer	March 5, 2011	Oaty Thins	Rude Health
31	Grocer	December 4, 2010	Sandwich Thins	Warburtons
32	Entertainment Close-Up	July 1, 2010	Granola Thins	Nature Valley
33	Food & Beverage Close-Up	June 23, 2010	Granola Thins	Nature Valley
34	just-food.com	June 22, 2010	Granola Thins	Nature Valley
35	Vegetarian Times	October, 2009	Nut Thins	generic
36	Professional Candy Buyer	May-June 2009	Thins	Shearer's Foods
37	MMR	April 13, 2009	Nut Thins	Blue Diamond
38	Good Housekeeping	March, 2009	Whole Wheat Sandwich Thins	Arnold
39	Professional Candy Buyer	March-April, 2009	Southwest Thins	On the Border
40	Grocery Headquarters	January, 2009	Southwest Thins	On the Border
41	Grocery Headquarters	September, 2008	Shortbread Thins	Walkers Shortbread
42	Grocer	August 16, 2008	Ryvita Thins	Ryvita
43	just-food.com	May 13, 2008	Thins	Campbell Soup
44	Snack Food & Wholesale Bakery	February, 2008	Cantina Thins	On the Border
45	Grocer	June 2, 2007	Jacob's Thins	UBUK
46	Grocer	April 7, 2007	Jacob's Thins	UBUK
47	Stagnito's New Products Magazine	June, 2005	Rice Thins	Back to Nature
48	Gourmet Retailer	May, 2005	Rice Thins	Liberty Richter Sesmark
49	Food & Drug Packaging	April, 2005	Nut*Thins Crackers	Blue Diamond
50	Official Board Markets	February 19, 2005	Nut*Thins	Blue Diamond
51	Professional Candy Buyer	January-February, 2005	Snackers and Cheese Thins	Betafoods, Inc.
52	Grocer	April 10, 2004	wafer-thins	generic
53	Nutraceuticals World	April, 2004	Mini-Carb Soy Thins	Carbsense Foods, Inc.
54	Stagnito's New Products Magazine	March, 2004	Mini-Carb Soy Thins	Carbsense Foods, Inc
55	Grocer	July 6, 2002	Corn Thins	Real Foods of Australia
56	USA Today (Magazine)	January, 2002	Baked Potato Thins	William Poll, Inc.
57	Super Marketing	July 7, 2000	Anna's Ginger Thins	Anna's
58	Advertising Age International	March, 2000	Thins	generic
59	The Food Institute Report	March 8, 1999	Nut-Thins	Fresh Samantha
60	Brandweek	February 27, 1995	Spicy Fiesta Thins	Eagle
61	ADWEEK Eastern Edition	October 11, 1993	Tortilla Thins	PepsiCo Foods / Frito-Lay
62	Broadcasting & Cable	August 9, 1993	Doritos Tortilla Thins	Frito-Lay
63	ADWEEK Eastern Edition	January 25, 1993	Doritos Tortilla Thins	Frito-Lay / Pepsi
64	Milling & Baking News	September 15, 1992	Doritos Brand Tortilla Thins	Frito-Lay

Magazine Articles Sorted by Publication Date

Magazine Number	Publication Name	Publication Date	Product Name	Manufacture or How Used
58	Advertising Age International	March, 2000	Thins	generic
61	ADWEEK Eastern Edition	October 11, 1993	Tortilla Thins	PepsiCo Foods / Frito-Lay
63	ADWEEK Eastern Edition	January 25, 1993	Doritos Tortilla Thins	Frito-Lay / Pepsi
60	Brandweek	February 27, 1995	Spicy Fiesta Thins	Eagle
62	Broadcasting & Cable	August 9, 1993	Doritos Tortilla Thins	Frito-Lay
27	Candy Industry	February, 2012	thins	generic
5	Entertainment Close-Up	March 27, 2014	Pretzel Thins	Rold Gold
9	Entertainment Close-Up	February 10, 2014	Stacy's Pretzel Thins	Stacy's Snacks / Frito-Lay
32	Entertainment Close-Up	July 1, 2010	Granola Thins	Nature Valley
14	Food & Beverage Close-Up	September 9, 2013	Nabisco Rice Thins	Nabisco / Mondelez Int'l.
24	Food & Beverage Close-Up	May 9, 2012	Tostitos Thins	Pepsico / Frito-Lay
33	Food & Beverage Close-Up	June 23, 2010	Granola Thins	Nature Valley
49	Food & Drug Packaging	April, 2005	Nut*Thins Crackers	Blue Diamond
21	FoodService Director	February, 2013	Artisan Nut Thins	Blue Diamond
12	Good Housekeeping	November, 2013	Cinnamon Raisin Almond Thins	Nonni's
38	Good Housekeeping	March, 2009	Whole Wheat Sandwich Thins	Arnold
10	Gourmet Retailer	February 1, 2014	thins	generic
48	Gourmet Retailer	May, 2005	Rice Thins	Liberty Richter Sesmark
1	Grocer	July 5, 2014	Finn Thins	Vassan Oy
11	Grocer	December 14, 2013	Ryvita Thins	Ryvita
16	Grocer	August 24, 2013	Sandwich Thins	Warburtons
18	Grocer	August 17, 2013	Thins Bites	Ryvita
30	Grocer	March 5, 2011	Oaty Thins	Rude Health
31	Grocer	December 4, 2010	Sandwich Thins	Warburtons
42	Grocer	August 16, 2008	Ryvita Thins	Ryvita
45	Grocer	June 2, 2007	Jacob's Thins	UBUK
46	Grocer	April 7, 2007	Jacob's Thins	UBUK
52	Grocer	April 10, 2004	wafer-thins	generic
55	Grocer	July 6, 2002	Corn Thins	Real Foods of Australia
40	Grocery Headquarters	January, 2009	Southwest Thins	On the Border
41	Grocery Headquarters	September, 2008	Shortbread Thins	Walkers Shortbread
29	India Business Insight	December 31, 2011	Nutri-Choice Thins	Britannia Industries
15	Just-food.com	September 5, 2013	Nabisco Rice Thins	Nabisco
17	just-food.com	August 19, 2013	Ryvita Thins	Ryvita
23	just-food.com	November 7, 2012	Crisp Thins	Food Doctor
34	just-food.com	June 22, 2010	Granola Thins	Nature Valley
43	just-food.com	May 13, 2008	Thins	Campbell Soup
64	Milling & Baking News	September 15, 1992	Doritos Brand Tortilla Thins	Frito-Lay
4	MMR	April 21, 2014	pretzel thins / Pretzel Thins	Rold Gold
37	MMR	April 13, 2009	Nut Thins	Blue Diamond
6	Natural Health	March-April 2014	thins	generic
19	Nutraceuticals World	June, 2013	Artisan Nut Thins	Blue Diamond
53	Nutraceuticals World	April, 2004	Mini-Carb Soy Thins	Carbsense Foods, Inc.
50	Official Board Markets	February 19, 2005	Nut*Thins	Blue Diamond
2	Prepared Foods	June, 2014	Stacy's Pretzel Thins	Stacy's / Frito-Lay
7	Prepared Foods	March, 2014	Artisan Nut-Thins Cracker Snacks	Blue Diamond Almonds
36	Professional Candy Buyer	May-June 2009	Thins	Shearer's Foods
39	Professional Candy Buyer	March-April, 2009	Southwest Thins	On the Border
51	Professional Candy Buyer	January-February, 2005	Snackers and Cheese Thins	Betafoods, Inc.
20	Shape	May, 2013	Multi-Seed Artisan Nut-Thins	Blue Diamond
3	Snack Food & Wholesale Bakery	May, 2014	Nut Thins	Blue Diamond
8	Snack Food & Wholesale Bakery	March, 2014	Stacy's Pretzel Thins	Stacy's Pita Chip Co
13	Snack Food & Wholesale Bakery	November, 2013	Almond Thins	Nonni's Foods
25	Snack Food & Wholesale Bakery	May, 2012	Pretzel Thins	Unique Pretzel Bakery, Inc.
26	Snack Food & Wholesale Bakery	March, 2012	Almond Thins	Nonni's Foods LLC
44	Snack Food & Wholesale Bakery	February, 2008	Cantina Thins	On the Border
47	Stagnito's New Products Magazine	June, 2005	Rice Thins	Back to Nature
54	Stagnito's New Products Magazine	March, 2004	Mini-Carb Soy Thins	Carbsense Foods, Inc.
57	Super Marketing	July 7, 2000	Anna's Ginger Thins	Anna's
22	The Food Industry Report	January 14, 2013	almond thins	generic
28	The Food Institute Report	January 9, 2012	Granola Thins	Nature Valley
59	The Food Institute Report	March 8, 1999	Nut-Thins	Fresh Samantha
56	USA Today (Magazine)	January, 2002	Baked Potato Thins	William Poll, Inc.
35	Vegetarian Times	October, 2009	Nut Thins	generic

Magazine Articles Sorted by Publication Name

Magazine Number	Publication Name	Publication Date	Product Name	Manufacture or How Used
13	Snack Food & Wholesale Bakery	November, 2013	Almond Thins	Nonni's Foods
22	The Food Industry Report	January 14, 2013	almond thins	generic
26	Snack Food & Wholesale Bakery	March, 2012	Almond Thins	Nonni's Foods LLC
57	Super Marketing	July 7, 2000	Anna's Ginger Thins	Anna's
19	Nutraceuticals World	June, 2013	Artisan Nut Thins	Blue Diamond
21	FoodService Director	February, 2013	Artisan Nut Thins	Blue Diamond
7	Prepared Foods	March, 2014	Artisan Nut-Thins Cracker Snacks	Blue Diamond Almonds
56	USA Today (Magazine)	January, 2002	Baked Potato Thins	William Poll, Inc.
44	Snack Food & Wholesale Bakery	February, 2008	Cantina Thins	On the Border
12	Good Housekeeping	November, 2013	Cinnamon Raisin Almond Thins	Nonni's
55	Grocer	July 6, 2002	Corn Thins	Real Foods of Australia
23	just-food.com	November 7, 2012	Crisp Thins	Food Doctor
64	Milling & Baking News	September 15, 1992	Doritos Brand Tortilla Thins	Frito-Lay
62	Broadcasting & Cable	August 9, 1993	Doritos Tortilla Thins	Frito-Lay
63	ADWEEK Eastern Edition	January 25, 1993	Doritos Tortilla Thins	Frito-Lay / Pepsi
1	Grocer	July 5, 2014	Finn Thins	Vassan Oy
28	The Food Institute Report	January 9, 2012	Granola Thins	Nature Valley
32	Entertainment Close-Up	July 1, 2010	Granola Thins	Nature Valley
33	Food & Beverage Close-Up	June 23, 2010	Granola Thins	Nature Valley
34	just-food.com	June 22, 2010	Granola Thins	Nature Valley
45	Grocer	June 2, 2007	Jacob's Thins	UBUK
46	Grocer	April 7, 2007	Jacob's Thins	UBUK
53	Nutraceuticals World	April, 2004	Mini-Carb Soy Thins	Carbsense Foods, Inc.
54	Stagnito's New Products Magazine	March, 2004	Mini-Carb Soy Thins	Carbsense Foods, Inc.
20	Shape	May, 2013	Multi-Seed Artisan Nut-Thins	Blue Diamond
14	Food & Beverage Close-Up	September 9, 2013	Nabisco Rice Thins	Nabisco / Mondelez Int'l.
15	Just-food.com	September 5, 2013	Nabisco Rice Thins	Nabisco
3	Snack Food & Wholesale Bakery	May, 2014	Nut Thins	Blue Diamond
35	Vegetarian Times	October, 2009	Nut Thins	generic
37	MMR	April 13, 2009	Nut Thins	Blue Diamond
59	The Food Institute Report	March 8, 1999	Nut-Thins	Fresh Samantha
50	Official Board Markets	February 19, 2005	Nut*Thins	Blue Diamond
49	Food & Drug Packaging	April, 2005	Nut*Thins Crackers	Blue Diamond
29	India Business Insight	December 31, 2011	Nutri-Choice Thins	Britannia Industries
30	Grocer	March 5, 2011	Oaty Thins	Rude Health
5	Entertainment Close-Up	March 27, 2014	Pretzel Thins	Rold Gold
25	Snack Food & Wholesale Bakery	May, 2012	Pretzel Thins	Unique Pretzel Bakery, Inc.
4	MMR	April 21, 2014	pretzel thins / Pretzel Thins	Rold Gold
48	Gourmet Retailer	May, 2005	Rice Thins	Liberty Richter Sesmark
47	Stagnito's New Products Magazine	June, 2005	Rice Thins	Back to Nature
11	Grocer	December 14, 2013	Ryvita Thins	Ryvita
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6	Natural Health	March-April 2014	thins	generic
10	Gourmet Retailer	February 1, 2014	thins	generic
27	Candy Industry	February, 2012	thins	generic
36	Professional Candy Buyer	May-June 2009	Thins	Shearer's Foods
43	just-food.com	May 13, 2008	Thins	Campbell Soup
58	Advertising Age International	March, 2000	Thins	generic
18	Grocer	August 17, 2013	Thins Bites	Ryvita
61	ADWEEK Eastern Edition	October 11, 1993	Tortilla Thins	PepsiCo Foods / Frito-Lay
24	Food & Beverage Close-Up	May 9, 2012	Tostitos Thins	Pepsico / Frito-Lay
52	Grocer	April 10, 2004	wafer-thins	generic
38	Good Housekeeping	March, 2009	Whole Wheat Sandwich Thins	Arnold

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57	Super Marketing	July 7, 2000	Anna's Ginger Thins	Anna's
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3	Snack Food & Wholesale Bakery	May, 2014	Nut Thins	Blue Diamond
19	Nutraceuticals World	June, 2013	Artisan Nut Thins	Blue Diamond
20	Shape	May, 2013	Multi-Seed Artisan Nut-Thins	Blue Diamond
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49	Food & Drug Packaging	April, 2005	Nut*Thins Crackers	Blue Diamond
50	Official Board Markets	February 19, 2005	Nut*Thins	Blue Diamond
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53	Nutraceuticals World	April, 2004	Mini-Carb Soy Thins	Carbsense Foods, Inc.
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23	just-food.com	November 7, 2012	Crisp Thins	Food Doctor
59	The Food Institute Report	March 8, 1999	Nut-Thins	Fresh Samantha
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64	Milling & Baking News	September 15, 1992	Doritos Brand Tortilla Thins	Frito-Lay
63	ADWEEK Eastern Edition	January 25, 1993	Doritos Tortilla Thins	Frito-Lay / Pepsi
6	Natural Health	March-April 2014	thins	generic
10	Gourmet Retailer	February 1, 2014	thins	generic
22	The Food Industry Report	January 14, 2013	almond thins	generic
27	Candy Industry	February, 2012	thins	generic
35	Vegetarian Times	October, 2009	Nut Thins	generic
52	Grocer	April 10, 2004	wafer-thins	generic
58	Advertising Age International	March, 2000	Thins	generic
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15	Just-food.com	September 5, 2013	Nabisco Rice Thins	Nabisco
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32	Entertainment Close-Up	July 1, 2010	Granola Thins	Nature Valley
33	Food & Beverage Close-Up	June 23, 2010	Granola Thins	Nature Valley
34	just-food.com	June 22, 2010	Granola Thins	Nature Valley
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13	Snack Food & Wholesale Bakery	November, 2013	Almond Thins	Nonni's Foods
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17	just-food.com	August 19, 2013	Ryvita Thins	Ryvita
18	Grocer	August 17, 2013	Thins Bites	Ryvita
42	Grocer	August 16, 2008	Ryvita Thins	Ryvita
36	Professional Candy Buyer	May-June 2009	Thins	Shearer's Foods
2	Prepared Foods	June, 2014	Stacy's Pretzel Thins	Stacy's / Frito-Lay
8	Snack Food & Wholesale Bakery	March, 2014	Stacy's Pretzel Thins	Stacy's Pita Chip Co.
9	Entertainment Close-Up	February 10, 2014	Stacy's Pretzel Thins	Stacy's Snacks / Frito-Lay
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46	Grocer	April 7, 2007	Jacob's Thins	UBUK
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31	Grocer	December 4, 2010	Sandwich Thins	Warburtons
56	USA Today (Magazine)	January, 2002	Baked Potato Thins	William Poll, Inc.

Magazine Articles Sorted by Manufacturer

E

Exhibit E

USPTO Records—Trademarks in International Class 30 with THINS as part of the Trademark

Summary of USPTO Search Query

Start List At: OR Jump to record: 87 Records(s) found (This page: 1 ~ 87)

Refine Search thins [fm,bi] and 030[ic] and live[ld] Submit

Current Search: thins [fm,bi] and 030[ic] and live[ld] docs: 87 occ: 296

	Serial Number	Reg. Number	Word Mark	Check Status	Live/De
1	86209946		THIN STACKERS	TSDR	LIVE
2	86322134		SINFULLY THIN	TSDR	LIVE
3	86303697		COOKIE THINS	TSDR	LIVE
4	86107949	4551422	PROTI-THIN	TSDR	LIVE
5	86291268		CARAMELTHINS	TSDR	LIVE
6	86284840		CELEBRATE CANTINA THINS	TSDR	LIVE
7	86280206		THIN CHOICE	TSDR	LIVE
8	86272662		THIN CHIP DIP	TSDR	LIVE
9	86242447		MUFFIN THINS	TSDR	LIVE
10	86186895		CUPCAKE THINS	TSDR	LIVE
11	86186892		BROWNIE THINS	TSDR	LIVE
12	86186891		CAKE THINS	TSDR	LIVE
13	86166988		THINTASTIC BAGELS	TSDR	LIVE
14	86161729		COOKIE THINS	TSDR	LIVE
15	86116453		THINKTHIN PROTEIN	TSDR	LIVE
16	86115626		WE KNOW A THIN OR TWO ABOUT GREAT PRETZEL FLAVOR	TSDR	LIVE
17	86057927		THINKTHIN LEAN PROTEIN	TSDR	LIVE
18	86042058		WAFFLE THINS	TSDR	LIVE
19	86039100		THIN MEDIUM THICK	TSDR	LIVE
20	86039093		THIN MEDIUM THICK	TSDR	LIVE
21	86039087		THIN MEDIUM THICK	TSDR	LIVE
22	86009974	4456864	ALMOND THIN CRACKERS	TSDR	LIVE
23	85902420	4523246	BARKTHINS	TSDR	LIVE
24	85830396	4502984	BARKTHINS SNACKING CHOCOLATE	TSDR	LIVE
25	85607965		SMART THINS	TSDR	LIVE
26	85930930	4566507	CANTINA THINS	TSDR	LIVE
27	85596444		POPTHINS	TSDR	LIVE
28	85596441		THINPOPPED	TSDR	LIVE
29	85152375		THINS	TSDR	LIVE
30	85892009	4385801	THIN CRUST SQUARE	TSDR	LIVE

[This record continues on the following page.]

31	85871983	4418308	THIN THINGS	TSDR	LIVE
32	85850945		SMART & THIN	TSDR	LIVE
33	85820051		RICE THINS	TSDR	LIVE
34	85800552	4333157	SUPERTHIN	TSDR	LIVE
35	85692061		THIN 'N TRIM BAGELS	TSDR	LIVE
36	85692059		THIN 'N TRIM BUNS	TSDR	LIVE
37	85661466		RRRR BATON COOKIES COCONUT A LONG AND THIN COOKIE COATED WITH FINE CHOCOLATE ON ONE SIDE. A PERFECT MATCH OF ROASTED COCONUT FLAVOR WITH CRUNCHY TEXTURE AND SMOOTH CHOCOLATE MAKES IT IRRESISTIBLE. ROYCE' WWW.E-ROYCE.COM	TSDR	LIVE
38	85613061	4250188	CINNAMON THIN	TSDR	LIVE
39	85555360	4339742	COFFEE THINS	TSDR	LIVE
40	85419927	4151778	QTHINS	TSDR	LIVE
41	85419915	4151777	QTHINS	TSDR	LIVE
42	85263229	4126741	POCKET THINS	TSDR	LIVE
43	85214141	4009288	THIN MINTS	TSDR	LIVE
44	85194002	4094572	COUNTRY THINS	TSDR	LIVE
45	85161047	4043300	NEWTON'S FRUIT THINS	TSDR	LIVE
46	85157506	4050610	FALAFEL THINS	TSDR	LIVE
47	85150411	3977159	TUSCANO THIN	TSDR	LIVE
48	85145042	4354344	CRISPY! CRACKERY! CRUNCHY! ORIGINAL THIN	TSDR	LIVE
49	85135708	4013885	GRILLIN' THINS	TSDR	LIVE
50	85112579	4254408	DELI-THIN SANDWICH BREAD	TSDR	LIVE
51	85006318	3870613	BLUE THINS	TSDR	LIVE
52	79111074		CORN THINS	TSDR	LIVE
53	78645873	3212339	WATERTHINS	TSDR	LIVE
54	78384509	3088463	THINNER THAN THIN	TSDR	LIVE
55	78382098	3263479	THIN CAKES	TSDR	LIVE
56	78314427	2897408	THICKENTHIN NOT/SUGAR	TSDR	LIVE
57	78290930	2900867	LOVE THAT THIN WHEAT CRUNCH	TSDR	LIVE
58	77969785	4165005	THIN A BAGEL	TSDR	LIVE
59	77926185	3962893	TRUE THIN	TSDR	LIVE
60	77887058	3855949	THINWICH	TSDR	LIVE

[This record continues on the following page.]

61	77798364	4259364	BAGEL THINS	TSDR	LIVE
62	77713781	3920399	FABULOUS FLATS THIN IS IN	TSDR	LIVE
63	77705302	3704905	BISCOTTHIN	TSDR	LIVE
64	77501818	3637950	SANDWICH THINS	TSDR	LIVE
65	77485970	3729315	THINNY THIN THINS	TSDR	LIVE
66	77372726	3535211	IRRESISTIBLY CRUNCHY. NATURALLY THIN. DELICIOUSLY GOURMET.	TSDR	LIVE
67	77166579	3568922	ANNA'S GINGER THINS DELGADITAS DE JENGIBRE 0 TRANS FAT	TSDR	LIVE
68	76702065	3898318	COCO THIN	TSDR	LIVE
69	76695395	3880113	RICH & THIN	TSDR	LIVE
70	76655828	3190792	THINTASTIC	TSDR	LIVE
71	76546611	3125332	THINK FLAT. GET THIN.	TSDR	LIVE
72	76530924	2985869	PRIMO THIN	TSDR	LIVE
73	76522835	2898929	THIN-N-THIK	TSDR	LIVE
74	75747799	2333402	MEGATHIN	TSDR	LIVE
75	75195490	2143587	NUT-THINS	TSDR	LIVE
76	74529350	1982930	PITA THINS	TSDR	LIVE
77	74421033	1926608	SWEET THINS	TSDR	LIVE
78	74318436	1889079	THIN 'N RIGHT	TSDR	LIVE
79	74210925	1718484	STONED WHEAT THINS	TSDR	LIVE
80	74161247	1733371	THIN 'N LIGHT	TSDR	LIVE
81	73830923	1614111	SCHMIDT BLUE RIBBON THIN	TSDR	LIVE
82	73810732	1590093	GARDEN CHICKEN THINS	TSDR	LIVE
83	73473826	1339385	GOURMET THINS	TSDR	LIVE
84	73437021	1321054	THIN'S INN	TSDR	LIVE
85	73358584	1244724	VEGETABLE THINS	TSDR	LIVE
86	73120972	1096198	THIN 'N CRISPY	TSDR	LIVE
87	73045498	1022799	WHEAT THINS	TSDR	LIVE

* * * * * * * * * * * * * * *

USPTO Record # 1

Word Mark	ANNA'S GINGER THINS DELGADITAS DE JENGIBRE 0 TRANS FAT
Translations	The foreign wording in the mark translates into English as "gingerbread thins".
Goods and Services	IC 030. US 046. G & S: Cookies, gingerbread biscuits, and biscuits. FIRST USE: 19970900. FIRST USE IN COMMERCE: 19970900
Mark Drawing Code	(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS
Design Search Code	08.01.03 - Biscuits; Brioches 26.11.21 - Rectangles that are completely or partially shaded 26.17.09 - Bands, curved; Bars, curved; Curved line(s), band(s) or bar(s); Lines, curved
Trademark Search Facility Classification Code	ART-08.01 Baked Goods ART-19.07 Small containers NOTATION-SYMBOLS Notation Symbols such as Non-Latin characters,punctuation and mathematical signs,zodiac signs,prescription marks NUM-0-ZERO Marks containing "0" or the word Zero SHAPES-BAR-BANDS Designs with bar, bands or lines SHAPES-COLORS-3-OR-MORE Design listing or lined for three or more colors SHAPES-GEOMETRIC Geometric figures and solids including squares, rectangles, quadrilaterals and polygons
Serial Number	77166579
Filing Date	April 26, 2007
Current Basis	1A
Original Filing Basis	1A
Published for Opposition	November 18, 2008
Registration Number	3568922
Registration Date	February 3, 2009
Owner	(REGISTRANT) AB Annas Pepparkakor JOINT STOCK COMPANY SWEDEN Raiovagen 23 135 48 Tyreso SWEDEN
Attorney of Record	B. Brett Heavner
Disclaimer	NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "GINGER THINS DELGADITAS DE JENGIBRE" AND "0 TRANS FAT" APART FROM THE MARK AS SHOWN
Description of Mark	The color(s) RED, WHITE, BLACK AND YELLOW is/are claimed as a feature of the mark. The mark consists of "ANNA'S" in red, outlined in white at the top. Under the word "ANNA'S" is a space or cut-out in the shape of a gingerbread biscuit outlined in red. The white color and lines shown in the biscuit-shaped cut-out is meant to symbolize transparent packaging and does not indicate that the cut-out space is white in color. Under the biscuits are the words "GINGER THINS" and "DELGADITAS DE JENGIBRE" in white. In the wording "0 TRANS FAT", the "0" is white and "TRANS FAT" is black. The wording "0 TRANS FAT" is inside a yellow banner to the left of the space or cut out. The dotted lines in the drawing are not part of the mark and only serve to show the position of the mark on the packaging.
Type of Mark	TRADEMARK
Register	PRINCIPAL
Live/Dead Indicator	LIVE

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USPTO Record # 2

BAGEL THINS

Word Mark	BAGEL THINS
Goods and Services	IC 030. US 046. G & S: bakery products, not including cookies. FIRST USE: 20100107. FIRST USE IN COMMERCE: 20100107
Standard Characters Claimed	
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Serial Number	77798364
Filing Date	August 6, 2009
Current Basis	1A
Original Filing Basis	1B
Date Amended to Current Register	November 8, 2012
Registration Number	4259364
Registration Date	December 11, 2012
Owner	(REGISTRANT) GRUPO BIMBO, S.A. B. DE C.V. CORPORATION MEXICO NO. 1000, COL. PENA BLANCA SANTA FE PROLONGACION PASEO DE LA REFORMA MEXICO CITY MEXICO 01210
Assignment Recorded	ASSIGNMENT RECORDED
Attorney of Record	Scott J. Slavick
Prior Registrations	3427797
Disclaimer	NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "BAGEL" APART FROM THE MARK AS SHOWN
Type of Mark	TRADEMARK
Register	SUPPLEMENTAL
Live/Dead Indicator	LIVE

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USPTO Record # 3

BARKTHINS

Word Mark	BARKTHINS
Goods and Services	IC 030. US 046. G & S: Bakery goods; Chocolate candies; Confectionery made of sugar; Cookies and crackers; Snack cakes; Snack foods, namely, chocolate-based snack foods; Snack mix consisting primarily of crackers, pretzels and/or popped popcorn. FIRST USE: 20130101. FIRST USE IN COMMERCE: 20130101
Standard Characters Claimed	
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Serial Number	85902420
Filing Date	April 12, 2013
Current Basis	1A
Original Filing Basis	1B
Published for Opposition	September 10, 2013
Registration Number	4523246
Registration Date	April 29, 2014
Owner	(REGISTRANT) Cody Kramer Imports, LLC LIMITED LIABILITY COMPANY NEW YORK 225 North Route 303 Congers NEW YORK 10920
	(LAST LISTED OWNER) RIPPLE BRAND COLLECTIVE, LLC CORPORATION NEW YORK 225 NORTH ROUTE 303 SUITE 101 CONGERS NEW YORK 10920
Assignment Recorded	ASSIGNMENT RECORDED
Attorney of Record	William S. Frommer, Esq.
Type of Mark	TRADEMARK
Register	PRINCIPAL
Live/Dead Indicator	LIVE

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USPTO Record # 4

barkTHINS
snacking chocolate

Word Mark	BARKTHINS SNACKING CHOCOLATE
Goods and Services	IC 030. US 046. G & S: Bakery goods; Chocolate candies; Confectionery made of sugar; Cookies and crackers; Snack cakes; Snack foods, namely, chocolate-based snack foods; Snack mix consisting primarily of crackers, pretzels and/or popped popcorn. FIRST USE: 20130101. FIRST USE IN COMMERCE: 20130101
Mark Drawing Code	(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS
Design Search Code	26.17.01 - Bands, straight; Bars, straight; Lines, straight; Straight line(s), band(s) or bar(s) 26.17.05 - Bands, horizontal; Bars, horizontal; Horizontal line(s), band(s) or bar(s); Lines, horizontal
Serial Number	85830396
Filing Date	January 23, 2013
Current Basis	1A
Original Filing Basis	1B
Published for Opposition	June 4, 2013
Registration Number	4502984
Registration Date	March 25, 2014
Owner	(REGISTRANT) Cody Kramer Imports, LLC LIMITED LIABILITY COMPANY NEW YORK 225 North Route 303 Congers NEW YORK 10920 (LAST LISTED OWNER) RIPPLE BRAND COLLECTIVE, LLC CORPORATION NEW YORK 225 NORTH ROUTE 303 SUITE 101 CONGERS NEW YORK 10920
Assignment Recorded	ASSIGNMENT RECORDED
Attorney of Record	William S. Frommer, Esq.
Disclaimer	NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "SNACKING CHOCOLATE" APART FROM THE MARK AS SHOWN
Description of Mark	Color is not claimed as a feature of the mark. The mark consists of the words "BARKTHINS" in larger stylized fonts above the words "SNACKING CHOCOLATE" in smaller stylized fonts with a line at each side.
Type of Mark	TRADEMARK
Register	PRINCIPAL
Live/Dead Indicator	LIVE

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USPTO Record # 5

BLUE THINS

Word Mark	BLUE THINS
Goods and Services	IC 030. US 046. G & S: cookies, biscuits, crackers. FIRST USE: 20041200. FIRST USE IN COMMERCE: 20041200
Standard Characters Claimed	
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Serial Number	85006318
Filing Date	April 5, 2010
Current Basis	1A
Original Filing Basis	1A
Published for Opposition	August 17, 2010
Registration Number	3870613
Registration Date	November 2, 2010
Owner	(REGISTRANT) El Trigal S.A. CORPORATION URUGUAY Av. Gral. San Martin 3270 Montevideo URUGUAY
Attorney of Record	Leigh Ann Lindquist
Disclaimer	NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "THINS" APART FROM THE MARK AS SHOWN
Type of Mark	TRADEMARK
Register	PRINCIPAL
Live/Dead Indicator	LIVE

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USPTO Record # 6

CANTINA THINS

Word Mark	CANTINA THINS
Goods and Services	IC 030. US 046. G & S: Chips, namely, tortilla chips. FIRST USE: 20070407. FIRST USE IN COMMERCE: 20070407
Standard Characters Claimed	
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Serial Number	85930930
Filing Date	May 13, 2013
Current Basis	1A
Original Filing Basis	1A
Published for Opposition	November 26, 2013
Registration Number	4566507
Registration Date	July 15, 2014
Owner	(REGISTRANT) Truco Enterprises, LP Truco GP, Inc., incorporated in Delaware LIMITED PARTNERSHIP DELAWARE 2727 Realty Road Suite 134 Carrollton TEXAS 75006
Attorney of Record	Gregory W. Carr
Disclaimer	NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "THINS" APART FROM THE MARK AS SHOWN
Type of Mark	TRADEMARK
Register	PRINCIPAL
Live/Dead Indicator	**LIVE**

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USPTO Record # 7

Word Mark	COFFEE THINS
Goods and Services	IC 030. US 046. G & S: Coffee based candy. FIRST USE: 20120814. FIRST USE IN COMMERCE: 20120814
Mark Drawing Code	(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS
Design Search Code	24.09.07 - Advertising, banners; Banners 26.11.21 - Rectangles that are completely or partially shaded 26.11.28 - Miscellaneous designs with overall rectangular shape; Rectangular shapes (miscellaneous overall shape)
Serial Number	85555360
Filing Date	February 28, 2012
Current Basis	1A
Original Filing Basis	1B
Published for Opposition	July 24, 2012
Registration Number	4339742
Registration Date	May 21, 2013
Owner	(REGISTRANT) Tierra Nueva Fine Cocoa, LLC. LIMITED LIABILITY COMPANY FLORIDA 1130 NW 159th Drive Miami FLORIDA 33169
Attorney of Record	Jesus Sanchelima
Disclaimer	NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "COFFEE" APART FROM THE MARK AS SHOWN
Description of Mark	Color is not claimed as a feature of the mark. The mark consists of the words "COFFEE THINS" in capital letters in a stylized font inside of a banner.
Type of Mark	TRADEMARK
Register	PRINCIPAL
Live/Dead Indicator	LIVE

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USPTO Record # 8

COUNTRY THINS

Word Mark	COUNTRY THINS
Goods and Services	IC 030. US 046. G & S: Bakery products. FIRST USE: 20110505. FIRST USE IN COMMERCE: 20110505
Standard Characters Claimed	
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Serial Number	85194002
Filing Date	December 9, 2010
Current Basis	1A
Original Filing Basis	1B
Published for Opposition	April 19, 2011
Registration Number	4094572
Registration Date	January 31, 2012
Owner	(REGISTRANT) Orograin Bakeries Products, Inc CORPORATION DELAWARE 255 Business Center Drive Horsham PENNSYLVANIA 19044
	(LAST LISTED OWNER) BIMBO BAKERIES USA, INC. CORPORATION DELAWARE 233 BUSINESS CENTER DRIVE HORSHAM PENNSYLVANIA 19044
Assignment Recorded	ASSIGNMENT RECORDED
Attorney of Record	Scott J. Slavick
Type of Mark	TRADEMARK
Register	PRINCIPAL
Live/Dead Indicator	**LIVE**

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USPTO Record # 9

FALAFEL THINS

Word Mark	FALAFEL THINS
Goods and Services	IC 030. US 046. G & S: wheat, corn, fava beans and chick peas based snack chips. FIRST USE: 20101020. FIRST USE IN COMMERCE: 20101020
Standard Characters Claimed	
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Serial Number	85157506
Filing Date	October 20, 2010
Current Basis	1A
Original Filing Basis	1B
Published for Opposition	April 12, 2011
Registration Number	4050610
Registration Date	November 1, 2011
Owner	(REGISTRANT) Ragonese, Regina INDIVIDUAL UNITED STATES 46 Rogers Road Haverhill MASSACHUSETTS 01835
Attorney of Record	Brendan M. Shortell
Disclaimer	NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "FALAFEL" APART FROM THE MARK AS SHOWN
Type of Mark	TRADEMARK
Register	PRINCIPAL
Live/Dead Indicator	LIVE

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USPTO Record # 10

Typed Drawing

Word Mark	GARDEN CHICKEN THINS
Goods and Services	IC 030. US 046. G & S: BREAD, PASTRIES, BISCUITS, CAKES, SNACK FOOD PRODUCTS, NAMELY, CRACKERS. FIRST USE: 19780000. FIRST USE IN COMMERCE: 19780000
Mark Drawing Code	(1) TYPED DRAWING
Serial Number	73810732
Filing Date	July 3, 1989
Current Basis	1A
Original Filing Basis	1A
Published for Opposition	January 9, 1990
Registration Number	1590093
Registration Date	April 3, 1990
Owner	(REGISTRANT) GARDEN COMPANY LIMITED, THE COMPANY HONG KONG 58 CASTLE PEAK ROAD KOWLOON HONG KONG
Attorney of Record	M. John Carson
Prior Registrations	1114211
Disclaimer	NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "CHICKEN" APART FROM THE MARK AS SHOWN
Type of Mark	TRADEMARK
Register	PRINCIPAL
Affidavit Text	SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20100205.
Renewal	2ND RENEWAL 20100205
Live/Dead Indicator	LIVE

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USPTO Record # 11

Typed Drawing

Word Mark	GOURMET THINS
Goods and Services	IC 030. US 046. G & S: Crisp Bread. FIRST USE: 19831220. FIRST USE IN COMMERCE: 19831220
Mark Drawing Code	(1) TYPED DRAWING
Serial Number	73473826
Filing Date	April 5, 1984
Current Basis	1A
Original Filing Basis	1A
Published for Opposition	March 26, 1985
Registration Number	1339385
Registration Date	June 4, 1985
Owner	(REGISTRANT) Nora Matprodukter A/S CORPORATION NORWAY Postboks 4642 Trondheimsveien 2 Softienberg, Oslo 5 NORWAY
	(LAST LISTED OWNER) STABBURET A/S CORPORATION NORWAY P.O. BOX 711 POLBOTN NORWAY 1411
Assignment Recorded	ASSIGNMENT RECORDED
Attorney of Record	FRANK S. HISCOX
Type of Mark	TRADEMARK
Register	PRINCIPAL
Affidavit Text	SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20050802.
Renewal	1ST RENEWAL 20050802
Live/Dead Indicator	LIVE

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USPTO Record # 12

GRILLIN' THINS

Word Mark	GRILLIN' THINS
Goods and Services	IC 030. US 046. G & S: Bread, namely, buns and rolls. FIRST USE: 20110228. FIRST USE IN COMMERCE: 20110228
Standard Characters Claimed	
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Serial Number	85135708
Filing Date	September 22, 2010
Current Basis	1A
Original Filing Basis	1B
Published for Opposition	March 8, 2011
Registration Number	4013885
Registration Date	August 16, 2011
Owner	(REGISTRANT) Bimbo Bakeries USA, Inc. CORPORATION DELAWARE 255 Business Center Drive Horsham PENNSYLVANIA 19044
Attorney of Record	Scott J. Slavick
Disclaimer	NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "GRILLING" APART FROM THE MARK AS SHOWN
Type of Mark	TRADEMARK
Register	PRINCIPAL
Live/Dead Indicator	LIVE

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USPTO Record # 13

NEWTON'S FRUIT THINS

Word Mark	NEWTON'S FRUIT THINS
Goods and Services	IC 030. US 046. G & S: Cookies. FIRST USE: 20110401. FIRST USE IN COMMERCE: 20110401
Standard Characters Claimed	
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Serial Number	85181047
Filing Date	November 19, 2010
Current Basis	1A
Original Filing Basis	1B
Published for Opposition	May 17, 2011
Registration Number	4043300
Registration Date	October 18, 2011
Owner	(REGISTRANT) KRAFT FOODS GLOBAL BRANDS LLC LIMITED LIABILITY COMPANY DELAWARE THREE LAKES DRIVE NORTHFIELD ILLINOIS 60093
	(LAST LISTED OWNER) INTERCONTINENTAL GREAT BRANDS LLC LIMITED LIABILITY COMPANY DELAWARE 100 DEFOREST AVENUE EAST HANOVER NEW JERSEY 07936
Assignment Recorded	ASSIGNMENT RECORDED
Attorney of Record	Matthew A. Griffin
Prior Registrations	0098178;1669627;3624027
Disclaimer	NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "FRUIT THINS" APART FROM THE MARK AS SHOWN
Type of Mark	TRADEMARK
Register	PRINCIPAL
Live/Dead Indicator	**LIVE**

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USPTO Record # 14

Typed Drawing

Word Mark	NUT-THINS
Goods and Services	IC 030. US 046. G & S: flour-based wafers with almonds or other nuts as an ingredient. FIRST USE: 19970717. FIRST USE IN COMMERCE: 19970717
Mark Drawing Code	(1) TYPED DRAWING
Serial Number	75195490
Filing Date	November 12, 1996
Current Basis	1A
Original Filing Basis	1B
Published for Opposition	July 29, 1997
Registration Number	2143587
Registration Date	March 10, 1998
Owner	(REGISTRANT) CALIFORNIA ALMOND GROWERS EXCHANGE DBA Blue Diamond Growers CORPORATION CALIFORNIA 1802 C Street P.O. Box 1768 Sacramento CALIFORNIA 95814 (LAST LISTED OWNER) BLUE DIAMOND GROWERS CORPORATION CALIFORNIA 1802 C STREET SACRAMENTO CALIFORNIA 95814
Assignment Recorded	ASSIGNMENT RECORDED
Attorney of Record	Susan G. O'Neill
Type of Mark	TRADEMARK
Register	PRINCIPAL
Affidavit Text	SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20080314.
Renewal	1ST RENEWAL 20080314
Live/Dead Indicator	LIVE

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USPTO Record # 15

Typed Drawing

Word Mark	PITA THINS
Goods and Services	IC 030. US 046. G & S: flat bread. FIRST USE: 19950821. FIRST USE IN COMMERCE: 19950821
Mark Drawing Code	(1) TYPED DRAWING
Serial Number	74529350
Filing Date	May 25, 1994
Current Basis	1A
Original Filing Basis	1B
Published for Opposition	April 25, 1995
Registration Number	1982930
Registration Date	June 25, 1996
Owner	(REGISTRANT) GRECIAN DELIGHT FOODS, INC. CORPORATION DELAWARE 1201 Tonne Road Elk Grove Village ILLINOIS 60007
	(LAST LISTED OWNER) INTERCONTINENTAL GREAT BRANDS LLC LIMITED LIABILITY COMPANY DELAWARE 100 DEFOREST AVENUE EAST HANOVER NEW JERSEY 07936
Assignment Recorded	ASSIGNMENT RECORDED
Attorney of Record	Daniel N. Christus
Disclaimer	NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "PITA" APART FROM THE MARK AS SHOWN
Type of Mark	TRADEMARK
Register	PRINCIPAL
Affidavit Text	SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20060831.
Renewal	1ST RENEWAL 20060831
Live/Dead Indicator	LIVE

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USPTO Record # 16

POCKET THINS

Word Mark	POCKET THINS
Goods and Services	IC 030. US 046. G & S: Bakery goods. FIRST USE: 20111020. FIRST USE IN COMMERCE: 20111020
Standard Characters Claimed	
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Serial Number	85263229
Filing Date	March 10, 2011
Current Basis	1A
Original Filing Basis	1B
Published for Opposition	August 30, 2011
Registration Number	4126741
Registration Date	April 10, 2012
Owner	(REGISTRANT) Arnold Products, Inc. CORPORATION DELAWARE 255 Business Center Drive Horsham PENNSYLVANIA 19044
Assignment Recorded	ASSIGNMENT RECORDED
Attorney of Record	Scott J. Slavick
Prior Registrations	3637950
Disclaimer	NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "POCKET" APART FROM THE MARK AS SHOWN
Type of Mark	TRADEMARK
Register	PRINCIPAL
Live/Dead Indicator	LIVE

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USPTO Record # 17

Word Mark	QTHINS
Goods and Services	IC 030. US 046. G & S: Candy; chocolate; cookies. FIRST USE: 20120100. FIRST USE IN COMMERCE: 20120100
Mark Drawing Code	(5) WORDS, LETTERS, AND/OR NUMBERS IN STYLIZED FORM
Serial Number	85419927
Filing Date	September 12, 2011
Current Basis	1A
Original Filing Basis	1B
Published for Opposition	January 3, 2012
Registration Number	4151778
Registration Date	May 29, 2012
Owner	(REGISTRANT) Q.bel Foods LLC LIMITED LIABILITY COMPANY NEW YORK 220 Piermont Avenue Nyack NEW YORK 10960
Attorney of Record	Marc S. Sher
Description of Mark	Color is not claimed as a feature of the mark. The mark consists of the word "QTHINS" in stylized font.
Type of Mark	TRADEMARK
Register	PRINCIPAL
Live/Dead Indicator	LIVE

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USPTO Record # 18

QTHINS

Word Mark	QTHINS
Goods and Services	IC 030. US 046. G & S: Candy; chocolate; cookies. FIRST USE: 20120100. FIRST USE IN COMMERCE: 20120100
Standard Characters Claimed	
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Serial Number	85419915
Filing Date	September 12, 2011
Current Basis	1A
Original Filing Basis	1B
Published for Opposition	December 20, 2011
Registration Number	4151777
Registration Date	May 29, 2012
Owner	(REGISTRANT) Q.bel Foods LLC LIMITED LIABILITY COMPANY NEW YORK 220 Piermont Avenue Nyack NEW YORK 10960
Attorney of Record	Marc S. Sher
Type of Mark	TRADEMARK
Register	PRINCIPAL
Live/Dead Indicator	LIVE

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USPTO Record # 19

SANDWICH THINS

Word Mark	SANDWICH THINS
Goods and Services	IC 030. US 046. G & S: Bread. FIRST USE: 20080331. FIRST USE IN COMMERCE: 20080331
Standard Characters Claimed	
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Serial Number	77501818
Filing Date	June 18, 2008
Current Basis	1A
Original Filing Basis	1A
Published for Opposition	March 31, 2009
Registration Number	3637950
Registration Date	June 16, 2009
Owner	(REGISTRANT) Arnold Products, Inc. CORPORATION DELAWARE 300 W. North Avenue Northlake ILLINOIS 60164
Assignment Recorded	ASSIGNMENT RECORDED
Attorney of Record	Russell N. Rippamonti
Disclaimer	NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "SANDWICH" APART FROM THE MARK AS SHOWN
Type of Mark	TRADEMARK
Register	PRINCIPAL
Live/Dead Indicator	LIVE

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USPTO Record # 20

Typed Drawing

Word Mark	STONED WHEAT THINS
Goods and Services	IC 030. US 046. G & S: crackers. FIRST USE: 19840801. FIRST USE IN COMMERCE: 19840801
Mark Drawing Code	(1) TYPED DRAWING
Serial Number	74210925
Filing Date	October 9, 1991
Current Basis	1A
Original Filing Basis	1A
Published for Opposition	June 30, 1992
Registration Number	1718484
Registration Date	September 22, 1992
Owner	(REGISTRANT) Nabisco, Inc. CORPORATION NEW JERSEY 7 Campus Drive Parsippany NEW JERSEY 070540311
	(LAST LISTED OWNER) INTERCONTINENTAL GREAT BRANDS LLC LIMITED LIABILITY COMPANY DELAWARE 100 DEFOREST AVENUE EAST HANOVER NEW JERSEY 07936
Assignment Recorded	ASSIGNMENT RECORDED
Attorney of Record	Mary A. Carragher
Prior Registrations	1022799
Disclaimer	NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "STONED WHEAT" APART FROM THE MARK AS SHOWN
Type of Mark	TRADEMARK
Register	PRINCIPAL
Affidavit Text	SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20120930.
Renewal	2ND RENEWAL 20120930
Live/Dead Indicator	LIVE

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USPTO Record # 21

Typed Drawing

Word Mark	SWEET THINS
Goods and Services	IC 030. US 046. G & S: baked goods; namely, cakes and cookies. FIRST USE: 19931130. FIRST USE IN COMMERCE: 19931130
Mark Drawing Code	(1) TYPED DRAWING
Serial Number	74421033
Filing Date	August 4, 1993
Current Basis	1A
Original Filing Basis	1B
Published for Opposition	March 29, 1994
Registration Number	1926608
Registration Date	October 10, 1995
Owner	(REGISTRANT) Sweet Things, Inc. CORPORATION CALIFORNIA 1 Blackfield Road Tiburon CALIFORNIA 94920
Attorney of Record	Sheldon R. Meyer
Prior Registrations	1279121
Disclaimer	NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "SWEET" APART FROM THE MARK AS SHOWN
Type of Mark	TRADEMARK
Register	PRINCIPAL
Affidavit Text	SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20050222.
Renewal	1ST RENEWAL 20050222
Live/Dead Indicator	LIVE

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USPTO Record # 22

Typed Drawing

Word Mark	THIN'S INN
Goods and Services	IC 030. US 046. G & S: Low-Calorie Flavored Gelatin Desserts and Rice Based Snack Bars and Cookies. FIRST USE: 19810206. FIRST USE IN COMMERCE: 19810206
Mark Drawing Code	(1) TYPED DRAWING
Serial Number	73437021
Filing Date	August 1, 1983
Current Basis	1A
Original Filing Basis	1A
Published for Opposition	December 11, 1984
Registration Number	1321054
Registration Date	February 19, 1985
Owner	(REGISTRANT) Thin's Inn, Inc. CORPORATION NEW JERSEY 1989 Rutger's University Blvd. Lakewood NEW JERSEY 08701
Attorney of Record	Jacqueline Zion
Type of Mark	TRADEMARK
Register	PRINCIPAL
Affidavit Text	SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20051031.
Renewal	1ST RENEWAL 20051031
Live/Dead Indicator	LIVE

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USPTO Record # 23

THINNY THIN THINS

Word Mark	THINNY THIN THINS
Goods and Services	IC 030. US 046. G & S: Crackers. FIRST USE: 20090430. FIRST USE IN COMMERCE: 20090430
Standard Characters Claimed	
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Serial Number	77485970
Filing Date	May 29, 2008
Current Basis	1A
Original Filing Basis	1B
Published for Opposition	October 28, 2008
Registration Number	3729315
Registration Date	December 22, 2009
Owner	(REGISTRANT) Silver Palate Kitchens, Inc. CORPORATION NEW JERSEY P.O. Box 512 300 Knickerbocker Road Cresskill NEW JERSEY 07626
Attorney of Record	John L. Ambrogi
Type of Mark	TRADEMARK
Register	PRINCIPAL
Live/Dead Indicator	**LIVE**

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USPTO Record # 24

Typed Drawing

Word Mark	VEGETABLE THINS
Goods and Services	IC 030. US 046. G & S: Crackers. FIRST USE: 19790228. FIRST USE IN COMMERCE: 19790228
Mark Drawing Code	(1) TYPED DRAWING
Serial Number	73358584
Filing Date	April 6, 1982
Current Basis	1A
Original Filing Basis	1A
Published for Opposition	April 12, 1983
Registration Number	1244724
Registration Date	July 5, 1983
Owner	(REGISTRANT) Nabisco, Inc. CORPORATION NEW JERSEY P. O. BOX 311 PARSIPPANY NEW JERSEY 07054
	(LAST LISTED OWNER) INTERCONTINENTAL GREAT BRANDS LLC LIMITED LIABILITY COMPANY DELAWARE 100 DEFOREST AVENUE EAST HANOVER NEW JERSEY 07936
Assignment Recorded	ASSIGNMENT RECORDED
Attorney of Record	Mary A. Carragher
Prior Registrations	0592479;1022799
Disclaimer	No claim is made to the exclusive right to use the word "Vegetable", apart from the mark as shown.
Type of Mark	TRADEMARK
Register	PRINCIPAL
Affidavit Text	SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20130322.
Renewal	2ND RENEWAL 20130322
Live/Dead Indicator	LIVE

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USPTO Record # 25

WATERTHINS

Word Mark	WATERTHINS
Goods and Services	IC 030. US 046. G & S: Preparations made from flour, namely crackers, biscuits and bread sticks; cheese flavored snack foods which are cereal based; and pastries
Standard Characters Claimed	
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Serial Number	78645873
Filing Date	June 8, 2005
Current Basis	44E
Original Filing Basis	44E
Published for Opposition	December 12, 2006
Registration Number	3212339
Registration Date	February 27, 2007
Owner	(REGISTRANT) Philemon Pty Ltd CORPORATION AUSTRALIA Unit 6/11 David Street Gateway Corporate Park Dandenong, Victoria AUSTRALIA 3175
	(LAST LISTED OWNER) GREEN'S INTELLECTUAL HOLDINGS PTY LIMITED LIMITED COMPANY AUSTRALIA 29 GLENDENNING ROAD GLENDENNING NSW AUSTRALIA 2761
Assignment Recorded	ASSIGNMENT RECORDED
Attorney of Record	Dean R. Karau
Type of Mark	TRADEMARK
Register	PRINCIPAL
Affidavit Text	SECT 15. SECT 8 (6-YR).
Live/Dead Indicator	LIVE

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USPTO Record # 26

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Typed Drawing

Word Mark	WHEAT THINS
Goods and Services	IC 030. US 046. G & S: CRACKERS. FIRST USE: 19471231. FIRST USE IN COMMERCE: 19471231
Mark Drawing Code	(1) TYPED DRAWING
Serial Number	73045498
Filing Date	February 28, 1975
Current Basis	1A
Original Filing Basis	1A
Registration Number	1022799
Registration Date	October 14, 1975
Owner	(REGISTRANT) NABISCO, INC. CORPORATION NEW JERSEY 7 CAMPUS DRIVE PARSIPPANY NEW JERSEY 070540311
	(LAST LISTED OWNER) INTERCONTINENTAL GREAT BRANDS LLC LIMITED LIABILITY COMPANY DELAWARE 100 DEFOREST AVENUE EAST HANOVER NEW JERSEY 07936
Assignment Recorded	ASSIGNMENT RECORDED
Attorney of Record	Douglas W. Cherry
Disclaimer	APPLICANT DISCLAIMS RIGHTS IN THE WORD "WHEAT" APART FROM THE MARK AS SHOWN.
Type of Mark	TRADEMARK
Register	PRINCIPAL
Affidavit Text	SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20060301.
Renewal	2ND RENEWAL 20060301
Live/Dead Indicator	LIVE

Thins Summary #1

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Current Search: (thins)[BI] and (030)[IC] docs: 242 occ: 562

	Serial Number	Reg. Number	Word Mark	Check Status	Live/Dead
1	86378053		RICE THINS	TSDR	LIVE
2	86378052		CORN THINS	TSDR	LIVE
3	86280206		THIN CHOICE	TSDR	LIVE
4	86209946		THIN STACKERS	TSDR	LIVE
5	86322134		SINFULLY THIN	TSDR	LIVE
6	86303697		COOKIE THINS	TSDR	LIVE
7	86107949	4551422	PROTI-THIN	TSDR	LIVE
8	86291268		CARAMELTHINS	TSDR	LIVE
9	86284840		CELEBRATE CANTINA THINS	TSDR	LIVE
10	86272662		THIN CHIP DIP	TSDR	LIVE
11	86242447		MUFFIN THINS	TSDR	LIVE
12	86186895		CUPCAKE THINS	TSDR	LIVE
13	86186892		BROWNIE THINS	TSDR	LIVE
14	86186891		CAKE THINS	TSDR	LIVE
15	86166988		THINTASTIC BAGELS	TSDR	LIVE
16	86161729		COOKIE THINS	TSDR	LIVE
17	86116453		THINKTHIN PROTEIN	TSDR	LIVE
18	86115626		WE KNOW A THIN OR TWO ABOUT GREAT PRETZEL FLAVOR	TSDR	LIVE
19	86057927		THINKTHIN LEAN PROTEIN	TSDR	LIVE
20	86042058		WAFFLE THINS	TSDR	LIVE

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Thins Summary #2

21	86039100		THIN MEDIUM THICK	TSDR	LIVE
22	86039093		THIN MEDIUM THICK	TSDR	LIVE
23	86039087		THIN MEDIUM THICK	TSDR	LIVE
24	86009974	4456864	ALMOND THIN CRACKERS	TSDR	LIVE
25	85613061	4250188	CINNAMON THIN	TSDR	LIVE
26	85819004		MR. THINSTERS	TSDR	DEAD
27	85192205		THIN KITCHEN	TSDR	DEAD
28	85902420	4523246	BARKTHINS	TSDR	LIVE
29	85830396	4502984	BARKTHINS SNACKING CHOCOLATE	TSDR	LIVE
30	85607965		SMART THINS	TSDR	LIVE
31	85930930	4566507	CANTINA THINS	TSDR	LIVE
32	85596444		POPTHINS	TSDR	LIVE
33	85596441		THINPOPPED	TSDR	LIVE
34	85152375		THINS	TSDR	LIVE
35	85892009	4385801	THIN CRUST SQUARE	TSDR	LIVE
36	85871983	4418308	THIN THINGS	TSDR	LIVE
37	85850945		SMART & THIN	TSDR	LIVE
38	85820051		RICE THINS	TSDR	LIVE
39	85800552	4333157	SUPERTHIN	TSDR	LIVE
40	85781237		BROWNIE THINS	TSDR	DEAD
41	85692061		THIN 'N TRIM BAGELS	TSDR	LIVE
42	85692059		THIN 'N TRIM BUNS	TSDR	LIVE
43	85661466		RRRR BATON COOKIES COCONUT A LONG AND THIN COOKIE COATED WITH FINE CHOCOLATE ON ONE SIDE. A PERFECT MATCH OF ROASTED COCONUT FLAVOR WITH CRUNCHY TEXTURE AND SMOOTH CHOCOLATE MAKES IT IRRESISTIBLE. ROYCE' WWW.E-ROYCE.COM	TSDR	LIVE
44	85569647		SUMMTHIN SPECIAL	TSDR	DEAD
45	85555360	4339742	COFFEE THINS	TSDR	LIVE
46	85509575		DELI-THIN BAGELS	TSDR	DEAD
47	85490538		CRISPY T H I N CRUST	TSDR	DEAD
48	85427743		COOKIE THINS	TSDR	DEAD
49	85419927	4151778	QTHINS	TSDR	LIVE
50	85419915	4151777	QTHINS	TSDR	LIVE
51	85409296		PARTY THINS	TSDR	DEAD
52	85327853		SMART THINS	TSDR	DEAD
53	85263229	4126741	POCKET THINS	TSDR	LIVE
54	85253862		THINK THIN WEIGHT WELLNESS	TSDR	DEAD
55	85215451		CASERA THINS	TSDR	DEAD
56	85214141	4009288	THIN MINTS	TSDR	LIVE
57	85194002	4094572	COUNTRY THINS	TSDR	LIVE
58	85181047	4043300	NEWTON'S FRUIT THINS	TSDR	LIVE
59	85175717		THOMAS' BAGEL THINS	TSDR	DEAD
60	85157506	4050610	FALAFEL THINS	TSDR	LIVE

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Thins Summary #3

61	85151398		THINWICH	TSDR	DEAD
62	85150411	3977159	TUSCANO THIN	TSDR	LIVE
63	85145042	4354344	CRISPY! CRACKERY! CRUNCHY! ORIGINAL THIN	TSDR	LIVE
64	85136019		THINKTHIN DELICIOUSLY NATURAL WEIGHT MANAGEMENT	TSDR	DEAD
65	85135964		THINKTHIN	TSDR	DEAD
66	85135946		THINKTHIN PROTEIN	TSDR	DEAD
67	85135708	4013885	GRILLIN' THINS	TSDR	LIVE
68	85112579	4254408	DELI-THIN SANDWICH BREAD	TSDR	LIVE
69	85111501		TRIM THINS	TSDR	DEAD
70	85104981		MUFFIN THINS	TSDR	DEAD
71	85098573		HAMBURGER THINS	TSDR	DEAD
72	85098572		HOT DOG THINS	TSDR	DEAD
73	85006318	3870613	BLUE THINS	TSDR	LIVE
74	79111074		CORN THINS	TSDR	LIVE
75	79042803		THIN ICE	TSDR	DEAD
76	78875209		PITA THINS	TSDR	DEAD
77	78806060	3183750	SALAD-THIN	TSDR	DEAD
78	78645873	3212339	WATERTHINS	TSDR	LIVE
79	78570038		SPRINKLE THIN	TSDR	DEAD
80	78360360	2923249	GELA-THIN	TSDR	DEAD
81	78490938		BACON THINS	TSDR	DEAD
82	78432069	3080648	THIN DELIGHTS	TSDR	DEAD
83	78401125	3044676	ALL NATURAL FALWASSER WATER THIN CRISPBREAD MADE IN AUSTRALIA	TSDR	DEAD
84	78385974		DOMINO'S CARB CRUNCHER THIN CRUST PIZZA	TSDR	DEAD
85	78385958		DOMINO'S CARB CONSCIOUS THIN CRUST PIZZA	TSDR	DEAD
86	78384509	3088463	THINNER THAN THIN	TSDR	LIVE
87	78382098	3263479	THIN CAKES	TSDR	LIVE
88	78314427	2897408	THICKENTHIN NOT/SUGAR	TSDR	LIVE
89	78297732	2961243	THIN CITY	TSDR	DEAD
90	78290930	2900867	LOVE THAT THIN WHEAT CRUNCH	TSDR	LIVE
91	78284997		CARBTHIN	TSDR	DEAD
92	78266318	2935558	WINTERFRESH THIN ICE	TSDR	DEAD
93	78258333	2863802	EMMA'S THINS	TSDR	DEAD
94	78252288	2891271	THINK THIN !	TSDR	DEAD
95	78252237		THINTUITION	TSDR	DEAD
96	78243656	2887828	WAFER THINS	TSDR	DEAD
97	78216387		STUFFERS WHEAT THINS	TSDR	DEAD
98	78208258		EXTRA THIN ICE	TSDR	DEAD
99	78197330		WHEAT THINS SANDWICH BITES	TSDR	DEAD
100	78162520		WHEAT THINS ROLLERS	TSDR	DEAD

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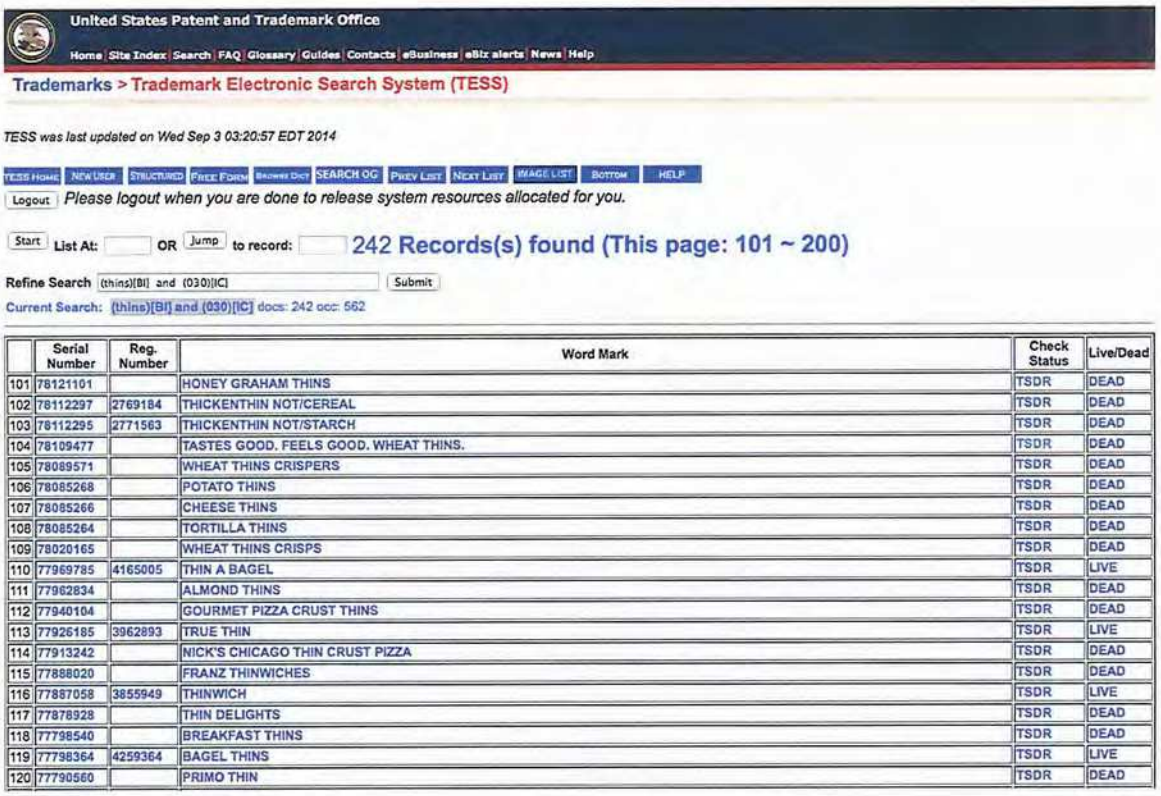
Thins Summary #4



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Current Search: (thins)[Bl] and (030)[IC] docs: 242 occ: 562

	Serial Number	Reg. Number	Word Mark	Check Status	Live/Dead
101	78121101		HONEY GRAHAM THINS	TSDR	DEAD
102	78112297	2769184	THICKENTHIN NOT/CEREAL	TSDR	DEAD
103	78112295	2771563	THICKENTHIN NOT/STARCH	TSDR	DEAD
104	78109477		TASTES GOOD. FEELS GOOD. WHEAT THINS.	TSDR	DEAD
105	78089571		WHEAT THINS CRISPERS	TSDR	DEAD
106	78085268		POTATO THINS	TSDR	DEAD
107	78085266		CHEESE THINS	TSDR	DEAD
108	78085264		TORTILLA THINS	TSDR	DEAD
109	78020165		WHEAT THINS CRISPS	TSDR	DEAD
110	77969785	4165005	THIN A BAGEL	TSDR	LIVE
111	77962834		ALMOND THINS	TSDR	DEAD
112	77940104		GOURMET PIZZA CRUST THINS	TSDR	DEAD
113	77926185	3962893	TRUE THIN	TSDR	LIVE
114	77913242		NICK'S CHICAGO THIN CRUST PIZZA	TSDR	DEAD
115	77888020		FRANZ THINWICHES	TSDR	DEAD
116	77887058	3855949	THINWICH	TSDR	LIVE
117	77878928		THIN DELIGHTS	TSDR	DEAD
118	77798540		BREAKFAST THINS	TSDR	DEAD
119	77798364	4259364	BAGEL THINS	TSDR	LIVE
120	77790560		PRIMO THIN	TSDR	DEAD

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Thins Summary #5

121	77776356	3931828	RICE THINS	TSDR	DEAD
122	77776347	3931827	CORN THINS	TSDR	DEAD
123	77775827		CRISPITHINS	TSDR	DEAD
124	77767076		BURGER THINS	TSDR	DEAD
125	77767064		FLATBREAD THINS	TSDR	DEAD
126	77758144		THIN FOR LIFE	TSDR	DEAD
127	77713781	3920399	FABULOUS FLATS THIN IS IN	TSDR	LIVE
128	77705302	3704905	BISCOTTHIN	TSDR	LIVE
129	77666215		MINT THINS	TSDR	DEAD
130	77625538		CAFÉ THINS	TSDR	DEAD
131	77575684		ANNA'S GINGER THINS DELGADITAS DE JENGIBRE TRADITIONAL SWEDISH COOKIES GALLETAS SUECAS TRADICIONALES 0 TRANS FAT SWEDISH RECIPE ANNA'S	TSDR	DEAD
132	77501865		THINTINI	TSDR	DEAD
133	77501818	3637950	SANDWICH THINS	TSDR	LIVE
134	77485970	3729315	THINNY THIN THINS	TSDR	LIVE
135	77372726	3535211	IRRESISTIBLY CRUNCHY. NATURALLY THIN. DELICIOUSLY GOURMET.	TSDR	LIVE
136	77347046		COOKIE THINS	TSDR	DEAD
137	77166579	3568922	ANNA'S GINGER THINS DELGADITAS DE JENGIBRE 0 TRANS FAT	TSDR	LIVE
138	77149161		THIN ICE	TSDR	DEAD
139	77111214		THIN KITCHEN	TSDR	DEAD
140	77101363		CRISPY ULTRA THIN	TSDR	DEAD
141	76576759	3369803	PALERMO'S VERI THIN	TSDR	DEAD
142	76702065	3898318	COCO THIN	TSDR	LIVE
143	76695395	3880113	RICH & THIN	TSDR	LIVE
144	76692957		BAGEL THINS	TSDR	DEAD
145	76692946		PIZZA THINS	TSDR	DEAD
146	76655828	3190792	THINTASTIC	TSDR	LIVE
147	76578426		SNACK THINS	TSDR	DEAD
148	76573150		PALERMO'S ULTIMATE THIN	TSDR	DEAD
149	76570218		CHIP'S CHIPS CHEESE THINS	TSDR	DEAD
150	76546611	3125332	THINK FLAT. GET THIN.	TSDR	LIVE
151	76544572	2899042	HERBA-THIN	TSDR	DEAD
152	76530924	2985869	PRIMO THIN	TSDR	LIVE
153	76522835	2898929	THIN-N-THIK	TSDR	LIVE
154	76517182		YOU LOOK THIN. EAT.	TSDR	DEAD
155	76413862		JAVA THIN	TSDR	DEAD
156	76413434	2882410	THIN ICE	TSDR	DEAD
157	76329815	2731336	VERYSPECIAL THIN MINTS	TSDR	DEAD
158	76285569		THIN ICE	TSDR	DEAD
159	76268126	2647069	TRUFFLE THINS	TSDR	DEAD
160	76142848		THIN CRISPS	TSDR	DEAD

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Thins Summary #6

161	76129034		THIN COAT	TSDR	DEAD
162	76102188	2716189	YOU CAN'T GET ENOUGH OF THE THIN OR THE STUFFED, SOMETHING GOOD IN EVERY BITE	TSDR	DEAD
163	76100363		FIBERTHIN	TSDR	DEAD
164	75913536	2568142	KAMBLY OF SWITZERLAND ALMOND THINS	TSDR	DEAD
165	75781865	2895979	THIN ICE	TSDR	DEAD
166	75747799	2333402	MEGATHIN	TSDR	LIVE
167	75736502	2753402	COOKIE THINS	TSDR	DEAD
168	75533378		THINBAR	TSDR	DEAD
169	75458789	2226210	THIN-SATION	TSDR	DEAD
170	75458785	2228796	THIN-SATION	TSDR	DEAD
171	75390007		THIN TASTES BETTER	TSDR	DEAD
172	75243787		VIDALIA THINS	TSDR	DEAD
173	75195490	2143587	NUT-THINS	TSDR	LIVE
174	75095590		THIN DIET COFFEE	TSDR	DEAD
175	75082579	2064831	THIN RISE	TSDR	DEAD
176	75050073		THINIZZA	TSDR	DEAD
177	75005996	2025224	EAGLE NACHO THINS	TSDR	DEAD
178	74713847		MUNCH'EMS TATO THINS	TSDR	DEAD
179	74710183	1991230	THINZETTAS	TSDR	DEAD
180	74676849		THIN TASTES BETTER	TSDR	DEAD
181	74655205		DELICIOUSLY THIN	TSDR	DEAD
182	74529350	1982930	PITA THINS	TSDR	LIVE
183	74528486		ZESTY CORN THINS	TSDR	DEAD
184	74525698		CORN THINS	TSDR	DEAD
185	74421033	1926608	SWEET THINS	TSDR	LIVE
186	74365818		GOLDEN GRANOLA THINS	TSDR	DEAD
187	74359867		GRANOLA THINS	TSDR	DEAD
188	74326754	1779117	KEEP THIN EASIER	TSDR	DEAD
189	74318436	1889079	THIN 'N RIGHT	TSDR	LIVE
190	74318328		THIN 'N THIN	TSDR	DEAD
191	74210925	1718484	STONED WHEAT THINS	TSDR	LIVE
192	74192580	1724802	SUPERTHIN	TSDR	DEAD
193	74184700		ORIGINAL THIN CRUST	TSDR	DEAD
194	74161247	1733371	THIN 'N LIGHT	TSDR	LIVE
195	74124973		CALIFORNIA THINS	TSDR	DEAD
196	74055137	1663811	TOASTED BRAN THINS	TSDR	DEAD
197	74032287		RICE BRAN THINS	TSDR	DEAD
198	74012190		B-THIN	TSDR	DEAD
199	74004806		RICE THINS	TSDR	DEAD
200	74004805		RYE THINS	TSDR	DEAD

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Thins Summary #7

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Current Search: (thins)[BI] and (030)[IC] docs: 242 occ: 562

	Serial Number	Reg. Number	Word Mark	Check Status	Live/Dead
201	74004804	1651988	BRAN THINS	TSDR	DEAD
202	73838118	1635629	THIN BITS	TSDR	DEAD
203	73830923	1614111	SCHMIDT BLUE RIBBON THIN	TSDR	LIVE
204	73826415	1623149	THIN'N FLAKEY	TSDR	DEAD
205	73814475	1584988	OAT THINS	TSDR	DEAD
206	73810732	1590093	GARDEN CHICKEN THINS	TSDR	LIVE
207	73725776		SESAME THINS	TSDR	DEAD
208	73700242	1513788	EAT YOURSELF THIN!	TSDR	DEAD
209	73671679	1488000	CRISP'N THIN	TSDR	DEAD
210	73627398	1444349	GOLDEN THINS	TSDR	DEAD
211	73571226	1432125	STEINBERG'S BAGEL THINS	TSDR	DEAD
212	73568590	1438235	BUTTERCORN THINS	TSDR	DEAD
213	73560065		BAGEL THINS	TSDR	DEAD
214	73540245		PIZZA CRUNCH PIZZA CRISP PIZZA THINS	TSDR	DEAD
215	73509609	1344889	JACK'S LOTS-A-THINS	TSDR	DEAD
216	73493160	1365827	THIN THINKING	TSDR	DEAD
217	73485322	1333488	THIN-WICH	TSDR	DEAD
218	73473826	1339385	GOURMET THINS	TSDR	LIVE
219	73437021	1321054	THIN'S INN	TSDR	LIVE
220	73395988		THIN LINE	TSDR	DEAD

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Thins Summary #8

221	73358584	1244724	VEGETABLE THINS	TSDR	LIVE
222	73268799	1204734	DIAMOND THINS	TSDR	DEAD
223	73190101	1131918	THE CHICAGO THIN	TSDR	DEAD
224	73123608	1093921	PAN-THIN	TSDR	DEAD
225	73120972	1096198	THIN 'N CRISPY	TSDR	LIVE
226	73082779	1070334	RAGU ITALIAN DESSERT THINS	TSDR	DEAD
227	73077306	1052001	ORIGINAL THIN SHELL CANDY TURKEY JOINTS	TSDR	DEAD
228	73068158	1067800	THINK THIN	TSDR	DEAD
229	73064993	1103671	WAFER-THIN	TSDR	DEAD
230	73063232	1040840	THINNY-THIN	TSDR	DEAD
231	73046535	1074673	THIN'S INN	TSDR	DEAD
232	73045498	1022799	WHEAT THINS	TSDR	LIVE
233	72434655	0977802	GELA-THIN	TSDR	DEAD
234	72391031	0937713	THIN-N-THIK	TSDR	DEAD
235	72387597	0929701	PARTY-THINS	TSDR	DEAD
236	72372577	1012619	TINY THINS	TSDR	DEAD
237	72272686	0862474	TATER THINS	TSDR	DEAD
238	72200170	0789777	THICK & THIN	TSDR	DEAD
239	72150572	0755178	THIN-FLO	TSDR	DEAD
240	72013176	0645208	SLIM-THINS	TSDR	DEAD
241	71551028	0592479	VERI-THIN	TSDR	DEAD
242	81034547	1034547	THIN'N CRISPY	TSDR	DEAD

F

Exhibit F

Internet Research: THINS

Internet Record # 1

en.wikipedia.org/wiki/Thins

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Thins

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This article **does not cite any references or sources.** Please help improve this article by adding citations to reliable sources. Unsourced material may be challenged and removed. *(June 2010)*

Thins (Snackfood) is one of the largest brands of savoury snack potato chips (crisps) released in Australia and is owned by Snack Brands Australia. They are a thinly sliced variety of potato chip (crisp) and come in a variety of flavours including *Chicken*, *Original*, *Salt & Vinegar*, "BBQ Ribs", "Cheese & Onion", Sour Cream & Chives" and *Light & Tangy*. They compete chiefly with Smith's Selections Thinly Cut; another thinly sliced potato chip (crisp), along with various crinkle cut brands.

The Thins brand has undergone several ownership changes throughout its history. Originally owned by Arnott's the brand was sold to The Smith's Snackfood Company shortly after Arnott's was bought by the Campbell Soup Company in hostile takeover bid in 1997. Smith's in turn was purchased by Pepsico and began to relabel the Thins brand jointly with Pepsi's own brand of thin potato chips, Lay's. They were sold under the moniker *Thins: now known internationally as Lays*. Smith's later sold Thins to Snack Foods Limited, while continuing to produce their own line of potato chips under the 'Lays' brand name. For a while there were two competing lines of potato chips released in Australia which were effectively the same product, even sharing similar packaging since the Thins packet was designed off the Lays ones released in North America. In 2002 Snack Foods Limited was purchased by Arnott's, and the Thins brand returned to the company which created it. Smith's produced a line of potato chips under the Lay's brand for a brief period of time until it was eventually rebranded as Smith's Crisps, while the traditional Smith's line was renamed Smith's Crinkles. Thins is still sold in Australia as a direct competitor to Smith's Crisps.

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Internet Record # 2

en.wikipedia.org/wiki/Wheat_Thins

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Wheat Thins

From Wikipedia, the free encyclopedia

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This article has multiple issues. Please help improve it or discuss these issues on the talk page. [hide]

- This article relies on references to primary sources. *(October 2012)*
- This article needs additional citations for verification. *(October 2012)*

Wheat Thins is a popular brand of baked cracker snacks distributed in the U.S. and Canada by Nabisco. It is also available in Australia through wholesaler USA Foods.[1] Vegetable Thins, Oat Thins, Pita Thins, and Rice Thins, which are all spinoffs of Wheat Thins, are available in Canada and some regions of the United States. Wheat Thins come in many variations.

The snack is still well known by some for its late 1970s ad campaign starring Sandy Duncan. A more recent commercial aired during Super Bowl XLVI featuring Brian and Stewie from the animated sitcom *Family Guy*, in which Stewie puts emphasis on the "H" in "Wheat," saying instead, "Hwheat Thins."[2] Other recent marketing for the brand has focused on targeting younger consumers by giving away products at youth-oriented events such as college football games, and heavily utilizing social media.[3]

Wheat Thins

Contents [hide]
1 Varieties
2 See also
3 References
4 External links

Varieties [edit]

There are several flavors available.[4]

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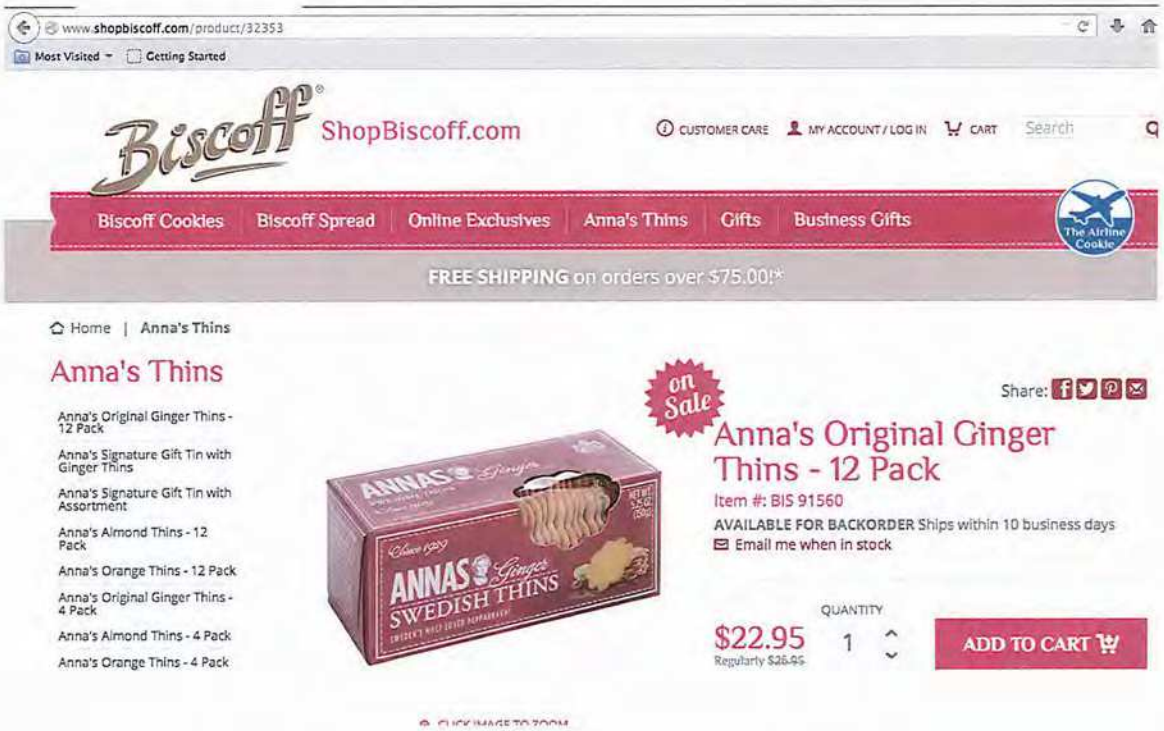
Internet Record # 3



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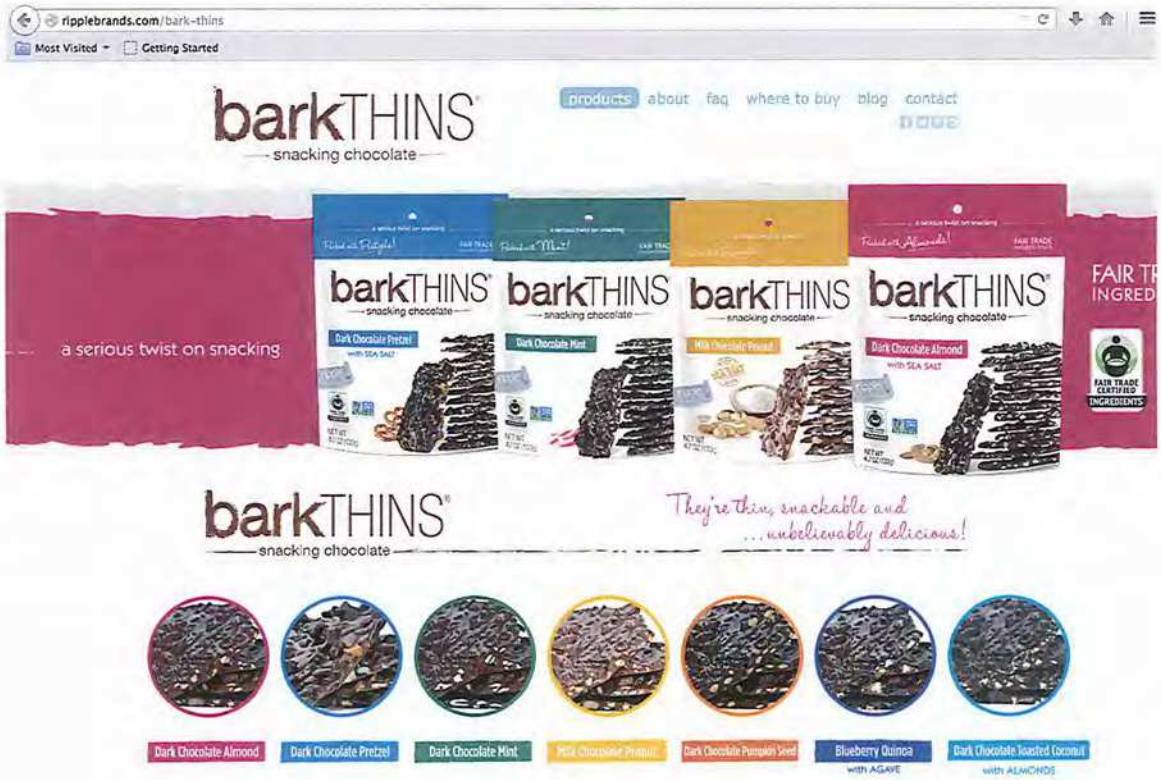

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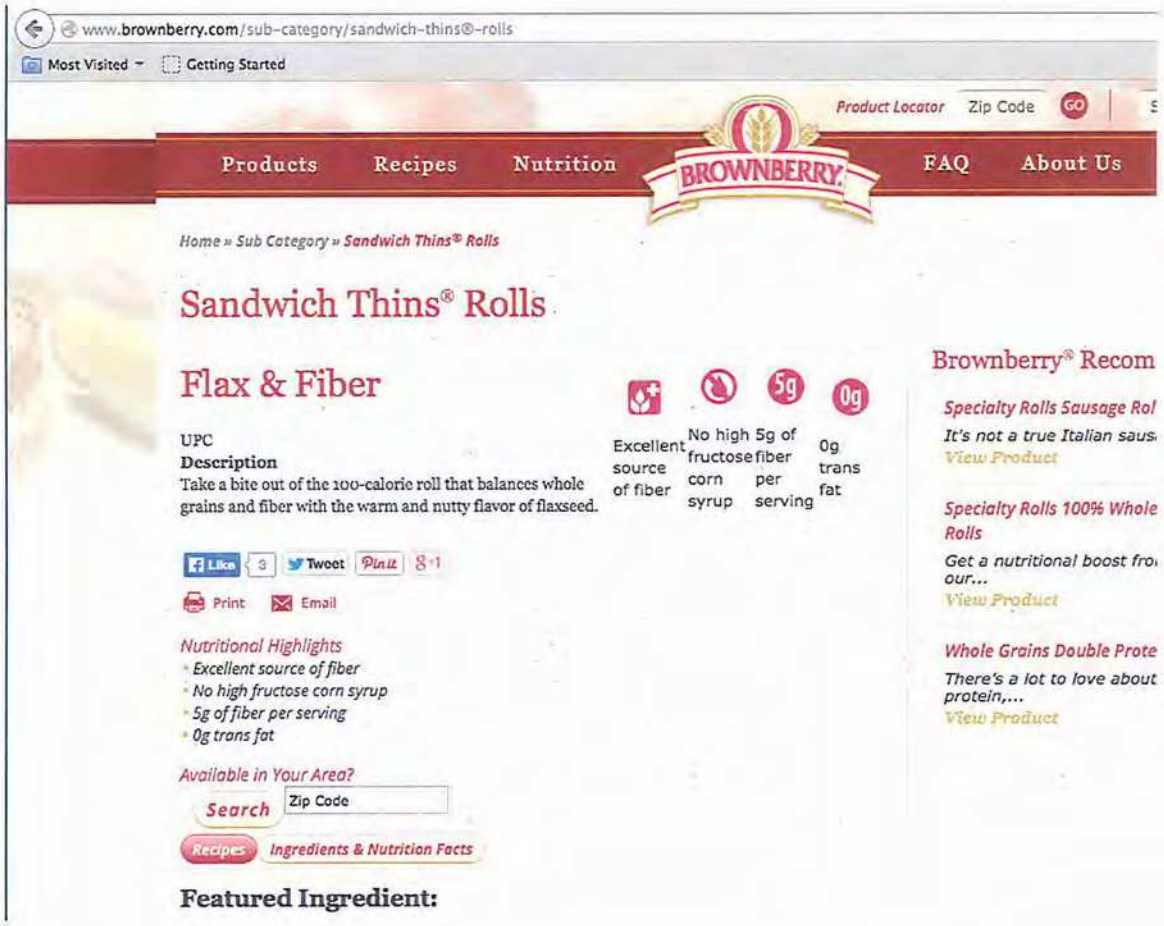

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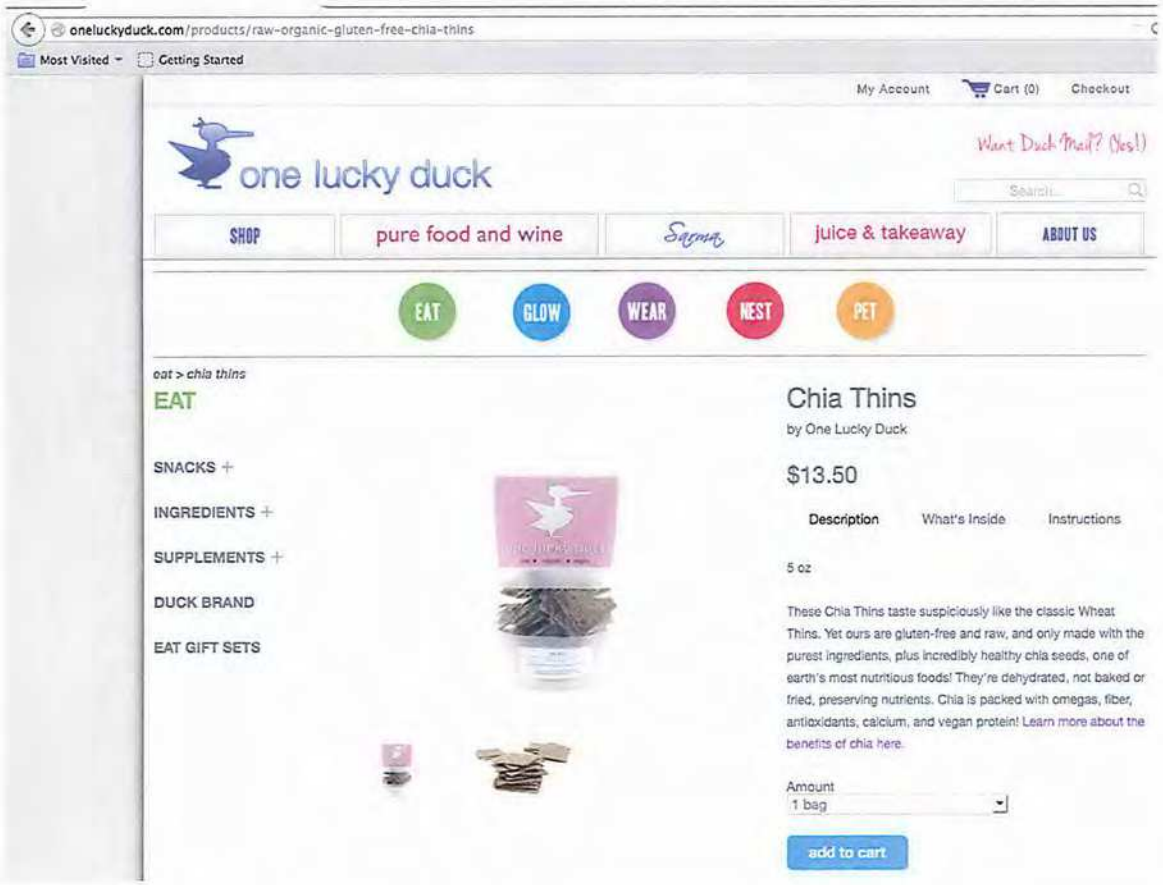

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Internet Record # 10

[This record continues on the following page.]

Assorted Coffee Thins Bag (12 pieces)

Assorted Coffee Thins Bag (24 Pieces)

Case of Americano Bag (96 pieces) - 8 Bags

Case of Coffee Thins 39pcs Bag (Assorted) 10g - 6 bags

Coffee Thins 39pcs Bag (Assorted) - 10g

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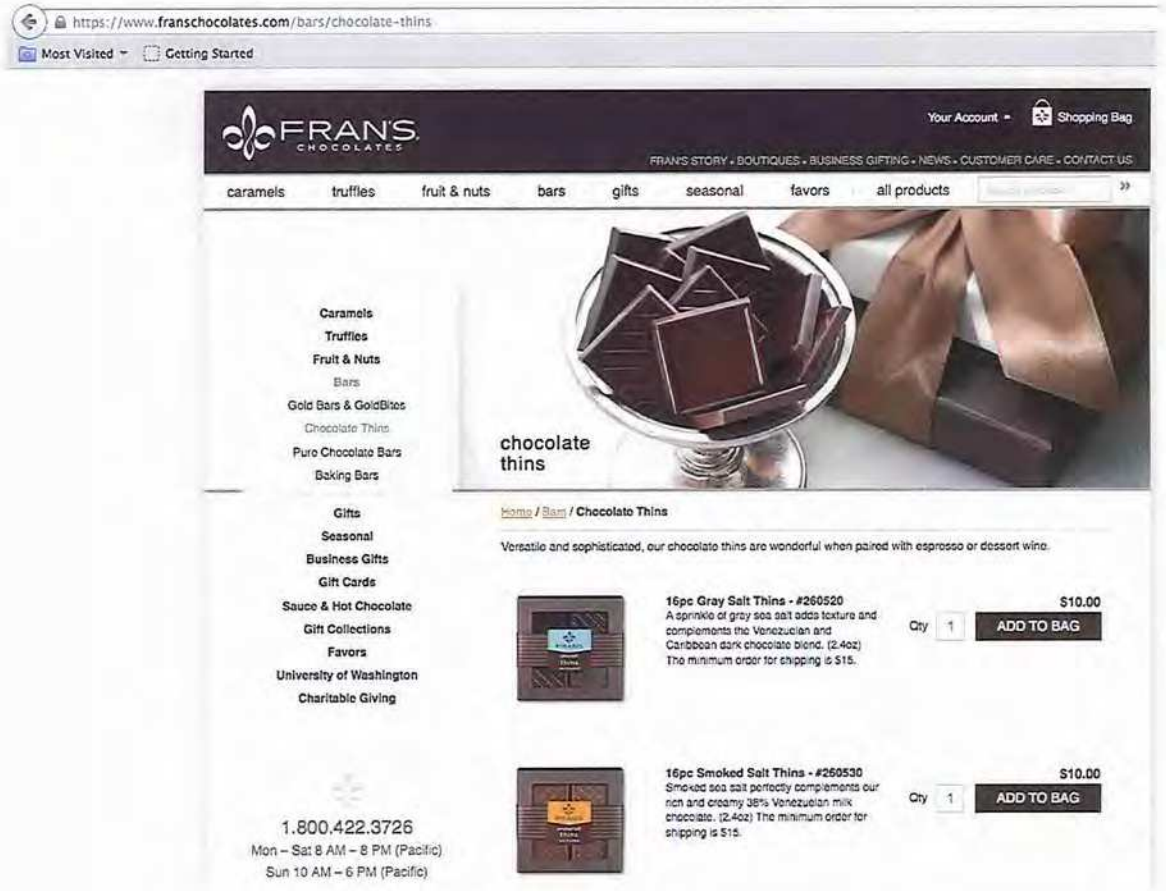
Internet Record # 11



[This record continues on the following page.]

Warm Weather Shipping

If temperatures are warm we will pack your chocolates in ice and mylar to ensure they arrive in the best possible condition.

16pc Mint Thins - #260510
65% single origin Venezuelan chocolate is infused with locally grown peppermint for a refreshing treat anytime. (2.4oz) The minimum order for shipping is $15.

$10.00
Qty 1 ADD TO BAD

16pc Dark Chocolate Thins - #260500
For the perfect blend of bitter and sweet, immerse yourself in these sophisticated squares of 72% single origin Ecuadorian chocolate. (2.4oz) The minimum order for shipping is $15.

$10.00
Qty 1 ADD TO BAG

16pc Fran's Blend Thins - #260540
Made with our special Fran's blend 64% dark chocolate - full-bodied and well-balanced. (2.4oz) The minimum order for shipping is $15.

$10.00
Qty 1 ADD TO BAG

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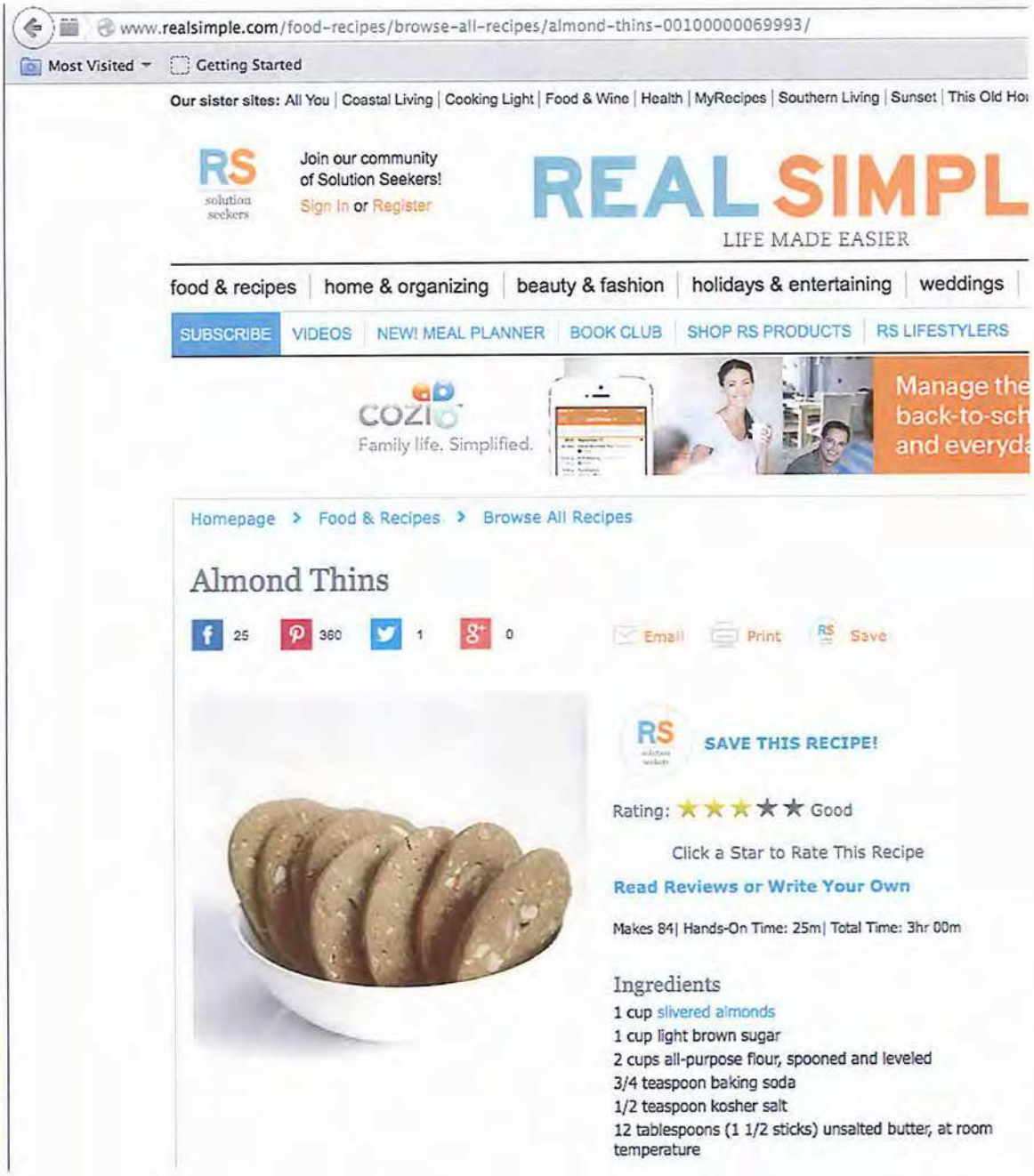
Internet Record # 12



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Internet Record # 13

www.genaw.com/lowcarb/almond_thins.html

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ALMOND THINS
3 ounces almond flour, 3/4 cup
2 teaspoons granular Splenda
1 egg white
3/8 teaspoon salt *
1/8 teaspoon garlic powder
1/8 teaspoon onion powder

Mix all of the ingredients well in a small bowl. Everything should be moist and the dough should hold together somewhat. Put the dough on a well-greased sheet of heavy-duty aluminum foil, about 15x18". It's helpful to crumble the dough mixture and spread the crumbs in a roughly rectangular shape on the foil. Cover the dough with a piece of wax paper that's been sprayed with non-stick spray. Roll out the dough to about 1/8" thick or slightly thinner. Try to get the dough to an even thickness. You can also carefully peel up the wax paper and reshape the dough to get it as close to rectangular as possible, about 9x9" square. Replace the wax paper and continue rolling until nice and even. Peel off the wax paper and use a pizza or ravioli cutter to score the dough into approximately 1-inch squares. I cut 8 strips one direction and 6 strips the other way after running the cutter down all four sides to even out the rectangle.

Lift the foil and set it on the oven rack and bake them at 325° for 10-15 minutes, or until golden brown. Check after 10 minutes and if crackers at outer edge are getting pretty brown, remove those and continue baking the rest until golden. I used a thin metal spatula to very gently pry the crackers from the foil. Break them apart on the score lines and let cool. They will keep for weeks in an airtight container in your pantry.

Makes about 48 crackers
Can be frozen

* I used 1/2 teaspoon salt originally and thought they were a little too salty, but my husband didn't think so.

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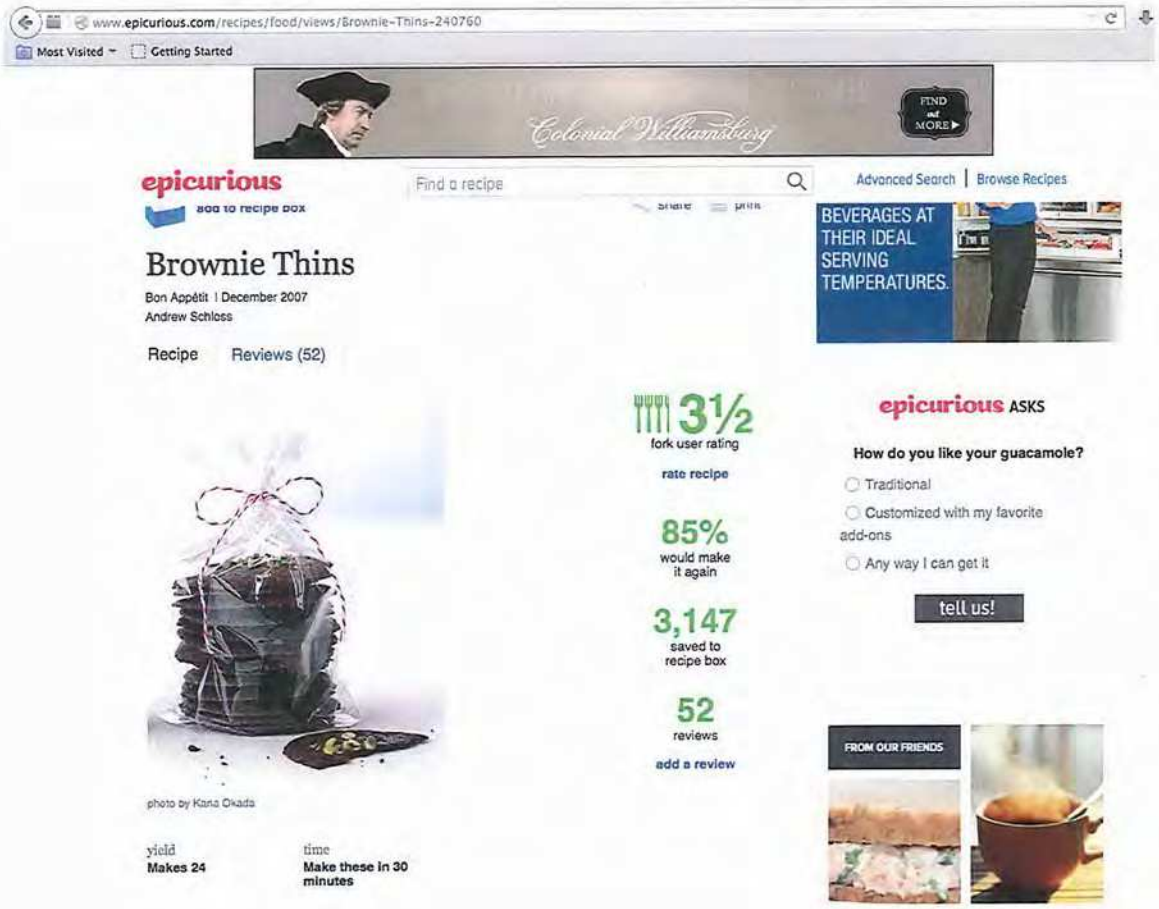
Internet Record # 14



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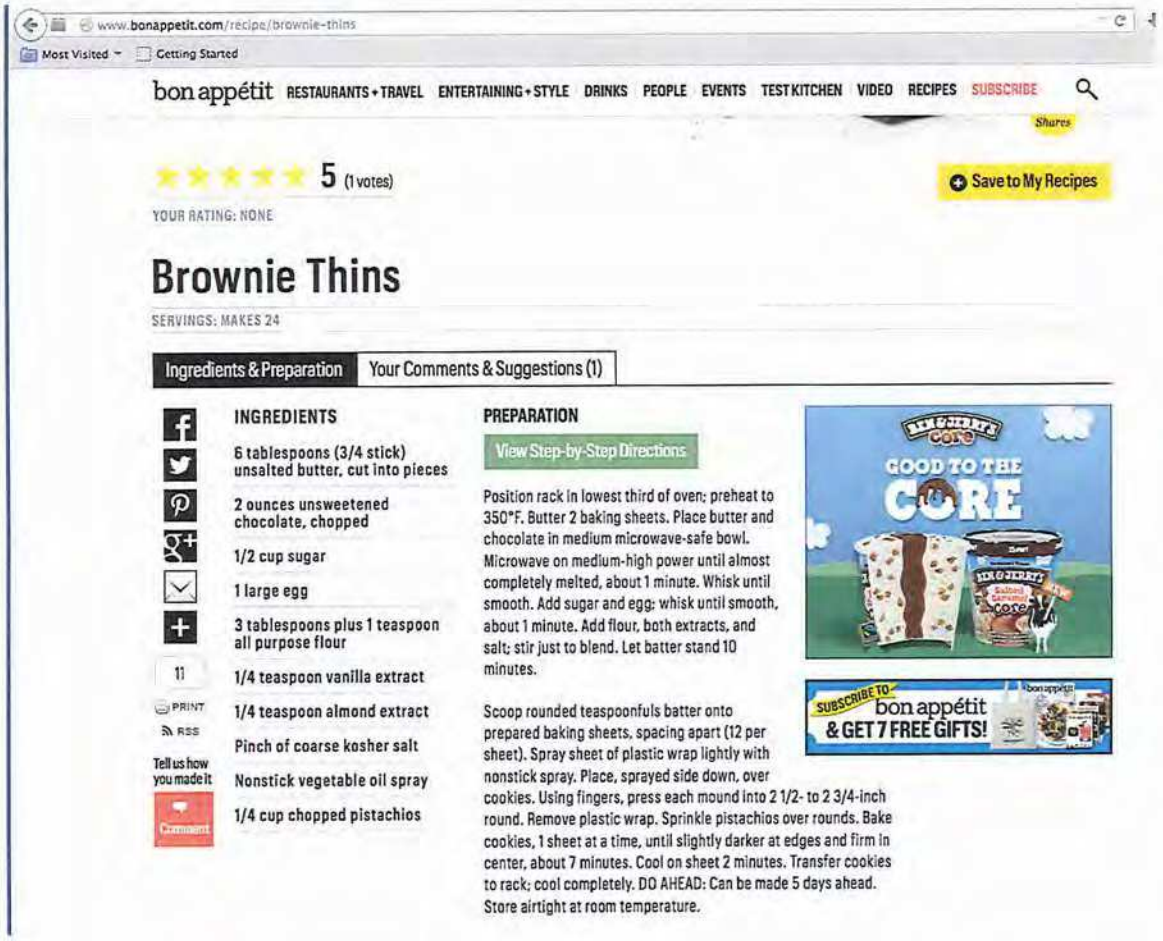

www.bonappetit.com/recipe/brownie-thins

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Brownie Thins

SERVINGS: MAKES 24

Ingredients & Preparation | Your Comments & Suggestions (1)

11

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Comment

INGREDIENTS

- 6 tablespoons (3/4 stick) unsalted butter, cut into pieces
- 2 ounces unsweetened chocolate, chopped
- 1/2 cup sugar
- 1 large egg
- 3 tablespoons plus 1 teaspoon all purpose flour
- 1/4 teaspoon vanilla extract
- 1/4 teaspoon almond extract
- Pinch of coarse kosher salt
- Nonstick vegetable oil spray
- 1/4 cup chopped pistachios

PREPARATION

View Step-by-Step Directions

Position rack in lowest third of oven; preheat to 350°F. Butter 2 baking sheets. Place butter and chocolate in medium microwave-safe bowl. Microwave on medium-high power until almost completely melted, about 1 minute. Whisk until smooth. Add sugar and egg; whisk until smooth, about 1 minute. Add flour, both extracts, and salt; stir just to blend. Let batter stand 10 minutes.

Scoop rounded teaspoonfuls batter onto prepared baking sheets, spacing apart (12 per sheet). Spray sheet of plastic wrap lightly with nonstick spray. Place, sprayed side down, over cookies. Using fingers, press each mound into 2 1/2- to 2 3/4-inch round. Remove plastic wrap. Sprinkle pistachios over rounds. Bake cookies, 1 sheet at a time, until slightly darker at edges and firm in center, about 7 minutes. Cool on sheet 2 minutes. Transfer cookies to rack; cool completely. DO AHEAD: Can be made 5 days ahead. Store airtight at room temperature.

Ben & Jerry's core
GOOD TO THE CORE

SUBSCRIBE TO bon appétit & GET 7 FREE GIFTS!

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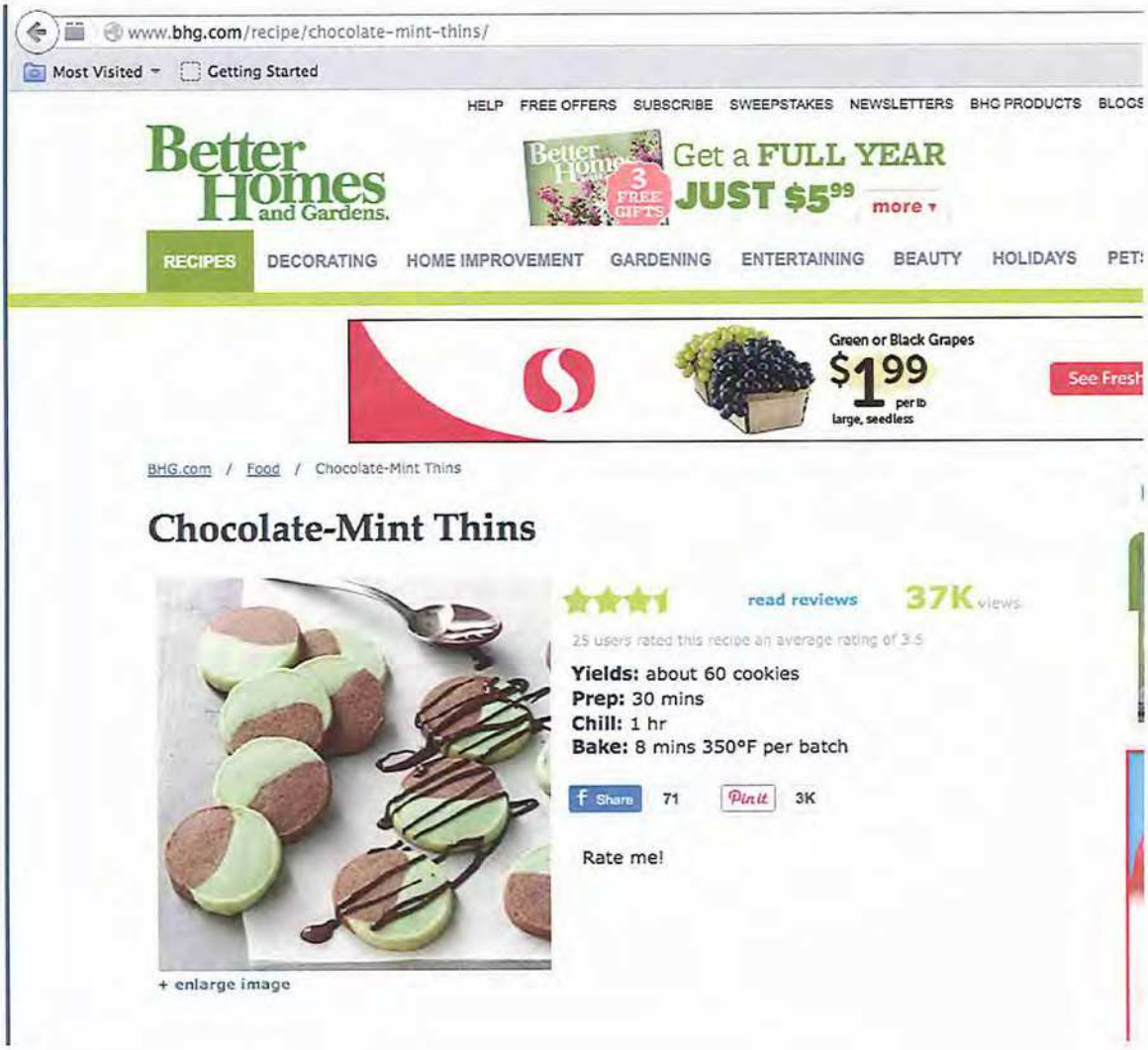
Internet Record # 16



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Internet Record # 17

www.eatingwell.com/recipes/lemon_thins.html

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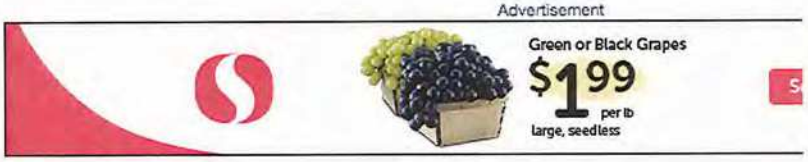

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2

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Home > Lemon Thins

Lemon Thins

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From EatingWell: The Simple Art of EatingWell, January/February 2013

Average:

Your rating: None Average: 3.3 (40 votes)

Like 27 people like this. Sign Up to see what your friends like.

These lemon cookies are made healthier with whole-wheat pastry flour and they get their zippy flavor from fresh lemon zest and juice rather than lemon extract. This lemon cookie recipe would be the perfect accompaniment to afternoon tea.

READER'S COMMENT:

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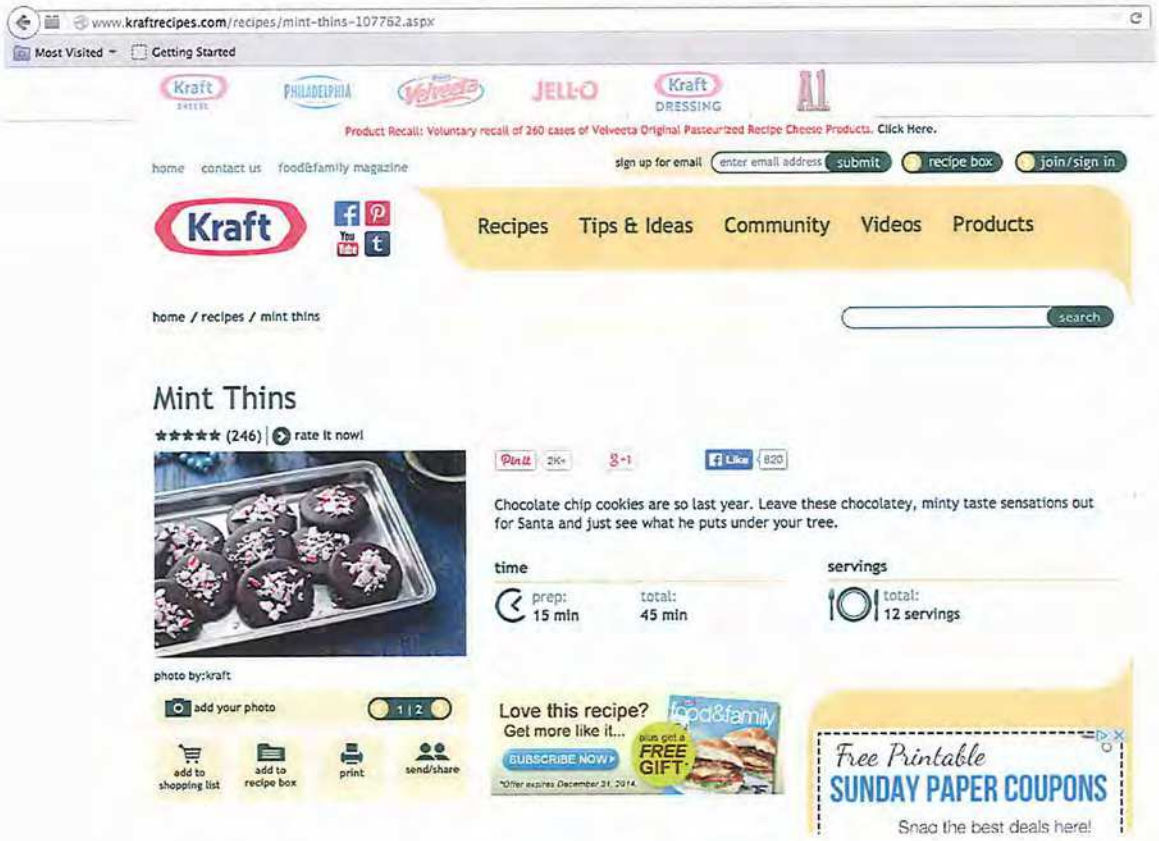
Internet Record # 18



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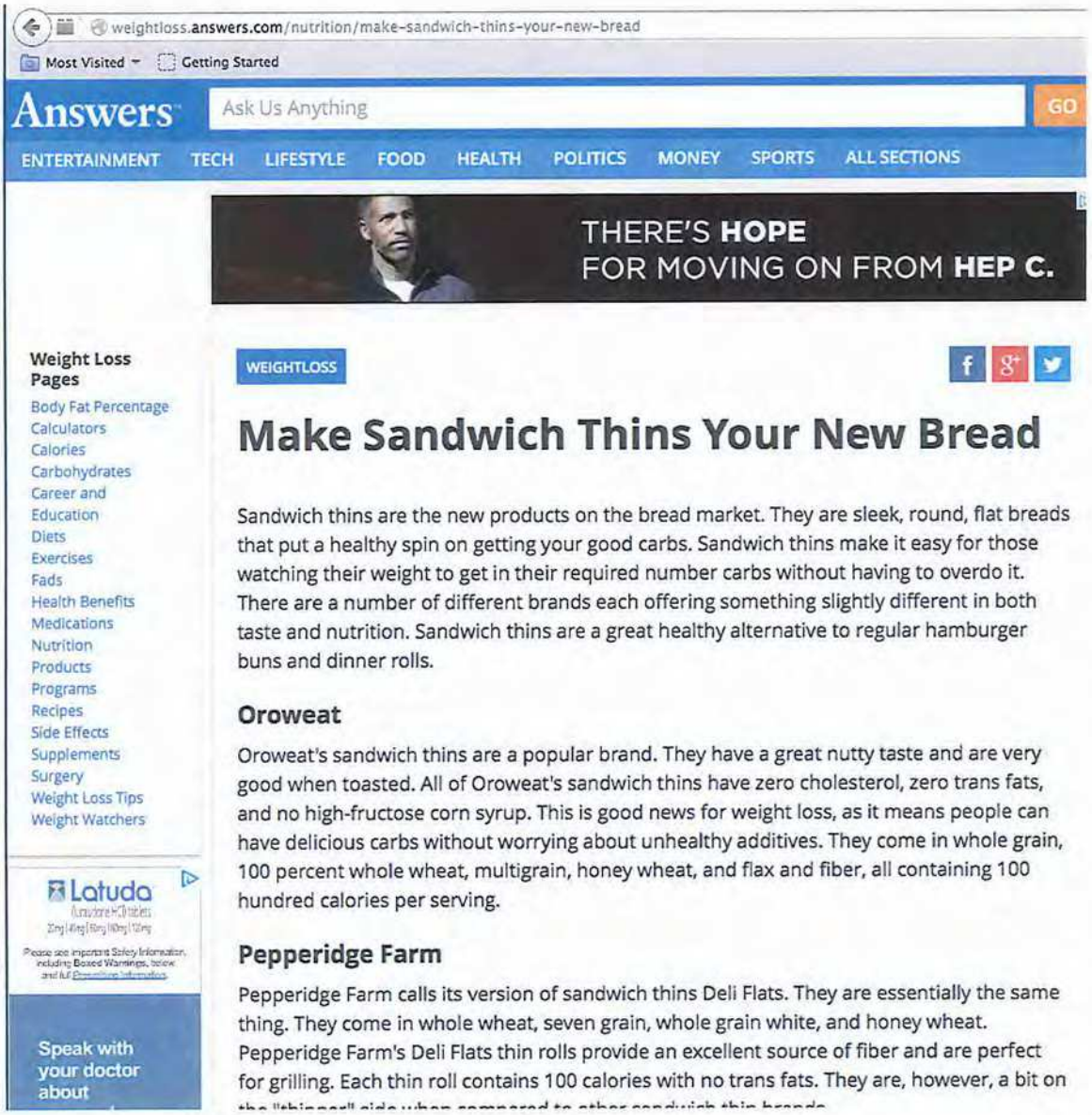

weightloss.answers.com/nutrition/make-sandwich-thins-your-new-bread

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WEIGHTLOSS

Make Sandwich Thins Your New Bread

Sandwich thins are the new products on the bread market. They are sleek, round, flat breads that put a healthy spin on getting your good carbs. Sandwich thins make it easy for those watching their weight to get in their required number carbs without having to overdo it. There are a number of different brands each offering something slightly different in both taste and nutrition. Sandwich thins are a great healthy alternative to regular hamburger buns and dinner rolls.

Oroweat

Oroweat's sandwich thins are a popular brand. They have a great nutty taste and are very good when toasted. All of Oroweat's sandwich thins have zero cholesterol, zero trans fats, and no high-fructose corn syrup. This is good news for weight loss, as it means people can have delicious carbs without worrying about unhealthy additives. They come in whole grain, 100 percent whole wheat, multigrain, honey wheat, and flax and fiber, all containing 100 hundred calories per serving.

Pepperidge Farm

Pepperidge Farm calls its version of sandwich thins Deli Flats. They are essentially the same thing. They come in whole wheat, seven grain, whole grain white, and honey wheat. Pepperidge Farm's Deli Flats thin rolls provide an excellent source of fiber and are perfect for grilling. Each thin roll contains 100 calories with no trans fats. They are, however, a bit on

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Internet Record # 20

glutenfreeonashoestring.com/gluten-free-sandwich-thin-rolls/

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17

Gluten Free Bread: Sandwich Thins (Whole "Wheat" Variety) Copycat Recipe

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Internet Record # 21

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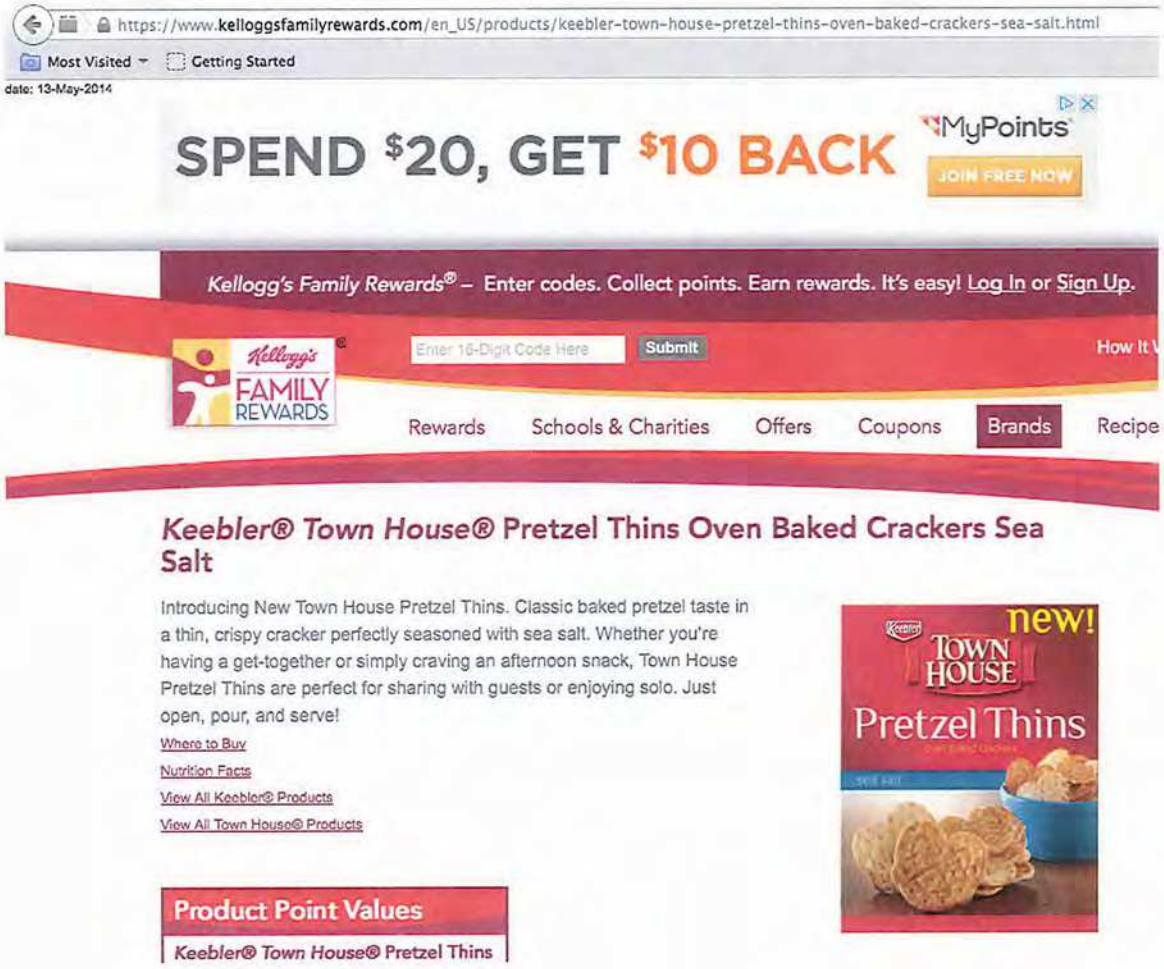
Internet Record # 22



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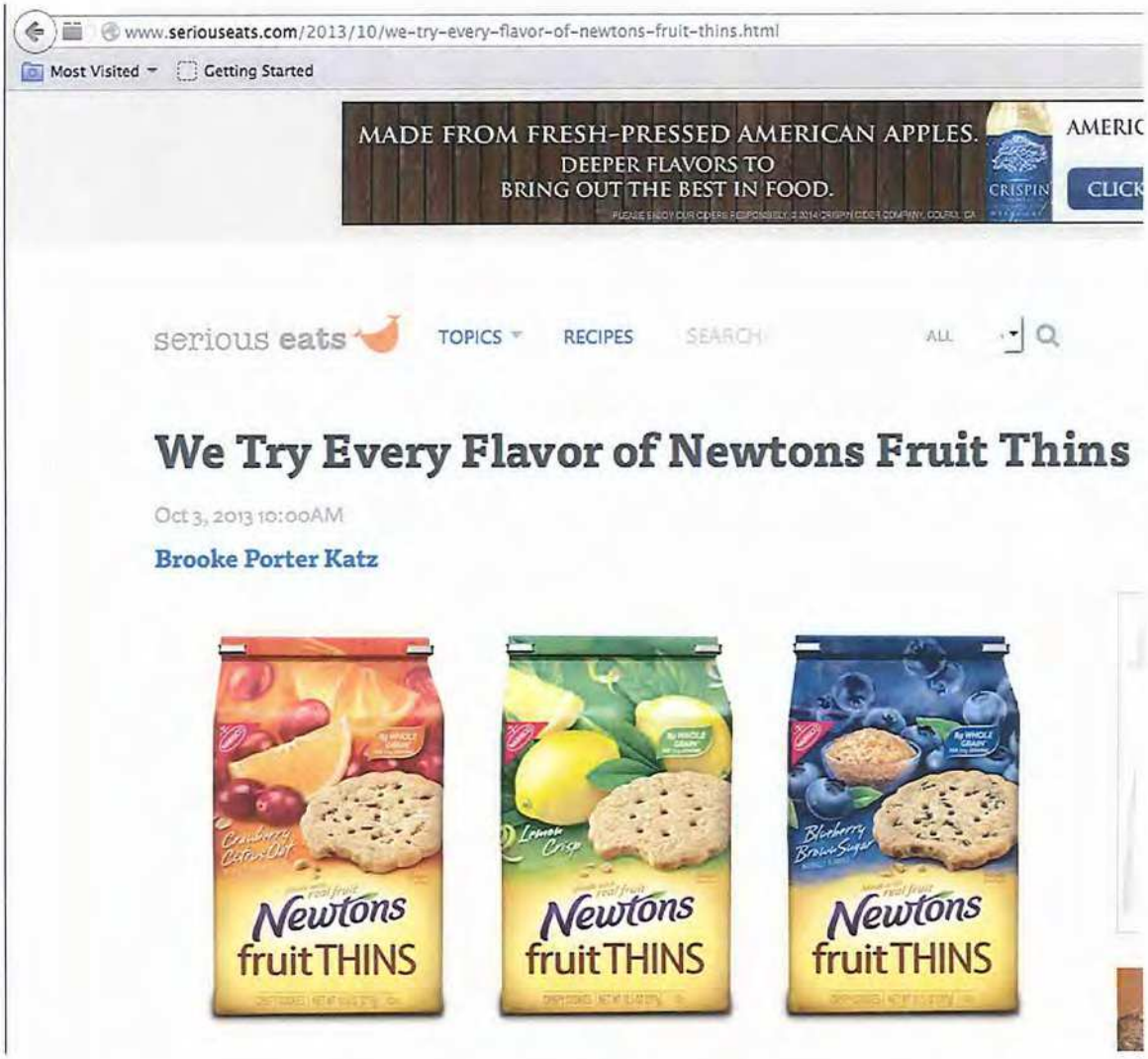

[This record continues on the following page.]

[Photographs: packages, Nabisco; cookies, Brooke Porter]

I have a special place in my heart for Fig Newtons. Growing up, my favorite days were when these chewy, square cookies showed up in my lunch box. I remember trying the strawberry a few times, but nothing compared to the original. I would usually eat the dough part first, saving the seed-filled sticky center for last. (This habit followed me into adulthood—with Kit Kats and York Peppermint Patties, I admit to eating the chocolate off first.)

Two years ago, Newtons released a new product, called Fruit Thins (not to be confused with Fruit Crisps, which are more reminiscent of NutriGrain bars). These round, crispy, scallop-edged cookies currently come in six flavors (Raspberry & Chocolate and Fig & Honey were recently discontinued). I am staunchly in the soft-baked camp of cookies, but because of my love for the classic Fig Newton, I had to give these a try.

Here are all the flavors of Newtons Fruit Thins, from best to worst.

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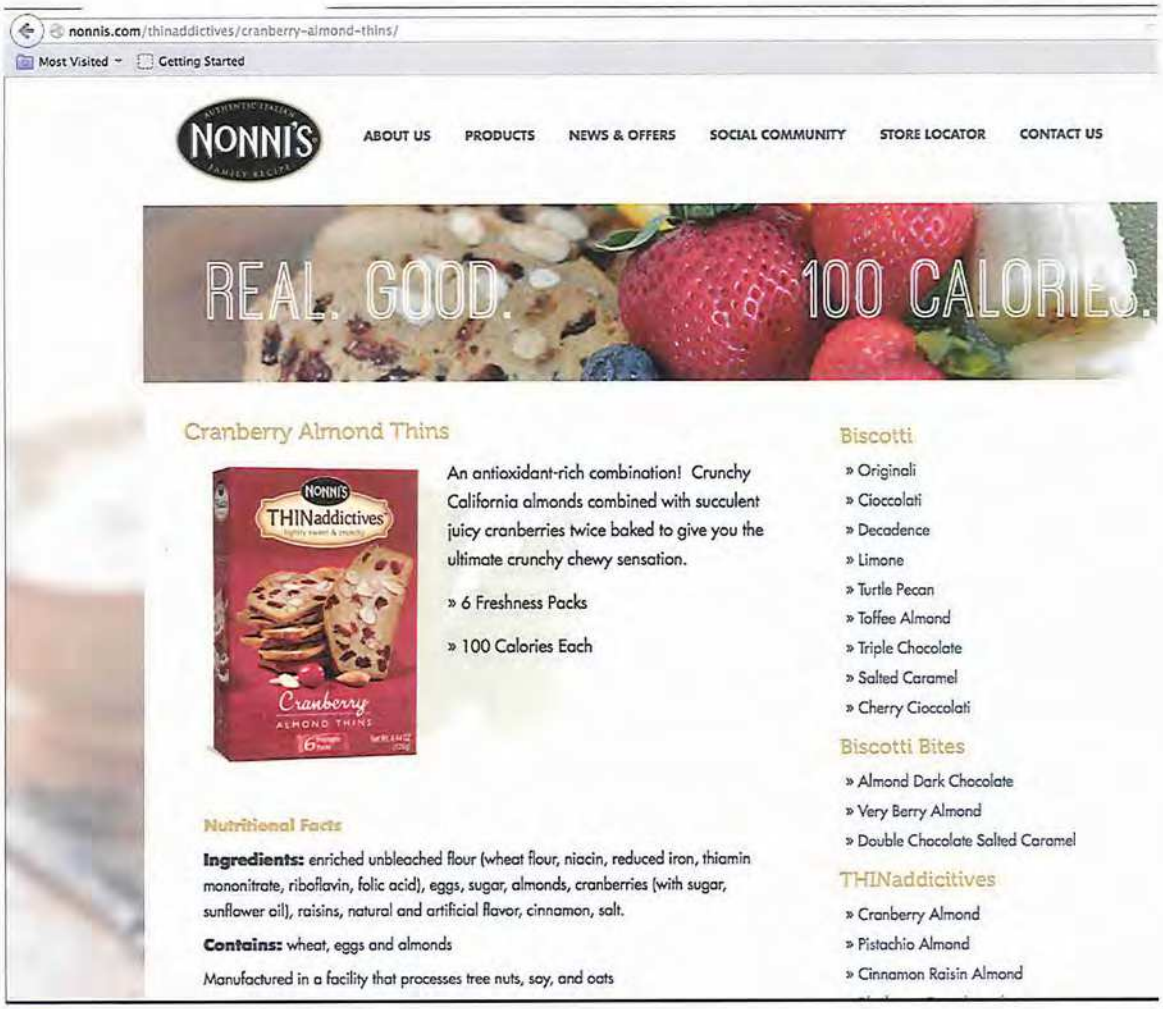
Internet Record # 24



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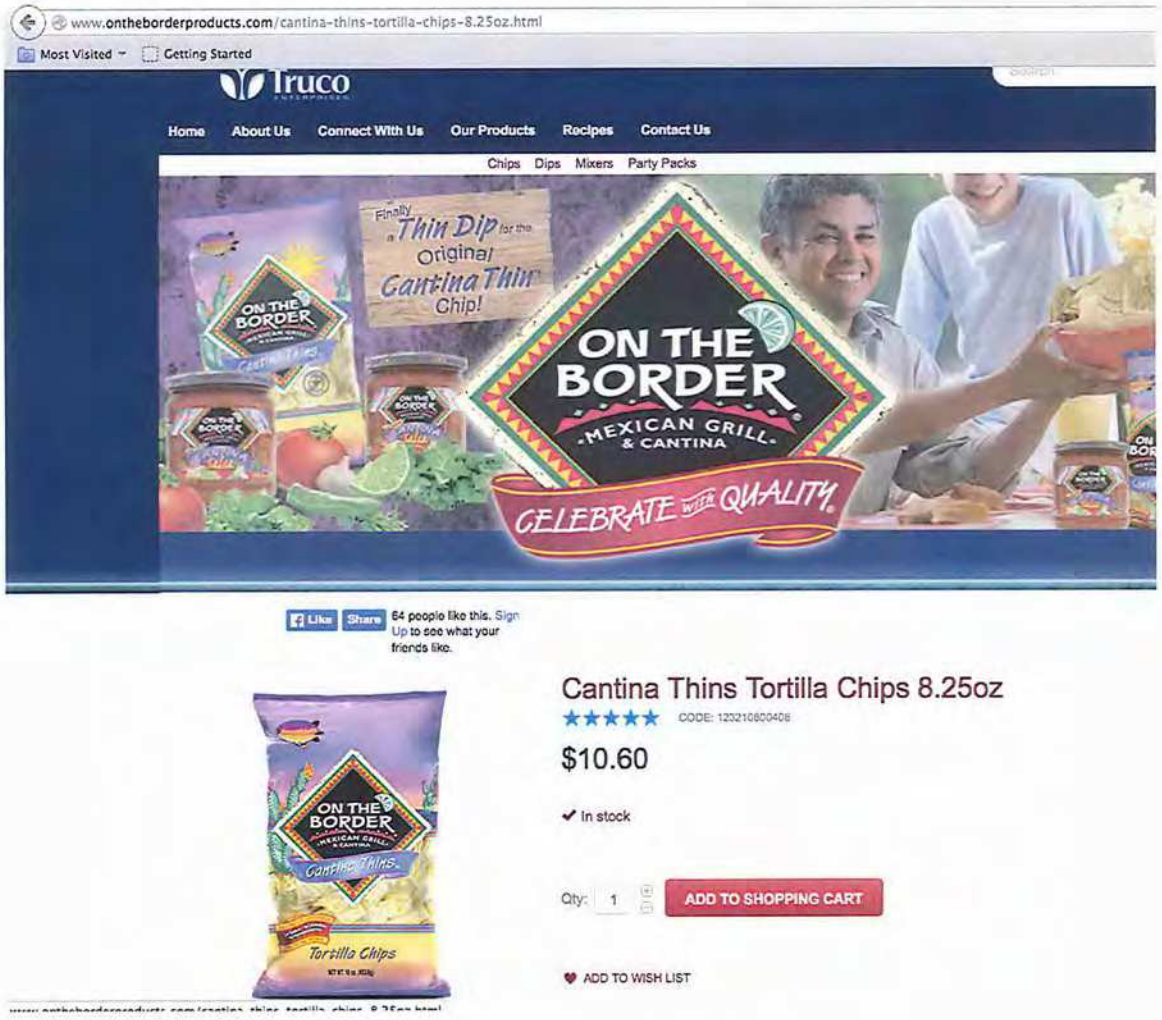

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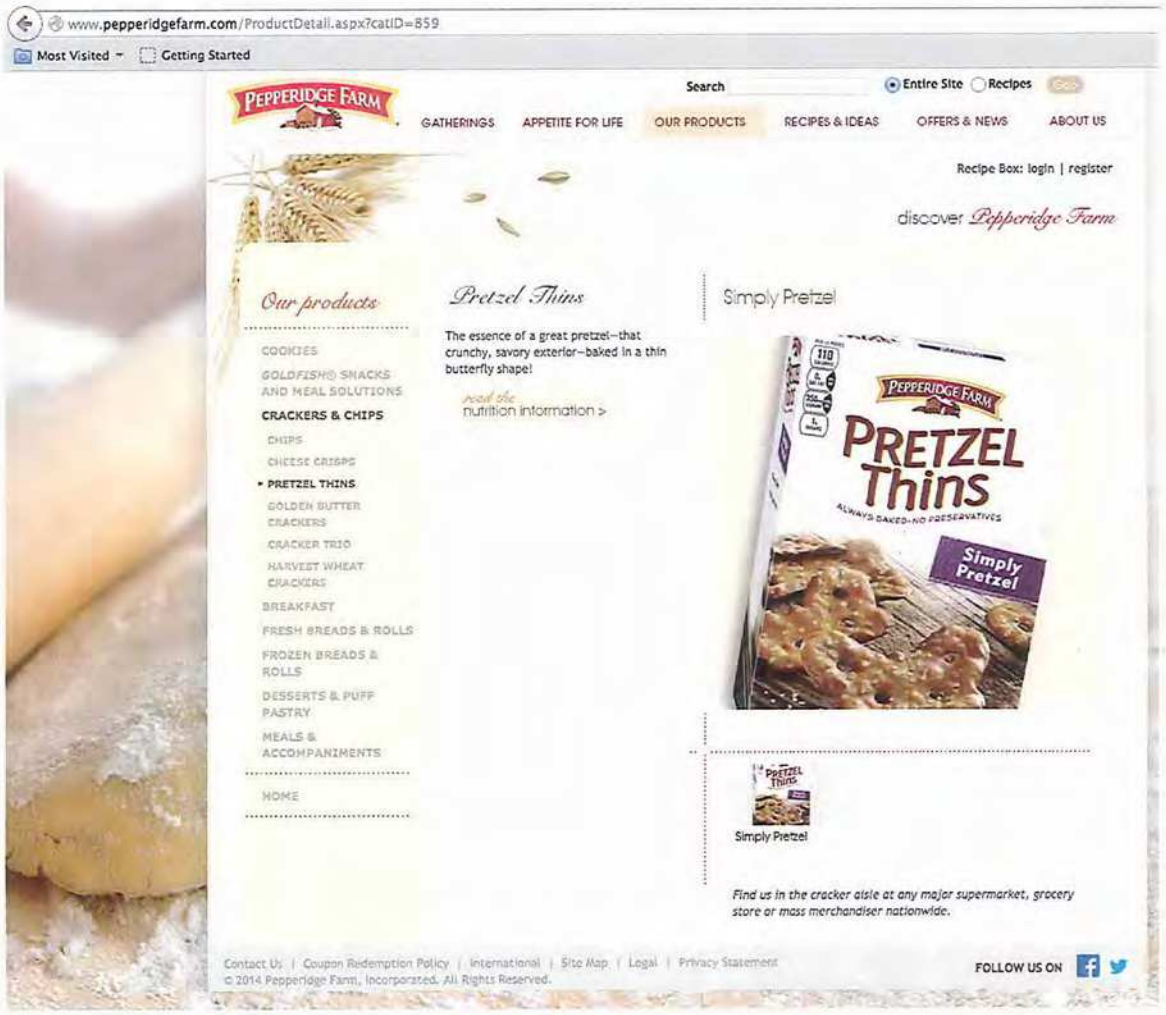

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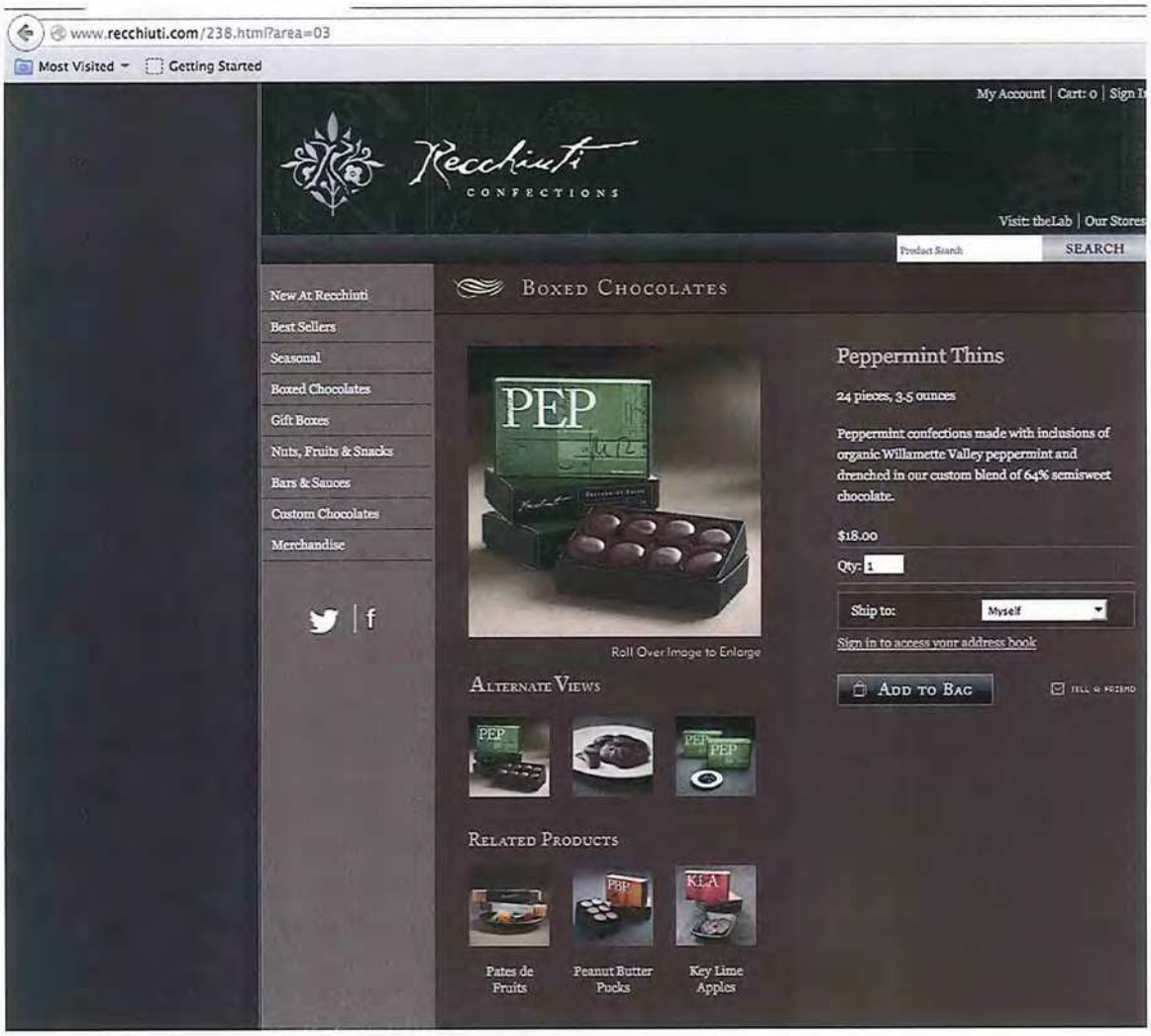

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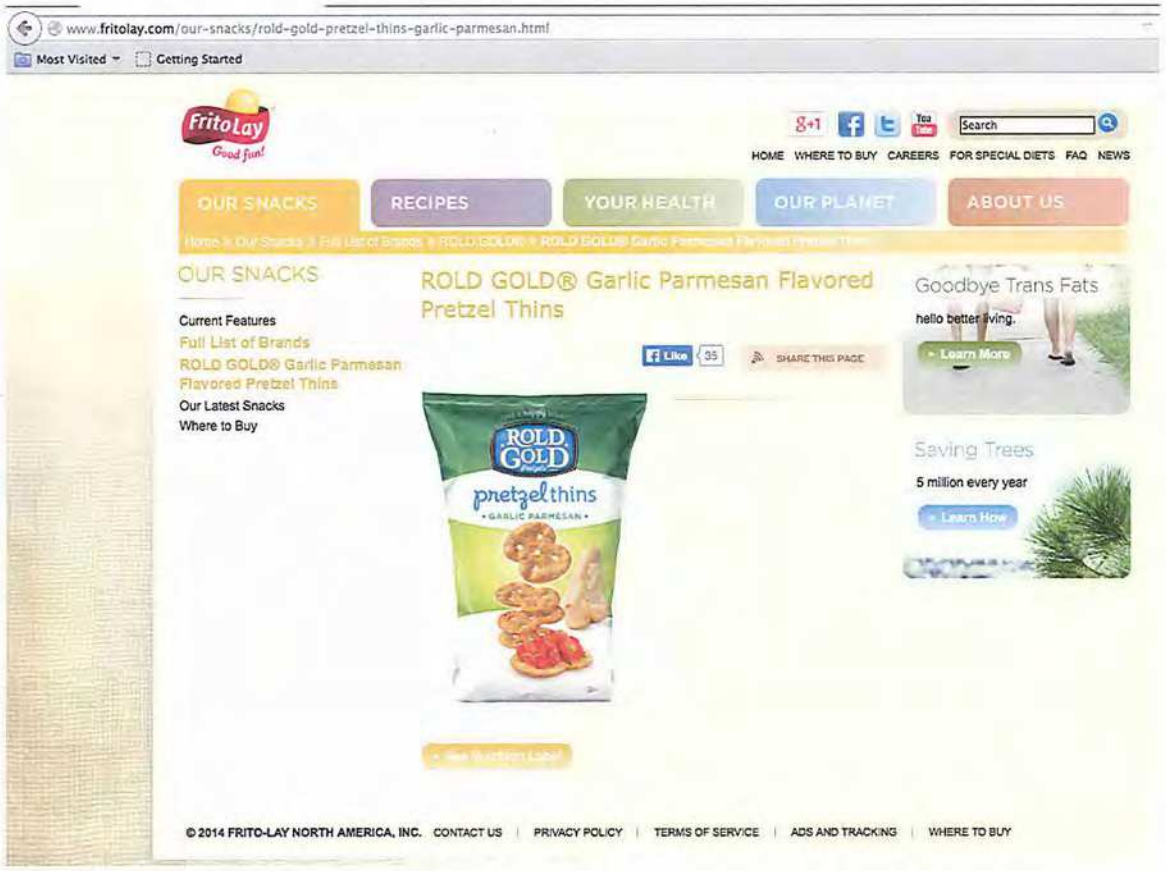

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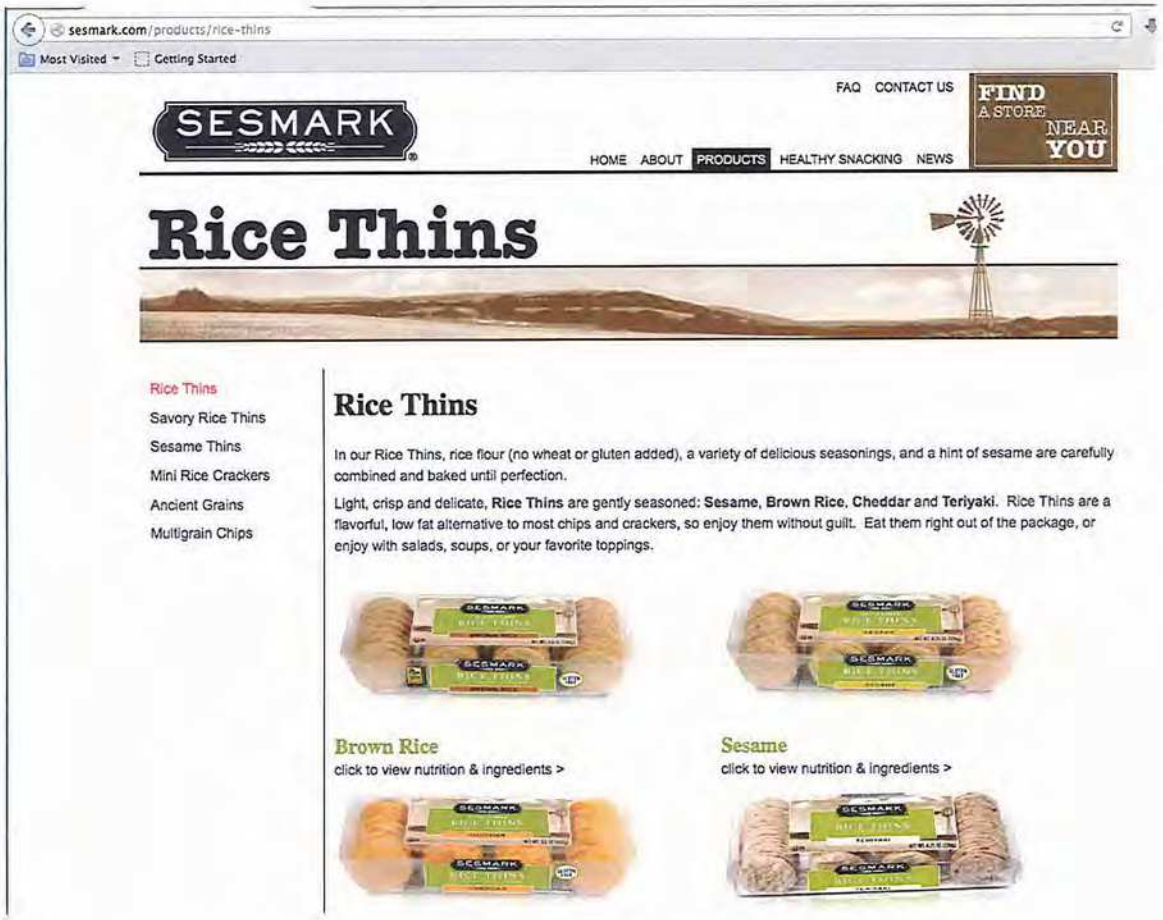
Internet Record # 30



[This record continues on the following page.]

Brown Rice
click to view nutrition & ingredients >
Sesame
click to view nutrition & ingredients >
Cheddar
click to view nutrition & ingredients >
Teriyaki
click to view nutrition & ingredients >
ANCIENT GRAINS
With 22 grams of whole grain per serving >
PRODUCT OF THE MONTH
MINI RICE CRACKERS - LIGHTLY SALTED
Sesmark Mini Rice Crackers >
GREAT TASTING GLUTEN FREE OPTIONS
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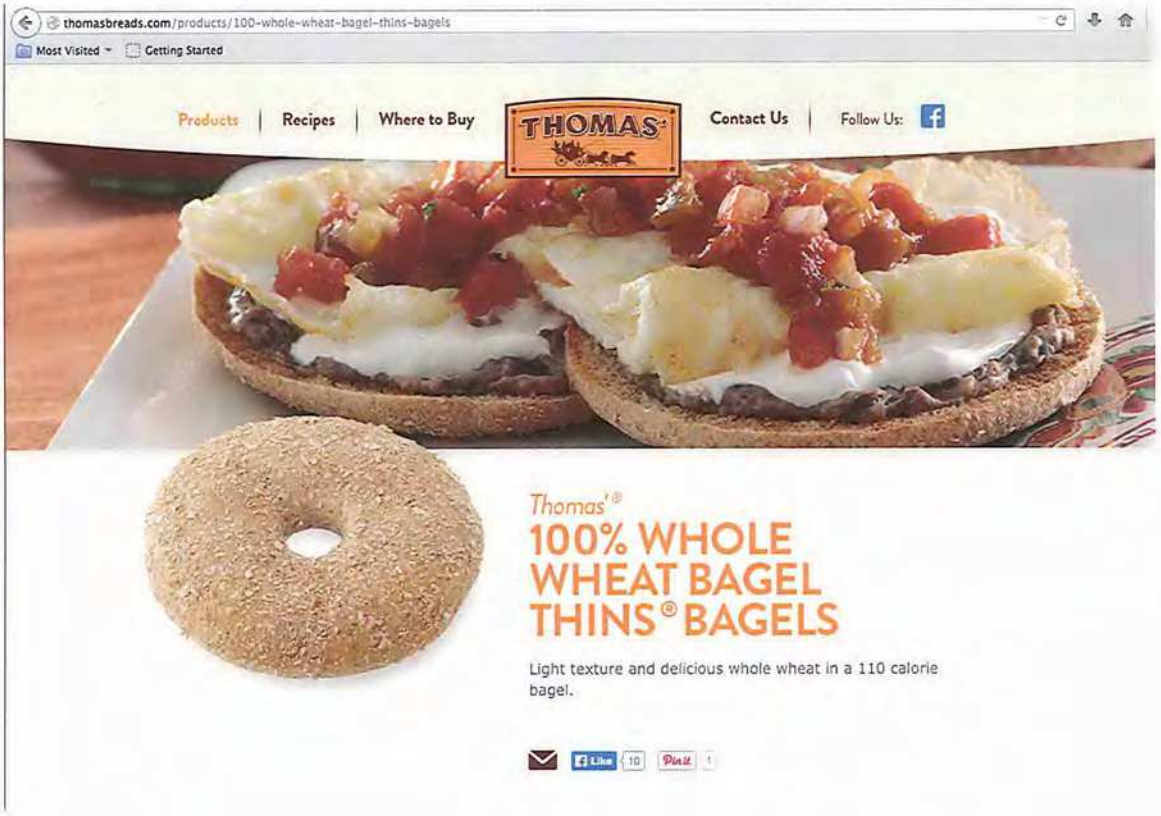

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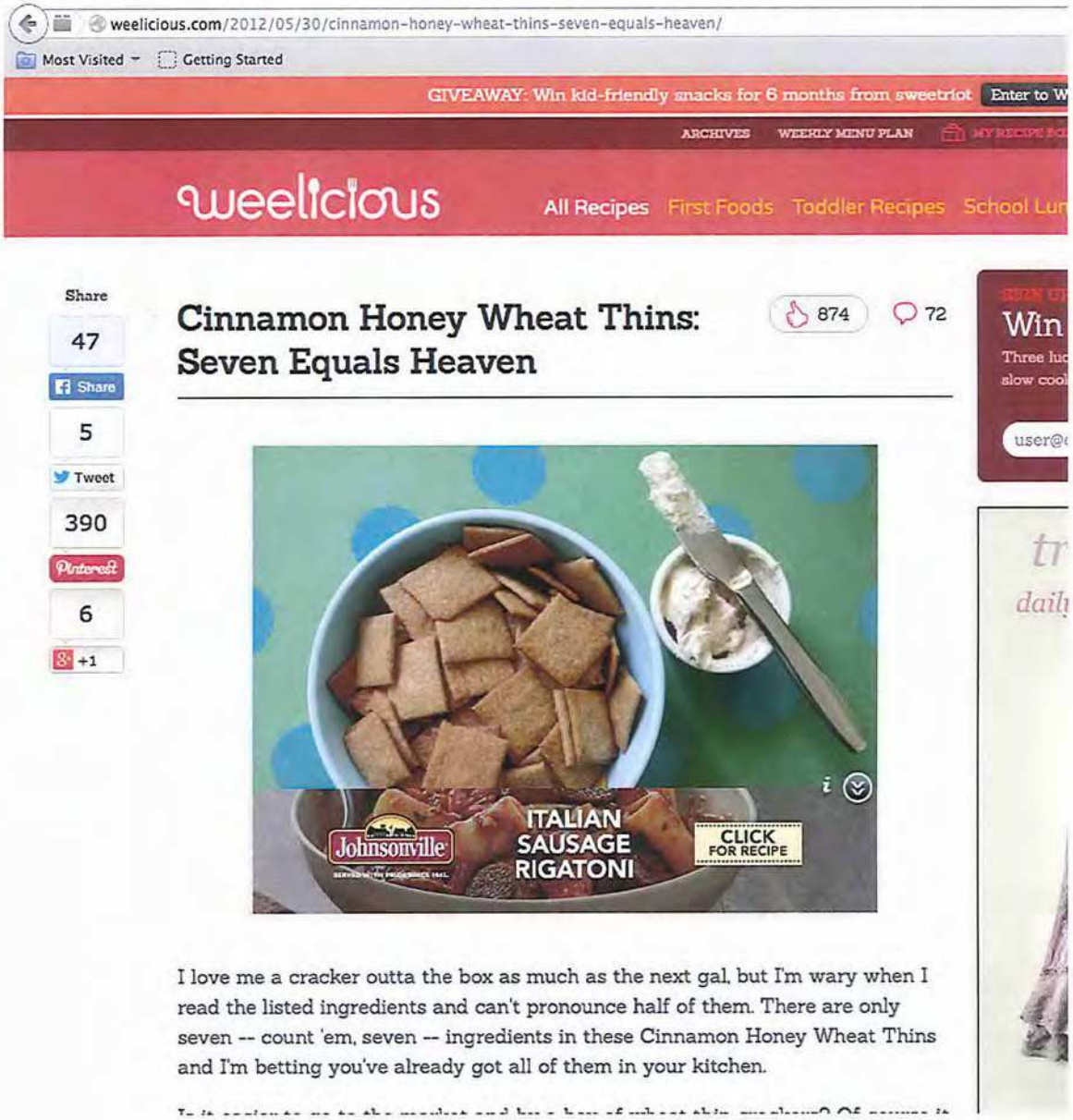

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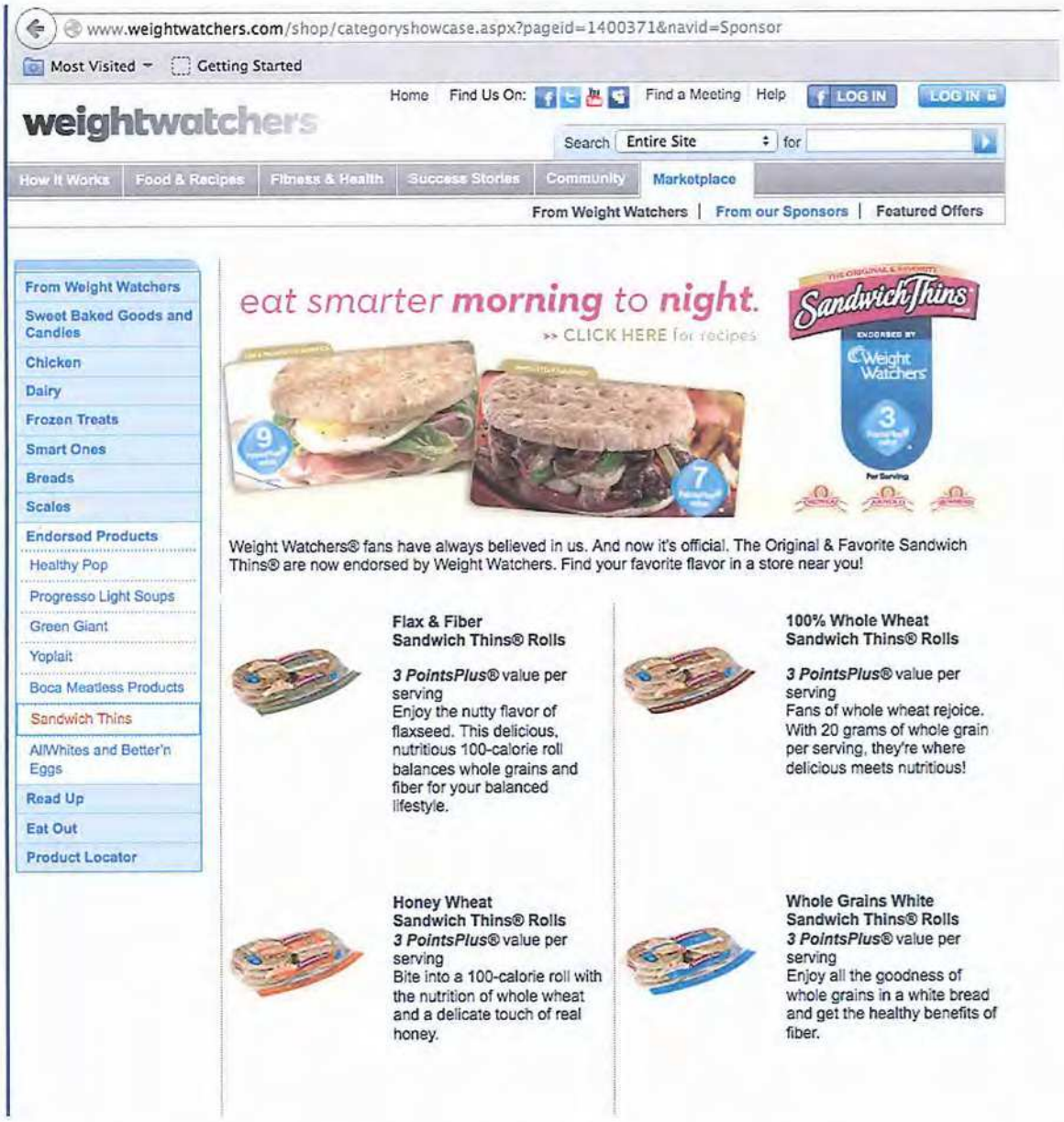

[This record continues on the following page.]

Honey Wheat Sandwich Thins® Rolls
3 PointsPlus® value per serving
Bite into a 100-calorie roll with the nutrition of whole wheat and a delicate touch of real honey.

Whole Grains White Sandwich Thins® Rolls
3 PointsPlus® value per serving
Enjoy all the goodness of whole grains in a white bread and get the healthy benefits of fiber.

Multi-Grain Sandwich Thins® Rolls
3 PointsPlus® value per serving
Multiple grains bring you layers of flavor and multiple benefits! Enjoy them all in-one, 100-calorie roll.

Seedless Rye Sandwich Thins® Rolls
3 PointsPlus® value per serving
Rye bread makes a sandwich special. Enjoy the delicious taste of our seedless rye bread and at 100 calories per roll.

Italian Roast Turkey Sandwich
6 PointsPlus® value per serving
One of the many delicious recipes featuring 100-calorie, 3 ***PointsPlus®*** value per serving Sandwich Thins® rolls.

Sandwich Thins® rolls on Facebook
Like us today for great recipes, offers, and more!

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EXHIBIT 2

To the Declaration of Robert Frank, Ph.D. in Opposition to Applicant's Motion for Summary Judgment

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

FRITO-LAY NORTH AMERICA, INC. Opposer, vs. REAL FOODS PTY LTD. Applicant.	Opposition No. 91212680 (Parent) Opposition No. 91213587 CERTIFICATE OF EXPRESS MAILING NUMBER EM 276692416 US DATE OF DEPOSIT: January 23 2015 I hereby certify that this paper is being deposited with the United States Postal Service "EXPRESS MAIL POST OFFICE TO ADDRESSEE" service under 37 C.F.R. § 1.10 on the date indicated above and is addressed to: Trademark Trial and Appeal Board, U.S. Patent and Trademark Office, P.O. Box 1451, Alexandria, VA 22313-1451 Ami Bhatt

DECLARATION OF JESSIE ROBERTS IN SUPPORT OF APPLICANT REAL FOODS PTY LTD.'S MOTION FOR SUMMARY JUDGMENT

I, Jessie Roberts, declare as follows:

1. I am the Managing Partner of Delos, LLC, a consulting firm specializing in the field of trademarks and an attorney admitted to the Bar of Virginia. I submit this declaration in support of the motion for summary judgment filed by Applicant Real Foods Pty Ltd. ("Real Foods") in this consolidated proceeding.

INTRODUCTION

2. I was retained as an expert witness by counsel for Real Foods to analyze the report rendered on behalf of Frito-Lay North America, Inc. ("Frito-Lay") by Robert M. Frank ("Frank") dated September 26, 2014 (the "Frank Report"), a copy of which is attached hereto as **Exhibit A.** This declaration sets forth my opinions regarding the probative value of in the Frank Report.

Compensation

3. Real Foods is compensating me at the rate of 450 dollars per hour.

Qualifications

4. My qualifications and experience to act as an expert witness are listed in my Curriculum Vitae attached hereto as **Exhibit B**.

5. Most directly relevant to the matter at hand is my employment with the United States Patent and Trademark Office (the "USPTO") for over 30 years. Specifically, I was an Examining Attorney in the USPTO for over four years until I was promoted to the position of Lead Attorney. At the time I was an Examining Attorney, each of the law offices in the USPTO had subject matter expertise. While I was an Examining Attorney, I was assigned to the law office that handled food, beverages and tobacco products, and I examined trademark applications exclusively in the area of food, namely, Classes 29, 30 and 31. I was later promoted to the position of Administrator for Trademark Identification, Classification and Practice. In this position, I set policy concerning the identification of goods and services for purposes of trademark registration for the USPTO and represented the United States at meetings held at the headquarters of the World Intellectual Property Organization (WIPO) for the Nice Agreement concerning the International Classification of Goods and Services (Nice Agreement). In the course of my employment in the USPTO, I wrote many Examination Guides and Policy Statements in the area of identification and classification of goods and services. I am the author of the book *International Trademark Classification: A Guide to the Nice Agreement* published by Oxford University Press, which is now in its fourth edition.

6. As an Administrator in the Office of the Commissioner, part of my job was to review all legal memos on practice and procedure on all subjects that were to be distributed either externally or internally to the USPTO. For fifteen years, in my position as Administrator for Identification, Classification and Practice, I reviewed the Official Gazette for all aspects of registrability of the application data that were published in that document. This required familiarity with issues such as genericness, descriptiveness and disclaimer practice. Thus, although my specialized area of concentration was in the identification and classification of goods and services, I was also required to

keep current with all aspects of trademark prosecution in order to perform the task of Official Gazette review and review of legal memos that would shape USPTO practice and procedure. Because of my continued competency in all aspects of trademark prosecution law, I was called on to provide training in classes for new Examining Attorneys in areas other than identification and classification.

7. Also relevant to my qualifications for the purposes of this Declaration, I currently serve as Chair of the American Intellectual Property Law Association's ("AIPLA") Trademark-Relations with the USPTO Committee and in this capacity remain up to date on developments at the USPTO.

EXECUTIVE SUMMARY

8. As I set forth more fully below, Frank does not have the background, expertise or education to provide opinions on the subjects of genericness and descriptiveness. As such, his opinions should be accorded little or no weight in the determination of this consolidated opposition proceeding. In my opinion and contrary to Frank's conclusions, Real Foods' applications for its CORN THINS and RICE THINS marks have been examined and passed for publication as they should have been, with disclaimers of "corn" and "rice" and without any disclaimer of the term "THINS".

ANALYSIS OF EXPERT WITNESS REPORT BY ROBERT M. FRANK

Qualifications of Robert M. Frank and Appropriateness of His Conclusions

9. Frank's academic and business credentials in the fields of education and research are impressive, but beside the point in this case for his opinion is impacted by his lacking in one critical credential, namely, a law degree. Despite this, throughout his Report he draws what amount to legal conclusions and opinions even though he does not characterize them as such. Setting aside the legal implications of a non-attorney providing legal advice, Frank does not have the education, training or experience to qualify as an expert in trademark law, and indeed qualifies his opinions as being "[f]rom the perspective of a professional trademark researcher." (Frank Report at p. 5.)

Frank's definition incorporates a wide variety of products without any legal foundation for including them. To the contrary, Frank frequently refers to and relies on his statement that "THINS" is not defined in any dictionary. Thus, in this boxed section, Frank purports to provide this definition himself but provides no legal underpinnings or factual basis to establish why his definition should be used in this proceeding.

d. Frank incorrectly draws the legal conclusion that "THINS" is not a source indicator by itself. (Frank Report at p. 5.) He states that "THINS" must be accompanied by another term to distinguish one product from another. In fact, this is precisely what Real Foods has done – as have others in examples of validly registered marks given by Frank in his own Report. There cannot be one legal standard for Frank's client, Frito-Lay, and another for Real Foods. This inconsistency in application of a standard or principle in a legal context further demonstrates Frank's misunderstanding of legal concepts.

e. Frank also appears to correlate the lack of a dictionary definition for the term "THINS" as a lack of understanding on the part of USPTO Examining Attorneys. In the Report, Frank notes that a USPTO Examining Attorney was unable to find a dictionary definition of "THINS" (Frank Report at p. 46). This, in itself, is evidence that the term cannot be considered generic. He goes on to opine that use of "THINS" as a verb is not proper English and, therefore, it is not referred to in the dictionary as a verb. (Frank Report at p. 47). (Even this is a fallacious claim since dictionaries do not provide conjugations of any verbs, and "THINS" is the third person singular form of the verb "thin" although it may not be widely used.) If, according to Frank, "THINS" is not an accepted verb because it is not in the dictionary, it must follow that "THIN" or "THINS" used as a noun is not a recognized word in the English language since it is not in the dictionary as a noun. That a word is "not recognized in the English language" and is not in the dictionary are hallmarks of good trademarks. Thus, it is problematic to accept Frank's later conclusion

that (contrary to USPTO practice) "THINS" must be disclaimed when it appears in a mark for certain food products (Frank Report at p. 48) since he has shown that it is not an accepted noun or verb in English.

f. In sum, while Frank may be qualified in his field of trademark searching, he has neither the legal expertise nor the required credentials to render an opinion on the legal question of whether a term is generic or descriptive. Thus, his conclusions and opinions should not be relied on as providing competent legal interpretations of trademark law relating to descriptiveness, genericness and disclaimer practice. The rest of this Declaration will point out legal fallacies in the Frank Report that go to the substance of the case at hand and supports my conclusion that, contrary to Frank's Report, the term THINS may carry a mark.

Use of Trademarks in Third-Party Publications

14. As noted, the Frank Report depends almost entirely on a search of the term "THINS". However, he did not search "Corn Thins" or "Rice Thins" or indeed any other product name. Prior to his discussion of his "Research Procedures" for his "Newspaper Query: Thins", he devotes an entire highlighted section of his Report, which is boxed for emphasis, on his exclusion of numerous references to the designation "Wheat Thins" from his search. (Frank Report at p. 21, "A Word About Wheat Thins"). However, Frank neglects to mention he did not search "Corn Thins." Such a search is fatally flawed, in that these omissions in his searching result in a distorted presentation of the use of the designations in issue in this proceeding, namely CORN THINS or RICE THINS. In other words, there is more to be gleaned from what Frank did *not* search than what he *did* search.

15. I performed a search of "CORN THINS" using the Google® search engine. A copy of the generated search results are attached hereto as **Exhibit C**. Applying Frank's own criteria concerning what constitutes a comprehensive review of references in a search result (Frank Report at pp. 27-29), I reviewed the first ten pages of the search result. There were 100 references to "corn

thereof – of the sources of these documents. The media is notorious in not properly using registered trademarks as they should. This can result in registered trademarks appearing to be generic terms. There are so many examples of this type of misuse throughout the third party showings included in the Frank Report that they cannot all be set forth here. Below, however, are some demonstrative examples of misuse of registered marks that is present in the media:

- ***Newspaper Articles #16, p. 99; #20, p. 103 – sandwich thins***

  Words not capitalized and no designation as a registered mark. SANDWICH THINS, Reg. No. 3637950 – Principal Register, "sandwich" is disclaimed.

- ***Newspaper Articles #10, p. 93; #13, p. 96; #21, p. 104; #69, p. 154 – bagel thins***

  Words not capitalized and no designation as a registered mark. BAGEL THINS, Reg. No. 425364 – Supplemental Register, "bagel" is disclaimed.

- ***Newspaper Article #23, p. 106 – baked potato thins***

  Words not capitalized and no designation as a registered mark. BAKED POTATO THINS, Reg. No. 2883979 – Principal Register, "baked potato" is disclaimed, Section 8, 9 and 15 affidavits filed and accepted.

- ***Newspaper Article #64, p. 149 – nut thins***

  Words not capitalized and no designation as a registered mark. NUT-THINS, Reg. No. 2143587 – Principal Register, Section 8, 9 and 15 affidavits accepted.

24. Granted, there are phrases that incorporate the word "THINS" used in these articles that are not registered in the USPTO but there can be many reasons why an enterprise does not pursue trademark registration of product names. Suffice it to say that many marks that are registered in the USPTO are not capitalized or otherwise designated as registered marks in media publications. Therefore, very little (if any) weight should be given to the probative value of these third party uses of the term "THIN" or "THINS" in registered and unregistered product designations.

28. Eight records uncovered during this search are highly relevant to the case at hand but were not included in the Frank Report due to Frank's incomplete trademark search for "thins." The nine relevant records found in my search of Class 29 are as follows, none of which disclaim "THINS":

- Reg. No. 4144045 – PB THINS for nut-based snack foods – PB disclaimed;
- Reg. No. 4144043 – PB THINS PEANUT BUTTER CRACKERS for nut-based snack foods – PB and PEANUT BUTTER CRACKERS disclaimed;
- Reg. No. 2883979 – BAKED POTATO THINS for potato-based snack foods, namely potato crisps – BAKED POTATO disclaimed (Sections 8, 9 and 15 affidavits filed and accepted);
- Reg. No. 3044541 – SOY THINS for soy-based snack foods – SOY disclaimed (registration cancelled for failure to file a Section 8 affidavit);
- SN 76149548 – SOY THINS for soy-based snack foods – SOY disclaimed (application abandoned after publication for failure to file a Statement of Use or Extension of Time);
- Reg. No. 1925625 – PINEAPPLE THINS for processed pineapple – PINEAPPLE disclaimed (registration cancelled for failure to file a Section 8 affidavit);
- SN 76137935 – CAPE COD THINS for potato chips – 2(f) as to CAPE COD (application abandoned after publication for failure to file a Statement of Use or Extension of Time); and
- SN 86186896 – CHEESE THINS for crispy savory snacks consisting primarily of cheese – held descriptive. This application is being handled by the same examining attorney as COOKIE THINS (SNs 86303697 and 86161729) that is referred to in the Frank Report. See discussion below concerning aberrant treatment of "THINS" by this Examining Attorney.

Examining Attorney assigned to the applications for these marks held them descriptive in their entirety. In a well-reasoned response, counsel for SunFoods set forth reasons why only "corn" and "rice" should be disclaimed. The Examining Attorney accepted the arguments and the marks went on to register with disclaimers of "THINS". Later, the SunFoods registrations were cited as bars to Real Foods' pending applications that are at issue in the present Opposition. Real Foods brought Cancellation Proceedings against both of these registrations claiming prior use as a ground for cancellation. SunFoods did not answer Real Foods' Petition to Cancel and the marks were duly cancelled by default. Now, it is difficult to understand how Frito-Lay can prevail in this Opposition against Real Foods when there is direct precedential history that supports the USPTO requiring only disclaimers of "corn" and "rice" in the registrations of SunFoods that were cancelled for reasons other than the nature of the mark. However, these salient points were not brought out in the Frank Report since he did not review registered marks that were not "live".

34. My analysis is further corroborated by the examinations of applications filed by Real Foods and assigned SNs 86378052 and 86378053 for the marks CORN THINS and RICE THINS, respectively. The Examining Attorney in these cases also did not require the disclaimers of "THINS", and required only the disclaimer of "corn" and "rice". Thus, on no fewer than six occasions during examination of marks identical to those in issue in this proceeding (during the examination of the two, applications in issue, the two Sun Foods applications, and the two more recently filed Real Foods' CORN THINS and RICE THINS applications), three different Examining Attorneys at the USPTO have not required a disclaimer of "THINS."

35. Frank also fails to discuss the seminal "THINS" registration – WHEAT THINS (Reg. No. 1022799). Undoubtedly, he must have seen this registration in his review. WHEAT THINS with "wheat" disclaimed has been a registered mark since 1975 and is still a live registration. Given the predominant number of marks that include the word "THINS" with the term preceding "THINS" disclaimed, it appears that the WHEAT THINS registration is the one that established this practice in

the USPTO and should continue to be followed. Notably, there was a registration preceding WHEAT THINS. TATER THINS (Reg. No. 862474) registered in 1968 with a disclaimer of "tater." The mark expired but it is my well-considered opinion based on my years in the USPTO that both the early TATER THINS and WHEAT THINS registrations set the precedent for the dominant disclaimer practice for marks such as these in the USPTO, that is, the highly descriptive word, usually a reference to an ingredient in the product, that precedes "THINS" is disclaimed, but that the mark is registrable nonetheless, with THINS "carrying" the registrability of the mark. However, Frank did not include references to either of these early registrations in his Report.

36. Frank also fails to point out that the few registrations and pending applications that incorporate either an actual or required disclaimer of the word "THINS" preceded by an ingredient indicator for the goods involve goods that, in fact, can be thinly cut, such as cookies and cheese in the pending applications for COOKIE THINS and CHEESE THINS. The requirement to disclaim "THINS" or hold the entire mark descriptive in the case of RICE THINS and CORN THINS becomes even more incongruous since rice and corn are not items that can be thinly cut, if indeed they can be cut at all. Again, Frank's lack of understanding of the nuances of descriptive and generic characteristics of marks becomes apparent in this instance. For a mark to be descriptive in its entirety, it must make sense in its entirety. In this case, it must make sense that corn or rice can be cut thinly. Since they cannot, the combination of the terms in these marks is incongruous and, therefore, registrable with a disclaimer of the word "corn" or "rice" only.

USPTO Practice

37. Frank comments extensively on practice in the USPTO by the Examining Attorneys. His discussion and analysis of this practice further demonstrates his lack of understanding of the job of Examining Attorneys and the importance of precedent in determining issues such as genericness and descriptiveness.

45. Frank's conclusions and opinions as presented in his Report should be given little weight. He is not a trademark attorney, nor is he experienced in the legal analysis of descriptiveness and genericness. Much of the evidence he has provided supports Real Foods' position as much or more than Frito-Lay's. His questioning of the competency of Examining Attorneys in the USPTO and his lack of understanding of legal practice and administrative procedure in the USPTO also render dubious any conclusions he has drawn in these areas.

46. I declare under penalty of perjury that the foregoing is true and correct.

Executed this 16th day of January, 2015 in Great Falls, VA

Jessie N. Roberts, J.D.

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EMPLOYMENT HISTORY

3/11-present
Independent Contractor (Delos, LLC – Sole owner)

Law firm specializing in consultation in the field of trademark identification and classification pursuant to the Nice Agreement and general US trademark prosecution practice, training in National Trademark office establishment and procedures, and Madrid Protocol procedures and processes. Contractor with the World Intellectual Property Organization to provide value added analyses for 200 specific entries of goods and services in the Nice Agreement Alphabetical List to be included in revised on-line platform for the Nice Agreement being implemented in 2012.

2/94 – 3/11
Administrator for Trademark Identifications, Classification and Practice
United States Patent and Trademark Office (USPTO)
Office of the Commissioner for Trademarks

Designated as USPTO expert in trademark identification and classification pursuant to the Nice Agreement. Responsible for maintenance and updating of USPTO Acceptable Identification of Goods and Services Manual. Managed the USPTO group of identification and classification specialists in administering and reviewing trademark IDs. Responsible for review and approval of all Identifications in the Official Gazette of the Trademark office. Main contact in the USPTO for both administrative and substantive matters concerning the Trilateral Identification and Classification project that establishes language and classification for goods and services that are accepted in the USPTO, the Office of Harmonization for the Internal Market (OHIM) and the Japanese Patent Office (JPO). Represented the USPTO at Nice Agreement meetings in Geneva, Switzerland. Provided training for National Trademark Offices in trademark procedures and processes. Frequent speaker on behalf of the USPTO on trademark matters.

Solely responsible for review Letters of Protest filed by third parties to bring information to the attention of the USPTO that would aid in the *ex parte* examination of trademark applications. Handled upward of 600 Letters of Protest per year. In a reorganization of the Office of the Commissioner for Trademarks in 2010, Letter of Protest review was transferred to a group of staff attorneys in the Office of the Commissioner due to the creation of a section dealing with trademark identification and classification pursuant to the Nice Agreement. Was instrumental in the creation of that section and served as its manager until retirement in 2011.

2/92 - 2/94,
Classification Officer
World Intellectual Property Organization

Responsible for administration of the Nice Agreement (Trademark Classification), the Vienna Agreement (figurative mark classification) and the Locarno Agreement (design classification). Served as Secretariat for international meetings concerning Agreements. Managed translation of classification lists into various languages. Responded in French or English to classification inquiries from national offices and private practitioners. Trained Indian trademark office in use of Vienna Agreement.

1/87 - 2/92
Administrator for Trademark Identifications, Classification and Practice
United States Patent and Trademark Office

See responsibility description above – 2/94-3/11

12/85-11/87
Trademark Lead Attorney
United States Patent and Trademark Office

Responsible for training new examining attorneys and handling difficult and complex trademark applications. Served as expert attorney in assigned law offices

1/81-12/85
Trademark Examining Attorney
United States Patent and Trademark Office

Examined trademark applications, prosecuted appeals before the Trademark Trial and Appeal Board.

EDUCATION

JD	Vermont Law School, South Royalton, VT 1980
MFA	Brandeis University, Waltham, MA 1974
BA	Brandeis University, Waltham, MA 1972

ADDITIONAL INFORMATION

Author of **International Trademark Classification: A Guide to the Nice Agreement,** Oxford University Press, 1st, 2nd and 3rd Editions – Fouth edition to be released January, 2012.

1986 George Mason University School of Law, Arlington, VA, Adjunct Professor for Unfair Trade Practices.

1993 ILO Language School, Geneva Switzerland Certification of successful completion of French Level 3

PROFESSIONAL ACCOMPLISHMENTS AND AFFILIATIONS

Member, Virginia Bar Association
Member, International Trademark Association (INTA)
Member, American Intellectual Property Law Association

Speaking engagements

Trademark Practitioners' Seminar, Sunnyvale, CA, 1994

Various seminars and workshops organized by the International Trademark Organization, DC Bar Association and numerous other Bar and professional trademark associations

Patent and Trademark Depository Librarians Association Annual Meetings

2004 - Trained Belize Intellectual Property Office (BELIPO) on the Nice and Vienna Agreements. Conducted seminar on Nice Agreement for private practitioners in Belize.

2005 & 2006 - Participated in French-speaking panel discussion for La Compagnie Nationale des Conseils en Propriete Industrielle (CNCPI). Provided information on trademark registration practices and procedures in the USPTO.

Publications And Awards

Author of International Trademark Classification: A Guide to the Nice Agreement, 4th Ed.,published by Oxford Unitersity Press (2012)

U.S. Government Bronze Medal, 1990 and 2006

U.S. Dept. of Commerce Distinguished Career Service Award, 2006

Editor of Acceptable Identifications of Goods and Services Manual (available as on-line publication at the USPTO website www.uspto.gov)

"Classification of Services Under the International (Nice) Agreement"
The Trademark Reporter, Vol. 82, No. 1, 1992

"Tips from the Trademark Examining Operation"
The Trademark Reporter, Vol. 80, No. 5, 1990

AIPLA (American Intellectual Property Lawyers Assoc.) Achievement Award, 1987

Other

CEO and Chairperson of Board of Directors of Crystal City Working Parents, Inc. Created a non-profit Cooperative Child Care Center, sponsored by U.S. Congressman Frank Wolf. Testified before House Subcommittee on work-site child care.

EXHIBIT 3

To the Declaration of Robert Frank, Ph.D. in Opposition to Applicant's Motion for Summary Judgment

USDC SDNY
DOCUMENT
ELECTRONICALLY FILED
DOC #:
DATE FILED: 12/30/09

UNITED STATES DISTRICT COURT
SOUTHERN DISTRICT OF NEW YORK

NATIONAL ENVELOPE CORPORATION, et al.,

Plaintiffs,

- against -

AMERICAN PAD & PAPER COMPANY OF DELAWARE, INC., et al.,

Defendants.

OPINION & ORDER

06 Civ. 12988 (SHS) (RLE)

RONALD L. ELLIS, United States Magistrate Judge:

I. Introduction

On November 7, 2006, National Envelope Corporation and National Envelope - WH LCC (collectively, "NEC") brought this action against the American Pad & Paper Company of Delaware, Inc. and American Pad & Paper, LLC (collectively "Ampad"), claiming 1) breach of contract under the laws of New York State; 2) trademark infringement in violation of 15 U.S.C. § 1114(1); 3) unfair competition and false designation of origin in commerce under Section 43(a) of the Lanham Act, 15 U.S.C. § 1125(a); 4) deceptive trade practices in violation of New York General Business Law § 349; 5) trademark dilution in violation of New York General Business Law § 360-1; 6) common law unfair competition under the laws of New York State; and 7) unjust enrichment under the laws of New York State. On June 9, 2009, NEC moved *in limine* to exclude the expert report and testimony of Dr. Robert M. Frank. (Doc. No. 95.) On September 15, 2009, NEC moved *in limine* to exclude the expert report and testimony of Walter Bratic. (Doc. No. 113.) Oral arguments were heard by the undersigned on both motions on November 3, 2009.

For the reasons that follow, NEC's motion to exclude the expert report of Dr. Frank

(Doc.'s No. 95-97) is **DENIED**. NEC's motion to exclude portions of the expert report of Walter Bratic (Doc.'s No. 113, 115) is **GRANTED, in part, and DENIED, in part.**

II. BACKGROUND

This case arose out of Ampad's use of PULL & SEAL and its application to use the mark with the U.S. Patent and Trademark Office. (Compl. at 3.) NEC argues that its mark, PEEL & SEEL, is confusingly similar to Ampad's mark PULL & SEAL. *Id.* Both parties use the mark to identify envelopes with an adhesive closure covered by a strip of release paper. *Id.* at 3, 5. In November, 2000, NEC purchased Williamhouse LLC (now National Envelope - WH LCC) from Ampad and simultaneously acquired all rights, title, and interest in the PEEL & SEEL mark. *Id.* at 3. Under a license agreement stemming from the purchase, Ampad was allegedly licensed to use the PEEL & SEEL mark, had agreed not to contest NEC's exclusive right and title to the mark, and had agreed to notify NEC of any infringing use of the mark. *Id.* at 4. NEC argues that Ampad's use of PULL & SEAL is inconsistent with and contests NEC's exclusive right and title to the PEEL & SEEL mark, and infringes on NEC's mark. *Id.* at 5-7. Ampad asserts that it uses the PULL & SEAL mark without infringing NEC because of the parties agreement in Bankruptcy Court (*see In re American Pad & Paper LLC*, Case No. 02-46551, E.D. Texas) where Ampad allegedly rejected the licensing agreement to which NEC refers in the Complaint. (Ampad's Answer ("Answer"), Doc. No. XX at 7.) Ampad further argues that the mark is generic, that NEC abandoned its rights to the mark, and that NEC's claims are barred under the doctrine of fair use pursuant to 15 U.S.C. § 1115(b)(4). *Id.* Moreover, Ampad states that NEC's claims are barred by the doctrine of laches, estoppel, and/or acquiescence, and that NEC lacks standing as to one or more of its claims. *Id.* at 8. Finally, Ampad has brought counterclaims against NEC seeking declaratory relief and cancellation of NEC's mark registration on the

grounds that the mark is generic and merely descriptive. *Id.* at 9-12.

III. DISCUSSION

A. Motions *in Limine* and the *Daubert* Standard

Motions *in limine* allow the Court to rule in advance of trial on the admissibility and relevance of certain forecasted evidence. *See Luce v. United States*, 469 U.S. 38, 41 n.4 (1984); *Palmieri v. Defaria*, 88 F.3d 136, 141 (2d Cir. 1996). The Court is guided by the *Daubert* standard as to the admissibility of both Dr. Frank's and Walter Bratic's testimony.

FRE 702 provides that, unless barred by other evidence rules, expert testimony is admissible "[i]f scientific, technical, or other specialized knowledge will assist the trier of fact to understand the evidence or to determine a fact in issue, a witness qualified as an expert by knowledge, skill, experience, training, or education, may testify thereto in the form of an opinion or otherwise, if (1) the testimony is based upon sufficient facts or data, (2) the testimony is the product of reliable principles and methods, and (3) the witness has applied the principles and methods to the case." FED. R. EVID. 702. Courts liberally construe the expert requirement and "an expert should not be required to satisfy an overly narrow test of his own qualifications." *Valentin v. New York City*, No. 94 Civ. 3911 (CLP), 1997 WL 33323099 at *14 (E.D.N.Y. Sept. 9, 1997) (citations and quotations omitted). "In considering a witness's practical experience and educational background as criteria for qualification, the only matter the court should be concerned with is whether the expert's knowledge of the subject is such that his opinion will likely assist the trier of fact in arriving at the truth." *Id.* "Any challenges to an expert's skill, knowledge or credibility go to the weight, not the admissibility of the testimony." *Id.* at *15. To determine admissibility, the Court must decide if the proffered testimony is relevant and reliable. *See Daubert v. Merrell Dow Pharm., Inc.*, 509 U.S. 579, 587, 597 (1993). Testimony is relevant

if it has "any tendency to make the existence of any fact that is of consequence to the determination of the action more probable or less probable than it would be without the evidence." FED. R. EVID. 401. In assessing reliability and whether to admit the testimony of a proposed expert, the court must determine whether the testimony (1) relates to "scientific knowledge" and (2) will "assist the trier of fact to understand or determine a fact in issue." *Daubert* 509 U.S. at 592. To determine if scientific knowledge will assist the trier of fact, a court must assess an expert's methodology to determine if it is scientifically valid and can properly be applied to the facts in issue. *Id.* at 592-93. To determine reliability, the *Daubert* Court provided a list of factors to be considered. These include whether a theory or techniques can be and has been tested; if it has been subjected to peer review and publication; the known or potential rate of error; and whether the theory or technique has been "generally accepted." *Id.* at 593-94. "A reliability assessment does not require, although it does permit, explicit identification of a relevant scientific community and an express determination of a particular degree of acceptance within that community." *Id.* at 594. In addition, "evidence may be excluded if its probative value is substantially outweighed by the danger of unfair prejudice, confusion of the issues, or misleading the jury, or by considerations of undue delay, waste of time, or needless presentation of cumulative evidence." FED. R. EVID. 403. The court's inquiry is a flexible one and its overarching subject is the scientific validity and evidentiary relevance and reliability of the principles that underlie a proposed submission. *Daubert* 509 U.S. at 594-95. "The focus, of course, must be solely on principles and methodology, not on the conclusions that they generate." *Id.* "Vigorous cross-examination, presentation of contrary evidence, and careful instruction on the burden of proof are the traditional and appropriate means of attacking shaky but admissible evidence." *Id.* at 596.

B. Dr. Frank's Testimony and Expert Report

Ampad submitted Dr. Frank's expert report in order to "investigate the nature and scope of third-party use of the term 'peel and seal' and its phonetic equivalents in the marketplace." (Defendant's Memorandum of Law in Opposition to Plaintiff's Motion to Exclude Expert Report and Testimony of Robert M. Frank, PhD. "Ampad's Frank Response" at 2.) It argues that "extensive third-party use can dilute the strength of a mark." *Id.* Essentially, Ampad takes the position that the mark "peel and seal" is generic and merely descriptive and seeks to use Dr. Frank's testimony as to third-party use in order to bolster its genericness and descriptive arguments. (*See* Compl. at 9-12; Memorandum of Law in Support of Plaintiff's Motion to Exclude the Expert Report and Testimony of Robert M. Frank, Ph.D. ("NEC's Motion") at 2.)

1. Third-Party Use and Genericness

A generic trademark is not entitled to protection. *Pilates, Inc. v. Current Concepts, Inc.*, 120 F. Supp. 2d 286, 296 (S.D.N.Y., Oct. 19, 2000). "A mark's common usage and understanding by the relevant public may be discerned from 'any competent source.'" *Jewish Sephardic Yellow Pages, Ltd. v. DAG Media, Inc.*, 478 F. Supp. 2d 340, 360 (E.D.N.Y. Mar. 19, 2007) (citing *In re Merrill Lynch*, 828 F.2d 1567, 1570 (Fed. Cir. 1987)) [hereinafter *Jewish Sephardic*]. A court may consider all relevant evidence, including 1) consumer surveys, 2) testimony of consumers or trade professionals, 3) dictionary definitions, 4) uncontested usage of the mark by competitors to describe their products, 5) generic usage in the media, 6) third-party use in trademark registrations, and 7) generic usage by the proponent of the trademark." *Id.*; *Pilates*, 120 F. Supp. 2d at 297; *Horizon Mills Corp. v. QVC, Inc.*, 161 F. Supp. 2d 208, 214 (S.D.N.Y., Mar. 30, 2001); *Nartron Corp. v. STMicroelectronics, Inc.*, 305 F. 3d 397, 406 (6th Cir. 2002). "No single factor is dispositive." *Jewish Sephardic*, 478 F. Supp. 2d at 360.

Consumer surveys are probative and routinely employed, but not required since they are not dispositive. *Jewish Sephardic*, 478 F. Supp. 2d at 365. The lack of consumer surveys is not fatal to a party's claim of genericness. *Id.* More importantly, the use of a word or term in dictionaries, magazines, and newspapers gives a strong indication of the general public's perception of the particular word or term. *Harley-Davidson, Inc. v. Grottanelli*, 164 F. 3d 806, 810-11 (2d. Cir. 1999). In particular, "a term is generic when the majority of the buying public associates the term with a product, rather than the source of the product, whether the source is known or unknown." *Horizon Mills*, 161 F. Supp. 2d at 213. At this stage in the proceedings, the Court need not decide whether the mark is generic because genericness standards merely inform the Court as to the relevance of the proffered expert testimony by Dr. Frank.

2. Dr. Frank's Expert Report is Admissible

Here, NEC argues that Dr. Frank's expert report should be excluded from trial on the grounds that 1) Dr. Frank is not qualified, 2) his opinions are unreliable, and 3) his testimony is irrelevant. (NEC Motion at 10, 12, 16.) NEC frames trademark genericness as an issue of consumer perception and states that "Dr. Frank is not an expert in consumer perception research by education, training, or experience." (*Id.* at 11 (citing Dr. Frank's deposition testimony)). NEC believes that because Dr. Frank did not investigate consumers' understanding of the PEEL & SEEL mark, he is not qualified to render an opinion as to the mark's genericness. (*Id.* at 12.) In addition, NEC asserts that Dr. Frank's testimony is unreliable because he conducted no objective testing, survey or research into consumer perceptions or understanding. (*Id.* at 13.) According to NEC, Dr. Frank sampled the wrong universe - manufacturers and sellers of envelopes, instead of consumers - and then drew conclusions about consumers from that wrong universe. (*Id.* at 14.) Moreover, claims NEC, Dr. Frank's Internet searches "did not even attempt to simulate

marketplace conditions under which consumers shop for relevant envelope products," thus the testimony was unreliable because it did not relate to consumers. (*Id.*) NEC argues that Dr. Frank's testimony does not fit within the *Daubert* standard because Dr. Frank followed "his own prescribed procedures" that have not been published or subject to peer review, he did not employ generally accepted standards for the field of consumer research, and his verification report does not prove that his technique has been accurately tested. (*Id.*; Reply Memorandum of Law in Further Support of Plaintiff's Motion to Exclude Expert Report and Testimony of Robert M. Frank, PhD. ("NEC's Reply") at 8.) Finally, NEC states that Dr. Franks opinions are irrelevant because he "offered no scientifically accepted, empirically supported way to bridge the chasm between his findings about sellers' uses and his opinions concerning consumers' understandings." (NEC Motion at 17.)

In response to NEC, Ampad asserts that 1) Dr. Frank's testimony is relevant, 2) he is qualified, 3) his methodology and opinions are reliable, and 4) NEC's arguments go to the weight of the evidence, not admissibility. (Ampad's Frank Response at 5, 7, 11, 21.) Specifically, it maintains that the testimony is relevant because it demonstrates third-party use of the mark and the strength of the mark in light of such use. (*Id.* at 6.) Ampad argues that Dr. Frank is qualified because he has twenty three years of experience in the trademark industry and is "experienced in recognizing the types of third-party use typically cited to deny registrability." (*Id.* at 8-9.) Dr. Frank served as a co-chair of the International Trademark Association's (INTA) Patent and Trademark Office Automation Committee and trained United States Patent and Trademark Office (USPTO) personnel for more than five years on how trademark databases were designed and should be searched. (*Id.* at 9-10.) Moreover, Ampad argues that Dr. Frank's methodology and opinion is reliable because it is supported by the facts, it is generally accepted,

it has been tested, the potential rate of error is low, and Dr. Frank has been published. (*Id.* at 12-21.) Finally, Ampad relies on the fact that the *Daubert* analysis focuses on the Court's gatekeeping function and thus any arguments posed by NEC go to the weight of Dr. Frank's report, not the admissibility. (*Id.* at 21; *Daubert*, 509 U.S. at 595.)

The crux of the issue here is relevance. The Frank Report is relevant because it will provide the trier of fact with information about third-party use, which is a factor to be considered for genericness. *See Jewish Sephardic*, 478 F. Supp. 2d at 360; *Pilates*, 120 F. Supp. 2d at 297; *Horizon Mills*, 161 F. Supp. 2d at 214; *Nartron Corp.*, 305 F. 3d at 406. The primary purpose of the *Daubert* inquiry is to bar "junk science" from entering the courtroom. *Delehanty v. KLI, Inc.*, 2009 WL 3246289 *4 (E.D.N.Y. Sept. 30, 2009). "An example of junk science that should be excluded under *Daubert* as too unreliable would be the testimony of a phrenologist who would purport to prove a defendant's future dangerousness based on the contours of the defendant's skull." *General Elec. Co. v. Joiner*, 522 U.S. 136, 154 n.6 (1997) (Stevens, J., concurring in part, dissenting in part). If a case does not involve "junk science" or new scientific methods, courts have found that analysis of the *Daubert* factors in unnecessary. *New York v. Solvent Chem. Co. Inc.*, 218 F. Supp. 2d 319, 334 (W.D.N.Y. July 22, 2002) (citing *Kumho Tire Co. Ltd. v. Carmichael*, 526 U.S. 137 (1999). The Frank Report does not fall under the ambit of "junk science" because it is a simple, straightforward method of searching the Internet and databases to determine third-party use. The report is relevant because third-party use can show genericness.

Dr. Frank's report is reliable because it is not "junk science." It provides information on third-party use and includes Dr. Frank's opinion that such use contributes to the mark's genericness. (*See* Ampad Response at 2.) Dr. Frank's methodology is reliable because he simply searched the term "peel and seal" and generated a report on its use in public discourse. Dr. Frank

gathered facts and data pertinent to the amount, frequency, and type of third-party use of those terms from a comprehensive search database (Dialog) and the Internet. (*Id.* at 2.) He did not engage in confusing or novel scientific techniques, instead he searched 564 databases through Dialog and the Internet. (*Id.* at 11-15.) His search included glossaries, third-party use by competitors and other people in the trade, media usage, and NEC's use of the mark. (*Id.*) NEC argues, nevertheless, that Dr. Frank failed to survey consumers directly on their use of the mark and therefore the report fails to prove genericness. Such an argument, however, is best reserved for the trier of fact because it goes to the weight of the evidence. An Internet and database search compiled to show third-party use is easily understandable to a jury because it does not involve technical scientific procedures or knowledge. On the contrary, most people understand that basic tenets of Internet and database searching. His report is applicable to the facts of the case because it relates to Ampad's cross-claims based on genericness and mere descriptiveness by showing third-party usage of the mark.

Additionally, Dr. Frank is qualified. He has lengthy experience in the trademark research industry. (Ampad's Response at 8.) Moreover, he completed over 5,000 comprehensive trademark searches while employed at CORSEARCH, a research firm specializing in research needs of trademark practitioners, and trained more than 50 trademark researchers and developed systems used to train at least 100 more trademark researchers. (*Id.* at 8-9.) Neither party disputes the fact that Dr. Frank has a professional background in trademark searching. (*Id.*; NEC Motion at 3) but NEC argues that Dr. Frank's lack of training in "how to do a consumer survey in the trademark area," renders him unqualified. Although his lack of training in surveys might make Dr. Frank less credible for a jury, it does not affect his qualifications because consumer surveys are not dispositive in genericness analysis.

Even if Dr. Frank's report were evaluated as novel or "junk" science, it would still meet some of the *Daubert* factors for admissibility. *See Solvent Chem. Co. Inc.*, 218 F. Supp. 2d at 334 (finding it unnecessary to consider the *Daubert* factors if the science is not "junk science" or novel). First, Dr. Frank tested his technique in this particular case by conducting a verification test. (Ampad Response at 19; NEC Reply at 8.) His verification test replicated the searches he conducted of "peel and seal" and showed that the search results were almost exactly the same. *Id.* Ampad posits that "the ability to replicate Frank's research and return virtually identical results lends credence to the reliability of Frank's methodologies." (Ampad Response at 20.) NEC argues that the analysis is based on an inflated numerator over an irrelevant denominator, and that the entire analysis is patently defective and should not be included at all. (NEC Reply at 8.) Whether the test is defective may be argued before the trier of fact. This factor only asks whether the methodology *can be or has been* tested, and here Ampad has shown that, at the very least, this methodology *can be* tested. Whether the test is credible is another question, one best addressed by the parties for the jury's consideration.

Second, Dr. Frank's methods of research have been reviewed by the USPTO, which utilizes the same type of research techniques used by Dr. Frank in his report. (Ampad Response at 20.) Neither party contends, however, that Dr. Frank has actually submitted his own written material for publication to a journal or like publication for peer review. Though not formally reviewed, Dr. Frank's methodology has been adopted by the very agency charged with making this kind of determination. While lack of formal review affects credibility, it does not lead to a finding of inadmissibility.

Third, Ampad argues that the potential rate of error in Internet and database searching is low because the results of the searches are a "factual development based on standard search

criteria and independently maintained databases and the Internet." (Ampad Response at 20.) On its face, it does not seem that there is a potential for extreme error in Internet and database searching and compiling of results because the methodology is straightforward and merely consists of assessing third-party use of the mark. NEC contends that there are no standards controlling the operation of Dr. Frank's methodology or allowing for an objective assessment of his rate of error. Such an argument is best reserved for the trier of fact. Here, the science is not novel and thus rate of error is merely a factor the Court may consider; it is not dispositive.

Finally, the type of research Dr. Frank conducted has been "generally accepted." As evidence of general acceptance, Ampad cites the USPTO's adoption of similar search methodologies, specifically "Evidence from Research Database" and "Internet Evidence" as permissible sources of evidence used to refuse an application for registration of a mark. (Ampad Response at 17.) Dr. Frank spent five years training USPTO personnel on the methodology of searching trademark databases in order to generate reports for the USPTO. (*Id.*) NEC frames the relevant field as consumer research and concludes that Dr. Frank's methodology is not generally accepted by the field because it does not meet the rigorous standards of the industry. (NEC Motion at 15.) However, the relevant field is broader than just consumer research and is better represented by the term "trademark research." Third-party users include not only consumers, but also competitors, people in the trade, sellers, and various other people and businesses that may be exposed to the "peel and seal" mark. On the facts submitted, Dr. Frank's methodology is generally accepted in the trademark research field.

In sum, the expert report is admissible because it is relevant to the issue of whether the mark is generic. Moreover, it is reliable because Dr. Frank's methodology is straightforward and does not involve highly technical, novel, or "junk" science. The primary purpose of the *Daubert*

inquiry is to bar "junk science" from entering the courtroom. *Delehanty*, 2009 WL 3246289 *4, and the Court's inquiry is a flexible one. *Daubert*, 509 U.S. at 594-95. As such, NEC's motion to exclude Dr. Frank's expert report is **DENIED**. The Frank Report is **ADMISSIBLE**.

C. Bratic's Testimony and Expert Report

Ampad submitted the Rebuttal Expert Report of Walter Bratic ("Bratic Report") to provide an expert opinion as to the damages issues in this case. (Defendant's Memorandum of Law in Opposition to Plaintiff's Motion to Exclude Expert Report and Testimony of Walter Bratic ("Ampad's Bratic Resp.") at 2-3.) NEC seeks to exclude portions of the report on the grounds that NEC is only claiming infringing profits and the Bratic Report goes beyond the bounds of infringing profits by considering both lost profits and reasonable royalties. (Memorandum of Law in Support of Plaintiff's Motion to Exclude Portions of the Expert Report and Testimony of Walter Bratic ("NEC Bratic Motion") at 1, *document filed under seal* Doc. No. 115.) Specifically, NEC asks the Court to strike the portions of the report that relate to lost profits and reasonably royalties. (NEC Bratic Motion at 2.) NEC also asks the Court to strike Ampad's claimed costs and deductions from infringing revenues. (*Id.*)

1. Damages under the Lanham Act

Section 35 of the Lanham Act states, in part, that "the plaintiff shall be entitled, subject to the provisions of sections 1111 and 1112 of this title and subject to the principles of equity, to recover (1) defendant's profits, (2) any damages sustained by the plaintiff, and (3) the costs of the action. The court shall assess such profits and damages or cause the same to be assessed under its direction. In assessing profits the plaintiff shall be required to prove defendant's sales only; defendant must prove all elements of cost or deduction claimed." 15 U.S.C.A. § 1117(a). If a plaintiff is pursuing an infringing profits theory of damages, the plaintiff must prove the

amount of defendant's infringing sales, and the *burden then shifts* to the defendants to prove all costs and deductions. *Louis Vuitton S.A. v. Spencer Handbags Corp.*, 765 F.2d 966, 973 (2d Cir. 1985); *American Honda Motor Co., Inc. v. Two Wheel Corp.*, 918 F.2d 1060, 1063 (2d Cir. 1990); *Reebok Int'l Ltd. v. Su Youn Pak*, No. 87 Civ. 2727 (TPG), 1990 WL 91644 at *1 (S.D.N.Y. June 28, 1990) (emphasis added). "Ordinarily, a plaintiff that has proved the amount of infringing sales would be entitled to that amount unless the defendant adequately proved the amount of costs to be deducted from it." *Reebok*, 1990 WL 91644 at *1. Overhead costs bearing a nexus to product production or sales may be deducted in assessing overall profits. *Johnson & Johnson Vision Care, Inc. v. CIBA Vision Corp.*, No. 04 Civ. 7369 (LTS), 2006 WL 2128785 at *8 (S.D.N.Y. July 28, 2006) (citing *Hamil Am. Inc. v. GFI Inc.*, 193 F.3d 92, 107 (2d Cir. 1999)). "A party must show that the costs were related to the production, distribution or sale of the infringing product." *Id.* (internal quotations and citations omitted). "A plaintiff need not demonstrate that it would have earned a profit on its trademarked goods or services but for the infringing activity of the defendant; even if a money-losing enterprise cannot demonstrate 'lost profits,' it still may be damaged by trademark infringement. While damages directly measure the plaintiff's loss, defendant's profits measure the defendant's gain. This is not to be confused with plaintiff's lost profits, which have been traditionally compensable as an element of plaintiff's damages." *The Apollos Theater Foundation, Inc. v. Western Intern. Syndication*, No. 02 Civ. 10037 (DLC), 2005 WL 1041141 at *10 (S.D.N.Y. May 5, 2005) (internal quotations and citations omitted).

2. Bratic's Report is Partially Admissible

NEC has elected to seek recovery of Ampad's alleged infringing profits (NEC Bratic Motion at 1.) NEC maintains that because it is only seeking this remedy, any testimony as to

NEC's lost profits or reasonable royalties are irrelevant and prejudicial. (*Id.* at 5.) NEC claims that since Rule 702 and its *Daubert* progeny instruct courts to admit relevant, reliable evidence that "fits," the proffered testimony by Bratic simply does not "fit" and is irrelevant because it does not fit within NEC's damages theory. *Id.* Additionally, NEC asserts that Bratic's opinion as to lost profits and reasonable royalties will confuse the jury because the only damage theory at issue is infringing profits. *Id.* NEC claims it will be unfairly prejudiced by Bratic's opinion regarding lost profits and reasonable royalties because NEC did not have the benefit of discovery on either of those damages theories. (*Id.* at 6.) Finally, NEC argues that a rebuttal report cannot introduce new arguments of lost profit and reasonable royalties. *Id.* (citing *Ebbert, et al. v. Nassau County, et al.*, 2008 U.S. Dist. LEXIS 74213 at **39-42 (E.D.N.Y. Sept. 26, 2008).

Ampad claims that Bratic's entire report is admissible because it is directly relevant and not prejudicial to NEC. (Ampad's Bratic Resp. at 7-11.) Ampad asserts that "Bratic's opinions regarding the lack of direct damages and an alternative reasonable royalty help explain why NEC has suffered no (or at most nominal) damages." (*Id.* at 8.) Ampad maintains that any opinion regarding monetary damages will inform the ultimate question that the jury and Court must decide. (*Id.*) According to Ampad, the Bratic Report is a proper rebuttal because it fills in voids the NEC expert failed to address, namely, lost profits and reasonable royalties. (*Id.* at 9.) Finally, Ampad explains that NEC could not possibly be prejudiced by the Bratic Report because NEC had months to conduct expert discovery and rebut Bratic's opinions. (*Id.* at 11.)

At a hearing before the Court on November 3, 2009, NEC stipulated that it would only pursue an infringing profits theory of damages at trial and in all proceedings in this case. Because of this stipulation, any evidence of lost profits or reasonable royalties are not relevant because the only damages theory in this case is infringing profits. "The court shall assess profits

and damages." (15 U.S.C.A. § 1117) and here the relevant profits and damages to be considered by the Court are the alleged infringing profits of Ampad. Therefore, NEC's motion as to portions of the Bratic Report that opine on lost profits or reasonable royalties is **GRANTED** and such portions are **STRICKEN** from the report. Specifically, the portions that shall be stricken are: ¶¶ 10-12. ¶ 29, Heading 6.1 (NEC Has Not Suffered Direct Damages), ¶¶ 31-37, Heading 6.2(Alternative Reasonable Royalty Damages), and ¶¶38-48. All other sections of the Bratic Report are **ADMISSIBLE**.

NEC argues that the rest of the Bratic Report should be excluded because it was untimely. (NEC Motion at 2.) Specifically, it asserts that Ampad had the burden of proof for claiming any costs or deductions and thus Ampad should have submitted its expert report by April 20, 2009, the date upon which expert reports were due. (*Id.*) Ampad instead submitted its report on May 26, 22009, the deadline for rebuttal expert reports. (*Id.*) Ampad was correct in submitting its report as a rebuttal because the *burden shifts* to the Defendant once the Plaintiff has proven the amount of infringing sales. *See Louis Vuitton S.A. v. Spencer Handbags Corp.*, 765 F.2d 966, 973 (2d Cir. 1985); *American Honda Motor Co., Inc. v. Two Wheel Corp.*, 918 F.2d 1060, 1063 (2d Cir. 1990); *Reebok Int'l Ltd. v. Su Youn Pak*, No. 87 Civ. 2727 (TPG), 1990 WL 91644 at *1 (S.D.N.Y. June 28, 1990). Bratic's report was a timely and proper rebuttal to NEC's expert damages report. NEC's timeliness argument fails and the motion to deny the remaining portions of the Bratic Report is **DENIED**.

IV. CONCLUSION

For the foregoing reasons, NEC's motion to exclude the testimony and expert report of Dr. Frank is **DENIED**. NEC's motion to exclude portions of the testimony and expert report of Walter Bratic is **GRANTED, in part and DENIED, in part.**

SO ORDERED this 22nd day of December 2009
New York, New York

The Honorable Ronald L. Ellis
United States Magistrate Judge

CERTIFIED AS A TRUE COPY ON

THIS DATE 2/20/15

BY _____
( ) Clerk
(X) Deputy

FRITO-LAY NORTH AMERICA, INC. v. REAL FOODS PTY LTD

Declaration of Dr. Isabella Cunningham

Introduction:

1. My name is Isabella Cunningham. I have personal knowledge of the facts contained in this declaration, and I am competent to testify on the matters stated herein.

2. I am the Ernest A. Sharpe Centennial Professor in Communication and the Chair of the Department of Advertising and Public Relations at The University of Texas at Austin. During my career I have published ten books and numerous articles in the areas of advertising and marketing, marketing promotions, consumer behavior, and the overall effects of marketing and communication practices.

3. I have also been a consultant to several businesses on marketing and advertising issues and have been asked to issue my expert opinion in a number of legal cases. I have conducted research for academic and business purposes, as well as in the process of developing an expert opinion in legal cases. I have substantial experience in several types of research, ranging from focus group research to personal, telephone and mail surveys, as well as Internet surveys.

4. A copy of my current CV, along with a list of cases in which I was retained as an expert witness, are included in Appendix 1 and Appendix 2 of my report attached hereto as Exhibit 1.

Assignment:

5. I have been retained by Pirkey Barber PLLC on behalf of Frito-Lay North America, Inc. to assess whether the words "Corn Thins" have acquired secondary meaning among U.S. consumers in connection with Real Foods' Corn Thins products, and I designed a survey relevant to that issue (referred to herein as "my survey" or the "Cunningham Survey"). Attached to this declaration as Exhibit 1 is a true and correct copy of my report containing a description of my survey, and my conclusion and expert opinion on the question of whether or not the words "Corn Thins" have acquired secondary meaning in connection with this kind of product. I incorporate Exhibit 1 into this declaration as if it were set forth herein in full.

6. I was also asked to respond to the criticisms of my survey contained in the Declaration of Hal Poret in Support of Applicant Real Foods Pty Ltd.'s Motion for Summary Judgment.

7. Mr. Poret states in his Declaration that:

"16. The Cunningham Survey failed to reliably measure the extent to which the name CORN THINS is associated with a single source due to the following flaws in the survey:

a. By allowing respondents to qualify for the survey if they purchase "crackers," the survey covered the wrong universe. The large majority of the respondents answered that they do not purchase crispbread/crispbread slices, and almost certainly qualified for the survey only because they purchase some type of "cracker" that has little or no relation to the relevant product category. The survey entirely failed to narrow the universe to purchasers of the correct product type, which could easily explain why most respondents associated CORN THINS with no company or did not know."

8. I disagree with Mr. Poret's argument for the following reasons: I defined the universe for this survey as all those individuals who had purchased or might purchase in the future products in the broad category of "crispbread slices," which in my opinion would reasonably include such products as crispbreads, crackers, and flatbreads. By defining the universe as only those people that would have or had purchased "crispbread / crispbread slices" the survey universe would have been underinclusive. No evidence was given that buyers of crispbread slices were exclusively buyers or potential buyers of this product; rather, by including all the customers and potential customers of the entire product category, the universe was properly defined. The survey therefore included all individuals who purchased or planned to purchase crispbreads, crispbread slices, crackers and flatbreads. According to Professor McCarthy: "The universe is that segment of the population whose perceptions and state of mind are relevant to the issue in the case" (J. Thomas McCarthy: McCarthy on Trademarks and Unfair Competition, vol. 6, 32:159, 2003)

9. In fact, as stated by Jacoby : "Given the need to satisfy the court that the appropriate universe has been examined, perhaps the safest approach is to employ the "umbrella" procedure described by Reiner (1983) which I devised for the plaintiff in *NFL v. Wichita Falls* (1982) ." (Jacob Jacoby: "Survey and Field Experimental Evidence" in Saul M. Kassin and Lawrence S. Wrightsman (Eds.), The Psychology of Evidence and Trial Procedure, Beverly Hills, Calif.: Sage Publications, 1985). In that study, Jacoby included both a broad umbrella universe, as well as a subuniverse consisting of: "prior purchasers, fans of professional football, and fans whose test setting contained a shirt representing their favorite NFL team."

10. In my survey I included purchasers and potential purchasers of crispbreads/crispbread slices as well as purchasers and prospective purchasers of crackers/flatbread in order not to define my universe as underinclusive. Therefore, Mr. Poret's contention that my survey covered the wrong universe is incorrect.

11. Furthermore, I analyzed whether the respondents who had stated that they had purchased or intended to purchase crispbreads/crispbread slices differed in their responses from those who only purchased crackers/flatbread. The analysis

included all respondents who has stated they purchased or were planning to purchase crispbreads /crispbread slices as well as those respondents who stated they had purchased or had planned to purchase BOTH crispbreads/crispbread slices and crackers/flatbread. The results of that analysis can be seen in Exhibit 2 attached hereto.

12. Exhibit 2 clearly indicates that while the previous analysis showed that only 21.7 % of the respondents answered "only one company" and, after subtracting the results of the control question, a net of 10.3% of the respondents stated that they associated CORN THINS with only one company when answering Q1 in my survey, when the responses of only purchasers and prospective purchasers of crispbreads/crispbread slices were analyzed, 24.1% of those respondents and , after subtracting the results of the control question, a net of 10.9% of the respondents stated that they associated CORN THINS with only one company. Therefore, even if I were to use an underinclusive universe as suggested by Mr. Poret, there would be no difference in the results of my survey as to the conclusion that CORN THINS has not acquired secondary meaning.

13. Mr. Poret also states in his Declaration:
"16. The Cunningham Survey failed to reliably measure the extent to which the name CORN THINS is associated with a single source due to the following flaws in the survey:
b. Prior to presenting the respondents with the key question, the survey showed respondents a photo of a bicycle and a list of product categories they were instructed to pick from to identify the image in the photo. Immediately following the presentation, respondents were shown a photo of the Real Foods popped corn cake. When shown this photo, respondents were asked whether respondents "associate CORN THINS "rather than "associate the name CORN THINS" with one source. Therefore, the question could easily appear to be asking if they associate the type of product pictured with only one company rather than asking if they associate the name with only one company. The likelihood of this was enhanced by the fact that respondents had also just viewed a photo of a bicycle (another product type) and were provided with a list of product types from which they were asked to identify the image shown."

14. Mr. Poret is confusing a well known practice used to test the ability of respondents to see clearly images on their computer/tablet screen with what he considers a biasing question. His conclusion is gratuitous and not supported by any evidence. The fact that the survey included an image of a product to test the ability of the respondents to see the test images that were included in the survey does not in any way imply that the respondents were asked to associate CORN THINS with the "type of product" pictured in Q1 of the survey. In addition, CORN THINS was capitalized in the question so as to identify a product name. Furthermore, prior to showing Q1 to the respondents a screen with the following detailed instructions was shown:

"The next screens will ask you some questions about **a name** (emphasis added) of a product or products. If you can't answer the question or have no opinion, please so indicate."
These instructions preceding Q1 clearly indicate that the questions following related to the name of a product. Mr. Poret therefore is wrong in his assumption that the visual test used preceding the key questions of the survey would bias the respondents.

15. As to Mr. Poret's criticism in paragraph 16.c of his Declaration, the fact that some of the respondents answered the question "Why do you say that?" with responses like: "many companies make these, I have seen the product under different types of brands, I have purchased several brands, it is manufactured by several companies, that corn thin could have been made by any company, etc..." does not imply that the respondents interpreted the key survey question to be asking about the type of product rather than the name. If anything at all it confirms their previous answer to Q1. Mr. Poret is incorrect in stating that this renders the results useless. The verbatim responses are instead a strong endorsement of the fact that only 10.9% of the respondents associated CORN THINS with only one company.

16. Mr. Poret's objection in paragraph 16.d of his Declaration is a reiteration of his objections in paragraphs 16.a, 16.b, and 16.c. My responses above covered these issues clearly. Furthermore, according to Palladino, the accepted definition of secondary meaning isthis: "Mark or dress identifies the product of one, perhaps anonymous, company." (Vincent N. Palladino: Surveying secondary meaning, TMR Vol. 84, p. 161). Therefore, the criticism made by Mr. Poret that: "The wording of the key question was also flawed in that respondents who understand CORN THINS to be a brand/trademark but do not know what company makes CORN THINS were not given a clear answer choice to express this," is unfounded and unjustified. Respondents were given a clear choice to answer the Q1. If they stated that they did not associate CORN THINS with any company, there is no reason to believe that they said so because, as stated by Mr. Poret: "Respondents who know CORN THINS as a brand name but do not know what company makes CORN THINS may have answered that they don't associate CORN THINS with any company, or that they don't know, because they don't actually know the company."
Mr. Poret 's conclusion in paragraph 16.d is absurd and unjustified. There would not be any need to conduct a survey of consumers if one could make assumptions of this kind.

17. Mr. Poret follows his arguments in paragraphs 16. a, b, c, and d with additional clarifications. No additional arguments are offered and his statements in his detailed opinions do not add any more clarification to his objections. Therefore, Mr. Poret's conclusion that my survey was flawed is unfounded.

18. Finally, as to Mr. Poret's statement in paragraph 32 of his Declaration that: "The survey was also flawed in that three of the four response options offered favored Frito-Lay's position: Only one company; More than one company; No

company; Don't know" I have no idea why Mr. Poret makes such a statement. If giving a respondent all the possible choices reasonably available to answer a question constitutes a bias, then most accepted research practices are flawed. The alternative of offering respondents only two choices (i.e., Only one company; More than one company) does not allow respondents that in fact do not know the answer to state so. In addition, by stating : No company, respondents actually indicate that they know of no company that uses CORN THINS to identify its products. Thus, Mr. Poret's argument that giving respondents all logical alternative answers to a question would bias respondents in favor of Frito-Lay is unjustified and improper.

19. In conclusion, I disagree with all the arguments presented by Mr. Poret. My survey is reliable and its results clearly indicate that CORN THINS has not achieved secondary meaning as claimed by Real Foods.

I declare under penalty of perjury that the foregoing is true and correct. Executed on March 11, 2015 in Austin, Texas.

Isabella Cunningham

EXHIBIT 1

To the Declaration of Isabella Cunningham in Opposition to Applicant's Motion for Summary Judgment

Dr. Isabella Cunningham's Expert Report on the Findings of Whether or Not "Corn Thins" Has Acquired Secondary Meaning Among U.S. Consumers

The Purpose of this Report:

I have been retained by Pirkey Barber PLLC on behalf of Frito Lay North America, Inc. to assess whether the words: "Corn Thins" have acquired secondary meaning among U.S consumers in connection with Real Foods' Corn Thins product. I have designed a survey relevant to this issue. This report contains a description of the survey, an analysis of the data collected in this survey, and my conclusion and expert opinion on the question of whether or not the words "Corn Thins" have acquired secondary meaning in connection with this kind of product.

Materials Reviewed:

In addition to the data collected for the survey as described below, I reviewed the following materials in connection with preparing the survey and forming my opinions:

- A printout from the website http://tmsearch.uspto.gov concerning Trademark application number 79111074
- A package of Real Foods' Corn Thins product.
- Photographs of product samples from the package of Corn Thins product
- The website: http://www.cornthins.com

The Survey:

The research survey I designed consisted of one questionnaire containing two substantive questions: a test question and a control question. 411 completed responses to the questionnaire were obtained and analyzed. The survey questionnaire is attached as **Appendix 3**.

I was provided a package of Real Foods' Corn Thins product, and from this package a product sample was photographed. I compared the image of the product sample with the product sample to verify accuracy. The survey displayed this image immediately above the test and control questions.

The purpose of the control question was to ensure that the test results were reliable and valid. When asked the test question (Q.1) the survey subjects were shown the image of Real Foods' Corn Thins product and were asked:
"With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?"

When asked the control question (Q.3) the survey subjects were also shown the same picture of Real Foods' Corn Thins product and were asked:
" With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?"
This was done to estimate potential "noise" (as an example guessing and other external factors) that might be included in the overall test responses. By estimating the "noise" in the control question, we assume that the same level of "noise" would occur within the test question. Thereby, subtracting the "noise" from the test results allows us to obtain the net results from the test.

The survey subjects were members of an online panel. The panel subjects were provided by Survey Sampling International, a highly reputable provider of samples for academic and business survey researchers. The panel company was asked to provide a representative sample of people residing in the United States who are older than 18 years of age. The panel company was not informed of the purpose of the survey. Since the panel company was not informed of the purpose of this research, no survey participant was pre-screened by the panel company for any criteria. All screening was done by the survey's screening/qualifying questions.

A series of questions was used to screen out respondents who worked for an advertising agency, a marketing research firm, a supermarket, a grocery store or a food discount store, or a convenience store. To qualify for the survey respondents had to be responsible for at least half of the grocery shopping for their household Qualified respondents were asked whether they were using a device that could consistently display stimuli images and they were given a visual test to ensure that they could clearly see the stimuli images and distinguish colors.

Respondents who stated they either had purchased "Renifs" in the last three months or were planning to purchase "Renifs" in the following three months were also eliminated from the final sample. "Renifs" were included as an alternative answer in questions S9 and S10 to ensure that respondents were paying attention to the questions in the survey and were not giving random answers.

Appendix 4 shows the disposition of the sample used in the study. The table in Appendix 4 shows that 71 subjects were not permitted to participate in the survey because they used a device that was not a desktop, laptop or a tablet, they or someone else in their household worked for a market research or advertising agency, a supermarket, grocery store, food discount store, or a convenience store. 62 individuals who did less than half of the grocery purchases for their household were not included in the final survey sample as well. Also excluded from the final sample were 57 respondents that stated they had purchased "Renifs" in the previous three months or intended to purchase "Renifs" in the following three months.

The respondents were U.S. consumers of crispbread/crispbread slices and/or crackers/flatbread. Only respondents who had purchased crispbread/crispbread

slices and/or crackers/flatbread in the previous three months or who planned to purchase crispbread/crispbread slices and/or crackers/flatbread in the following three month were included in the survey. **Appendix 6** shows the demographic distribution of the subjects in the survey sample.

The questionnaire was programmed in Qualtrics: a software designed to convert a questionnaire to a survey instrument that respondents can access from their own computer. Qualtrics software enables users to do many kinds of online data collection and analysis including market and consumer research.

In order to avoid order bias in the responses, the order of products presented in questions S9 and S10 was randomized. In addition half of the subjects in the survey were presented with Q1 before Q3, and the other half were presented with Q3 before Q1. In addition the order of responses for both Q1 and Q3 were randomized as well.

The participants in the survey answered the questions interactively. Respondents were not permitted to review their answers or to return to previous questions once they started the survey. **Appendix 5** contains the screenshots of the test and control questionnaires in the format they were used to collect the data for the survey.

Questions Q1 and Q3 were designed to elicit spontaneous responses from the subjects in the survey as to whether or not, in association with Real Foods' Corn Thins product, they associated CORN THINS or ORGANIC with only one company, more than one company, or no company. The subjects were also offered the opportunity to state that they did not know the answers to Q1 and Q3. Probing questions Q2 and Q4 were added to assess whether there were any particular reasons that were relevant to the subjects' perceived association of CORN THINS or ORGANIC with only one company, more than one company or no company. The results of the survey are reported below.

The Results:

The subjects that answered the survey were representative of US buyers of crispbread/crispbread slices and/or crackers/flatbread. Appendix 7 shows that 51.1%of the test subjects were female and 48.9% were male. Appendix 7 also shows that the age distribution of subjects in both the test and the control survey is representative to the US population age distribution. A list of the states in which both test and control subjects reside can also be found in Appendix 7. Respondents were residents of 46 of the 50 states. It is clear from the demographic profiles of the survey subjects that they are representative of the US population as well as of US buyers of crispbread/crispbread slices and/or crackers/flatbread (only subjects that had purchased crispbread/crispbread slices and/or crackers/flatbread in the previous three months or that planned to purchase crispbread/crispbread slices and/or crackers/flatbread in the following three months were included in the survey).

Appendix 7 shows a summary of the results of the survey. **Appendix 8** reports the subjects' verbatim responses to Q1 and Q2, and to Q3 and Q4. Finally **Appendix 9** is a compendium of all individual responses to the survey.

The survey results clearly indicate that CORN THINS has not acquired secondary meaning among U.S buyers of crispbread/crispbread slices and/or crackers/flatbread. 89 subjects (21.7%) in the survey indicated that they associated CORN THINS with only one company, while 47 subjects (11.4%) in the survey indicated that they associated ORGANIC with only one company. Subtracting the "noise" results from the test results shows that a net of only 10.3% of the subjects in the sample associated CORN THINS with only one company. Furthermore, 73 subjects (17.8%) associated CORN THINS with more than one company and 117 subjects (28.5%) associated CORN THINS with no company. The remaining 132 subjects (32.1%) said they did not know. Thus a significantly higher percentage of respondents associated CORN THINS with more than one company or no company (total of 46.3%) than with only one company. These results clearly indicate that the primary significance of CORN THINS among relevant consumers is not a designation of a single source, and therefore CORN THINS has not acquired secondary meaning.

An examination of the verbatim responses to Q2 ("Why do you say that?") which followed Q1 ("With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?") further indicated that many of the subjects who answered Q1 by stating that they associated CORN THINS with only one company, were in fact thinking of company other than Real Foods. Examples of responses to Q2 by subjects that associated CORN THINS with only one company are:

"Quaker"
"Rice Cake"
"Quaker makes them and I've not seen them made by anyone else"
"I am mainly familiar with lundberg rice crisps"
"Quaker Oats"
"Because I don't many companies (sic) who make this except for Quaker"
"Meijer"
"Kraft"
"Fritos"
"I can only think of one brand of rice cakes"
"probably"
"General Mills"

42 of the 89 subjects who indicated "only one company" in response to Q1 specified the name of a company other than Real Foods (37 of the 42 indicated Quaker) and two specified more than one company.

The survey clearly shows that there is no evidence of secondary meaning.

Qualification, Personal Background and Compensation:

My name is Isabella Cunningham. I am the Ernest A. Sharpe Centennial Professor in Communication and the past Chair of the Advertising and Public Relations Department at The University of Texas at Austin, in Austin, Texas. I am the author and coauthor of several books and numerous academic articles in marketing and advertising. I have also published several refereed papers in academic proceedings and have made numerous presentations to both academic and professional audiences.

I am a member of several academic journal review boards and have served on numerous academic and professional committees as both a member and in leadership positions. I have also served on the Board of Directors of three public and private corporations, and am presently a member of the Board of Directors of a public corporation and of a private Texas financial company. I am also a member of the Advisory Board of two privately owned companies and am a member of the board of several non-profit organizations.

I have taught marketing and advertising courses at The University of Texas for the past 40 years and have served as Chair of the Department of Advertising from 1978 to 1985 and have served again as the Chair of the Department of Advertising and Public Relations from 2001 to September 2014. Before joining the faculty at The University of Texas, I was Assistant Professor of Marketing and Acting Dean of the Business School at St. Edward's University.

I have been a marketing and advertising consultant to several businesses and have been retained as an expert witness in several lawsuits. I have offered expert opinions and have been deposed and/or testified in several of them. A short list of the cases in which I have testified/served as a witness in the past five years is shown in **Appendix 1**. A complete professional and academic resume is shown in **Appendix 2.**

I am being compensated for my work in this case at the rate of $600.00 per hour. My compensation is not contingent on the outcome of this matter nor on the opinion that I express.

Isabella Cunningham

Sept. 26, 2014

Isabella Cunningham

Date

APPENDIX 1

Dr. Isabella Cunningham
Cases retained as an expert witness since 2009.

- *American Airlines Inc. v. Yahoo! Inc. and Overture Services Inc., d/b/a/Yahoo! Search Marketing (Cantey Hanger LLP-Dallas and its correspondent California Law Firm) 2009
- Michael Angelo v. Buitoni (Pirkey Barber in Austin) 2010
- Merrick Pet Care v. Blue Buffalo Company, LTD. (Pirkey Barber in Austin) 2011
- American Airlines v. Sabre Travel (Cantey Hanger LLP) 2011
- *Louisiana Fish Fry Products, Ltd. v. Bruce Foods, Inc. (Roy Kiesel, Ford Doody & Thurmon) 2011
- North American Pipe Corp. v. Benjamin Media Inc. (Schultz & Associates, P.C.) 2011
- Daniel R. Castro v. Entrepreneur Media, Inc., (Latham & Watkins) 2011
- Robin Singh Educational Services Inc. v. Test Masters Educational Services Inc. (Pirkey Barber) 2011
- Nestle Toll House v. Log House Foods, (Mayer Brown LLP) 2011
- *TGIF v. Stripes, (Pirkey Barber) 2012
- *Eastman Chemical v. Plastipure, Inc. and Certichem, Inc. (Fritz, Byrne, Head & Harrison, PLLC) 2012
- *Peveto Companies, Ltd. v. Brakes Plus, Inc. (Wojciechowski & Associates, P.C.) 2013
- Louangel, Inc. et al. v. Darden Restaurants, Inc. (Gunn, Lee & Cave, P.C.) 2013
- *Kurt Tompkins et al. v. Brookstone, Inc., et al (Cantor Colburn LLP) 2013
- *Dines v. Toys "R" Us (Morgan, Lewis & Bockius LLP) 2014
- Pines Nursing Home v. RehabCare (Broad and Cassell) 2014
- MD Anderson Cancer Center (Pirkey Barber) 2014
- General Mills (Pirkey Barber) 2014
- *Amy's Ice Creams, Inc. v. Amy's Kitchen, Inc. (Pirkey Barber) 2014
- *U.S. Risk Insurance Group, Inc. v. United States Risk Management, L.L.C. (Ford Nassen & Baldwin, P.C.) 2014

* Cases where Dr. Cunningham provided testimony at deposition or trial

APPENDIX 2

Dr. Isabella Cunningham
Ernest A. Sharpe Centennial Professor in Communication
The University of Texas at Austin

1412 Barton Creek Boulevard, Austin TX 78735
Office (512) 471-8126; Home (512) 306-9701; Fax (512) 306-9731

ACADEMIC DATA

J.D. - Faculdade de Direito da Universidade Catolica de Sao Paulo, Sao Paulo, Brasil, 1964

M.B.A. - Marketing - Escola de Administracao de Empresas de Sao Paulo, da Fundacao Getulio Vargas, Sao Paulo, Brasil, 1966

M.B.A. - Marketing - Michigan State University, 1968

Ph.D. - Marketing, with cognate areas in Economics, Physical Distribution and Communication - Michigan State University, 1972

TEACHING EXPERIENCE

Ernest A. Sharpe Centennial Professor in Communication, The University of Texas at Austin, 1983 to present.

Professor of Advertising, Department of Advertising, The University of Texas at Austin, 1981 to present.

Associate Professor of Advertising, Department of Advertising, The University of Texas at Austin, 1976 to 1981.

Assistant Professor of Advertising, Department of Advertising, The University of Texas at Austin, 1974 to 1976.

Visiting Assistant Professor of Marketing, Department of Marketing Administration, The University of Texas at Austin, 1973 to 1974.

Assistant Professor of Marketing, Center of Business Administration, St. Edward's University, Austin, Texas, 1971 to 1972.

Assistant Professor of Marketing, Escola de Administracao de Empresas de Sao Paulo da Fundacao Getulio Vargas, Sao Paulo, Brasil, 1969 to 1971.

Teaching Assistant in Marketing, Michigan State University, East Lansing, Michigan, 1968 to 1969.

ADMINISTRATIVE DUTIES

(At The University of Texas at Austin)

Chair, Department of Advertising, September 2002 to 2014. In addition to the duties required of the Chair, traveled to New York, Chicago, Dallas, Los Angeles, San Francisco, and overseas to acquire and secure funding for scholarships and internships. Also, traveled extensively to do major fundraising for the College and Department.

Chairman, University of Texas Enrollment Task Force Review, appointed by President Powers, September 2008 to present. Charged with reviewing progress made on enrollment for The University and with making new recommendations for continued improvement.

Member, University of Texas Admission and Registration Committee, elected by members of the Faculty Council, 2007 to 2008 and 2008 to present.

Member, University of Texas Committee for Graduation. Elected by Faculty Council, 2007-2008.

Member of the Women's Athletic Council, appointed by President Powers, 2007 to present.

Member Jackson School Committee for Promotion and Tenure, appointed by President Faulkner, 2005 to 2008.

Chairman, University of Texas Enrollment Task Force, appointed by President Faulkner, October 2003 to May 2004. Developed a plan for achieving optimum enrollment at The University.

Member, University of Texas Women's Athletics Hall of Fame Committee, 2001 to present.

Member of the Board, University Coop, 2003 to 2007.

Member, Administrative Council, College of Communication, 2002 to present.

Chairman of the Board, University Co-op, 1970 to 1979, 1981 to 1982.

Graduate Advisor, Department of Advertising, 1976 to 1978.

Acting Chair, Department of Advertising, Spring/Summer 1978.

Chair, Department of Advertising, 1978 to 1985.

Member, Administrative Council, College of Communication, 1978 to 1985.

Chair, Women's Athletic Council, 1980 to 1985.

Member, Texas Student Publications Board of Operating Trustees, 1982 to 1984.

College of Communication Minority Liaison Officer for Department of Advertising, 1990 to 1991.

Member, Advisory Board, Institute of Latin American Studies, 1982 to present.

PCL Representative for Department of Advertising, 1991 to present.

Director for International Programs, St. Edward's University College of Communication, 1995-2000.

Member of the Board, St. Edward's University, 1985 to 2008.

Member of the Facilities Committee, and the Finance Committee of the Board, St. Edward's University, 1985 to 2006.

Acting Dean, Center of Business Administration, St. Edward's University, Austin, Texas, 1972 to 1973.

PUBLICATIONS

(Books)

1. (With W.H. Cunningham and R.M. Moore) A Study of Consumer Behavior in Brazil, monograph, the Bureau of Business Research, The University of Texas at Austin, 1976.

2. (With W.H. Cunningham and W.J.E. Crissy) Selling: The Personal Force in Marketing, Wiley-Hamilton, 1977.

3. (With W.H. Cunningham and W.J.E. Crissy) Effective Selling, J. Wiley and Sons, 1977.

4. (With G. Kozmetsky) Investment Management: A Book of Readings, The University of Texas Press, 1979.

5. (With W.H. Cunningham) Marketing: A Managerial Approach, Southwestern Publishing Company, 1980, 2nd ed., 1987.

6. (With W.J.E. Crissy and W.H. Cunningham) Metodos Efectivos de Venta, Mexico: Editorial Limusa, 1980.

7. (With W.H. Cunningham and D.W. Jackson, Jr.) Selling: The Personal Force in Marketing (Revised) J. Wiley and Sons, 1988.

8. (With J. Murphy) Advertising and Marketing Communication Management, Dryden Press, 1993.

9. (With Pei-Fen Li) Consumer Information Search and Decision Processes in a Web-Based Shopping Environment-A Monograph, 2009.

10. (With Zhenghua Sara Ye) An Exploratory Study of Search Advertising in China-A Monograph, 2009.

11. (With J. Murphy, L. Stavchansky de Lewis) Integrated Brand Promotion Management: Cases, Text, and Exercises, Kendall Hunt Publishing, 2011.

PUBLICATIONS

(Articles)

1. (With W.H. Cunningham) "The Urban In-Home Shopper: Socio-economic and Attitudinal Characteristics," *Journal of Retailing*, Vol. 49, Number 3, Fall 1973.

2. (With R.T. Green and W.H. Cunningham) "A Cross-Cultural Study of Subjective Product Attributes," in *Proceedings of the Association of Consumer Research*, November 1973.

3. (With R.M. Moore and W.H. Cunningham) "Urban Markets in Industrializing Countries: The Sao Paulo Experience," *Journal of Marketing*, Vol. 38, Number 2, April 1974.

4. (With R.T. Green) "Family Purchase Decisions: Substantial Changes Could Result from Women's 'Liberated' Attitudes," in *Proceedings from the Research Seminar in Marketing*, France, June 1974.

5. (With W.H. Cunningham and W. English) "Socio-psychological Characteristics of Undergraduate Marijuana Users," *Journal of Genetic Psychology*, Fall 1974.

6. (With R.T. Green) "Purchasing Roles in the U.S. Family, 1955 and 1973," *Journal of Marketing*, October 1974.

7. (With R.T. Green and W.H. Cunningham) "The Effectiveness of Standardized Global Advertising: A Cross-Cultural Research," *Journal of Advertising*, Vol. 4, Number 3, p. 25, Summer 1975.

8. (With R.T. Green) "Feminine Role Perception and Family Purchasing Decisions," *Journal of Marketing Research*, August 1975, p. 325.

9. (With W.H. Cunningham) "Consumer Protection: More Information or More Regulations?" *Journal of Marketing*, April 1976.

10. (With R.T. Green) "The Impact of Wives' Employment on Family Purchasing Roles," *Journal of Business Research*, October 1976.

11. Book Review of "The Female Consumer" by Rosemary Scott, in *Journal of Marketing*, Vol. 41, Number 3, July 1977, pp. 141-142.

12. (With W.H. Cunningham) "Standards for Advertising Regulation: The Least Reasonable Man Principle," *Journal of Marketing*, Vol. 41, Number 4, October 1977, pp. 92-97.

13. (With R.T. Green and W.H. Cunningham) "The Importance of Ipsatization in Cross-Cultural Research," *Public Opinion Quarterly*, Fall 1977, pp. 379-384.

14. (With J.H. Murphy and G. Wilcox) "The Influence of Program Environment on Humorous and Non-Humorous Advertising," *Journal of Advertising*, June 1979.

15. (With R.T. Green) "Working Wives in the United States and Venezuela: A Cross-National Study," *Journal of Comparative Family Studies*, Vol. X, Number 1, Spring 1979.

16. (With R.T. Green) "Family Purchasing Roles in Two Countries," *Journal of International Business Studies*, Vol. XI, Number 2, Spring/Summer 1980.

17. (With W.H. Cunningham and V.J. Blasko) "Advertising for Lawyers: An Exploratory Study of Four Different Appeals," SMA Proceedings, Ronald D. Taylor, John H. Summey, Blaise J. Bergiel, Editors; Southern Marketing Association, November 1981.

18. (With G. Kozmetsky and R. Peterson) "An Investigation of the Perceptions of Capitalism Among Texas Business Leaders," paper, Institute for Constructive Capitalism, Austin, Texas, 1981.

19. (With G. Kozmetsky and R. Peterson) "Issues of Concern Among Major Demographic Groups," paper, Institute for Constructive Capitalism, Austin, Texas, 1981.

20. (With R. Peterson and G. Kozmetsky) "Perception of News Media Toward Business," *Journalism Quarterly*, January 1982.

21. (With A. Hardy and G. Imperia) "Generic Brands versus National Brands and Store Brands," *Journal of Advertising Research*, October/November 1982.

22. (With G. Kozmetsky) Institute Paper, "Constructive Capitalism – Readings", Institute for Constructive Capitalism, Austin, Texas 1982.

23. (With G. Kozmetsky and R. Peterson) "A Definition of Capitalism - Its Theoretical and Practical Implications," paper, Institute for Constructive Capitalism, policy series, 1982.

24. "A Influencia dos Sistemas Interativos nas Tecnicas de Marketing," *Anais do II Enbra*, September 1982.

25. (With R.T. Green, et al) "Societal Development and Family Purchasing Roles: A Cross-National Study," *Journal of Consumer Research*, March 1983.

26. (With R. Peterson, G. Albaum and G. Kozmetsky) "Attitudes of Newspaper Business Editors and General Public Toward Capitalism," *Journalism Quarterly*, Spring 1984, pp. 56-65.

27. (With R. Godoy) "Psychosocial Characteristics of Battered Women - Information for Communication," Proceedings of the 23rd International Congress of Psychology, Acapulco, Mexico, September 1984.

28. (With C. Lee) "A Comparison of the Short-Run Relative Effectiveness of Free Samples vs. Advertising on Consumers' Attitudes Toward a Convenience Product - An Experiment," *Current Issues and Research in Advertising*, 1984, Vol. I, pp. 109-122.

29. (With G. Wilcox and L. Williams) "Targeting the Affluent: Implications for Advertisers," in Proceedings from the 12th International Seminar in Marketing Research, I.R.E.T. - La Londe sur Les Maures, May 1985, pp. 43-67.

30. (With L. James) "A Profile of Direct Marketing Television Shoppers," *The Journal of Direct Marketing*, 1987, Vol. 1, No. 4, pp. 12-23.

31. (With R. Ohanian) "Application of Primacy-Recency in Comparative Advertising," Current Issues & Research in Advertising, 1987, Vol. 10, Nos. 1 & 2, pp. 99-121.

32. (With W.H. Cunningham) "Stanley C. Hollander: The Scholar Behind Marketing and Retail Theory," *Historical Perspectives in Marketing*, Terence Nevett and Ronald A. Fullerton, Editors; Lexington Books, 1988, pp. 5-7

PRESENTATIONS AND COFERENCE PAPERS

*From 1991 forward, Dr. Cunningham has made presentations to University and community groups too numerous to list.

1. (With W.T. Anderson and W.H. Cunningham) "Personality and Status-Oriented Promotional Appeals," presented at the Southern Marketing Association, November 11, 1972, in Washington, D.C.

2. (With R. Moore and W.H. Cunningham) "Product Distribution Strategy in Semi-Industrialized Countries," presented at the Academy of International Business, December 27, 1973, New York, N.Y.

3. (With R.T. Green and W.H. Cunningham) "A Cross-Cultural Study of Subjective Product Attributes," presented to the Association of Consumer Research, November 8-11, 1973, New York, N.Y.

4. (With R.T. Green) "Family Purchase Decisions: Substantial Changes Could Result from Women's 'Liberated' Attitudes," presented to the Research Seminar in Marketing, June 4-10, 1974, Senanque Abbey, France.

5. (With R.T. Green and W.H. Cunningham) "A Cross-Cultural Study of Product Attribute Importance," presented to the American Psychological Association, August, 1974, New Orleans, LA.

6. (With W.H. Cunningham) "Food Retailing in Sao Paulo, Brazil," presented to the Southern Marketing Association, November, 1975, New Orleans, LA.

7. Panel Member: "Television Advertising to Children," Southwest Marketing Association, March 7, 1981, New Orleans, LA.

8. "Advertising for Lawyers: An Exploratory Study of Four Different Appeals," presented to the Southern Marketing Association Annual Conference, November, 1981, Atlanta, GA.

9. Panel Member: "Teaching Advertising and Promotional Strategy," Mid-South Marketing Conference, April, 1982, Long Beach, MS.

10. Presenter: "The Role of Department Chairmen in Advertising Education," Mid-South Marketing Conference, April, 1982, Long Beach, MS.

11. Lecturer: "Internationalizing the Advertising Curriculum," Third Annual AMA Faculty Consortium, July, 1983, Atlanta, GA.

12. Chair, Promotional Track, 1983 Southern Marketing Association Educators' Conference, Atlanta, GA.

13. "The Importance of Planning and Strategy for Direct Selling," presented at the Annual Meeting of Direct Selling Educational Foundation, April 11-12, 1985, Dallas, TX.

14. (With G. Wilcox and L. Williams) "Targeting the Affluent: Implications for Advertisers," presented at the 12th International Seminar in Marketing Research, I.R.E.T. La Londe sur Les Maures, May 29-31, 1985.

15. Moderator, Roundtable Discussion: "The Latino Challenge to Opinion Polling in the U.S.," Conference on Ignored Voices: Public Opinion Polls and the Latino Community, October 18, 1985, The University of Texas at Austin.

16. Panelist: Council of the Americas Business Environment Roundtable on Brazil, December 3, 1985, Houston, TX.

17. "Panorama do varejo nos Estados Unidos - Exemplos e licoes para hoje e amanha," presented to 1 Simposio de Administracao e Marketing do Varejo, April 7, 1988, Sao Paulo, Brazil.

18. Panelist: Society for Marketing Professional Services November 21, 1988, Austin, TX.

19. Panelist: Texas Travel Summit '91 "Foundations for Excellence," September 30-October 2, 1991, Fort Worth, Texas.

22. Presenter: Graduate Student Presentation "New Trends in Media," Universidad Mayor, November 13-19, 2007, Santiago, Chile.

23. Panelist: Representing the University at the Brazil Center, June 18-24, 2009, Rio de Janeiro, Brazil.

24. Presenter: Advertising Executive Master at UGAP-Union Guatemalteca De Agencias De Publicidad, May 10-13, 2009, Guatemala City, Guatemala.

25. Presenter (refereed paper): American Academy of Advertising Conference "Quick Service Restaurant Advertising and Consumption in the United States 1986-2007" with Sara Kamal and Gary B. Wilcox, March 18-21, 2010, Minneapolis, MN.

26. Key Note Speaker for the Jornadas Fronterizas Border Workshop presented by IC2 Institute, November 11, 2011, Austin, TX.

ONGOING RESEARCH

- Co-Authored "Exploring the Values of the Millennial Generation in Black and White" with Kevin Thomas, ongoing.
- Co-Authored "Marketing Communication Internships: Exploratory and Empirical Research on the Factors Influencing Intern Students' Job Satisfaction" with Seung Chul Yoo, submitted.
- Co-Authored "Marketing Communication Internship: The Exploratory Study of Finding Key Predictors of Student's Internship Success" with Seung Chul Yoo, ongoing.
- Co-Authored "Consumers' Media as an information broker: The impact of 'type' on user behavior and content perceptions-a model." with Kristin Stewart, submitted.
- Co-Authored "How media influence consumers' trust in advertising: The role of use frequency, motivation and expectancy." with Kristin Stewart, ongoing.
- Co-Authored "Beyond the Background: Affecting responses in video advertising by varying music prominence and evoked arousal." with Kristin Stewart and Vinnie Cicchirillo, ongoing.
- Co-Authored "An analysis of music prominence in advertising: Propositions for further research." with Kristin Stewart, Allison Auchter and Ben Wyeth, ongoing.

GRANTS, RESEARCH AWARDS

- IC2 Research Grant ($25,000), 2014-2015.
- USAA Future Payments Project, 2011
- Principal Investigator for TxDOT Strategic Marketing Program, 2011-present.
- Faculty Fellow, IC2 Institute, The University of Texas, 2008-2009, 2009-2010, 2010-2011, 2011-2012 and 2012-2013
- Recipient of the Robert C. Jeffrey College Benefactor Award, 2009-2010
- United States Postal Service Advertising Grant, 1997
- Internal Revenue Service Automated Filing Campaign, 1996
- Institute for Constructive Capitalism Grant, CKP Project on Capitalism, September, 1979 to 1983 - several ongoing research papers with Dr. George Kozmetsky and Dr. Robert Peterson.
- University Research Institute Grant, Fall 1976, to investigate "The Effectiveness of Bilingual Advertising."
- University Research Institute, Fall 1977, to investigate "Advertising of Professional Service - Lawyers."
- Austin Women's Center Research Grant, "A Study of Women Entrepreneurs," 1975.
- Outstanding Paper Award, "Advertising for Lawyers: An Exploratory Study of Four Different Appeals," Southern Marketing Association, November 1981.
- Institute of Human Development and Family Studies Grant for a Gerontology Project, May 1984.
- University of Cincinnati Direct Marketing Policy Center Grant to study "A Profile of Direct Marketing Television Shoppers," July 1985.
- Eckerd's Drugstores Research Grant to study "Differential Perceptions of National and Private Label Branded Nonprescription Drugs," Fall 1986.
- Institute of Human Development and Family Studies Grant to study "Aging and Self-Medication Decision Processes," Spring 1987.
- Institute of Human Development and Family Studies Grant to study "An Analysis of the Process of Persuasion on Younger and Older Adults," June 1987.

- Extension of University of Cincinnati Direct Marketing Policy Center Grant to study Shopping Behavior, May 1987.

Ph.D. COMMITTEES CHAIRED

- Dr. Cunningham has served and continues to serve as both chair and member of numerous doctoral committees and numerous masters' committees. The committees are too numerous to mention. Dr. Cunningham's students have achieved high honors and prestigious academic positions in the United States and abroad.

EDITORIAL BOARDS - CURRENT

- Member, Editorial Board of Journal of Current Issues and Research in Advertising, 1979 to present.
- Member, Editorial Board of Journal of Advertising, 1990 to present.
- Member, Editorial Board of Journal of Managerial Issues, 1988 to present.
- Member, Editorial Review Board of Journal of Marketing, 1992 to present.
- Member Editorial Review Board of Journal of Advertising Research 1992 to present.
- Member Editorial review Board of Journal of International advertising 1998 to present

EDITORIAL BOARDS - PREVIOUS

- Member, Editorial Board of European Journal of Marketing.
- Consultant and Reviewer, Prentice Hall Publishing Company.

UNIVERSITY COMMITTEES

Former Member of:

- Accessions Committee - The University of Texas Art Museum, 1987-2000
- Austin/UT Council, 1992 to 2000
- Ad Hoc Committee for the Allan Shivers Centennial Chair in Communication, 1998 to 2000
- Special Committee to Study the Funding of UT Men's and Women's Athletic Programs, 1982 to 1984
- Texas Excellence Awards Selection Committee, 1992 to 2000
- Committee on International Programs and Studies

- The Ronya Kozmetsky Centennial Lectureship for Women in Management
- Ad Hoc Committee on Intercultural/International Communication
- Ex-Students' Association Scholarship Committee
- Chairman, Committee to Select the Dean of the School of Communication, 1978
- Chairman, Consultative Committee to Advise the President Concerning the Selection of the Vice President for Academic Affairs, 1979 to 1980
- UT Faculty Women Steering Committee, 1985

Current Member of:

- Chair, Presidential Enrollment Task Force, 2008-2009
- Chair, Presidential Enrollment Task Force, 2004-2005
- Member, Presidential Curricular Reform Task Force, 2005-2006
- International Studies and Programs Committee, The University of Texas, 2000 to present
- Administrative Council, College of Communication President's EEO Committee, 1985 to present
- Brazilian Studies Committee, 1992 to present
- Latin American Collection Advisory Board, 1985 to present
- UT Press Advisory Committee, 1995 to present
- UT Women's Athletics Hall of Fame Selection Committee, 1992 to present
- ILAS Undergraduate Advisory Committee, 1985 to present
- Department of Advertising Alumni Relations Committee and Promotion Committee Representative, 1985 to present
- College of Communication Promotion and Tenure Committee, 1993 to 2005

Ad Hoc Member of:

- College of Communication Advisory Council, 1978 to 1985, and 2002 to present

UNIVERSITY AND COMMUNITY SERVICE

- Department of Public Safety Consultant, 1975 to 1976.
- Served as Consultant - Austin Women's Center, 1975 to 1976.
- First Vice-President, Austin Advertising Club, 1977-78, President 1978 to 1979.
- Faculty Sponsor for Women in Communication, Incorporated (WICI), 1978 to 1979.
- Faculty Sponsor, MBA Women's Association, 1980 to 1982.

- Member, Public Access to Lawyers Committee, State Bar of Texas, 1980 to 1985.
- Member, Austin Diocese Committee for Communication, 1981 to 1985.
- UT Delegate to the AIAW Annual Convention, Detroit, 1982.
- Co-Chairman, Committee to Establish Advertising Ethical Standards, Texas Student Publications Board, 1982 to 1983.
- UT Delegate to the NCAA Annual Convention, San Diego, January 1983; Dallas, January 1984.
- UT Delegate to NCAA Special Convention, New Orleans, June 20-21, 1985.
- Member of the Austin/UT Council, 1984 to 1985.
- Member, Austin Mental Health Association Board, 1985 to 1986.
- Member, Holy Cross Hospital Board of Trustees, 1985 to 1986.
- Member, Austin Lyric Opera Board of Trustees, 1986 to 1987.
- Member, South Central Texas Chapter Arthritis Foundation Board of Directors, 1987 to 1988.
- Member, Daughters of Charity Health Services of Austin Planning Council, 1986 to present; Chair, 1987 to 1988.
- Member, St. David's Hospital Women's Health Advisory Council, 1987 to 1988.
- Member, 1987 International Business Fellows Program.
- Member, 1988 International Business Fellows Selection Committee.
- Member, City of Austin Child Care Commission, and Chair of Public Awareness Committee, 1987.
- Member, Marketing and Publicity Committee, Capitol Area Boy Scouts of America Round-Up Planning Committee, 1987 to 1988.
- Faculty Advisor, Beta Alpha Phi International Honor Society, 1987 to 1990.
- Member, Capitol Area Boy Scouts of America Executive Board, 1987 to 1992; Advisory Council, 1992 to 1998.
- Member, Board of Texas State Committee of National Museum of Women in the Arts, 1987 to 1992; Co-chair, 1988 to 1990.
- Member, Tourism Advisory Committee, Texas Department of Commerce, 1988 to 1991.
- Member, Special Populations Media Subcommittee, American Cancer Society, Texas Division, Inc., 1988 to 1990.
- Member, Advisory Board, Premiere 1989 Gala (Promoting Dallas Communication Industry), 1988.
- Member, Board of Communities in Schools-Austin, 1989 to 1990.
- Member, Austin Diocesan Forum, 1988 to 1992.

- Member, Austin Chamber of Commerce National Public Relations Committee, 1989 to 1990.
- Member, Marketing Committee of the United Way/Capitol Area, 1991 to 1992.
- Member, Campaign Executive Committee of the Allan Shivers Radiation Therapy Center, 1991 to 1993.
- Member, Lone Star Girl Scout Council's Mirrors Project, 1992 to 1997.
- Member, The Settlement Club, 1986 to 1990; Associate Member, 1991 to present.
- Member, Texas Hill Country Wine and Food Foundation, 1999- 2005
- Member, Board of Susan G. Komen Breast Cancer Foundation, and Campus Sponsor for "Race for the Cure", 1986 to 1990
- Member, Sunset Advisory Commission, 1995 to 1997, appointed by the Lieutenant Governor.
- Member, Board of Directors of Austin Smiles, 1992 to 2000
- Member, Austin Theater for Youth, 1995 to 2000.
- Member, Jocalia Investment Group, ($200,000 invested) 1978 to 2010.
- Member, Advisory Board of Trustees of the National Wildflower Research Center, 1986 to 2006.
- Member, St. Edward's University Board of Trustees, 1985- present.
- Member, Board of National Museum of Natural History, Smithsonian Institution, 1993 to 2007.
- Member, Texas Advisory Board of the Children's Defense Fund, 1999 to present.
- Member, Advisory Board of the Texas Medical Association Foundation 1999 to present.
- Member, Advisory Board of the Texas Heart Fund, 1999 to 2007.
- Member, Advisory Board of eCampus Tours, 2012.

PROFESSIONAL ASSOCIATIONS

- The Wine and Food Association, Emeritus Board Member, 2010-2011
- American Academy of Advertising
- American Marketing Association
- Brazilian Bar Association
- Southern Marketing Association
- Austin Advertising Club - President 1978 to 1979
- American Advertising Federation

- Advertising Research Foundation

HONORS

- Beta Gamma Sigma
- Phi Kappa Phi
- Who's Who of American Women
- Who's Who of Young Women
- Who's Who in America
- Who's Who in Advertising

CORPORATE BOARDS

- Member Franklin Federal Bank Board of Directors, 1985 to 1987 (Member Audit Committee, Chair Marketing Committee)
- Member, RepublicBank Northwest Board of Directors, 1987 to 1990; RepublicBank Williamson Co. Advisory Board, 1987 to 1988.
- Advisory Director, Wells Fargo Bank, 1996-2001
- Member of the Board of Directors of Dupont Photomasks, 2001 to 2005 (Audit Committee member, Chair of Governance Committee)
- Member, Cornell Companies Board of Directors, 2004 to 2005 (Audit Committee member, Governance Committee member)
- Member of the Board of Directors of XILIX Corporation (a privately held company), 2001 to 2008.
- Member, VIAD Company Board of Directors, 2005 to present.
- Member, Board of Directors, Pioneer Bank of Texas, 2007 to present.
- Member, Advisory Council, Pyrix Company, Austin, 2008 to present.
- Member, Advisory Board, Le Metier De Beaute, New York, 2008 to present.

CONSULTING

- Appointed consultant to the Cotton Board, 1984 to 1986.

- Chairman of the Board of the University Co-op ($10,000,000 annual sales), 1979 to 1980; member of the Board of the University Co-op 1978 to 1982.

- Research Consultant - RGK Foundation, 1981 to 1984.

- Research Consultant - Metropolitan Research, Inc., 1975 to 1985. Served as consultant to British American Tobacco; Lone Star Beer Company, Lamar Savings; Romeo and Associates Advertising Agency; J-Wise Properties Ltd.; HEB Food Stores; Brooks, Johnson, & Zausmer Advertising; Bonner McLane Advertising; Denmark Shop; Texas Savings and Loan League; The Alpha Group (Mexico); Southland Corporation; Texas Pharmaceutical Association.

- Expert Witness in legal cases involving advertising worked with Texas Attorney General's Office (John Hill and David Talbot) in Austin; Richard Shannon in Dallas; Don Grissom in Dallas; Hector De Leon in Austin; David Sapp in Austin; and Paula Hinton of Vinson and Elkins in Houston.

- Consultant for Advertising and Mass Communications for several non-profit organizations: The National Wildflower Research Center, St. Michael's Academy, Texas Mental Health Association, Wild Basin Park Board of Trustees, 1984 to present.

- Worked with Arnold & Porter, Jones Day, Fulbright & Jaworsky, Ted Lee, Gendry & Sprague, Benckenstein & Oxford, Vinson & Elkins, Gunn & Lee, Shook, Hardy & Bacon, and Adams & Reese on several cases as an Expert Witness since 1992. Some of the cases for which expert witness services were rendered are: Class action suit against ARCO et al. involving several states (New York, Rhode Island, Massachusetts, Ohio, Connecticut) regarding advertising of lead paint; three class action suits involving plaintiffs in Texas, Oklahoma, and California against Compaq, eMachines and Hewlett Packard for sales of defective products (still ongoing); a class action suit against American Tobacco, plaintiff: the State of Sao Paulo, Brazil (worked with Adams & Reese); Bayou City Ford v. Sterling., Houston; Mark Phipps & Phipon Inc. v. Praxair Inc., 1998, (worked with Eimer Stahl Klwon & Solby (Chicago); Karopa v. MPII et al., in Bexar County; Service Experts Co. v. Service Master Co. et al, (with Patton Boggs, Dallas), 2004; Clark Ford Inc. v. Ford Motor Co. (with Sapp & Sapp), 2002; Methodist Health Care System of San Antonio, Ltd. v. Medicath Corporation, 2003; FTC v. Exxon Corp., (with Covington & Burley), 1996; Nemesys Music Technology v. East West Communication, Inc. (with Taylor & Dunham) 2000; in addition Dr. Cunningham testified in a number of cases regarding corporate names and advertising for insurance companies in the State of Texas (Texas Insurance Commission) working with Hector De Leon from 1996 to 2000.

- Dr. Cunningham has been retained as an expert witness in several ongoing cases.

APPENDIX 3

Consumer Internet Survey (Secondary Meaning DRAFT) for TEST

Welcome to our survey. We are conducting a brief survey and would like to ask you a few questions. There are no right or wrong answers. We are only interested in your opinion. If you do not have an opinion, please feel free to say so. All of your answers will be confidential and you will remain anonymous.

When you are ready to continue to the next screen, click the red "Next" button below and to the right.

S1. What is your sex?

___ Male [*Continue to S2*]
___ Female [*Continue to S2*]

S2. In which category does your age fall?

___ Under age 18 [*Thank & Terminate*]
___ Age 18 to 30 [*Continue to Question S3*]
___ Age 31 to 45 [*Continue to Question S3*]
___ Age 46 to 60 [*Continue to Question S3*]
___ Age 61 and older [*Continue to Question S3*]
___ Prefer not to say [*Thank & Terminate*]

S3. In what state do you currently reside? _____
[*If not in the USA, Thank & Terminate*]

S4. What type of electronic device are you using to complete this survey?
[*Devices are presented in random order*]

___ Desktop computer [*Continue to Question S5*]
___ Laptop/notebook computer [*Continue to Question S5*]
___ Tablet computer [*Continue to Question S5*]
___ Smartphone [*Thank & Terminate*]
___ Other: _____ [*Thank & Terminate*]
___ Don't know / not sure [*Thank & Terminate*]

S5. Do you, or does anyone in your household, work for an advertising agency or marketing research firm?

___ Yes [*Thank & Terminate*]
___ No [*Continue to Question S6*]

S6. Do you, or does anyone in your household, work for a supermarket, grocery store, or a food discount store?

___ Yes [*Thank & Terminate*]
___ No [*Continue to Question S7*]

S7. Do you, or does anyone in your household, work for a convenience store?

___ Yes [*Thank & Terminate*]
___ No [*Continue to Question S8*]

S8. How much of the grocery shopping do you personally do?

___ all of it [*Continue to Question S9*]
___ almost all of it [*Continue to Question S9*]
___ half of it [*Continue to Question S9*]
___ less than half of it [*Thank & Terminate*]
___ none of it [*Thank & Terminate*]

S9. Which of the following products, if any, have you purchased in the last three months?

[*Products are presented in random order*]	**Have purchased in the last 3 months**	**Have not purchased in the last 3 months**	**Don't Recall**
Crispbreads / crispbread slices	☐	☐	☐
Crackers / flatbread	☐	☐	☐
Dry / hot cereals	☐	☐	☐
Frozen dinners	☐	☐	☐
Cat / dog food	☐	☐	☐
Canned meats	☐	☐	☐
Canned vegetables	☐	☐	☐
Corn chips / potato chips	☐	☐	☐
Nuts	☐	☐	☐
Renifs	☐	☐	☐

[*If survey participant has purchased "Renifs" in the last three months, Thank & Terminate*]
[*If survey participant has purchased* <u>*either*</u> "Crispbreads / crispbread slices" <u>*or*</u> "Crackers / flatbread" *in the last three months, continue to S11*]
[*If survey participant has not purchased* "Crispbreads / crispbread slices" <u>*and*</u> *has not purchased* "Crackers / flatbread" *in the last three months, continue to S10*]

S10. Which of the following products, if any, do you plan to purchase within the next three months?

[*Products are presented in random order*]	**Plan to purchase in the next 3 months**	**Do not plan to purchase in the next 3 months**	**Don't know/ not sure**
Crispbreads / crispbread slices	☐	☐	☐
Crackers / flatbread	☐	☐	☐
Dry / hot cereals	☐	☐	☐
Frozen dinners	☐	☐	☐
Cat / dog food	☐	☐	☐
Canned meats	☐	☐	☐
Canned vegetables	☐	☐	☐
Corn chips / potato chips	☐	☐	☐
Nuts	☐	☐	☐
Renifs	☐	☐	☐

[*If survey participant plans to purchase "Renifs" in the next three months, Thank & Terminate*]
[*If survey participant plans to purchase either* "Crispbreads / crispbread slices" *or* "Crackers / flatbread" *in the next three months, continue to S11*]
[*If survey participant does not plan to purchase* "Crispbreads / crispbread slices" *and does not plan to purchase* "Crackers / flatbread" *in the next three months, Thank & Terminate*]

S11. Survey Instructions

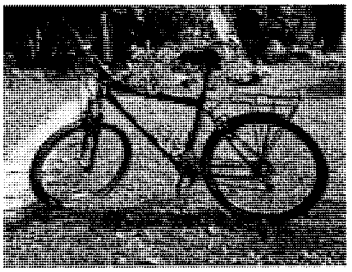
Before continuing with this survey, please carefully read these instructions:

- Please take the survey in one session.
- While taking this survey, please do not at any time open any other windows or tabs on this computer or any other computer.
- While taking this survey, please do not at any time use any hand-held electronic device, such as any smart phone.
- Please do not view any other written material or electronic devices while taking this survey.
- Please do not consult or talk with any person while taking this survey.

__ I have read the above instructions, understand them, and will follow them. [*Continue to Instruction P1*]

__ I do not understand the above instructions. [*Thank & Terminate*]

C1. Please look at the image below:



Can you clearly see the above image?

___ Yes [*Continue to C2*]
___ No [*Thank & Terminate*]

C2. What was the image you just saw on the screen?
[*Response options presented in random order*]

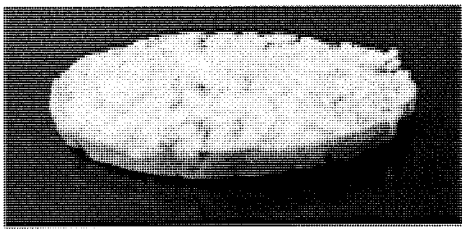
__ a bicycle [*Continue to P1*]
__ a baseball bat [*Thank & Terminate*]
__ a fur coat [*Thank & Terminate*]
__ an airplane [*Thank & Terminate*]
__ a television set [*Thank & Terminate*]
__ a mailbox [*Thank & Terminate*]
__ other: _____ [*Thank & Terminate*]

P1. The next screens will ask you some questions about a name of a product or products. If you can't answer a question or have no opinion, please so indicate.

When you are ready to continue, click the red "Next" button below and to the right.

[*Q1 and its sub-questions (Q2) and Q3 and its sub-questions (Q4) will be rotated*]

[*Image of corn thins is displayed here for both Q1 & Q3*]



Q1. With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?

[*Question responses within Q1 will be arranged to correspond with the order of response options as specified below*]
[*Order of response options are randomized into three sets: a/b/c/d or c/a/b/d or b/a/c/d*]

[a]___ Only one company.
[b]___ More than one company.
[c]___ No company.
[d]___ Don't know / no opinion

[Ask *Question 2 only if the response to Question 1 is option a, b, or c*]
Q2. Why do you say [*response from Q1*]

_____

<> I don't know / no opinion

Q2a. Anything else? _____

[*Image of corn thins is displayed here for both Q1 & Q3*]

Q3. With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?

[*Question responses within Q3 will be arranged to correspond with the order of response options as specified below*]
[*Order of response options are randomized into three sets: a/b/c/d or c/a/b/d or b/a/c/d*]

[a]___ Only one company.
[b]___ More than one company.
[c]___ No company.
[d]___ Don't know / no opinion

[Ask *Question 4 only if the response to Question 3 is option a, b, or c*]
Q4. Why do you say [*response from Q3*]

_____

<> I don't know / no opinion

Q4a. Anything else? _____

S12. The following questions are for classification purposes only. Your responses to them are also confidential and you will remain anonymous.

At any time during this survey did you open any other windows or tabs on this computer?

___ Yes [*Thank & Terminate*]
___ No [*Continue to Question S13*]

S13. At any time during this survey did you use any other computer?

___ Yes [*Thank & Terminate*]
___ No [*Continue to Question S14*]

S14. At any time during this survey did you look at or use any hand-held electronic device, such as any smart phone?

___ Yes [*Thank & Terminate*]
___ No [*Continue to Question S15*]

S15. At any time during this survey did you view any written material or consult or talk with any person?

__ Yes [*Thank & Terminate*]
__ No [*Continue to Question S16*]

S16. Within the past 3 months, have you participated in any Internet survey concerning CORN THINS?

___ Yes [*Thank & Terminate - but treat as "completion" for panel company*]
___ No [*Continue to end of survey*]

Thank you very much for your cooperation.

APPENDIX 4

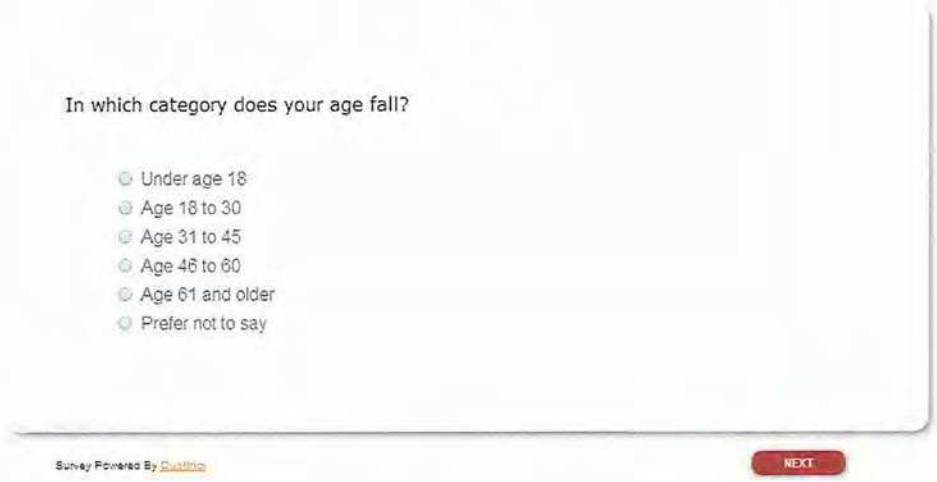
Disposition of the 748 Survey Participants Who Opened the Internet Survey

Reasons for Exclusion or Termination	Excluded	Balance
Total Data Records (survey participants who opened the survey)	748	748
Duplicate IP addresses	14	734
Voluntarily dropped out of survey	11	723
Age ineligibility	7	716
Device used was not desktop, laptop, or tablet)	8	708
Works for Market Research or Advertising Agency	24	684
Works for supermarket, grocery store, or food discount store	29	655
Works for supermarket covenience store	10	645
Does hardly any of the grocery shopping for household	62	583
Has not purchased crispbreads / crispbread slices or crackers / flatbread in past 3 months and does not plan to purchase in the next 3 months	84	499
Has purchased Renifs in last 3 months (Cheater)	54	445
Plans on purchasing Renifs in next 3 months (Cheater)	3	442
Did not understand or refused to adhere to instructions	1	441
Could not see image in the image test	1	440
Did not follow instructions (Cheater)	17	423
Participated in Internet survey concerning CORN THINS	1	422
Non-Responsive Verbatims	11	411
Valid Completed Surveys		411

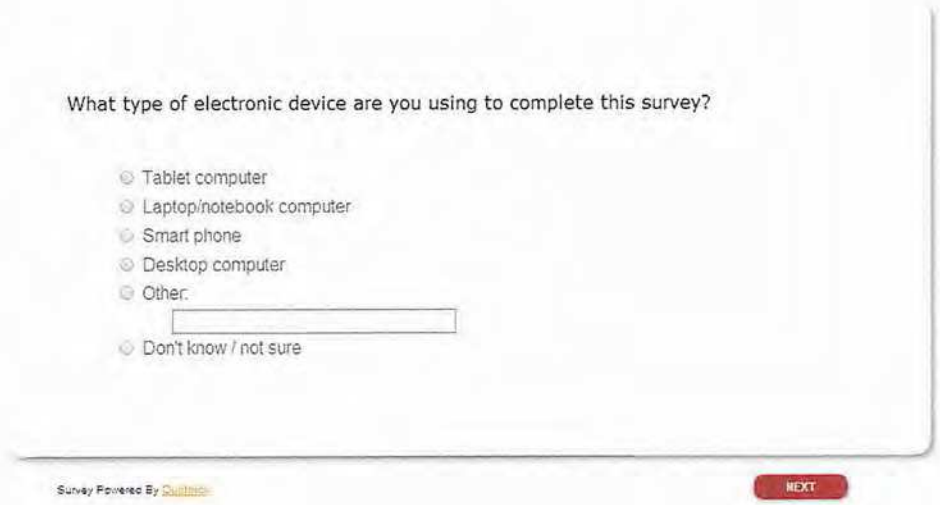
APPENDIX 5

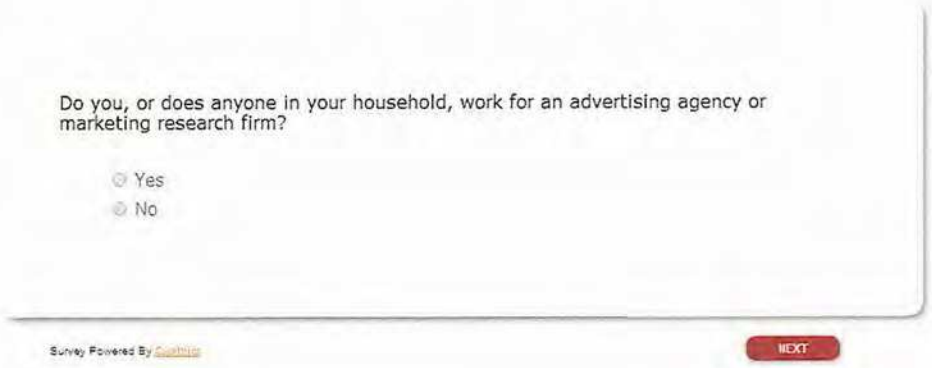
Welcome to our survey
We are conducting a brief survey and would like to ask you a few questions. There are no right or wrong answers. We are only interested in your opinion. If you do not have an opinion, please feel free to say so. All of your answers will be confidential and you will remain anonymous.
If you normally wear eye glasses or contact lenses to view your computer screen, please use them while taking this survey.
To begin the survey, please click the red "Next" button below and to the right.
Survey Powered By
NEXT

What is your sex?
Male
Female
Survey Powered By
NEXT

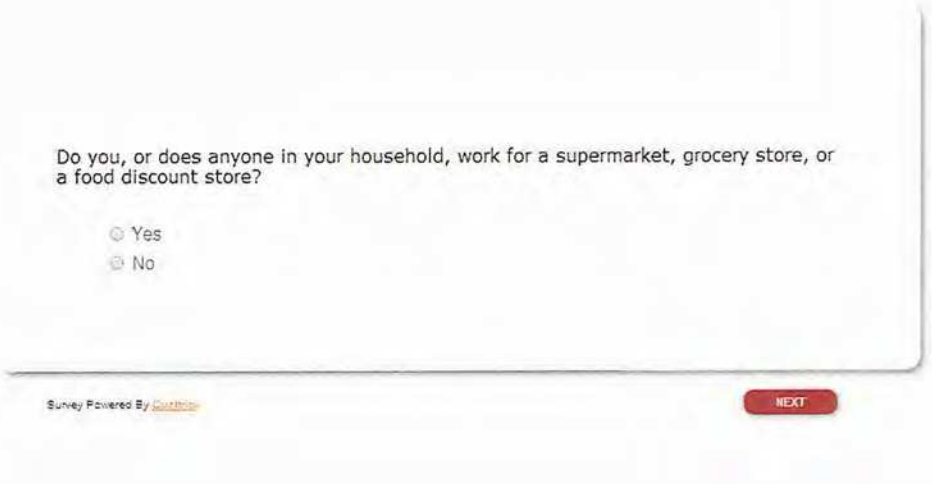

In which category does your age fall?
Under age 18
Age 18 to 30
Age 31 to 45
Age 46 to 60
Age 61 and older
Prefer not to say
Survey Powered By
NEXT

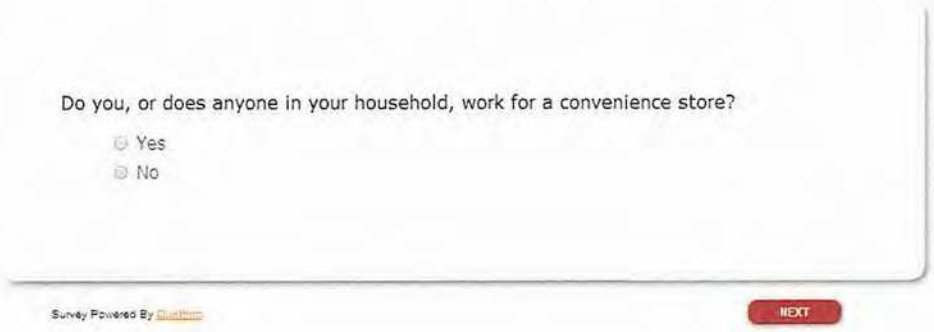
In what state do you currently reside?
Survey Powered By
NEXT

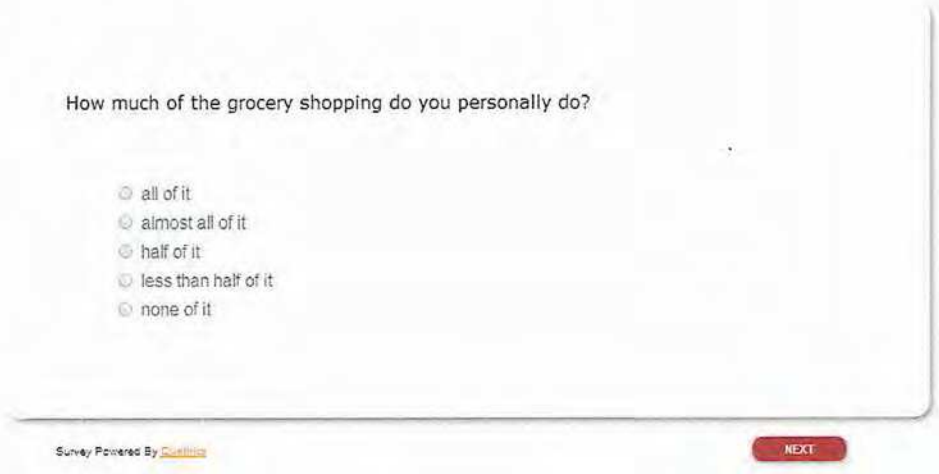

What type of electronic device are you using to complete this survey?
Tablet computer
Laptop/notebook computer
Smart phone
Desktop computer
Other:
Don't know / not sure
Survey Powered By
NEXT



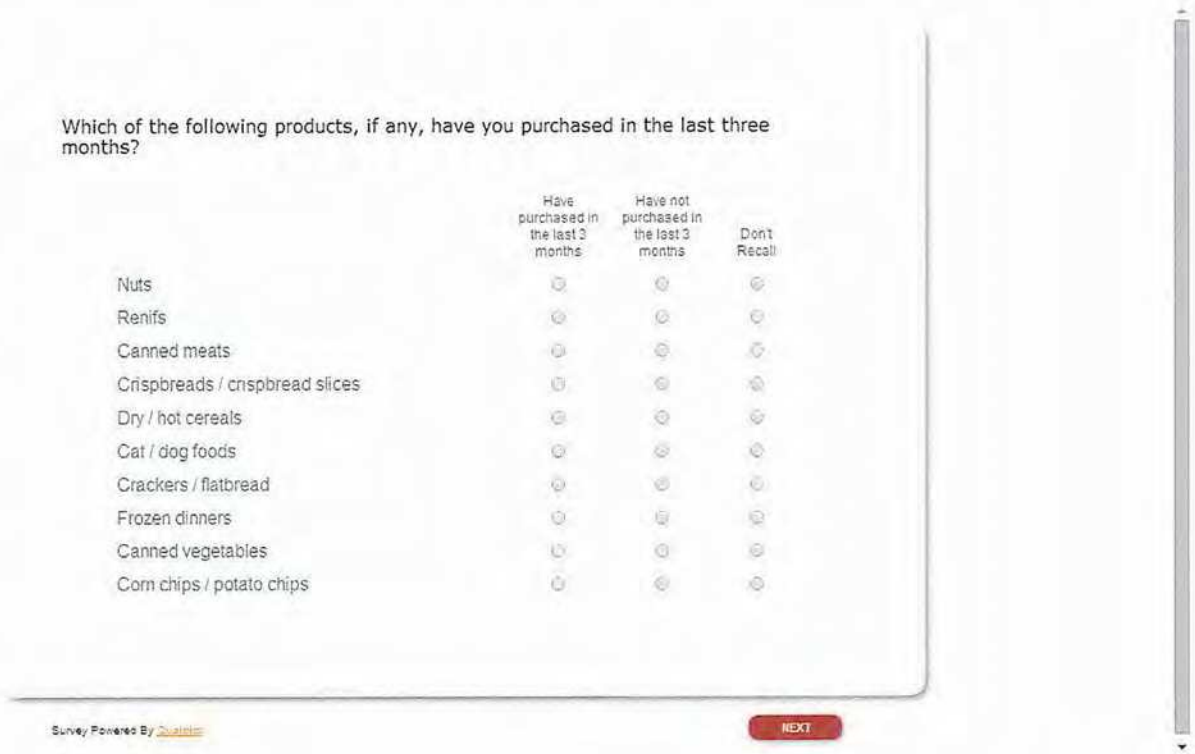
APPENDIX 2150


Do you, or does anyone in your household, work for a supermarket, grocery store, or a food discount store?
Yes
No
Survey Powered By
NEXT


Do you, or does anyone in your household, work for a convenience store?
Yes
No
Survey Powered By
NEXT

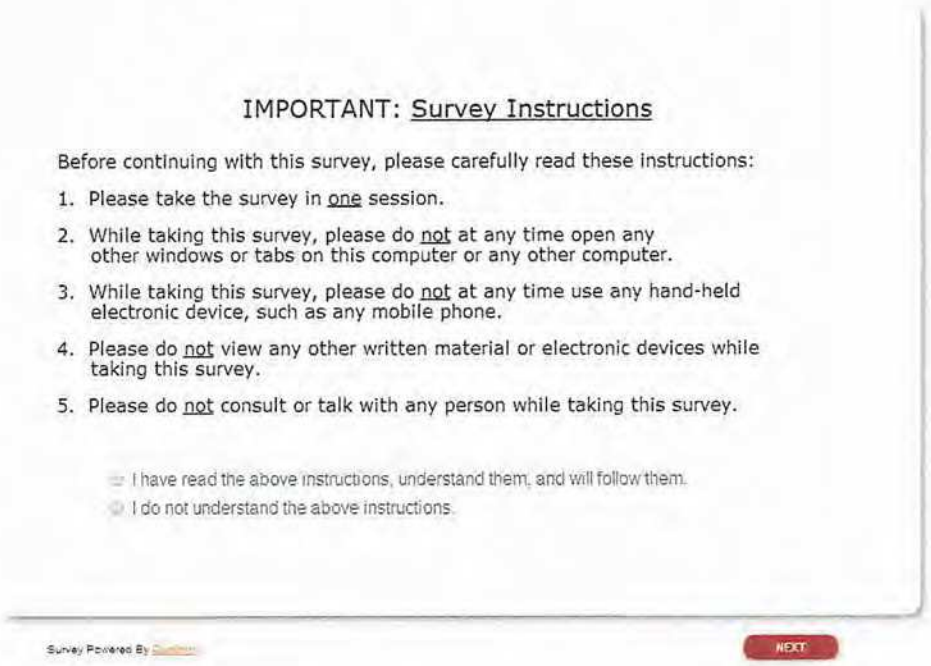


APPENDIX 2153



APPENDIX 2154

Which of the following products, if any, do you plan to purchase in the next three months?
Plan to purchase in the next 3 months
Do not plan to purchase in the next 3 months
Don't know / not sure
Dry / hot cereals
Cat / dog foods
Canned meats
Crackers / flatbread
Frozen dinners
Canned vegetables
Corn chips / potato chips
Nuts
Renifs
Crispbreads / crispbread slices
Survey Powered By
NEXT


IMPORTANT: Survey Instructions
Before continuing with this survey, please carefully read these instructions:
1. Please take the survey in one session.
2. While taking this survey, please do not at any time open any other windows or tabs on this computer or any other computer.
3. While taking this survey, please do not at any time use any hand-held electronic device, such as any mobile phone.
4. Please do not view any other written material or electronic devices while taking this survey.
5. Please do not consult or talk with any person while taking this survey.
I have read the above instructions, understand them, and will follow them.
I do not understand the above instructions.
Survey Powered By
NEXT

Please look at the image below:

Can you clearly see the above image?

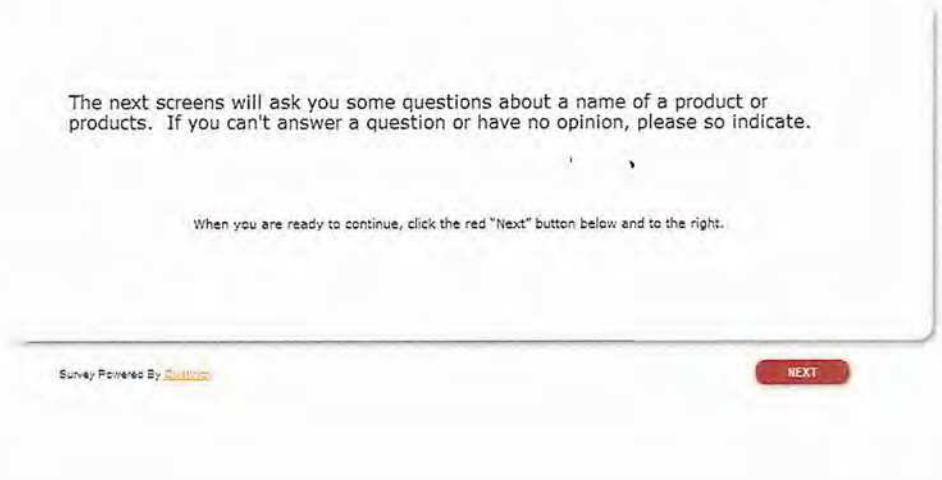
- Yes
- No

Survey Powered By

NEXT

APPENDIX 2157

APPENDIX 2158

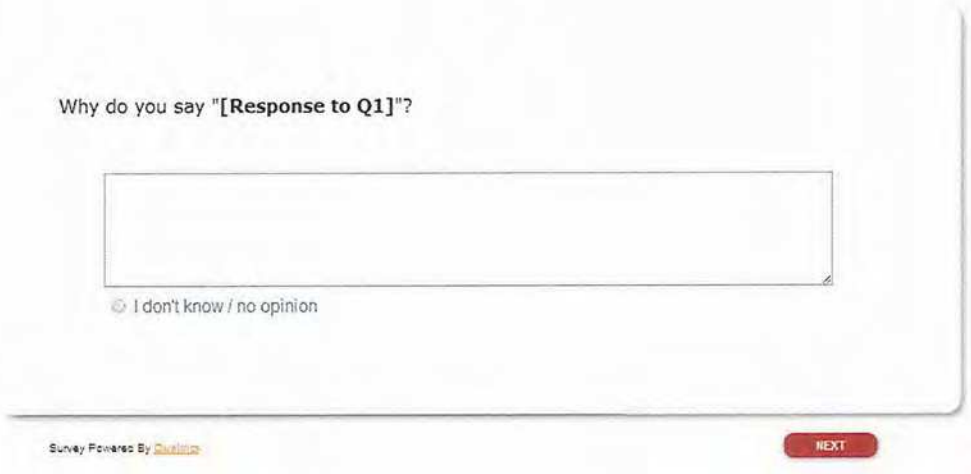

The next screens will ask you some questions about a name of a product or products. If you can't answer a question or have no opinion, please so indicate.
When you are ready to continue, click the red "Next" button below and to the right.
Survey Powered By
NEXT

With respect to the type of product shown above, do you associate CORN THINS with more than one company, only one company, no company, or don't you know?

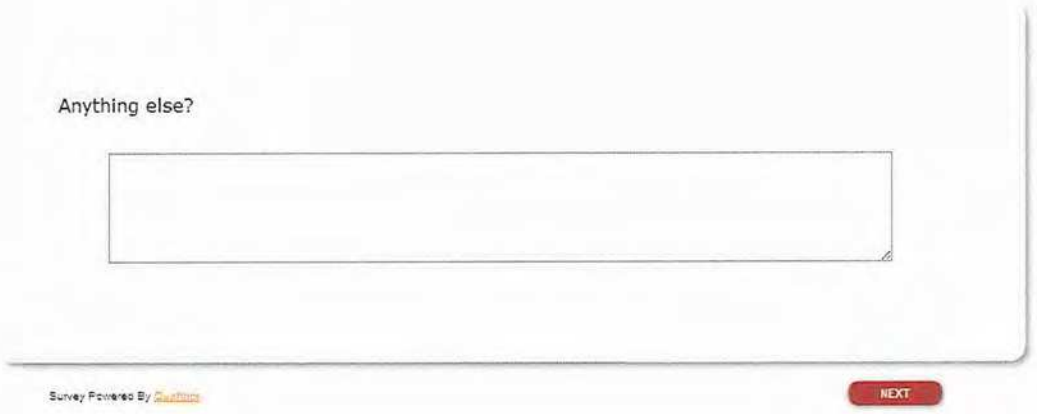
- More than one company
- Only one company.
- No company.
- Don't know / no opinion

Survey Powered By

NEXT



APPENDIX 2161



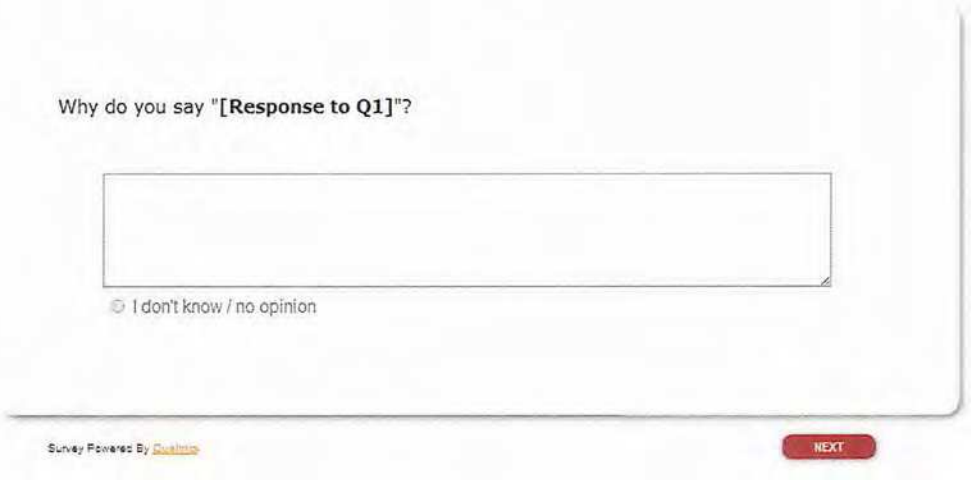
APPENDIX 2162

With respect to the type of product shown above, do you associate ORGANIC with more than one company, only one company, no company, or don't you know?

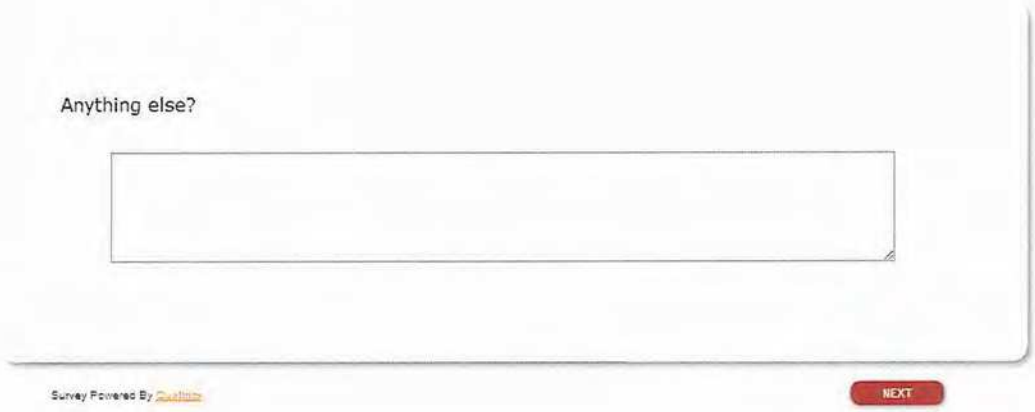
- More than one company
- Only one company.
- No company.
- Don't know / no opinion

Survey Powered By Qualtrics

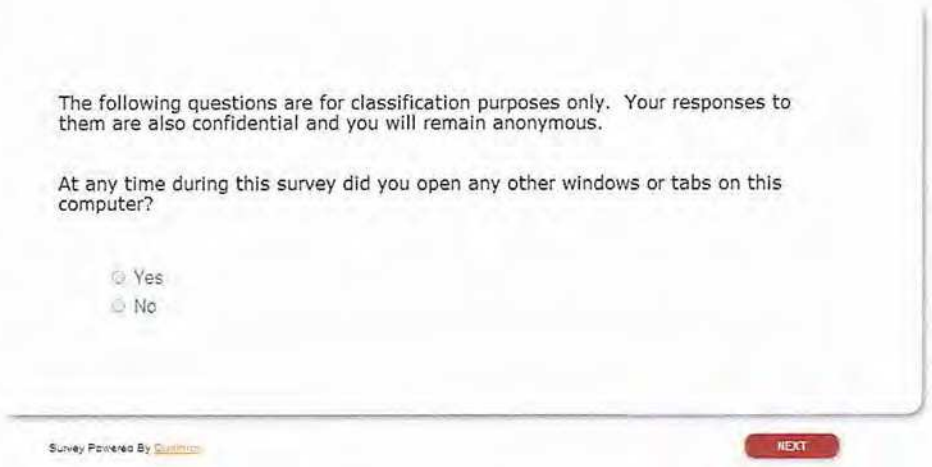
NEXT



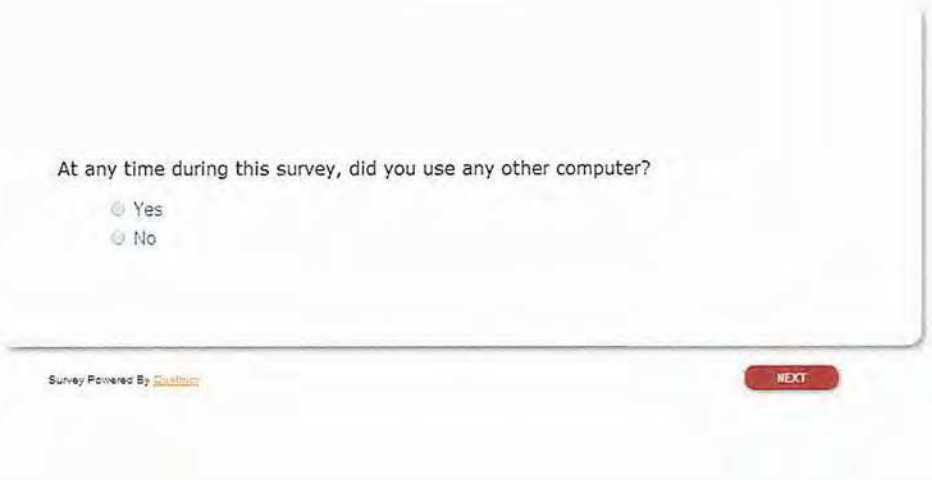
APPENDIX 2164

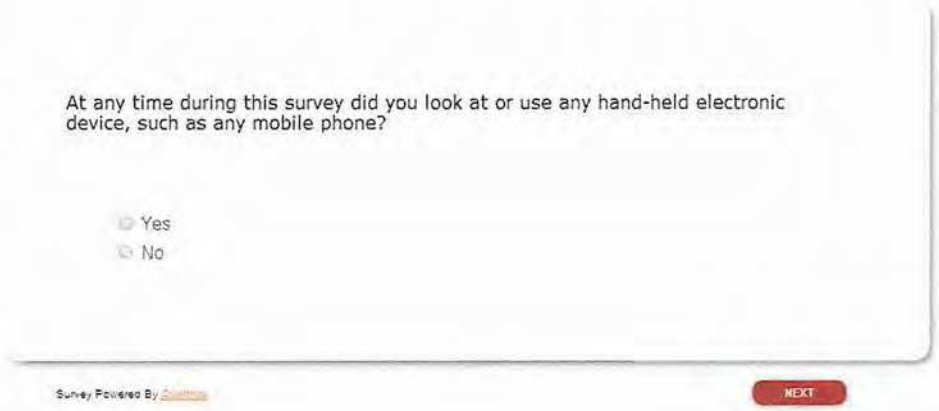


APPENDIX 2165

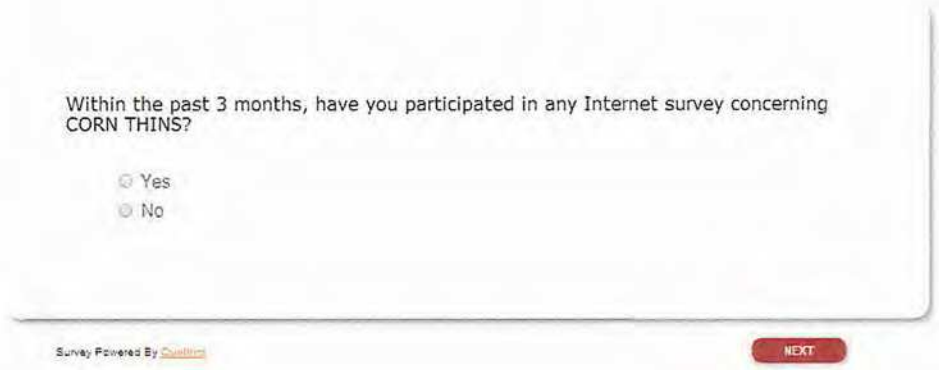


APPENDIX 2166


At any time during this survey, did you use any other computer?
Yes
No
Survey Powered By
NEXT


At any time during this survey did you look at or use any hand-held electronic device, such as any mobile phone?
Yes
No
Survey Powered By
NEXT

At any time during this survey did you view any written material or consult or talk with any person?
Yes
No
Survey Powered By
NEXT



APPENDIX 2170

APPENDIX 2171

APPENDIX 6

Demographics

S1 What is your sex?

		Frequency	Percent
Valid	Male	201	48.9
	Female	210	51.1
	Total	411	100.0

S2 In which category does your age fall?

		Frequency	Percent	Cumulative Percent
Valid	Age 18 to 30	87	21.2	21.2
	Age 31 to 45	101	24.6	45.7
	Age 46 to 60	99	24.1	69.8
	Age 61 and older	124	30.2	100.0
	Total	411	100.0	

S3 In what state do you currently reside?

		Frequency	Percent
Valid	Alabama	2	.5
	Arizona	7	1.7
	Arkansas	1	.2
	California	64	15.6
	Colorado	3	.7
	Connecticut	3	.7
	Delaware	1	.2
	Florida	37	9.0
	Georgia	16	3.9
	Hawaii	2	.5
	Idaho	2	.5
	Illinois	22	5.4
	Indiana	6	1.5
	Iowa	1	.2
	Kansas	2	.5
	Kentucky	7	1.7
	Louisiana	8	1.9
	Maine	3	.7
	Maryland	3	.7
	Massachusetts	15	3.6
	Michigan	12	2.9
	Minnesota	5	1.2
	Mississippi	2	.5
	Missouri	6	1.5
	Nebraska	3	.7
	Nevada	4	1.0
	New Jersey	8	1.9
	New Mexico	1	.2
	New York	31	7.5
	North Carolina	11	2.7
	North Dakota	1	.2
	Ohio	16	3.9
	Oklahoma	1	.2
	Oregon	7	1.7
	Pennsylvania	15	3.6
	South Carolina	5	1.2
	South Dakota	3	.7
	Tennessee	6	1.5
	Texas	24	5.8
	Utah	4	1.0
	Vermont	1	.2
	Virginia	10	2.4
	Washington	14	3.4
	West Virginia	4	1.0
	Wisconsin	10	2.4
	Wyoming	2	.5
	Total	411	100.0

APPENDIX 7

Results

Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?

		Frequency	Percent
Valid	Only one company.	**89**	**21.7**
	More than one company.	73	17.8
	No company.	117	28.5
	Don't know / no opinion	132	32.1
	Total	411	100.0

Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?

		Frequency	Percent
Valid	Only one company.	**47**	**11.4**
	More than one company.	128	31.1
	No company.	88	21.4
	Don't know / no opinion	148	36.0
	Total	411	100.0

Results: Three Separate Ordering of Response Optioins

Q1A With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?

		Frequency	Percent	Valid Percent
Valid	Only one company.	24	5.8	17.9
	More than one company.	26	6.3	19.4
	No company.	35	8.5	26.1
	Don't know / no opinion	49	11.9	36.6
	Total	134	32.6	100.0
Missing	System	277	67.4	
Total		411	100.0	

Q3A With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?

		Frequency	Percent	Valid Percent
Valid	Only one company.	14	3.4	10.4
	More than one company.	45	10.9	33.6
	No company.	29	7.1	21.6
	Don't know / no opinion	46	11.2	34.3
	Total	134	32.6	100.0
Missing	System	277	67.4	
Total		411	100.0	

Q1B With respect to the type of product shown above, do you associate CORN THINS with no company, only one company, more than one company, or don't you know?

		Frequency	Percent	Valid Percent
Valid	No company.	41	10.0	29.9
	Only one company.	34	8.3	24.8
	More than one company.	19	4.6	13.9
	Don't know / no opinion	43	10.5	31.4
	Total	137	33.3	100.0
Missing	System	274	66.7	
Total		411	100.0	

Q3B With respect to the type of product shown above, do you associate ORGANIC with no company, only one company, more than one company, or don't you know?

		Frequency	Percent	Valid Percent
Valid	No company.	29	7.1	21.2
	Only one company.	15	3.6	10.9
	More than one company.	41	10.0	29.9
	Don't know / no opinion	52	12.7	38.0
	Total	137	33.3	100.0
Missing	System	274	66.7	
Total		411	100.0	

Q1C With respect to the type of product shown above, do you associate CORN THINS with more than one company, only one company, no company, or don't you know?

		Frequency	Percent	Valid Percent
Valid	More than one company.	28	6.8	20.0
	Only one company.	31	7.5	22.1
	No company.	41	10.0	29.3
	Don't know / no opinion	40	9.7	28.6
	Total	140	34.1	100.0
Missing	System	271	65.9	
Total		411	100.0	

Q3C With respect to the type of product shown above, do you associate ORGANIC with more than one company, only one company, no company, or don't you know?

		Frequency	Percent	Valid Percent
Valid	More than one company.	42	10.2	30.0
	Only one company.	18	4.4	12.9
	No company.	30	7.3	21.4
	Don't know / no opinion	50	12.2	35.7
	Total	140	34.1	100.0
Missing	System	271	65.9	
Total		411	100.0	

APPENDIX 8

Verbatim Responses to Q1 and Q2 [CORN THINS]

			ID	Q2 Why do you say [Response from Q1]?	Q2P Anything else?
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Only one company.	1	1009	Because I can only think of Real corn thins	no
		2	1025	quaker	no
		3	1035	I have only seen it in one company .	No
		4	1037	only recall quaker product	no
		5	1046	Quaker	no
		6	1064	Rice Cake	no
		7	1076	quakeroats	qyajer
		8	1082	I have bought this product but can't remember the name of the co.	no
		9	1089	familiar with one brand	no should there be?
		10	1090	Fritos	No
		11	1101	i've only seen it with quaker	no
		12	1110	Because I can only recall the name of only one popular company that sells them	No
		13	1114	only one comes to mind	no
		14	1115	Quaker makes them and i've not seen them made by any one else.	they have a lot of different flavors of them, I have only had the chocolate one but I'm sure they are all good.
		15	1143	i can only think of one company that i think makes them	no
		16	1147	quaker	no
		17	1150	I've only seen these made by Quaker.	Nothing else
		18	1156	Probably only one company makes it	No
		19	1165	Quaker	No
		20	1166	Im only sure about one	no
		21	1169	I only know of one company that makes them	no
		22	1181	quaker	no
		23	1189	I can only recall one company associated with this	no
		24	1204	Quaker	n/a
		25	1211	I am mainly famliar with lundenberg rice crisps.	I'm sure other companies make them, but I usually buy only 1 brand.
		26	1215	quacker	no
		27	1237	Quaker Oats	maybe a store brand??
		28	1268	Quacker	Store brand
		29	1274	Quaker	no
		30	1284	cause its all i know	nope thats iits
		31	1289	I can only think of Quaker making them.	No.
		32	1294	iT' THE MAIN BRAND I CONSIDER.	NO
		33	1300	I only know of one company that sells corn thins	No
		34	1301	I only know of one brand of rice cakes	no
		35	1306	Quaker	no
		36	1317	Quaker popped into my mind. I am not aware of another company that makes these.	No
		37	1324	quakermis the only one I can think of	no
		38	1329	I only know of one company that produces them.	No
		39	1331	it is the one I think of	no
		40	1338	Because I don't many companies who make this except for Quaker.	No

Verbatim Responses to Q1 and Q2 [CORN THINS]

			ID	Q2 Why do you say [Response from Q1]?	Q2P Anything else?
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Only one company.	41	1357	only see one company with these	nope
		42	1390	Only recalled seeing them from one company.	no
		43	1419	quaker is the only one i know that makes rice cakes	no
		44	1430	I only see them in one section of the grocery store under 1 brand	no
		45	1437	Quaker is the only one I know	nope
		46	1448	i only know quaker oats	no
		47	1455	quaker	no
		48	1460	There's only one company I know that specifically sells that product.	You tell me.
		49	1468	only one stands out	not really
		50	1481	Seems rather specific to be from more than one company	no
		51	1495	meijer	none
		52	1500	Quacker	no
		53	1502	rice kripe	nope
		54	1537	because it does	no
		55	1580	it seems to be a quaker brand	no
		56	1588	Because I have only seen one brand with this product	no
		57	1597	probably	not exactly
		58	1598	becaused I can only think of one company that makes rice cake-like things.	no
		59	1600	Quaker	No
		60	1615	Fritos	no
		61	1618	Have never seen these	I don't think one company would steel ideas from another.
		62	1631	Only think of Quaker Oats.	no
		63	1634	Quaker	Nope
		64	1641	Kraft	General Mills
		65	1643	because corn thins are not a high quality product that multiple companies would want to have associated with their name.	no
		66	1649	Quaker	No
		67	1674	I only know of one company	no
		68	1681	Organic thins are made by Blue Chips	Garden of Eden, Tostitos
		69	1684	I can only think of 1 brand of rice cakes.	no
		70	1688	Quaker	No
		71	1689	Quaker	No
		72	1698	The brand that sticks out the most is Quaker.	No.
		73	1706	FRITO LAY	NO
		74	1718	i thought quaker made it	no
		75	1722	Looks like Quaker from the recent commercials I have seen.	no
		76	1724	Quaker	No
		77	1738	Only company I can think off is one.	No
		78	1067	["Don't know / no opinion" box checked]	I remember quaker making these
		79	1075	["Don't know / no opinion" box checked]	nothing
		80	1087	["Don't know / no opinion" box checked]	Nope
		81	1105	["Don't know / no opinion" box checked]	no
		82	1125	["Don't know / no opinion" box checked]	NO
		83	1179	["Don't know / no opinion" box checked]	N/a

Verbatim Responses to Q1 and Q2 [CORN THINS]

			ID	Q2 Why do you say [Response from Q1]?	Q2P Anything else?
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company,	Only one company.	84	1326	["Don't know / no opinion" box checked]	nothihg
		85	1347	["Don't know / no opinion" box checked]	no
		86	1484	["Don't know / no opinion" box checked]	I do not know
		87	1498	["Don't know / no opinion" box checked]	I dont know
		88	1609	["Don't know / no opinion" box checked]	No
		89	1611	["Don't know / no opinion" box checked]	none

Verbatim Responses to Q1 and Q2 [CORN THINS]

			ID	Q2 Why do you say [Response from Q1]?	Q2P Anything else?
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	More than one company.	1	1002	several companies have them	nope
		2	1004	many companies make these	no
		3	1012	I have seen the product under different types of brands.	No.
		4	1039	I thought I saw more than one on the shelf at the Grocery Store, some things look alike.	No
		5	1044	I have purchased several brands	No
		6	1045	Because I've seen them in the stores by more than one company	no
		7	1062	theres alot	no
		8	1066	It is manufactured by several companies	no
		9	1072	i can think of plenty of places that make rice cakes.	nope
		10	1078	There is more than one company that produces similar products.	No
		11	1102	That corn thin could have been made by any company.	No.
		12	1109	it could be any bodies	no
		13	1151	more than one company makes ricecakes	no
		14	1172	Because I have seen different brands of this product.	No
		15	1176	There are multiple companies that sell these.	No.
		16	1178	quaker and other brands	no
		17	1183	Because there are store brands.	N/A
		18	1188	there are more than one company that produces them	no
		19	1207	More than one company makes rice cakes	no
		20	1220	Rice Cakes	No
		21	1223	corn chips and corn patties are made by various companies	no
		22	1230	I've tried them before and remember that there are more than one company that makes and sells them	No
		23	1243	There has to be more than one company that makes this.	No.
		24	1261	they are good with multiple companies	nothing much
		25	1269	because some may taste better than the other	no
		26	1272	compitition	no
		27	1288	If theyre similar to those rice cakes being sold then yes because different cereal companies sell them as diet food.	If theyre corn and made in the U.S.then theyre likely gmo.
		28	1313	because there are several more	no
		29	1334	Quaker and special k	None
		30	1342	because I buy them and there are several brands	no
		31	1346	When looking at this product I can think of more than one company who sells it	No
		32	1348	more then one company makes these	no
		33	1361	because more then one company makes them	no
		34	1381	because it is so	no
		35	1389	there's a lot of branded goods	nothing else

Verbatim Responses to Q1 and Q2 [CORN THINS]

			ID	Q2 Why do you say [Response from Q1]?	Q2P Anything else?
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	More than one company.	36	1408	snack foods tend attract organic food purchasers	no
		37	1409	A lot of company's make them.	Nothing else.
		38	1420	Many companies produce it	None
		39	1461	A lot of stores have their own brand of these.	No, nothing else
		40	1475	because there are more than one company that makes these things.	no
		41	1530	made by multiple companies	no
		42	1556	I have seen many different brands of corn chips	no
		43	1564	Because more than one company can make these.	No.
		44	1590	Quaker, Kellog's	No
		45	1605	several companies make corn thins	no
		46	1622	There are many	I have used different brands.
		47	1632	I am think of the quaker brander and the store brand	no
		48	1651	there are different brands that make this type of product, thus "MORE THAN ONE COMPANY"	nope
		49	1652	I recall seeing different brands for the item	No
		50	1676	Because I have seen major brands, store,brands, organic brands.	No
		51	1682	Looks like I've seen them from multiple companies	No
		52	1685	I can think of several companies	none
		53	1693	I seem to remember seeing different brands although it is not something that I buy.	No
		54	1723	because it'd be hard to believe for me to think only 1 co. in the u.s. would make this product	no
		55	1744	any company can make there version	no
		56	1745	no particular company	no
		57	1016	["Don't know / no opinion" box checked]	I have seen that products in different brads.
		58	1130	["Don't know / no opinion" box checked]	no
		59	1182	["Don't know / no opinion" box checked]	no
		60	1186	["Don't know / no opinion" box checked]	no
		61	1201	["Don't know / no opinion" box checked]	no
		62	1263	["Don't know / no opinion" box checked]	no
		63	1310	["Don't know / no opinion" box checked]	no
		64	1319	["Don't know / no opinion" box checked]	no
		65	1386	["Don't know / no opinion" box checked]	no
		66	1391	["Don't know / no opinion" box checked]	no
		67	1402	["Don't know / no opinion" box checked]	no
		68	1536	["Don't know / no opinion" box checked]	No
		69	1601	["Don't know / no opinion" box checked]	None
		70	1640	["Don't know / no opinion" box checked]	no
		71	1726	["Don't know / no opinion" box checked]	No
		72	1735	["Don't know / no opinion" box checked]	no
		73	1740	["Don't know / no opinion" box checked]	na

Verbatim Responses to Q1 and Q2 [CORN THINS]

			ID	Q2 Why do you say [Response from Q1]?	Q2P Anything else?
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	No company.	1	1005	I never heard of corn thins	No
		2	1010	not sure who makes these	no
		3	1011	I don't know of a company that makes corn thins	Looks like a rice cake
		4	1028	I don't use them so I don't have an opinion	None
		5	1031	I didn't realize it was a corn thin.	No
		6	1055	Do use the product but I have seen it. I do not know any brands	no
		7	1058	Have no idea who makes them.	No.
		8	1077	I don't know who makes them	no
		9	1083	doesnt dound like a company	no
		10	1091	I don't know any company that makes this product	no
		11	1092	Because I don't have a clue if it is made out of corn	No
		12	1106	Never heard of this product, so therefore cannot associate it with a company	Not that I'm aware of
		13	1107	I have not used this product and don't know who produces it	no
		14	1119	Never heard of them.	no
		15	1121	never heard of corn thins	no
		16	1134	I am not familiar with them & therefore have no idea what company makes them.	no
		17	1137	I can't determine what that was.	No.
		18	1144	I'VE NEVER HEARD IF THE NAME OR DESCRIPTION "CORN THINS"	NO
		19	1148	Never heard of them	no
		20	1154	I have never heard a company call it's product "corn thins".	nothing else
		21	1155	I am unaware of a product called corn thins.	no
		22	1159	never heard of them before.it looks like a rice cake	no
		23	1162	haven't seen it before	none
		24	1163	I;ve never heard of these	No
		25	1164	It isn't what I thought it was, I never buy corn cakes.	no
		26	1168	I am not familiar with this product.	no
		27	1185	I've never heard of "Corn Thins" before, I thought the image was of a Rice Cake.	No.
		28	1197	don't know of any	na
		29	1206	never heard of corn thins	no
		30	1214	never heard of corn thins	no
		31	1246	Never heard of corn thins	No
		32	1252	Simply don't associate with any brand	No
		33	1255	i dont know what company makes them	nope
		34	1265	I've never heard of a corn thin	no
		35	1279	Never seen them	no
		36	1280	never seen this product	no
		37	1290	i have never bought corn thins	none
		38	1303	I haven't heard of them and can't think of company that would sell them	no
		39	1309	don't buy them	no
		40	1311	never heard of a corn thin	no

Verbatim Responses to Q1 and Q2 [CORN THINS]

			ID	Q2 Why do you say [Response from Q1]?	Q2P Anything else?
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	No company.	41	1312	I don't know which companies make them	no
		42	1344	not familiar with corn thins	no
		43	1350	I have never heard of 'corn thins' and can not associate it with any company	no
		44	1351	Because I have never heard of a product labeled just "corn thins,"	no
		45	1360	I have never heard of a corn thin	nope
		46	1362	belongs to no one	no
		47	1367	never seen them	no
		48	1370	I can't think of the company who makes them	Might be quaker oats
		49	1374	never saw this product before.	no
		50	1388	I don't associate rice cakes or corn thins with organic	no thank you
		51	1399	I have no idea what company makes this item.	No
		52	1418	I have never heard of a corn rice cake.	No
		53	1434	I don't even know what that is	No
		54	1436	Unfamiliar	no
		55	1454	Hadn't heard of corn thins before this survey.	No.
		56	1457	I am not familiar with a product that goes by this name.	While there may similar products of this type, I cannot recall any of them having this specific name.
		57	1477	these aren't what i thought they were. I don't recall seeing corn chips that look like this.	no
		58	1485	I don't know which company corn thins refers to.	No
		59	1489	I don't know any corn thins companies.	No.
		60	1499	I have never heard of 'corn thins', thus 'no company'.	No
		61	1515	Never heard of them	No
		62	1531	never heard of this idea	what is this item
		63	1533	do not buy them	no
		64	1559	I don't know who makes them	no
		65	1561	DOESN'T TRIGGER AN ASSOCIATION WITH ANY COMPANY	NO
		66	1570	While they may exist, I have not seen a corn thin on a store shelf (that said, ?I cant say I've ben actively looking for them, either)	Nope, I'm good.
		67	1571	I am not familiar with the name.	No
		68	1581	I cannot think of any company that produces these	Nope
		69	1592	Various companies	no
		70	1599	rice cakes	none
		71	1604	I don't know what a corn thin is	No
		72	1616	I don't know corn thins	no
		73	1626	oops... meant one company	mmmm... two companies?...
		74	1628	I've never really heard of Corn Thins	nope
		75	1646	I don't recall a company that makes them.	No thank you

Verbatim Responses to Q1 and Q2 [CORN THINS]

			ID	Q2 Why do you say [Response from Q1]?	Q2P Anything else?
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	No company.	76	1656	I never consume corn thin before and even if I did i wouldn't associate it with any company because I don't see the point to it. I want to be able to enjoy the food from any company not just one	no
		77	1658	I don't know what company makes corn thins. Haven't heard of them.	No
		78	1660	I don't know any company that makes corn thins	no
		79	1666	I do not recall the names of any companies which produce this product. However, this product is common to me.	This product is eaten often by friends of mine.
		80	1677	once you said corn, my mind went blank. It still looks inedible though	no
		81	1679	i have never heard of corn thins.	I have never heard of corn thins.
		82	1680	Not sure who produces	None
		83	1697	I don't even know what that is.	no
		84	1727	No company comes to mind	No
		85	1730	haven't seen them in stores	nope
		86	1743	didnt have a name	nope
		87	1008	["Don't know / no opinion" box checked]	no
		88	1014	["Don't know / no opinion" box checked]	no
		89	1033	["Don't know / no opinion" box checked]	no
		90	1053	["Don't know / no opinion" box checked]	no
		91	1095	["Don't know / no opinion" box checked]	Nothing else
		92	1158	["Don't know / no opinion" box checked]	none
		93	1205	["Don't know / no opinion" box checked]	no
		94	1225	["Don't know / no opinion" box checked]	no
		95	1234	["Don't know / no opinion" box checked]	no
		96	1242	["Don't know / no opinion" box checked]	no
		97	1273	["Don't know / no opinion" box checked]	no
		98	1295	["Don't know / no opinion" box checked]	no
		99	1321	["Don't know / no opinion" box checked]	No
		100	1327	["Don't know / no opinion" box checked]	n/a
		101	1341	["Don't know / no opinion" box checked]	no company comes to mind as organic
		102	1345	["Don't know / no opinion" box checked]	I don't know what corn thins are!
		103	1363	["Don't know / no opinion" box checked]	not sure
		104	1395	["Don't know / no opinion" box checked]	don't knw the product
		105	1412	["Don't know / no opinion" box checked]	After thinking the company could be Kellongs or General Mills
		106	1441	["Don't know / no opinion" box checked]	no.
		107	1459	["Don't know / no opinion" box checked]	No
		108	1540	["Don't know / no opinion" box checked]	no
		109	1554	["Don't know / no opinion" box checked]	NO
		110	1562	["Don't know / no opinion" box checked]	No
		111	1602	["Don't know / no opinion" box checked]	Never heard or saw this product before now.
		112	1619	["Don't know / no opinion" box checked]	no
		113	1661	["Don't know / no opinion" box checked]	no, nothing else.
		114	1672	["Don't know / no opinion" box checked]	No
		115	1683	["Don't know / no opinion" box checked]	i dont know that product
		116	1700	["Don't know / no opinion" box checked]	no
		117	1715	["Don't know / no opinion" box checked]	no

Verbatim Responses to Q1 and Q2 [CORN THINS]

			ID	Q2 Why do you say [Response from Q1]?	Q2P Anything else?
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Don't know / no opinion	1	1013		
		2	1019		
		3	1023		
		4	1024		
		5	1026		
		6	1027		
		7	1034		
		8	1049		
		9	1056		
		10	1063		
		11	1068		
		12	1069		
		13	1074		
		14	1081		
		15	1088		
		16	1093		
		17	1094		
		18	1097		
		19	1120		
		20	1123		
		21	1129		
		22	1139		
		23	1140		
		24	1145		
		25	1149		
		26	1153		
		27	1157		
		28	1167		
		29	1171		
		30	1175		
		31	1180		
		32	1193		
		33	1196		
		34	1200		
		35	1213		
		36	1222		
		37	1231		
		38	1233		
		39	1239		
		40	1241		
		41	1249		
		42	1253		
		43	1254		
		44	1260		
		45	1266		
		46	1270		
		47	1271		
		48	1282		
		49	1285		
		50	1286		
		51	1287		
		52	1293		
		53	1296		

Verbatim Responses to Q1 and Q2 [CORN THINS]

			ID	Q2 Why do you say [Response from Q1]?	Q2P Anything else?
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Don't know / no opinion	54	1298		
		55	1299		
		56	1302		
		57	1304		
		58	1307		
		59	1322		
		60	1332		
		61	1333		
		62	1336		
		63	1339		
		64	1340		
		65	1343		
		66	1358		
		67	1369		
		68	1373		
		69	1375		
		70	1380		
		71	1385		
		72	1393		
		73	1394		
		74	1400		
		75	1406		
		76	1407		
		77	1410		
		78	1411		
		79	1415		
		80	1417		
		81	1422		
		82	1427		
		83	1433		
		84	1435		
		85	1438		
		86	1439		
		87	1440		
		88	1442		
		89	1462		
		90	1469		
		91	1480		
		92	1487		
		93	1491		
		94	1503		
		95	1516		
		96	1524		
		97	1528		
		98	1529		
		99	1538		
		100	1544		
		101	1546		
		102	1547		
		103	1549		
		104	1572		
		105	1573		
		106	1575		

Verbatim Responses to Q1 and Q2 [CORN THINS]

			ID	Q2 Why do you say [Response from Q1]?	Q2P Anything else?
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Don't know / no opinion	107	1583		
		108	1584		
		109	1587		
		110	1591		
		111	1594		
		112	1596		
		113	1603		
		114	1608		
		115	1624		
		116	1627		
		117	1629		
		118	1637		
		119	1644		
		120	1647		
		121	1664		
		122	1669		
		123	1678		
		124	1687		
		125	1709		
		126	1711		
		127	1712		
		128	1714		
		129	1717		
		130	1719		
		131	1728		
		132	1729		

Verbatim Responses to Q3 and Q4 [ORGANIC]

			ID	Q4 Why do you say [Response from Q3a]?	Q4P Anything else?
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Only one company.	1	1039	because that's what I saw on the Shelf at the grocery Store.	I think there may have been more flavor's too choice from.
		2	1045	Because there is only one company advertising the product as organic.	no
		3	1053	I know it	I bought it
		4	1072	i can only think of one right now.	nope
		5	1088	quaker	no
		6	1092	Because I can only think of one company that sells theses	No
		7	1115	I'VE ONLY SEEN THE ONE BRAND AND THEY ARE CALLED RICE CAKES.	NO NOTHING ELSE
		8	1123	only quaker came to mind	no
		9	1143	i only know one company, Quaker	no
		10	1155	I don't know any companies that make rice cakes	no
		11	1158	quark oats is the only brand i know with that	none
		12	1159	it looks like it comes from price market	no
		13	1164	I'm not entirely sure what it is, but it looks like a rice cake and I only know of one organic company	no
		14	1165	Quaker	No
		15	1176	That's what I remember.	No.
		16	1211	I only know of Lundenberg that would make organic rice crisps.	no
		17	1233	it just reminds me of one company that i know	no
		18	1234	I only think of Quaker	No
		19	1255	quaker	nope
		20	1261	quaker have the best organic version of this	nope
		21	1273	quaker is what i know	no
		22	1289	I can't think of any other manufacturers.	no.
		23	1290	only one i can think of is real foods	none
		24	1306	Quaker makes this kind of snack	no
		25	1321	Kashi	No
		26	1327	quaker	n/a
		27	1338	Because I'm not aware of alot of true organic companies unless you buy from a farmer.	No
		28	1339	With Quaker .	No .
		29	1347	quaker is all I can think of	no
		30	1427	quaker	all kind of flavors
		31	1440	The only company I can think of that makes those is quaker and I think they have an organic one	Uh not really
		32	1477	only ever saw one type in store	no
		33	1485	I think only Quakers make that rice cracker.	Nope.
		34	1495	tyson	aldi
		35	1533	quaker oats	no
		36	1536	Not to many companies are in to organic foods.	no
		37	1597	usually one company has been associated with organic on the others bachground	no
		38	1641	Healhy Wheat	Nope.

Verbatim Responses to Q3 and Q4 [ORGANIC]

			ID	Q4 Why do you say [Response from Q3a]?	Q4P Anything else?
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or	Only one company.	39	1649	I only think of Quaker	No
		40	1660	looks like a quaker rice cake	no
		41	1672	One company	No
		42	1689	Quaker	No
		43	1012	["Don't know / no opinion" box checked]	Nothing
		44	1149	["Don't know / no opinion" box checked]	No.
		45	1343	["Don't know / no opinion" box checked]	No
		46	1448	["Don't know / no opinion" box checked]	they arent good for you
		47	1715	["Don't know / no opinion" box checked]	nope

Verbatim Responses to Q3 and Q4 [ORGANIC]

			ID	Q4 Why do you say [Response from Q3a]?	Q4P Anything else?
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	More than one company.	1	1002	several companies make these organic treats	no
		2	1004	many companies have organic products	no
		3	1010	there are a few companies that make organic rice cakes	no
		4	1013	multiple companies because different companies tend to produce the same thing to create competition.	none
		5	1035	Because more than one company carries organic food.	some organic food taste better than others,In my opionion
		6	1062	theres multiple ones	no
		7	1063	there are a few companies that make organic rice cakes	no
		8	1066	It is manufactured by several companies	no
		9	1068	many companies make rice or pop corn cakes that are organic	I do not know the names of all the companies but have seen them at the grocery store
		10	1069	organic is popular	no
		11	1076	quakeroats	no
		12	1077	many companies sell organic products	no
		13	1102	Lots of companies are jumping on the organic bandwagon.	No.
		14	1106	Because I see advertisements for organic foods from lots of different companies all the time	No thank you
		15	1114	ive seen more than onr brand in the store	no
		16	1120	I look for organic foods despite the company and there are several.	Organic is better.
		17	1137	"Organic" food is produced and distributed by many companies.	No.
		18	1144	IT LOOKS LIKE A PRODUCT THAT IS PRODUCED BY MULTIPLE BRANDS.	IT'S A RICE CAKE
		19	1145	I see more than one company with organic products in the supermarket	No
		20	1150	I know of several food companies that produce organic food products.	Nothing else
		21	1156	Lot'sof companies have organic products	No
		22	1162	lot compays going organic	cost more
		23	1166	many companys are into organic foods now	no
		24	1167	Because there are lots of organic companies out there - unless I'm misunderstanding the question.	no
		25	1175	I just assume more than one company makes this product	no
		26	1180	there are many organic companies	nothing else
		27	1183	There are store brands.	N/A
		28	1196	more than one company have organics	no
		29	1197	alot of them out there	na
		30	1207	More than one company makes organic rice cakes	no
		31	1214	because a lot of them go organic nowadays	no
		32	1220	It is offered by more then one company	no
		33	1223	more than 1 compaby makes these products	no

Verbatim Responses to Q3 and Q4 [ORGANIC]

			ID	Q4 Why do you say [Response from Q3a]?	Q4P Anything else?
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	More than one company.	34	1225	There are several companies that have organic food.	no
		35	1231	Because I have seen different brands, saying they were organic.	no
		36	1246	I've seen more than one company advertised	No
		37	1253	tHERE ARE SEVERAL BRANDS THAT MAKE THIS PRODUCT.	NO
		38	1260	I have seen several labels that say organic	no
		39	1270	there are several companies that produce this product	none
		40	1271	digorno ,red baron	FRESCHETTA
		41	1284	i like several different pies from several compoanies	nope thats about it
		42	1298	Because more than one company sells Organic	No
		43	1299	quacker oarts and i have seen others	no
		44	1303	because lot's of companies are now selling organic products	no
		45	1312	many companies sell organic foods.	no
		46	1313	because there are several more	no
		47	1319	I just assume more then one company makes organic foos	no
		48	1342	there are different brands	no
		49	1346	When looking at the product I can think of different brands who sell it	No
		50	1348	every body doing organic	no
		51	1351	Because, it is my understanding that the term "organic" refers to a means of production, NOT a trademark of any one company.	nope.
		52	1360	Looking at that gross looking veggie pattie makes me think of several other options that are organic and look so much more appetizing.	I think the trends in these sorts of foods are moving into organic more and more, so I can easily pick out a few from the shelves in the stores now. In fact, our family chooses organic over anything else if possible.
		53	1361	because i have seen a couple different kinds	no
		54	1363	most companys have regular and organic food	no
		55	1370	I an think of multiple organic companies	Annie's, Nature's promise
		56	1391	I think more than 1 company makes organic foods	no
		57	1394	I know more than 1 organic stores	No
		58	1402	becuase alot of companys carry organic food	no
		59	1407	cause more than one company makes organic products	nope
		60	1408	ingredients that make the rice cake	no
		61	1410	Organic is quite popular.	No
		62	1411	this seems like a product that would be mass produced	no
		63	1420	A lot of companies produce it	None
		64	1422	Because many companies manufacture or produce organic food products.	No.

Verbatim Responses to Q3 and Q4 [ORGANIC]

			ID	Q4 Why do you say [Response from Q3a]?	Q4P Anything else?
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	More than one company.	65	1435	Many companies have organic products.	no
		66	1457	There are several companies that claim to have organic versions of their products. Since there is not a standard in the US that defines exactly what organic is or must constitute, there is not a single company that I associate with organic food.	No
		67	1460	There are multiple companies interested in promoting organic products.	Nope.
		68	1468	looks like it	nope
		69	1469	many food companies produce a various of foods that they advocate as being organic	The term "organic" can refer to virtually anything grown natuirally and not processed. Even animals can be fed organic foods.
		70	1475	because there are many companies who make organic foods.	no
		71	1481	I expect more than one company makes this kind of organic product.	No.
		72	1556	I have seen many different types of organic corn chips	no
		73	1564	Because more than one company can these in organic.	No.
		74	1570	I have seen numerous manufacturers of "rice cakes" on store shelves	no
		75	1583	I tend to find companies that make rice cakes are often organic.	No.
		76	1587	because ive seen a few brands	nope
		77	1592	Various companies make them	no
		78	1596	there is more than one compnay making organic foods	no
		79	1599	rice cakes	no
		80	1602	Organic products are widely made in the marketplace today.	Nothing else.
		81	1605	many companies make organic food	no
		82	1608	rice pads are sold internationally...and one company per product doesnt exist	thats enough
		83	1611	cause alot of people use oragnic material	none
		84	1618	There are a lot of companies that offer organic products.	Almost everything is organic these days.
		85	1622	There are many	No
		86	1626	aren't there?...	nno...
		87	1628	There are like a butt-ton of companies that sell organic stuff.	no
		88	1631	I can think of several companies who produce rice cakes	no
		89	1643	organic is a term used to indicate how something is grown, ie., vegetables, beef.	no
		90	1651	because more than one company makes it	nope
		91	1658	More than one company sells rice cakes.	No
		92	1666	I use many organic products and can think of several different companies/brands which sell these.	I eat organic and buy organic clothing etc
		93	1676	I have seen then in local organic market	No

Verbatim Responses to Q3 and Q4 [ORGANIC]

			ID	Q4 Why do you say [Response from Q3a]?	Q4P Anything else?
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	More than one company.	94	1677	it's a rice or popcorn cake, that lots of folks are making, why I don't know, but they all seem to want to be orgamic	no
		95	1679	I know many different organic brands.	I eat organic food sometimes.
		96	1683	i dont know the name of the product but i have seen them	none
		97	1693	Organic has become popular so many companies are selling it.	no
		98	1717	there are many organic products i see	no
		99	1723	because several farmers grow organic products	no
		100	1728	seen several that own	nope
		101	1730	um...because there are many companies that make organic snack foods	nope
		102	1735	I know that more than one company makes organic rice cakes.	no
		103	1738	Lots of folks say "organic"' right? So must be MANY companies.	No
		104	1028	["Don't know / no opinion" box checked]	None
		105	1046	["Don't know / no opinion" box checked]	no
		106	1067	["Don't know / no opinion" box checked]	A lot of companies make organic items.
		107	1074	["Don't know / no opinion" box checked]	NA
		108	1125	["Don't know / no opinion" box checked]	i HAVE SEEN THEM IN THE BAKERY SECTION OF THE STORE BUT DONT KNOW WHAT THERE CALLED MAYBE A FICE CAKE
		109	1129	["Don't know / no opinion" box checked]	no
		110	1186	["Don't know / no opinion" box checked]	many companies are into producing organic food dese days
		111	1188	["Don't know / no opinion" box checked]	no
		112	1201	["Don't know / no opinion" box checked]	no
		113	1266	["Don't know / no opinion" box checked]	none
		114	1285	["Don't know / no opinion" box checked]	no
		115	1293	["Don't know / no opinion" box checked]	no
		116	1310	["Don't know / no opinion" box checked]	no
		117	1322	["Don't know / no opinion" box checked]	no
		118	1326	["Don't know / no opinion" box checked]	crackers
		119	1333	["Don't know / no opinion" box checked]	no
		120	1386	["Don't know / no opinion" box checked]	no
		121	1544	["Don't know / no opinion" box checked]	no
		122	1580	["Don't know / no opinion" box checked]	there are many organic alternatives to choose from
		123	1601	["Don't know / no opinion" box checked]	None
		124	1609	["Don't know / no opinion" box checked]	No
		125	1637	["Don't know / no opinion" box checked]	no
		126	1640	["Don't know / no opinion" box checked]	no
		127	1712	["Don't know / no opinion" box checked]	Fresh and Easy
		128	1726	["Don't know / no opinion" box checked]	No

Verbatim Responses to Q3 and Q4 [ORGANIC]

			ID	Q4 Why do you say [Response from Q3a]?	Q4P Anything else?
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	No company.	1	1005	I don't knowvwhat it is	No
		2	1009	I cant think of an organic company	no
		3	1031	I don't know which company organic rice cakes.	No
		4	1064	I don't know of an organic company	no
		5	1082	I don't know of any that makes this product as organic	no
		6	1083	organic is not a brand	no
		7	1119	I don't know the name of company that makes these. It looks like some kind of rice cake.	no
		8	1121	never heard of organic corn thins	no
		9	1147	all i know of is quaker	no
		10	1148	Several companies have organic products, should be the standard for ALL products!	no
		11	1154	I don't recall any company of calling itself organic rice cakes.	nothing else
		12	1189	I can't recall of a particular company associated with organics	no
		13	1200	i have no experience with the product pictured	no
		14	1206	not really sure who makes organic versions of it	no
		15	1237	i can't recall seeing organic	no
		16	1242	because i havent seen them in organic before	ALSO BECUASE IT IS PROCESSED
		17	1301	I am not aware of any company that sells organic rice cakes, though I'm guessing there must be one somewhere.	no
		18	1311	I don't personally know of any organic companies	no
		19	1334	Quaker and Special K not organic	None
		20	1341	no company comes to mind	no
		21	1350	a rice cake does not seem organic at all and I can think of no organic companies	no
		22	1367	never seen them	nope
		23	1374	not familiar with this product	no
		24	1388	I don't think of rice cakes as being organic	no thank you
		25	1390	Doesn't strike me as an organic product.	no
		26	1418	That is quaker and not organic	No
		27	1430	I can't think of any company specifically	nope
		28	1434	I don't eat rice cakes	No
		29	1436	unfamiliar	no
		30	1489	I don't know any organic rice cake companies.	No
		31	1500	oatcake is pretty generic	no
		32	1528	I don't buy rice cakes so I don't remember any company	no
		33	1530	its not organic	no?
		34	1537	i dont like it	no
		35	1540	It is not a product that I buy as such I am not fermilliar with companies that produce it.	no

Verbatim Responses to Q3 and Q4 [ORGANIC]

			ID	Q4 Why do you say [Response from Q3a]?	Q4P Anything else?
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	No company.	36	1549	Number one, I pay very little attention to Organic (it is usually more expensive), but I pay a lot of attention to Natural and Local foods. I do not remember any company being "Organic", just items in the store.	no
		37	1559	I don't know anything about them	no
		38	1561	I HAVE NO IDEA WHAT THAT THING IS	NO
		39	1571	Organic is a type of growing and feeding process.	no
		40	1572	Not familiar with corn cakes	it looked like a rice cake
		41	1581	I do not know of any company that produces organic corn crisps	Nope
		42	1584	bcoz its dont show company name	no comment
		43	1591	bcoz its dont show company name	no comment
		44	1594	Organic is not limited to one company.	no
		45	1598	Oh come on. Because I can't think of any company that makes organic rice cakes, why do you think I say "No company"?	00
		46	1604	I don't know of a specific organic company	No
		47	1627	Do not recognize the product	None
		48	1632	I have never bought a organic rice crisp	no
		49	1634	Don't know many organic companies	No
		50	1674	I dont know of a company with the organic thins	no
		51	1684	Because I can't think of the names of any organic food brands.	I do not consume any specific brand of organic food.
		52	1727	No company comes to mind	No
		53	1744	organic has no relation to a company, a food that has no preservaties	no
		54	1745	its not a company	no
		55	1008	["Don't know / no opinion" box checked]	no
		56	1016	["Don't know / no opinion" box checked]	I don't think there's anything organic on that product.
		57	1078	["Don't know / no opinion" box checked]	No
		58	1091	["Don't know / no opinion" box checked]	Think of Quaker Oats....but not organic
		59	1263	["Don't know / no opinion" box checked]	no
		60	1280	["Don't know / no opinion" box checked]	no
		61	1300	["Don't know / no opinion" box checked]	No
		62	1324	["Don't know / no opinion" box checked]	no
		63	1329	["Don't know / no opinion" box checked]	No
		64	1344	["Don't know / no opinion" box checked]	no
		65	1345	["Don't know / no opinion" box checked]	lots of companies ssay organic.
		66	1395	["Don't know / no opinion" box checked]	don't recoginize the produc
		67	1400	["Don't know / no opinion" box checked]	organic not in a rice cake
		68	1409	["Don't know / no opinion" box checked]	Nothing else.
		69	1415	["Don't know / no opinion" box checked]	No
		70	1441	["Don't know / no opinion" box checked]	no.
		71	1502	["Don't know / no opinion" box checked]	nope
		72	1524	["Don't know / no opinion" box checked]	no
		73	1547	["Don't know / no opinion" box checked]	no
		74	1562	["Don't know / no opinion" box checked]	No
		75	1600	["Don't know / no opinion" box checked]	No

Verbatim Responses to Q3 and Q4 [ORGANIC]

			ID	Q4 Why do you say [Response from Q3a]?	Q4P Anything else?
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	No company.	76	1615	["Don't know / no opinion" box checked]	no
		77	1619	["Don't know / no opinion" box checked]	no
		78	1656	["Don't know / no opinion" box checked]	no
		79	1669	["Don't know / no opinion" box checked]	no
		80	1680	["Don't know / no opinion" box checked]	None
		81	1688	["Don't know / no opinion" box checked]	no
		82	1697	["Don't know / no opinion" box checked]	no
		83	1698	["Don't know / no opinion" box checked]	No.
		84	1700	["Don't know / no opinion" box checked]	i just think o quaker
		85	1706	["Don't know / no opinion" box checked]	NO
		86	1729	["Don't know / no opinion" box checked]	no
		87	1740	["Don't know / no opinion" box checked]	na
		88	1743	["Don't know / no opinion" box checked]	nope

Verbatim Responses to Q3 and Q4 [ORGANIC]

			ID	Q4 Why do you say [Response from Q3a]?	Q4P Anything else?
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion	1	1011		
		2	1014		
		3	1019		
		4	1023		
		5	1024		
		6	1025		
		7	1026		
		8	1027		
		9	1033		
		10	1034		
		11	1037		
		12	1044		
		13	1049		
		14	1055		
		15	1056		
		16	1058		
		17	1075		
		18	1081		
		19	1087		
		20	1089		
		21	1090		
		22	1093		
		23	1094		
		24	1095		
		25	1097		
		26	1101		
		27	1105		
		28	1107		
		29	1109		
		30	1110		
		31	1130		
		32	1134		
		33	1139		
		34	1140		
		35	1151		
		36	1153		
		37	1157		
		38	1163		
		39	1168		
		40	1169		
		41	1171		
		42	1172		
		43	1178		
		44	1179		
		45	1181		
		46	1182		
		47	1185		
		48	1193		
		49	1204		
		50	1205		
		51	1213		
		52	1215		
		53	1222		

Verbatim Responses to Q3 and Q4 [ORGANIC]

			ID	Q4 Why do you say [Response from Q3a]?	Q4P Anything else?
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion	54	1230		
		55	1239		
		56	1241		
		57	1243		
		58	1249		
		59	1252		
		60	1254		
		61	1265		
		62	1268		
		63	1269		
		64	1272		
		65	1274		
		66	1279		
		67	1282		
		68	1286		
		69	1287		
		70	1288		
		71	1294		
		72	1295		
		73	1296		
		74	1302		
		75	1304		
		76	1307		
		77	1309		
		78	1317		
		79	1331		
		80	1332		
		81	1336		
		82	1340		
		83	1357		
		84	1358		
		85	1362		
		86	1369		
		87	1373		
		88	1375		
		89	1380		
		90	1381		
		91	1385		
		92	1389		
		93	1393		
		94	1399		
		95	1406		
		96	1412		
		97	1417		
		98	1419		
		99	1433		
		100	1437		
		101	1438		
		102	1439		
		103	1442		
		104	1454		
		105	1455		
		106	1459		

Verbatim Responses to Q3 and Q4 [ORGANIC]

			ID	Q4 Why do you say [Response from Q3a]?	Q4P Anything else?
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion	107	1461		
		108	1462		
		109	1480		
		110	1484		
		111	1487		
		112	1491		
		113	1498		
		114	1499		
		115	1503		
		116	1515		
		117	1516		
		118	1529		
		119	1531		
		120	1538		
		121	1546		
		122	1554		
		123	1573		
		124	1575		
		125	1588		
		126	1590		
		127	1603		
		128	1616		
		129	1624		
		130	1629		
		131	1644		
		132	1646		
		133	1647		
		134	1652		
		135	1661		
		136	1664		
		137	1678		
		138	1681		
		139	1682		
		140	1685		
		141	1687		
		142	1709		
		143	1711		
		144	1714		
		145	1718		
		146	1719		
		147	1722		
		148	1724		

APPENDIX 9

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1461
	1
ID	1461
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 31 to 45
S3 In what state do you currently reside?	Michigan
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	More than one company.
Q2 Why do you say [Response from Q1]?	A lot of stores have their own brand of these.
Q2P Anything else?	No, nothing else
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	

a. ID = 1461

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1462
	1
ID	1462
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 18 to 30
S3 In what state do you currently reside?	North Carolina
S8 How much of the grocery shopping do you personally do?	almost all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q2 Why do you say [Response from Q1]?	
Q2P Anything else?	
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	

a. ID = 1462

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1468
	1
ID	1468
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 18 to 30
S3 In what state do you currently reside?	Virginia
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Only one company.
Q2 Why do you say [Response from Q1]?	only one stands out
Q2P Anything else?	not really
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	More than one company.
Q4 Why do you say [Response from Q3a]?	looks like it
Q4P Anything else?	nope

a. ID = 1468

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1480
	1
ID	1480
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 46 to 60
S3 In what state do you currently reside?	Connecticut
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q2 Why do you say [Response from Q1]?	
Q2P Anything else?	
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	

a. ID = 1480

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1484
	1
ID	1484
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 18 to 30
S3 In what state do you currently reside?	New York
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Only one company.
Q2 Why do you say [Response from Q1]?	["Don't know / no opinion" box checked]
Q2P Anything else?	I do not know
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	

a. ID = 1484

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1487
	1
ID	1487
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 61 and older
S3 In what state do you currently reside?	California
S8 How much of the grocery shopping do you personally do?	half of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q2 Why do you say [Response from Q1]?	
Q2P Anything else?	
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	

a. ID = 1487

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1491
	1
ID	1491
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 61 and older
S3 In what state do you currently reside?	California
S8 How much of the grocery shopping do you personally do?	almost all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q2 Why do you say [Response from Q1]?	
Q2P Anything else?	
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	

a. ID = 1491

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1498
	1
ID	1498
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 18 to 30
S3 In what state do you currently reside?	Nebraska
S8 How much of the grocery shopping do you personally do?	almost all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Don't Recall
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Don't Recall
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	Don't know / not sure
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	Plan to purchase in the next 3 months
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Only one company.
Q2 Why do you say [Response from Q1]?	["Don't know / no opinion" box checked]
Q2P Anything else?	I dont know
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	

a. ID = 1498

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1499
	1
ID	1499
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 61 and older
S3 In what state do you currently reside?	Nevada
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	No company.
Q2 Why do you say [Response from Q1]?	I have never heard of 'corn thins', thus 'no company'.
Q2P Anything else?	No
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	

a. ID = 1499

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1502
	1
ID	1502
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 18 to 30
S3 In what state do you currently reside?	Florida
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have not purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	Do not plan to purchase in the next 3 months
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	Plan to purchase in the next 3 months
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Only one company.
Q2 Why do you say [Response from Q1]?	rice kripe
Q2P Anything else?	nope
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	No company.
Q4 Why do you say [Response from Q3a]?	["Don't know / no opinion" box checked]
Q4P Anything else?	nope

a. ID = 1502

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1503
	1
ID	1503
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 61 and older
S3 In what state do you currently reside?	Florida
S8 How much of the grocery shopping do you personally do?	almost all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q2 Why do you say [Response from Q1]?	
Q2P Anything else?	
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	

a. ID = 1503

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1002
	1
ID	1002
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 46 to 60
S3 In what state do you currently reside?	Georgia
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	More than one company.
Q2 Why do you say [Response from Q1]?	several companies have them
Q2P Anything else?	nope
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	More than one company.
Q4 Why do you say [Response from Q3a]?	several companies make these organic treats
Q4P Anything else?	no

a. ID = 1002

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1004
	1
ID	1004
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 61 and older
S3 In what state do you currently reside?	Maryland
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	More than one company.
Q2 Why do you say [Response from Q1]?	many companies make these
Q2P Anything else?	no
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	More than one company.
Q4 Why do you say [Response from Q3a]?	many companies have organic products
Q4P Anything else?	no

a. ID = 1004

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1008
	1
ID	1008
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 61 and older
S3 In what state do you currently reside?	Indiana
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	No company.
Q2 Why do you say [Response from Q1]?	["Don't know / no opinion" box checked]
Q2P Anything else?	no
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	No company.
Q4 Why do you say [Response from Q3a]?	["Don't know / no opinion" box checked]
Q4P Anything else?	no

a. ID = 1008

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1011
	1
ID	1011
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 46 to 60
S3 In what state do you currently reside?	Illinois
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	No company.
Q2 Why do you say [Response from Q1]?	I don't know of a company that makes corn thins
Q2P Anything else?	Looks like a rice cake
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	

a. ID = 1011

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1014
	1
ID	1014
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 18 to 30
S3 In what state do you currently reside?	Michigan
S8 How much of the grocery shopping do you personally do?	almost all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	No company.
Q2 Why do you say [Response from Q1]?	["Don't know / no opinion" box checked]
Q2P Anything else?	no
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	

a. ID = 1014

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1016
	1
ID	1016
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 18 to 30
S3 In what state do you currently reside?	New York
S8 How much of the grocery shopping do you personally do?	almost all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	More than one company.
Q2 Why do you say [Response from Q1]?	["Don't know / no opinion" box checked]
Q2P Anything else?	I have seen that products in different brads.
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	No company.
Q4 Why do you say [Response from Q3a]?	["Don't know / no opinion" box checked]
Q4P Anything else?	I don't think there's anything organic on that product.

a. ID = 1016

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1019
	1
ID	1019
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 61 and older
S3 In what state do you currently reside?	Missouri
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have not purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q2 Why do you say [Response from Q1]?	
Q2P Anything else?	
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	

a. ID = 1019

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1026
	1
ID	1026
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 61 and older
S3 In what state do you currently reside?	Florida
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q2 Why do you say [Response from Q1]?	
Q2P Anything else?	
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	

a. ID = 1026

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1027
	1
ID	1027
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 31 to 45
S3 In what state do you currently reside?	Florida
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q2 Why do you say [Response from Q1]?	
Q2P Anything else?	
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	

a. ID = 1027

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1028
	1
ID	1028
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 46 to 60
S3 In what state do you currently reside?	Kentucky
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	No company.
Q2 Why do you say [Response from Q1]?	I don't use them so I don't have an opinion
Q2P Anything else?	None
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	More than one company.
Q4 Why do you say [Response from Q3a]?	["Don't know / no opinion" box checked]
Q4P Anything else?	None

a. ID = 1028

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1034
	1
ID	1034
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 61 and older
S3 In what state do you currently reside?	Maryland
S8 How much of the grocery shopping do you personally do?	half of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q2 Why do you say [Response from Q1]?	
Q2P Anything else?	
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	

a. ID = 1034

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1037
	1
ID	1037
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 61 and older
S3 In what state do you currently reside?	Texas
S8 How much of the grocery shopping do you personally do?	almost all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Only one company.
Q2 Why do you say [Response from Q1]?	only recall quaker product
Q2P Anything else?	no
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	

a. ID = 1037

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1039
	1
ID	1039
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 46 to 60
S3 In what state do you currently reside?	Washington
S8 How much of the grocery shopping do you personally do?	almost all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	More than one company.
Q2 Why do you say [Response from Q1]?	I thought I saw more than one on the shelf at the Grocery Store, some things look alike.
Q2P Anything else?	No
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Only one company.
Q4 Why do you say [Response from Q3a]?	because that's what I saw on the Shelf at the grocery Store.
Q4P Anything else?	I think there may have been more flavor's too choice from.

a. ID = 1039

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1044
	1
ID	1044
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 61 and older
S3 In what state do you currently reside?	Missouri
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	More than one company.
Q2 Why do you say [Response from Q1]?	I have purchased several brands
Q2P Anything else?	No
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	

a. ID = 1044

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1045
	1
ID	1045
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 61 and older
S3 In what state do you currently reside?	Illinois
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	More than one company.
Q2 Why do you say [Response from Q1]?	Because I've seen them in the stores by more than one company
Q2P Anything else?	no
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Only one company.
Q4 Why do you say [Response from Q3a]?	Because there is only one company advertising the product as organic.
Q4P Anything else?	no

a. ID = 1045

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1055
	1
ID	1055
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 61 and older
S3 In what state do you currently reside?	Texas
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	No company.
Q2 Why do you say [Response from Q1]?	Do use the product but I have seen it. I do not know any brands
Q2P Anything else?	no
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	

a. ID = 1055

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1056
	1
ID	1056
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 46 to 60
S3 In what state do you currently reside?	New York
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q2 Why do you say [Response from Q1]?	
Q2P Anything else?	
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	

a. ID = 1056

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1058
	1
ID	1058
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 61 and older
S3 In what state do you currently reside?	California
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Don't Recall
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	No company.
Q2 Why do you say [Response from Q1]?	Have no idea who makes them.
Q2P Anything else?	No.
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	

a. ID = 1058

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1064
	1
ID	1064
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 31 to 45
S3 In what state do you currently reside?	California
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have not purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	Do not plan to purchase in the next 3 months
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	Plan to purchase in the next 3 months
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Only one company.
Q2 Why do you say [Response from Q1]?	Rice Cake
Q2P Anything else?	no
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	No company.
Q4 Why do you say [Response from Q3a]?	I don't know of an organic company
Q4P Anything else?	no

a. ID = 1064

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1066
	1
ID	1066
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 31 to 45
S3 In what state do you currently reside?	New York
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have not purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	More than one company.
Q2 Why do you say [Response from Q1]?	It is manufactured by several companies
Q2P Anything else?	no
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	More than one company.
Q4 Why do you say [Response from Q3a]?	It is manufactured by several companies
Q4P Anything else?	no

a. ID = 1066

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1067
	1
ID	1067
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 46 to 60
S3 In what state do you currently reside?	Florida
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Only one company.
Q2 Why do you say [Response from Q1]?	["Don't know / no opinion" box checked]
Q2P Anything else?	I remember quaker making these
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	More than one company.
Q4 Why do you say [Response from Q3a]?	["Don't know / no opinion" box checked]
Q4P Anything else?	A lot of companies make organic items.

a. ID = 1067

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1072
	1
ID	1072
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 18 to 30
S3 In what state do you currently reside?	California
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	More than one company.
Q2 Why do you say [Response from Q1]?	i can think of plenty of places that make rice cakes.
Q2P Anything else?	nope
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Only one company.
Q4 Why do you say [Response from Q3a]?	i can only think of one right now.
Q4P Anything else?	nope

a. ID = 1072

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1075
	1
ID	1075
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 31 to 45
S3 In what state do you currently reside?	California
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Don't Recall
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Only one company.
Q2 Why do you say [Response from Q1]?	["Don't know / no opinion" box checked]
Q2P Anything else?	nothing
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	

a. ID = 1075

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1077
	1
ID	1077
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 46 to 60
S3 In what state do you currently reside?	Michigan
S8 How much of the grocery shopping do you personally do?	half of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	No company.
Q2 Why do you say [Response from Q1]?	I don't know who makes them
Q2P Anything else?	no
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	More than one company.
Q4 Why do you say [Response from Q3a]?	many companies sell organic products
Q4P Anything else?	no

a. ID = 1077

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1087
	1
ID	1087
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 18 to 30
S3 In what state do you currently reside?	California
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have not purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Only one company.
Q2 Why do you say [Response from Q1]?	["Don't know / no opinion" box checked]
Q2P Anything else?	Nope
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	

a. ID = 1087

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1089
	1
ID	1089
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 61 and older
S3 In what state do you currently reside?	Arizona
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Only one company.
Q2 Why do you say [Response from Q1]?	familiar with one brand
Q2P Anything else?	no should there be?
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	

a. ID = 1089

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1090
	1
ID	1090
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 61 and older
S3 In what state do you currently reside?	Missouri
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Don't Recall
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Only one company.
Q2 Why do you say [Response from Q1]?	Fritos
Q2P Anything else?	No
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	

a. ID = 1090

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1093
	1
ID	1093
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 18 to 30
S3 In what state do you currently reside?	Illinois
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Don't Recall
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q2 Why do you say [Response from Q1]?	
Q2P Anything else?	
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	

a. ID = 1093

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1095
	1
ID	1095
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 61 and older
S3 In what state do you currently reside?	Pennsylvania
S8 How much of the grocery shopping do you personally do?	almost all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	No company.
Q2 Why do you say [Response from Q1]?	["Don't know / no opinion" box checked]
Q2P Anything else?	Nothing else
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	

a. ID = 1095

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1102
	1
ID	1102
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 31 to 45
S3 In what state do you currently reside?	Utah
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	More than one company.
Q2 Why do you say [Response from Q1]?	That corn thin could have been made by any company.
Q2P Anything else?	No.
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	More than one company.
Q4 Why do you say [Response from Q3a]?	Lots of companies are jumping on the organic bandwagon.
Q4P Anything else?	No.

a. ID = 1102

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1106
	1
ID	1106
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 46 to 60
S3 In what state do you currently reside?	Kentucky
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	No company.
Q2 Why do you say [Response from Q1]?	Never heard of this product, so therefore cannot associate it with a company
Q2P Anything else?	Not that I'm aware of
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	More than one company.
Q4 Why do you say [Response from Q3a]?	Because I see advertisements for organic foods from lots of different companies all the time
Q4P Anything else?	No thank you

a. ID = 1106

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1107
	1
ID	1107
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 46 to 60
S3 In what state do you currently reside?	Illinois
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have not purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	Do not plan to purchase in the next 3 months
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	Plan to purchase in the next 3 months
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	No company.
Q2 Why do you say [Response from Q1]?	I have not used this product and don't know who produces it
Q2P Anything else?	no
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	

a. ID = 1107

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1110
	1
ID	1110
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 31 to 45
S3 In what state do you currently reside?	Florida
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Only one company.
Q2 Why do you say [Response from Q1]?	Because I can only recall the name of only one popular company that sells them
Q2P Anything else?	No
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	

a. ID = 1110

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1115
	1
ID	1115
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 61 and older
S3 In what state do you currently reside?	Georgia
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Only one company.
Q2 Why do you say [Response from Q1]?	Quaker makes them and i've not seen them made by any one else.
Q2P Anything else?	they have a lot of different flavors of them, I have only had the chocolate one but I'm sure they are all good.
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Only one company.
Q4 Why do you say [Response from Q3a]?	I'VE ONLY SEEN THE ONE BRAND AND THEY ARE CALLED RICE CAKES.
Q4P Anything else?	NO NOTHING ELSE

a. ID = 1115

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1120
	1
ID	1120
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 46 to 60
S3 In what state do you currently reside?	Minnesota
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q2 Why do you say [Response from Q1]?	
Q2P Anything else?	
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	More than one company.
Q4 Why do you say [Response from Q3a]?	I look for organic foods despite the company and there are several.
Q4P Anything else?	Organic is better.

a. ID = 1120

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1121
	1
ID	1121
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 46 to 60
S3 In what state do you currently reside?	Washington
S8 How much of the grocery shopping do you personally do?	almost all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	No company.
Q2 Why do you say [Response from Q1]?	never heard of corn thins
Q2P Anything else?	no
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	No company.
Q4 Why do you say [Response from Q3a]?	never heard of organic corn thins
Q4P Anything else?	no

a. ID = 1121

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1130
	1
ID	1130
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 18 to 30
S3 In what state do you currently reside?	California
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	More than one company.
Q2 Why do you say [Response from Q1]?	["Don't know / no opinion" box checked]
Q2P Anything else?	no
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	

a. ID = 1130

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1134
	1
ID	1134
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 46 to 60
S3 In what state do you currently reside?	Illinois
S8 How much of the grocery shopping do you personally do?	half of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	No company.
Q2 Why do you say [Response from Q1]?	I am not familiar with them & therefore have no idea what company makes them.
Q2P Anything else?	no
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	

a. ID = 1134

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1137
	1
ID	1137
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 46 to 60
S3 In what state do you currently reside?	Massachusetts
S8 How much of the grocery shopping do you personally do?	almost all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	No company.
Q2 Why do you say [Response from Q1]?	I can't determine what that was.
Q2P Anything else?	No.
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	More than one company.
Q4 Why do you say [Response from Q3a]?	"Organic" food is produced and distributed by many companies.
Q4P Anything else?	No.

a. ID = 1137

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1139
	1
ID	1139
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 31 to 45
S3 In what state do you currently reside?	Virginia
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q2 Why do you say [Response from Q1]?	
Q2P Anything else?	
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	

a. ID = 1139

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1147
	1
ID	1147
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 18 to 30
S3 In what state do you currently reside?	Louisiana
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Only one company.
Q2 Why do you say [Response from Q1]?	quaker
Q2P Anything else?	no
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	No company.
Q4 Why do you say [Response from Q3a]?	all i know of is quaker
Q4P Anything else?	no

a. ID = 1147

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1148
	1
ID	1148
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 46 to 60
S3 In what state do you currently reside?	California
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	No company.
Q2 Why do you say [Response from Q1]?	Never heard of them
Q2P Anything else?	no
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	No company.
Q4 Why do you say [Response from Q3a]?	Several companies have organic products, should be the standard for ALL products!
Q4P Anything else?	no

a. ID = 1148

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1151
	1
ID	1151
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 46 to 60
S3 In what state do you currently reside?	New York
S8 How much of the grocery shopping do you personally do?	almost all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	More than one company.
Q2 Why do you say [Response from Q1]?	more than one company makes ricecakes
Q2P Anything else?	no
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	

a. ID = 1151

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1153
	1
ID	1153
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 61 and older
S3 In what state do you currently reside?	Washington
S8 How much of the grocery shopping do you personally do?	half of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q2 Why do you say [Response from Q1]?	
Q2P Anything else?	
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	

a. ID = 1153

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1156
	1
ID	1156
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 61 and older
S3 In what state do you currently reside?	New York
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Only one company.
Q2 Why do you say [Response from Q1]?	Probably only one company makes it
Q2P Anything else?	No
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	More than one company.
Q4 Why do you say [Response from Q3a]?	Lot'sof companies have organic products
Q4P Anything else?	No

a. ID = 1156

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1157
	1
ID	1157
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 61 and older
S3 In what state do you currently reside?	Texas
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Don't Recall
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q2 Why do you say [Response from Q1]?	
Q2P Anything else?	
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	

a. ID = 1157

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1159
	1
ID	1159
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 46 to 60
S3 In what state do you currently reside?	Pennsylvania
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	No company.
Q2 Why do you say [Response from Q1]?	never heard of them before.it looks like a rice cake
Q2P Anything else?	no
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Only one company.
Q4 Why do you say [Response from Q3a]?	it looks like it comes from price market
Q4P Anything else?	no

a. ID = 1159

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1163
	1
ID	1163
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 61 and older
S3 In what state do you currently reside?	Michigan
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	No company.
Q2 Why do you say [Response from Q1]?	I;ve never heard of these
Q2P Anything else?	No
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	

a. ID = 1163

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1165
	1
ID	1165
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 61 and older
S3 In what state do you currently reside?	Georgia
S8 How much of the grocery shopping do you personally do?	half of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Don't Recall
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Only one company.
Q2 Why do you say [Response from Q1]?	Quaker
Q2P Anything else?	No
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Only one company.
Q4 Why do you say [Response from Q3a]?	Quaker
Q4P Anything else?	No

a. ID = 1165

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1166
	1
ID	1166
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 61 and older
S3 In what state do you currently reside?	Indiana
S8 How much of the grocery shopping do you personally do?	almost all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Only one company.
Q2 Why do you say [Response from Q1]?	Im only sure about one
Q2P Anything else?	no
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	More than one company.
Q4 Why do you say [Response from Q3a]?	many companys are into organic foods now
Q4P Anything else?	no

a. ID = 1166

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1167
	1
ID	1167
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 46 to 60
S3 In what state do you currently reside?	South Carolina
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Don't Recall
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q2 Why do you say [Response from Q1]?	
Q2P Anything else?	
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	More than one company.
Q4 Why do you say [Response from Q3a]?	Because there are lots of organic companies out there - unless I'm misunderstanding the question.
Q4P Anything else?	no

a. ID = 1167

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1169
	1
ID	1169
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 46 to 60
S3 In what state do you currently reside?	Pennsylvania
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Don't Recall
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have not purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	Do not plan to purchase in the next 3 months
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	Plan to purchase in the next 3 months
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Only one company.
Q2 Why do you say [Response from Q1]?	I only know of one company that makes them
Q2P Anything else?	no
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	

a. ID = 1169

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1172
	1
ID	1172
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 31 to 45
S3 In what state do you currently reside?	California
S8 How much of the grocery shopping do you personally do?	almost all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	More than one company.
Q2 Why do you say [Response from Q1]?	Because I have seen different brands of this product.
Q2P Anything else?	No
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	

a. ID = 1172

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1178
	1
ID	1178
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 46 to 60
S3 In what state do you currently reside?	Pennsylvania
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	More than one company.
Q2 Why do you say [Response from Q1]?	quaker and other brands
Q2P Anything else?	no
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	

a. ID = 1178

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1180
	1
ID	1180
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 46 to 60
S3 In what state do you currently reside?	New York
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q2 Why do you say [Response from Q1]?	
Q2P Anything else?	
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	More than one company.
Q4 Why do you say [Response from Q3a]?	there are many organic companies
Q4P Anything else?	nothing else

a. ID = 1180

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1181
	1
ID	1181
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 31 to 45
S3 In what state do you currently reside?	Ohio
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Only one company.
Q2 Why do you say [Response from Q1]?	quaker
Q2P Anything else?	no
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	

a. ID = 1181

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1182
	1
ID	1182
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 61 and older
S3 In what state do you currently reside?	New Jersey
S8 How much of the grocery shopping do you personally do?	half of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	More than one company.
Q2 Why do you say [Response from Q1]?	["Don't know / no opinion" box checked]
Q2P Anything else?	no
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	

a. ID = 1182

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1183
	1
ID	1183
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 18 to 30
S3 In what state do you currently reside?	Ohio
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	More than one company.
Q2 Why do you say [Response from Q1]?	Because there are store brands.
Q2P Anything else?	N/A
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	More than one company.
Q4 Why do you say [Response from Q3a]?	There are store brands.
Q4P Anything else?	N/A

a. ID = 1183

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1193
	1
ID	1193
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 61 and older
S3 In what state do you currently reside?	Ohio
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q2 Why do you say [Response from Q1]?	
Q2P Anything else?	
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	

a. ID = 1193

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1196
	1
ID	1196
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 61 and older
S3 In what state do you currently reside?	Texas
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Don't Recall
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q2 Why do you say [Response from Q1]?	
Q2P Anything else?	
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	More than one company.
Q4 Why do you say [Response from Q3a]?	more than one company have organics
Q4P Anything else?	no

a. ID = 1196

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1201
	1
ID	1201
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 31 to 45
S3 In what state do you currently reside?	Illinois
S8 How much of the grocery shopping do you personally do?	almost all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	More than one company.
Q2 Why do you say [Response from Q1]?	["Don't know / no opinion" box checked]
Q2P Anything else?	no
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	More than one company.
Q4 Why do you say [Response from Q3a]?	["Don't know / no opinion" box checked]
Q4P Anything else?	no

a. ID = 1201

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1204
	1
ID	1204
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 18 to 30
S3 In what state do you currently reside?	Georgia
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Only one company.
Q2 Why do you say [Response from Q1]?	Quaker
Q2P Anything else?	n/a
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	

a. ID = 1204

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1207
	1
ID	1207
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 31 to 45
S3 In what state do you currently reside?	Florida
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	More than one company.
Q2 Why do you say [Response from Q1]?	More than one company makes rice cakes
Q2P Anything else?	no
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	More than one company.
Q4 Why do you say [Response from Q3a]?	More than one company makes organic rice cakes
Q4P Anything else?	no

a. ID = 1207

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1211
	1
ID	1211
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 31 to 45
S3 In what state do you currently reside?	Ohio
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Only one company.
Q2 Why do you say [Response from Q1]?	I am mainly famliar with lundenberg rice crisps.
Q2P Anything else?	I'm sure other companies make them, but I usually buy only 1 brand.
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Only one company.
Q4 Why do you say [Response from Q3a]?	I only know of Lundenberg that would make organic rice crisps.
Q4P Anything else?	no

a. ID = 1211

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1215
	1
ID	1215
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 46 to 60
S3 In what state do you currently reside?	New York
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Only one company.
Q2 Why do you say [Response from Q1]?	quacker
Q2P Anything else?	no
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	

a. ID = 1215

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1220
	1
ID	1220
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 46 to 60
S3 In what state do you currently reside?	California
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have not purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	More than one company.
Q2 Why do you say [Response from Q1]?	Rice Cakes
Q2P Anything else?	No
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	More than one company.
Q4 Why do you say [Response from Q3a]?	It is offered by more then one company
Q4P Anything else?	no

a. ID = 1220

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1222
	1
ID	1222
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 61 and older
S3 In what state do you currently reside?	Florida
S8 How much of the grocery shopping do you personally do?	almost all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q2 Why do you say [Response from Q1]?	
Q2P Anything else?	
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	

a. ID = 1222

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1225
	1
ID	1225
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 46 to 60
S3 In what state do you currently reside?	Florida
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	No company.
Q2 Why do you say [Response from Q1]?	["Don't know / no opinion" box checked]
Q2P Anything else?	no
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	More than one company.
Q4 Why do you say [Response from Q3a]?	There are several companies that have organic food.
Q4P Anything else?	no

a. ID = 1225

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1230
	1
ID	1230
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 46 to 60
S3 In what state do you currently reside?	Florida
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	More than one company.
Q2 Why do you say [Response from Q1]?	I've tried them before and remember that there are more than one company that makes and sells them
Q2P Anything else?	No
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	

a. ID = 1230

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1237
	1
ID	1237
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 46 to 60
S3 In what state do you currently reside?	Florida
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Only one company.
Q2 Why do you say [Response from Q1]?	Quaker Oats
Q2P Anything else?	maybe a store brand??
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	No company.
Q4 Why do you say [Response from Q3a]?	i can't recall seeing organic
Q4P Anything else?	no

a. ID = 1237

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1243
	1
ID	1243
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 46 to 60
S3 In what state do you currently reside?	Ohio
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	More than one company.
Q2 Why do you say [Response from Q1]?	There has to be more than one company that makes this.
Q2P Anything else?	No.
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	

a. ID = 1243

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1252
	1
ID	1252
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 61 and older
S3 In what state do you currently reside?	Minnesota
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	No company.
Q2 Why do you say [Response from Q1]?	Simply don't associate with any brand
Q2P Anything else?	No
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	

a. ID = 1252

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1254
	1
ID	1254
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 31 to 45
S3 In what state do you currently reside?	Georgia
S8 How much of the grocery shopping do you personally do?	almost all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q2 Why do you say [Response from Q1]?	
Q2P Anything else?	
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	

a. ID = 1254

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1261
	1
ID	1261
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 18 to 30
S3 In what state do you currently reside?	Connecticut
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	More than one company.
Q2 Why do you say [Response from Q1]?	they are good with multiple companies
Q2P Anything else?	nothing much
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Only one company.
Q4 Why do you say [Response from Q3a]?	quaker have the best organic version of this
Q4P Anything else?	nope

a. ID = 1261

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1265
	1
ID	1265
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 31 to 45
S3 In what state do you currently reside?	Missouri
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	No company.
Q2 Why do you say [Response from Q1]?	I've never heard of a corn thin
Q2P Anything else?	no
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	

a. ID = 1265

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1266
	1
ID	1266
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 31 to 45
S3 In what state do you currently reside?	Virginia
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q2 Why do you say [Response from Q1]?	
Q2P Anything else?	
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	More than one company.
Q4 Why do you say [Response from Q3a]?	["Don't know / no opinion" box checked]
Q4P Anything else?	none

a. ID = 1266

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1268
	1
ID	1268
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 46 to 60
S3 In what state do you currently reside?	North Carolina
S8 How much of the grocery shopping do you personally do?	almost all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Only one company.
Q2 Why do you say [Response from Q1]?	Quacker
Q2P Anything else?	Store brand
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	

a. ID = 1268

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1274
	1
ID	1274
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 31 to 45
S3 In what state do you currently reside?	North Carolina
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Only one company.
Q2 Why do you say [Response from Q1]?	Quaker
Q2P Anything else?	no
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	

a. ID = 1274

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1279
	1
ID	1279
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 46 to 60
S3 In what state do you currently reside?	Florida
S8 How much of the grocery shopping do you personally do?	almost all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	No company.
Q2 Why do you say [Response from Q1]?	Never seen them
Q2P Anything else?	no
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	

a. ID = 1279

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1280
	1
ID	1280
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 46 to 60
S3 In what state do you currently reside?	Minnesota
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	No company.
Q2 Why do you say [Response from Q1]?	never seen this product
Q2P Anything else?	no
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	No company.
Q4 Why do you say [Response from Q3a]?	["Don't know / no opinion" box checked]
Q4P Anything else?	no

a. ID = 1280

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1286
	1
ID	1286
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 18 to 30
S3 In what state do you currently reside?	California
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q2 Why do you say [Response from Q1]?	
Q2P Anything else?	
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	

a. ID = 1286

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1288
	1
ID	1288
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 46 to 60
S3 In what state do you currently reside?	Florida
S8 How much of the grocery shopping do you personally do?	almost all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	More than one company.
Q2 Why do you say [Response from Q1]?	If theyre similar to those rice cakes being sold then yes because different cereal companies sell them as diet food.
Q2P Anything else?	If theyre corn and made in the U.S.then theyre likely gmo.
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	

a. ID = 1288

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1289
	1
ID	1289
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 31 to 45
S3 In what state do you currently reside?	Pennsylvania
S8 How much of the grocery shopping do you personally do?	half of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have not purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	Do not plan to purchase in the next 3 months
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	Plan to purchase in the next 3 months
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Only one company.
Q2 Why do you say [Response from Q1]?	I can only think of Quaker making them.
Q2P Anything else?	No.
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Only one company.
Q4 Why do you say [Response from Q3a]?	I can't think of any other manufacturers.
Q4P Anything else?	no.

a. ID = 1289

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1290
	1
ID	1290
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 61 and older
S3 In what state do you currently reside?	California
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	No company.
Q2 Why do you say [Response from Q1]?	i have never bought corn thins
Q2P Anything else?	none
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Only one company.
Q4 Why do you say [Response from Q3a]?	only one i can think of is real foods
Q4P Anything else?	none

a. ID = 1290

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1294
	1
ID	1294
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 46 to 60
S3 In what state do you currently reside?	Illinois
S8 How much of the grocery shopping do you personally do?	almost all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Only one company.
Q2 Why do you say [Response from Q1]?	iT' THE MAIN BRAND I CONSIDER.
Q2P Anything else?	NO
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	

a. ID = 1294

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1301
	1
ID	1301
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 46 to 60
S3 In what state do you currently reside?	New York
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Only one company.
Q2 Why do you say [Response from Q1]?	I only know of one brand of rice cakes
Q2P Anything else?	no
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	No company.
Q4 Why do you say [Response from Q3a]?	I am not aware of any company that sells organic rice cakes, though I'm guessing there must be one somewhere.
Q4P Anything else?	no

a. ID = 1301

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1302
	1
ID	1302
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 46 to 60
S3 In what state do you currently reside?	Texas
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q2 Why do you say [Response from Q1]?	
Q2P Anything else?	
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	

a. ID = 1302

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1303
	1
ID	1303
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 46 to 60
S3 In what state do you currently reside?	Michigan
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	No company.
Q2 Why do you say [Response from Q1]?	I haven't heard of them and can't think of company that would sell them
Q2P Anything else?	no
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	More than one company.
Q4 Why do you say [Response from Q3a]?	because lot's of companies are now selling organic products
Q4P Anything else?	no

a. ID = 1303

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1306
	1
ID	1306
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 31 to 45
S3 In what state do you currently reside?	New York
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Only one company.
Q2 Why do you say [Response from Q1]?	Quaker
Q2P Anything else?	no
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Only one company.
Q4 Why do you say [Response from Q3a]?	Quaker makes this kind of snack
Q4P Anything else?	no

a. ID = 1306

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1309
	1
ID	1309
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 61 and older
S3 In what state do you currently reside?	Texas
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	No company.
Q2 Why do you say [Response from Q1]?	don't buy them
Q2P Anything else?	no
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	

a. ID = 1309

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1310
	1
ID	1310
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 46 to 60
S3 In what state do you currently reside?	California
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	More than one company.
Q2 Why do you say [Response from Q1]?	["Don't know / no opinion" box checked]
Q2P Anything else?	no
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	More than one company.
Q4 Why do you say [Response from Q3a]?	["Don't know / no opinion" box checked]
Q4P Anything else?	no

a. ID = 1310

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1312
	1
ID	1312
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 46 to 60
S3 In what state do you currently reside?	North Carolina
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	No company.
Q2 Why do you say [Response from Q1]?	I don't know which companies make them
Q2P Anything else?	no
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	More than one company.
Q4 Why do you say [Response from Q3a]?	many companies sell organic foods.
Q4P Anything else?	no

a. ID = 1312

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1317
	1
ID	1317
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 18 to 30
S3 In what state do you currently reside?	Virginia
S8 How much of the grocery shopping do you personally do?	almost all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Only one company.
Q2 Why do you say [Response from Q1]?	Quaker popped into my mind. I am not aware of another company that makes these.
Q2P Anything else?	No
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	

a. ID = 1317

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1324
	1
ID	1324
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 61 and older
S3 In what state do you currently reside?	North Carolina
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Only one company.
Q2 Why do you say [Response from Q1]?	quakermis the only one I can think of
Q2P Anything else?	no
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	No company.
Q4 Why do you say [Response from Q3a]?	["Don't know / no opinion" box checked]
Q4P Anything else?	no

a. ID = 1324

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1329
	1
ID	1329
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 31 to 45
S3 In what state do you currently reside?	New Jersey
S8 How much of the grocery shopping do you personally do?	half of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Only one company.
Q2 Why do you say [Response from Q1]?	I only know of one company that produces them.
Q2P Anything else?	No
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	No company.
Q4 Why do you say [Response from Q3a]?	["Don't know / no opinion" box checked]
Q4P Anything else?	No

a. ID = 1329

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1331
	1
ID	1331
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 61 and older
S3 In what state do you currently reside?	Kentucky
S8 How much of the grocery shopping do you personally do?	almost all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Only one company.
Q2 Why do you say [Response from Q1]?	it is the one I think of
Q2P Anything else?	no
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	

a. ID = 1331

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1332
	1
ID	1332
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 61 and older
S3 In what state do you currently reside?	Colorado
S8 How much of the grocery shopping do you personally do?	half of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q2 Why do you say [Response from Q1]?	
Q2P Anything else?	
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	

a. ID = 1332

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1334
	1
ID	1334
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 31 to 45
S3 In what state do you currently reside?	Wisconsin
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	More than one company.
Q2 Why do you say [Response from Q1]?	Quaker and special k
Q2P Anything else?	None
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	No company.
Q4 Why do you say [Response from Q3a]?	Quaker and Special K not organic
Q4P Anything else?	None

a. ID = 1334

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1339
	1
ID	1339
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 18 to 30
S3 In what state do you currently reside?	Alabama
S8 How much of the grocery shopping do you personally do?	half of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q2 Why do you say [Response from Q1]?	
Q2P Anything else?	
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Only one company.
Q4 Why do you say [Response from Q3a]?	With Quaker .
Q4P Anything else?	No .

a. ID = 1339

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1340
	1
ID	1340
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 61 and older
S3 In what state do you currently reside?	Idaho
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Don't Recall
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q2 Why do you say [Response from Q1]?	
Q2P Anything else?	
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	

a. ID = 1340

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1343
	1
ID	1343
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 61 and older
S3 In what state do you currently reside?	California
S8 How much of the grocery shopping do you personally do?	half of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q2 Why do you say [Response from Q1]?	
Q2P Anything else?	
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Only one company.
Q4 Why do you say [Response from Q3a]?	["Don't know / no opinion" box checked]
Q4P Anything else?	No

a. ID = 1343

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1344
	1
ID	1344
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 61 and older
S3 In what state do you currently reside?	Georgia
S8 How much of the grocery shopping do you personally do?	almost all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	No company.
Q2 Why do you say [Response from Q1]?	not familiar with corn thins
Q2P Anything else?	no
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	No company.
Q4 Why do you say [Response from Q3a]?	["Don't know / no opinion" box checked]
Q4P Anything else?	no

a. ID = 1344

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1345
	1
ID	1345
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 61 and older
S3 In what state do you currently reside?	California
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	No company.
Q2 Why do you say [Response from Q1]?	["Don't know / no opinion" box checked]
Q2P Anything else?	I don't know what corn thins are!
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	No company.
Q4 Why do you say [Response from Q3a]?	["Don't know / no opinion" box checked]
Q4P Anything else?	lots of companies ssay organic.

a. ID = 1345

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1348
	1
ID	1348
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 31 to 45
S3 In what state do you currently reside?	Illinois
S8 How much of the grocery shopping do you personally do?	almost all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	More than one company.
Q2 Why do you say [Response from Q1]?	more then one company makes these
Q2P Anything else?	no
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	More than one company.
Q4 Why do you say [Response from Q3a]?	every body doing organic
Q4P Anything else?	no

a. ID = 1348

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1357
	1
ID	1357
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 18 to 30
S3 In what state do you currently reside?	California
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Only one company.
Q2 Why do you say [Response from Q1]?	only see one company with these
Q2P Anything else?	nope
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	

a. ID = 1357

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1362
	1
ID	1362
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 61 and older
S3 In what state do you currently reside?	Maine
S8 How much of the grocery shopping do you personally do?	almost all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	No company.
Q2 Why do you say [Response from Q1]?	belongs to no one
Q2P Anything else?	no
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	

a. ID = 1362

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1363
	1
ID	1363
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 61 and older
S3 In what state do you currently reside?	New York
S8 How much of the grocery shopping do you personally do?	almost all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	No company.
Q2 Why do you say [Response from Q1]?	["Don't know / no opinion" box checked]
Q2P Anything else?	not sure
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	More than one company.
Q4 Why do you say [Response from Q3a]?	most companys have regular and organic food
Q4P Anything else?	no

a. ID = 1363

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1367
	1
ID	1367
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 31 to 45
S3 In what state do you currently reside?	Illinois
S8 How much of the grocery shopping do you personally do?	almost all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	No company.
Q2 Why do you say [Response from Q1]?	never seen them
Q2P Anything else?	no
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	No company.
Q4 Why do you say [Response from Q3a]?	never seen them
Q4P Anything else?	nope

a. ID = 1367

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1370
	1
ID	1370
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 18 to 30
S3 In what state do you currently reside?	Pennsylvania
S8 How much of the grocery shopping do you personally do?	half of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	No company.
Q2 Why do you say [Response from Q1]?	I can't think of the company who makes them
Q2P Anything else?	Might be quaker oats
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	More than one company.
Q4 Why do you say [Response from Q3a]?	I an think of multiple organic companies
Q4P Anything else?	Annie's, Nature's promise

a. ID = 1370

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1374
	1
ID	1374
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 61 and older
S3 In what state do you currently reside?	Pennsylvania
S8 How much of the grocery shopping do you personally do?	half of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	No company.
Q2 Why do you say [Response from Q1]?	never saw this product before.
Q2P Anything else?	no
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	No company.
Q4 Why do you say [Response from Q3a]?	not familiar with this product
Q4P Anything else?	no

a. ID = 1374

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1380
	1
ID	1380
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 31 to 45
S3 In what state do you currently reside?	California
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q2 Why do you say [Response from Q1]?	
Q2P Anything else?	
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	

a. ID = 1380

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1385
	1
ID	1385
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 18 to 30
S3 In what state do you currently reside?	Florida
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Don't Recall
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q2 Why do you say [Response from Q1]?	
Q2P Anything else?	
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	

a. ID = 1385

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1389
	1
ID	1389
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 18 to 30
S3 In what state do you currently reside?	Illinois
S8 How much of the grocery shopping do you personally do?	almost all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	More than one company.
Q2 Why do you say [Response from Q1]?	there's a lot of branded goods
Q2P Anything else?	nothing else
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	

a. ID = 1389

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1390
	1
ID	1390
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 61 and older
S3 In what state do you currently reside?	Massachusetts
S8 How much of the grocery shopping do you personally do?	half of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Only one company.
Q2 Why do you say [Response from Q1]?	Only recalled seeing them from one company.
Q2P Anything else?	no
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	No company.
Q4 Why do you say [Response from Q3a]?	Doesn't strike me as an organic product.
Q4P Anything else?	no

a. ID = 1390

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1393
	1
ID	1393
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 61 and older
S3 In what state do you currently reside?	Ohio
S8 How much of the grocery shopping do you personally do?	almost all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q2 Why do you say [Response from Q1]?	
Q2P Anything else?	
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	

a. ID = 1393

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1395
	1
ID	1395
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 61 and older
S3 In what state do you currently reside?	Massachusetts
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	No company.
Q2 Why do you say [Response from Q1]?	["Don't know / no opinion" box checked]
Q2P Anything else?	don't knw the product
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	No company.
Q4 Why do you say [Response from Q3a]?	["Don't know / no opinion" box checked]
Q4P Anything else?	don't recoginize the produc

a. ID = 1395

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1399
	1
ID	1399
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 61 and older
S3 In what state do you currently reside?	Texas
S8 How much of the grocery shopping do you personally do?	almost all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	No company.
Q2 Why do you say [Response from Q1]?	I have no idea what company makes this item.
Q2P Anything else?	No
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	

a. ID = 1399

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1406
	1
ID	1406
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 61 and older
S3 In what state do you currently reside?	Nevada
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have not purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	Do not plan to purchase in the next 3 months
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	Plan to purchase in the next 3 months
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q2 Why do you say [Response from Q1]?	
Q2P Anything else?	
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	

a. ID = 1406

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1407
	1
ID	1407
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 18 to 30
S3 In what state do you currently reside?	Michigan
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q2 Why do you say [Response from Q1]?	
Q2P Anything else?	
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	More than one company.
Q4 Why do you say [Response from Q3a]?	cause more than one company makes organic products
Q4P Anything else?	nope

a. ID = 1407

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1409
	1
ID	1409
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 18 to 30
S3 In what state do you currently reside?	Nevada
S8 How much of the grocery shopping do you personally do?	half of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	More than one company.
Q2 Why do you say [Response from Q1]?	A lot of company's make them.
Q2P Anything else?	Nothing else.
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	No company.
Q4 Why do you say [Response from Q3a]?	["Don't know / no opinion" box checked]
Q4P Anything else?	Nothing else.

a. ID = 1409

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1410
	1
ID	1410
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 61 and older
S3 In what state do you currently reside?	California
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q2 Why do you say [Response from Q1]?	
Q2P Anything else?	
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	More than one company.
Q4 Why do you say [Response from Q3a]?	Organic is quite popular.
Q4P Anything else?	No

a. ID = 1410

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1412
	1
ID	1412
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 61 and older
S3 In what state do you currently reside?	Florida
S8 How much of the grocery shopping do you personally do?	half of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	No company.
Q2 Why do you say [Response from Q1]?	["Don't know / no opinion" box checked]
Q2P Anything else?	After thinking the company could be Kellongs or General Mills
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	

a. ID = 1412

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1419
	1
ID	1419
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 31 to 45
S3 In what state do you currently reside?	Florida
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Only one company.
Q2 Why do you say [Response from Q1]?	quaker is the only one i know that makes rice cakes
Q2P Anything else?	no
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	

a. ID = 1419

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1422
	1
ID	1422
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 46 to 60
S3 In what state do you currently reside?	Massachusetts
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q2 Why do you say [Response from Q1]?	
Q2P Anything else?	
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	More than one company.
Q4 Why do you say [Response from Q3a]?	Because many companies manufacture or produce organic food products.
Q4P Anything else?	No.

a. ID = 1422

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1430
	1
ID	1430
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 18 to 30
S3 In what state do you currently reside?	Texas
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Only one company.
Q2 Why do you say [Response from Q1]?	I only see them in one section of the grocery store under 1 brand
Q2P Anything else?	no
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	No company.
Q4 Why do you say [Response from Q3a]?	I can't think of any company specifically
Q4P Anything else?	nope

a. ID = 1430

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1436
	1
ID	1436
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 31 to 45
S3 In what state do you currently reside?	Louisiana
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	No company.
Q2 Why do you say [Response from Q1]?	Unfamiliar
Q2P Anything else?	no
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	No company.
Q4 Why do you say [Response from Q3a]?	unfamiliar
Q4P Anything else?	no

a. ID = 1436

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1437
	1
ID	1437
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 18 to 30
S3 In what state do you currently reside?	California
S8 How much of the grocery shopping do you personally do?	almost all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Only one company.
Q2 Why do you say [Response from Q1]?	Quaker is the only one I know
Q2P Anything else?	nope
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	

a. ID = 1437

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1440
	1
ID	1440
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 18 to 30
S3 In what state do you currently reside?	California
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q2 Why do you say [Response from Q1]?	
Q2P Anything else?	
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Only one company.
Q4 Why do you say [Response from Q3a]?	The only company I can think of that makes those is quaker and I think they have an organic one
Q4P Anything else?	Uh not really

a. ID = 1440

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1461
	1
ID	1461
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 31 to 45
S3 In what state do you currently reside?	Michigan
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	More than one company.
Q2 Why do you say [Response from Q1]?	A lot of stores have their own brand of these.
Q2P Anything else?	No, nothing else
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	

a. ID = 1461

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1455
	1
ID	1455
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 61 and older
S3 In what state do you currently reside?	New York
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have not purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	Do not plan to purchase in the next 3 months
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	Plan to purchase in the next 3 months
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Only one company.
Q2 Why do you say [Response from Q1]?	quaker
Q2P Anything else?	no
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	

a. ID = 1455

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1515
	1
ID	1515
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 61 and older
S3 In what state do you currently reside?	Washington
S8 How much of the grocery shopping do you personally do?	almost all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	No company.
Q2 Why do you say [Response from Q1]?	Never heard of them
Q2P Anything else?	No
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	

a. ID = 1515

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1529
	1
ID	1529
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 61 and older
S3 In what state do you currently reside?	Georgia
S8 How much of the grocery shopping do you personally do?	almost all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q2 Why do you say [Response from Q1]?	
Q2P Anything else?	
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	

a. ID = 1529

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1530
	1
ID	1530
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 18 to 30
S3 In what state do you currently reside?	Texas
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	More than one company.
Q2 Why do you say [Response from Q1]?	made by multiple companies
Q2P Anything else?	no
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	No company.
Q4 Why do you say [Response from Q3a]?	its not organic
Q4P Anything else?	no?

a. ID = 1530

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1536
	1
ID	1536
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 61 and older
S3 In what state do you currently reside?	South Carolina
S8 How much of the grocery shopping do you personally do?	half of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Don't Recall
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	More than one company.
Q2 Why do you say [Response from Q1]?	["Don't know / no opinion" box checked]
Q2P Anything else?	No
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Only one company.
Q4 Why do you say [Response from Q3a]?	Not to many companies are in to organic foods.
Q4P Anything else?	no

a. ID = 1536

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1538
	1
ID	1538
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 61 and older
S3 In what state do you currently reside?	Missouri
S8 How much of the grocery shopping do you personally do?	half of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q2 Why do you say [Response from Q1]?	
Q2P Anything else?	
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	

a. ID = 1538

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1546
	1
ID	1546
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 61 and older
S3 In what state do you currently reside?	Wyoming
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q2 Why do you say [Response from Q1]?	
Q2P Anything else?	
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	

a. ID = 1546

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1547
	1
ID	1547
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 61 and older
S3 In what state do you currently reside?	Nevada
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q2 Why do you say [Response from Q1]?	
Q2P Anything else?	
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	No company.
Q4 Why do you say [Response from Q3a]?	["Don't know / no opinion" box checked]
Q4P Anything else?	no

a. ID = 1547

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1556
	1
ID	1556
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 46 to 60
S3 In what state do you currently reside?	New York
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	More than one company.
Q2 Why do you say [Response from Q1]?	I have seen many different brands of corn chips
Q2P Anything else?	no
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	More than one company.
Q4 Why do you say [Response from Q3a]?	I have seen many different types of organic corn chips
Q4P Anything else?	no

a. ID = 1556

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1559
	1
ID	1559
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 61 and older
S3 In what state do you currently reside?	California
S8 How much of the grocery shopping do you personally do?	half of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	No company.
Q2 Why do you say [Response from Q1]?	I don't know who makes them
Q2P Anything else?	no
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	No company.
Q4 Why do you say [Response from Q3a]?	I don't know anything about them
Q4P Anything else?	no

a. ID = 1559

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1561
	1
ID	1561
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 31 to 45
S3 In what state do you currently reside?	Louisiana
S8 How much of the grocery shopping do you personally do?	almost all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	No company.
Q2 Why do you say [Response from Q1]?	DOESN'T TRIGGER AN ASSOCIATION WITH ANY COMPANY
Q2P Anything else?	NO
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	No company.
Q4 Why do you say [Response from Q3a]?	I HAVE NO IDEA WHAT THAT THING IS
Q4P Anything else?	NO

a. ID = 1561

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1564
	1
ID	1564
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 46 to 60
S3 In what state do you currently reside?	Ohio
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	More than one company.
Q2 Why do you say [Response from Q1]?	Because more than one company can make these.
Q2P Anything else?	No.
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	More than one company.
Q4 Why do you say [Response from Q3a]?	Because more than one company can these in organic.
Q4P Anything else?	No.

a. ID = 1564

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1571
	1
ID	1571
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 61 and older
S3 In what state do you currently reside?	New Jersey
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	No company.
Q2 Why do you say [Response from Q1]?	I am not familiar with the name.
Q2P Anything else?	No
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	No company.
Q4 Why do you say [Response from Q3a]?	Organic is a type of growing and feeding process.
Q4P Anything else?	no

a. ID = 1571

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1572
	1
ID	1572
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 46 to 60
S3 In what state do you currently reside?	Massachusetts
S8 How much of the grocery shopping do you personally do?	half of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q2 Why do you say [Response from Q1]?	
Q2P Anything else?	
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	No company.
Q4 Why do you say [Response from Q3a]?	Not familiar with corn cakes
Q4P Anything else?	it looked like a rice cake

a. ID = 1572

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1581
	1
ID	1581
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 61 and older
S3 In what state do you currently reside?	California
S8 How much of the grocery shopping do you personally do?	almost all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	No company.
Q2 Why do you say [Response from Q1]?	I cannot think of any company that produces these
Q2P Anything else?	Nope
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	No company.
Q4 Why do you say [Response from Q3a]?	I do not know of any company that produces organic corn crisps
Q4P Anything else?	Nope

a. ID = 1581

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1588
	1
ID	1588
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 31 to 45
S3 In what state do you currently reside?	California
S8 How much of the grocery shopping do you personally do?	half of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Only one company.
Q2 Why do you say [Response from Q1]?	Because I have only seen one brand with this product
Q2P Anything else?	no
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	

a. ID = 1588

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1590
	1
ID	1590
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 46 to 60
S3 In what state do you currently reside?	Florida
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	More than one company.
Q2 Why do you say [Response from Q1]?	Quaker, Kellog's
Q2P Anything else?	No
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	

a. ID = 1590

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1594
	1
ID	1594
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 61 and older
S3 In what state do you currently reside?	New Jersey
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q2 Why do you say [Response from Q1]?	
Q2P Anything else?	
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	No company.
Q4 Why do you say [Response from Q3a]?	Organic is not limited to one company.
Q4P Anything else?	no

a. ID = 1594

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1598
	1
ID	1598
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 61 and older
S3 In what state do you currently reside?	New York
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Only one company.
Q2 Why do you say [Response from Q1]?	becaused I can only think of one company that makes rice cake-like things.
Q2P Anything else?	no
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	No company.
Q4 Why do you say [Response from Q3a]?	Oh come on. Because I can't think of any company that makes organic rice cakes, why do you think I say "No company"?
Q4P Anything else?	00

a. ID = 1598

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1599
	1
ID	1599
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 46 to 60
S3 In what state do you currently reside?	California
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	No company.
Q2 Why do you say [Response from Q1]?	rice cakes
Q2P Anything else?	none
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	More than one company.
Q4 Why do you say [Response from Q3a]?	rice cakes
Q4P Anything else?	no

a. ID = 1599

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1600
	1
ID	1600
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 31 to 45
S3 In what state do you currently reside?	Texas
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have not purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Only one company.
Q2 Why do you say [Response from Q1]?	Quaker
Q2P Anything else?	No
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	No company.
Q4 Why do you say [Response from Q3a]?	["Don't know / no opinion" box checked]
Q4P Anything else?	No

a. ID = 1600

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1602
	1
ID	1602
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 61 and older
S3 In what state do you currently reside?	Ohio
S8 How much of the grocery shopping do you personally do?	half of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	No company.
Q2 Why do you say [Response from Q1]?	["Don't know / no opinion" box checked]
Q2P Anything else?	Never heard or saw this product before now.
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	More than one company.
Q4 Why do you say [Response from Q3a]?	Organic products are widely made in the marketplace today.
Q4P Anything else?	Nothing else.

a. ID = 1602

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1603
	1
ID	1603
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 61 and older
S3 In what state do you currently reside?	Massachusetts
S8 How much of the grocery shopping do you personally do?	half of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q2 Why do you say [Response from Q1]?	
Q2P Anything else?	
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	

a. ID = 1603

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1609
	1
ID	1609
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 31 to 45
S3 In what state do you currently reside?	California
S8 How much of the grocery shopping do you personally do?	almost all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Only one company.
Q2 Why do you say [Response from Q1]?	["Don't know / no opinion" box checked]
Q2P Anything else?	No
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	More than one company.
Q4 Why do you say [Response from Q3a]?	["Don't know / no opinion" box checked]
Q4P Anything else?	No

a. ID = 1609

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1616
	1
ID	1616
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 46 to 60
S3 In what state do you currently reside?	California
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	No company.
Q2 Why do you say [Response from Q1]?	I don't know corn thins
Q2P Anything else?	no
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	

a. ID = 1616

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1618
	1
ID	1618
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 46 to 60
S3 In what state do you currently reside?	Oregon
S8 How much of the grocery shopping do you personally do?	half of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Don't Recall
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Only one company.
Q2 Why do you say [Response from Q1]?	Have never seen these
Q2P Anything else?	I don't think one company would steel ideas from another.
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	More than one company.
Q4 Why do you say [Response from Q3a]?	There are a lot of companies that offer organic products.
Q4P Anything else?	Almost everything is organic these days.

a. ID = 1618

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1619
	1
ID	1619
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 61 and older
S3 In what state do you currently reside?	Illinois
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	No company.
Q2 Why do you say [Response from Q1]?	["Don't know / no opinion" box checked]
Q2P Anything else?	no
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	No company.
Q4 Why do you say [Response from Q3a]?	["Don't know / no opinion" box checked]
Q4P Anything else?	no

a. ID = 1619

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1626
	1
ID	1626
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 46 to 60
S3 In what state do you currently reside?	California
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	No company.
Q2 Why do you say [Response from Q1]?	oops... meant one company
Q2P Anything else?	mmmm... two companies?...
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	More than one company.
Q4 Why do you say [Response from Q3a]?	aren't there?...
Q4P Anything else?	nno...

a. ID = 1626

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1628
	1
ID	1628
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 18 to 30
S3 In what state do you currently reside?	California
S8 How much of the grocery shopping do you personally do?	half of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	No company.
Q2 Why do you say [Response from Q1]?	I've never really heard of Corn Thins
Q2P Anything else?	nope
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	More than one company.
Q4 Why do you say [Response from Q3a]?	There are like a butt-ton of companies that sell organic stuff.
Q4P Anything else?	no

a. ID = 1628

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1629
	1
ID	1629
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 46 to 60
S3 In what state do you currently reside?	Texas
S8 How much of the grocery shopping do you personally do?	half of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q2 Why do you say [Response from Q1]?	
Q2P Anything else?	
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	

a. ID = 1629

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1632
	1
ID	1632
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 31 to 45
S3 In what state do you currently reside?	Florida
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Don't Recall
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	More than one company.
Q2 Why do you say [Response from Q1]?	I am think of the quaker brander and the store brand
Q2P Anything else?	no
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	No company.
Q4 Why do you say [Response from Q3a]?	I have never bought a organic rice crisp
Q4P Anything else?	no

a. ID = 1632

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1634
	1
ID	1634
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 18 to 30
S3 In what state do you currently reside?	Minnesota
S8 How much of the grocery shopping do you personally do?	half of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Only one company.
Q2 Why do you say [Response from Q1]?	Quaker
Q2P Anything else?	Nope
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	No company.
Q4 Why do you say [Response from Q3a]?	Don't know many organic companies
Q4P Anything else?	No

a. ID = 1634

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1641
	1
ID	1641
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 31 to 45
S3 In what state do you currently reside?	Michigan
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Only one company.
Q2 Why do you say [Response from Q1]?	Kraft
Q2P Anything else?	General Mills
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Only one company.
Q4 Why do you say [Response from Q3a]?	Healhy Wheat
Q4P Anything else?	Nope.

a. ID = 1641

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1644
	1
ID	1644
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 61 and older
S3 In what state do you currently reside?	Illinois
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have not purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	Do not plan to purchase in the next 3 months
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	Plan to purchase in the next 3 months
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q2 Why do you say [Response from Q1]?	
Q2P Anything else?	
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	

a. ID = 1644

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1647
	1
ID	1647
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 46 to 60
S3 In what state do you currently reside?	California
S8 How much of the grocery shopping do you personally do?	almost all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q2 Why do you say [Response from Q1]?	
Q2P Anything else?	
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	

a. ID = 1647

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1651
	1
ID	1651
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 18 to 30
S3 In what state do you currently reside?	Massachusetts
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	More than one company.
Q2 Why do you say [Response from Q1]?	there are different brands that make this type of product, thus "MORE THAN ONE COMPANY"
Q2P Anything else?	nope
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	More than one company.
Q4 Why do you say [Response from Q3a]?	because more than one company makes it
Q4P Anything else?	nope

a. ID = 1651

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1652
	1
ID	1652
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 46 to 60
S3 In what state do you currently reside?	Florida
S8 How much of the grocery shopping do you personally do?	almost all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	More than one company.
Q2 Why do you say [Response from Q1]?	I recall seeing different brands for the item
Q2P Anything else?	No
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	

a. ID = 1652

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1661
	1
ID	1661
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 61 and older
S3 In what state do you currently reside?	New York
S8 How much of the grocery shopping do you personally do?	half of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	No company.
Q2 Why do you say [Response from Q1]?	["Don't know / no opinion" box checked]
Q2P Anything else?	no, nothing else.
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	

a. ID = 1661

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1664
	1
ID	1664
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 61 and older
S3 In what state do you currently reside?	California
S8 How much of the grocery shopping do you personally do?	almost all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q2 Why do you say [Response from Q1]?	
Q2P Anything else?	
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	

a. ID = 1664

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1666
	1
ID	1666
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 18 to 30
S3 In what state do you currently reside?	Texas
S8 How much of the grocery shopping do you personally do?	half of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have not purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	Do not plan to purchase in the next 3 months
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	Plan to purchase in the next 3 months
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	No company.
Q2 Why do you say [Response from Q1]?	I do not recall the names of any companies which produce this product. However, this product is common to me.
Q2P Anything else?	This product is eaten often by friends of mine.
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	More than one company.
Q4 Why do you say [Response from Q3a]?	I use many organic products and can think of several different companies/brands which sell these.
Q4P Anything else?	I eat organic and buy organic clothing etc

a. ID = 1666

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1672
	1
ID	1672
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 46 to 60
S3 In what state do you currently reside?	Florida
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	No company.
Q2 Why do you say [Response from Q1]?	["Don't know / no opinion" box checked]
Q2P Anything else?	No
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Only one company.
Q4 Why do you say [Response from Q3a]?	One company
Q4P Anything else?	No

a. ID = 1672

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1674
	1
ID	1674
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 18 to 30
S3 In what state do you currently reside?	Wisconsin
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Don't Recall
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Only one company.
Q2 Why do you say [Response from Q1]?	I only know of one company
Q2P Anything else?	no
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	No company.
Q4 Why do you say [Response from Q3a]?	I dont know of a company with the organic thins
Q4P Anything else?	no

a. ID = 1674

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1676
	1
ID	1676
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 31 to 45
S3 In what state do you currently reside?	Washington
S8 How much of the grocery shopping do you personally do?	half of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have not purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	Do not plan to purchase in the next 3 months
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	Plan to purchase in the next 3 months
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	More than one company.
Q2 Why do you say [Response from Q1]?	Because I have seen major brands, store,brands, organic brands.
Q2P Anything else?	No
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	More than one company.
Q4 Why do you say [Response from Q3a]?	I have seen then in local organic market
Q4P Anything else?	No

a. ID = 1676

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1680
	1
ID	1680
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 46 to 60
S3 In what state do you currently reside?	Washington
S8 How much of the grocery shopping do you personally do?	almost all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	No company.
Q2 Why do you say [Response from Q1]?	Not sure who produces
Q2P Anything else?	None
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	No company.
Q4 Why do you say [Response from Q3a]?	["Don't know / no opinion" box checked]
Q4P Anything else?	None

a. ID = 1680

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1683
	1
ID	1683
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 18 to 30
S3 In what state do you currently reside?	California
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	No company.
Q2 Why do you say [Response from Q1]?	["Don't know / no opinion" box checked]
Q2P Anything else?	i dont know that product
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	More than one company.
Q4 Why do you say [Response from Q3a]?	i dont know the name of the product but i have seen them
Q4P Anything else?	none

a. ID = 1683

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1685
	1
ID	1685
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 18 to 30
S3 In what state do you currently reside?	New Jersey
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	More than one company.
Q2 Why do you say [Response from Q1]?	I can think of several companies
Q2P Anything else?	none
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	

a. ID = 1685

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1688
	1
ID	1688
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 46 to 60
S3 In what state do you currently reside?	Oregon
S8 How much of the grocery shopping do you personally do?	half of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Only one company.
Q2 Why do you say [Response from Q1]?	Quaker
Q2P Anything else?	No
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	No company.
Q4 Why do you say [Response from Q3a]?	["Don't know / no opinion" box checked]
Q4P Anything else?	no

a. ID = 1688

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1693
	1
ID	1693
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 61 and older
S3 In what state do you currently reside?	Washington
S8 How much of the grocery shopping do you personally do?	almost all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	More than one company.
Q2 Why do you say [Response from Q1]?	I seem to remember seeing different brands although it is not something that I buy.
Q2P Anything else?	No
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	More than one company.
Q4 Why do you say [Response from Q3a]?	Organic has become popular so many companies are selling it.
Q4P Anything else?	no

a. ID = 1693

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1697
	1
ID	1697
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 46 to 60
S3 In what state do you currently reside?	Oregon
S8 How much of the grocery shopping do you personally do?	half of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	No company.
Q2 Why do you say [Response from Q1]?	I don't even know what that is.
Q2P Anything else?	no
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	No company.
Q4 Why do you say [Response from Q3a]?	["Don't know / no opinion" box checked]
Q4P Anything else?	no

a. ID = 1697

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1698
	1
ID	1698
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 18 to 30
S3 In what state do you currently reside?	Texas
S8 How much of the grocery shopping do you personally do?	almost all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Only one company.
Q2 Why do you say [Response from Q1]?	The brand that sticks out the most is Quaker.
Q2P Anything else?	No.
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	No company.
Q4 Why do you say [Response from Q3a]?	["Don't know / no opinion" box checked]
Q4P Anything else?	No.

a. ID = 1698

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1711
	1
ID	1711
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 61 and older
S3 In what state do you currently reside?	Florida
S8 How much of the grocery shopping do you personally do?	half of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q2 Why do you say [Response from Q1]?	
Q2P Anything else?	
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	

a. ID = 1711

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1714
	1
ID	1714
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 31 to 45
S3 In what state do you currently reside?	Colorado
S8 How much of the grocery shopping do you personally do?	almost all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q2 Why do you say [Response from Q1]?	
Q2P Anything else?	
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	

a. ID = 1714

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1718
	1
ID	1718
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 31 to 45
S3 In what state do you currently reside?	California
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Only one company.
Q2 Why do you say [Response from Q1]?	i thought quaker made it
Q2P Anything else?	no
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	

a. ID = 1718

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1722
	1
ID	1722
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 46 to 60
S3 In what state do you currently reside?	Florida
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have not purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	Do not plan to purchase in the next 3 months
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	Plan to purchase in the next 3 months
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Only one company.
Q2 Why do you say [Response from Q1]?	Looks like Quaker from the recent commercials I have seen.
Q2P Anything else?	no
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	

a. ID = 1722

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1723
	1
ID	1723
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 46 to 60
S3 In what state do you currently reside?	Maine
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	More than one company.
Q2 Why do you say [Response from Q1]?	because it'd be hard to believe for me to think only 1 co. in the u.s. would make this product
Q2P Anything else?	no
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	More than one company.
Q4 Why do you say [Response from Q3a]?	because several farmers grow organic products
Q4P Anything else?	no

a. ID = 1723

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1724
	1
ID	1724
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 18 to 30
S3 In what state do you currently reside?	Tennessee
S8 How much of the grocery shopping do you personally do?	almost all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Only one company.
Q2 Why do you say [Response from Q1]?	Quaker
Q2P Anything else?	No
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	

a. ID = 1724

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1727
	1
ID	1727
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 31 to 45
S3 In what state do you currently reside?	California
S8 How much of the grocery shopping do you personally do?	almost all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	No company.
Q2 Why do you say [Response from Q1]?	No company comes to mind
Q2P Anything else?	No
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	No company.
Q4 Why do you say [Response from Q3a]?	No company comes to mind
Q4P Anything else?	No

a. ID = 1727

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1729
	1
ID	1729
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 31 to 45
S3 In what state do you currently reside?	Washington
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q2 Why do you say [Response from Q1]?	
Q2P Anything else?	
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	No company.
Q4 Why do you say [Response from Q3a]?	["Don't know / no opinion" box checked]
Q4P Anything else?	no

a. ID = 1729

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1730
	1
ID	1730
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 31 to 45
S3 In what state do you currently reside?	California
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	No company.
Q2 Why do you say [Response from Q1]?	haven't seen them in stores
Q2P Anything else?	nope
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	More than one company.
Q4 Why do you say [Response from Q3a]?	um...because there are many companies that make organic snack foods
Q4P Anything else?	nope

a. ID = 1730

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1738
	1
ID	1738
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 46 to 60
S3 In what state do you currently reside?	Ohio
S8 How much of the grocery shopping do you personally do?	almost all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Only one company.
Q2 Why do you say [Response from Q1]?	Only company I can think off is one.
Q2P Anything else?	No
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	More than one company.
Q4 Why do you say [Response from Q3a]?	Lots of folks say "organic"' right? So must be MANY companies.
Q4P Anything else?	No

a. ID = 1738

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1740
	1
ID	1740
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 31 to 45
S3 In what state do you currently reside?	Texas
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	More than one company.
Q2 Why do you say [Response from Q1]?	["Don't know / no opinion" box checked]
Q2P Anything else?	na
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	No company.
Q4 Why do you say [Response from Q3a]?	["Don't know / no opinion" box checked]
Q4P Anything else?	na

a. ID = 1740

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series][a]

	ID
	1743
	1
ID	1743
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 31 to 45
S3 In what state do you currently reside?	California
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	No company.
Q2 Why do you say [Response from Q1]?	didnt have a name
Q2P Anything else?	nope
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	No company.
Q4 Why do you say [Response from Q3a]?	["Don't know / no opinion" box checked]
Q4P Anything else?	nope

a. ID = 1743

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1005
	1
ID	1005
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 61 and older
S3 In what state do you currently reside?	New York
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	No company.
Q4 Why do you say [Response from Q3a]?	I don't knowvwhat it is
Q4P Anything else?	No
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	No company.
Q2 Why do you say [Response from Q1]?	I never heard of corn thins
Q2P Anything else?	No

a. ID = 1005

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1009
	1
ID	1009
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 46 to 60
S3 In what state do you currently reside?	Massachusetts
S8 How much of the grocery shopping do you personally do?	almost all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	No company.
Q4 Why do you say [Response from Q3a]?	I cant think of an organic company
Q4P Anything else?	no
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Only one company.
Q2 Why do you say [Response from Q1]?	Because I can only think of Real corn thins
Q2P Anything else?	no

a. ID = 1009

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1010
	1
ID	1010
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 46 to 60
S3 In what state do you currently reside?	Massachusetts
S8 How much of the grocery shopping do you personally do?	almost all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	More than one company.
Q4 Why do you say [Response from Q3a]?	there are a few companies that make organic rice cakes
Q4P Anything else?	no
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	No company.
Q2 Why do you say [Response from Q1]?	not sure who makes these
Q2P Anything else?	no

a. ID = 1010

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1012
	1
ID	1012
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 18 to 30
S3 In what state do you currently reside?	California
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Only one company.
Q4 Why do you say [Response from Q3a]?	["Don't know / no opinion" box checked]
Q4P Anything else?	Nothing
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	More than one company.
Q2 Why do you say [Response from Q1]?	I have seen the product under different types of brands.
Q2P Anything else?	No.

a. ID = 1012

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1013
	1
ID	1013
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 31 to 45
S3 In what state do you currently reside?	Texas
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	More than one company.
Q4 Why do you say [Response from Q3a]?	multiple companies because different companies tend to produce the same thing to create competition.
Q4P Anything else?	none
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q2 Why do you say [Response from Q1]?	
Q2P Anything else?	

a. ID = 1013

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1023
	1
ID	1023
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 46 to 60
S3 In what state do you currently reside?	Nebraska
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q2 Why do you say [Response from Q1]?	
Q2P Anything else?	

a. ID = 1023

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1024
	1
ID	1024
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 18 to 30
S3 In what state do you currently reside?	New Jersey
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Don't Recall
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q2 Why do you say [Response from Q1]?	
Q2P Anything else?	

a. ID = 1024

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1025
	1
ID	1025
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 46 to 60
S3 In what state do you currently reside?	Ohio
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Only one company.
Q2 Why do you say [Response from Q1]?	quaker
Q2P Anything else?	no

a. ID = 1025

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1031
	1
ID	1031
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 31 to 45
S3 In what state do you currently reside?	Utah
S8 How much of the grocery shopping do you personally do?	almost all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	No company.
Q4 Why do you say [Response from Q3a]?	I don't know which company organic rice cakes.
Q4P Anything else?	No
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	No company.
Q2 Why do you say [Response from Q1]?	I didn't realize it was a corn thin.
Q2P Anything else?	No

a. ID = 1031

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1033
	1
ID	1033
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 46 to 60
S3 In what state do you currently reside?	Wisconsin
S8 How much of the grocery shopping do you personally do?	almost all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	No company.
Q2 Why do you say [Response from Q1]?	["Don't know / no opinion" box checked]
Q2P Anything else?	no

a. ID = 1033

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1035
	1
ID	1035
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 61 and older
S3 In what state do you currently reside?	California
S8 How much of the grocery shopping do you personally do?	half of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Don't Recall
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	More than one company.
Q4 Why do you say [Response from Q3a]?	Because more than one company carries organic food.
Q4P Anything else?	some organic food taste better than others,In my opionion
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Only one company.
Q2 Why do you say [Response from Q1]?	I have only seen it in one company .
Q2P Anything else?	No

a. ID = 1035

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1046
	1
ID	1046
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 61 and older
S3 In what state do you currently reside?	Nebraska
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	More than one company.
Q4 Why do you say [Response from Q3a]?	["Don't know / no opinion" box checked]
Q4P Anything else?	no
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Only one company.
Q2 Why do you say [Response from Q1]?	Quaker
Q2P Anything else?	no

a. ID = 1046

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1049
	1
ID	1049
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 46 to 60
S3 In what state do you currently reside?	Louisiana
S8 How much of the grocery shopping do you personally do?	half of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q2 Why do you say [Response from Q1]?	
Q2P Anything else?	

a. ID = 1049

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1053
	1
ID	1053
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 31 to 45
S3 In what state do you currently reside?	New York
S8 How much of the grocery shopping do you personally do?	almost all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Only one company.
Q4 Why do you say [Response from Q3a]?	I know it
Q4P Anything else?	I bought it
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	No company.
Q2 Why do you say [Response from Q1]?	["Don't know / no opinion" box checked]
Q2P Anything else?	no

a. ID = 1053

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1062
	1
ID	1062
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 18 to 30
S3 In what state do you currently reside?	California
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	More than one company.
Q4 Why do you say [Response from Q3a]?	theres multiple ones
Q4P Anything else?	no
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	More than one company.
Q2 Why do you say [Response from Q1]?	theres alot
Q2P Anything else?	no

a. ID = 1062

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1063
	1
ID	1063
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 46 to 60
S3 In what state do you currently reside?	New Jersey
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	More than one company.
Q4 Why do you say [Response from Q3a]?	there are a few companies that make organic rice cakes
Q4P Anything else?	no
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q2 Why do you say [Response from Q1]?	
Q2P Anything else?	

a. ID = 1063

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1068
	1
ID	1068
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 61 and older
S3 In what state do you currently reside?	Washington
S8 How much of the grocery shopping do you personally do?	almost all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	More than one company.
Q4 Why do you say [Response from Q3a]?	many companies make rice or pop corn cakes that are organic
Q4P Anything else?	I do not know the names of all the companies but have seen them at the grocery store
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q2 Why do you say [Response from Q1]?	
Q2P Anything else?	

a. ID = 1068

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1069
	1
ID	1069
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 61 and older
S3 In what state do you currently reside?	Pennsylvania
S8 How much of the grocery shopping do you personally do?	half of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	More than one company.
Q4 Why do you say [Response from Q3a]?	organic is popular
Q4P Anything else?	no
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q2 Why do you say [Response from Q1]?	
Q2P Anything else?	

a. ID = 1069

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1074
	1
ID	1074
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 18 to 30
S3 In what state do you currently reside?	Michigan
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	More than one company.
Q4 Why do you say [Response from Q3a]?	["Don't know / no opinion" box checked]
Q4P Anything else?	NA
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q2 Why do you say [Response from Q1]?	
Q2P Anything else?	

a. ID = 1074

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1076
	1
ID	1076
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 61 and older
S3 In what state do you currently reside?	Arizona
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	More than one company.
Q4 Why do you say [Response from Q3a]?	quakeroats
Q4P Anything else?	no
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Only one company.
Q2 Why do you say [Response from Q1]?	quakeroats
Q2P Anything else?	qyajer

a. ID = 1076

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1078
	1
ID	1078
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 18 to 30
S3 In what state do you currently reside?	California
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	No company.
Q4 Why do you say [Response from Q3a]?	["Don't know / no opinion" box checked]
Q4P Anything else?	No
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	More than one company.
Q2 Why do you say [Response from Q1]?	There is more than one company that produces similar products.
Q2P Anything else?	No

a. ID = 1078

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1081
	1
ID	1081
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 18 to 30
S3 In what state do you currently reside?	Pennsylvania
S8 How much of the grocery shopping do you personally do?	half of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q2 Why do you say [Response from Q1]?	
Q2P Anything else?	

a. ID = 1081

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1082
	1
ID	1082
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 61 and older
S3 In what state do you currently reside?	Georgia
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	No company.
Q4 Why do you say [Response from Q3a]?	I don't know of any that makes this product as organic
Q4P Anything else?	no
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Only one company.
Q2 Why do you say [Response from Q1]?	I have bought this product but can't remember the name of the co.
Q2P Anything else?	no

a. ID = 1082

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1083
	1
ID	1083
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 46 to 60
S3 In what state do you currently reside?	Illinois
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	No company.
Q4 Why do you say [Response from Q3a]?	organic is not a brand
Q4P Anything else?	no
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	No company.
Q2 Why do you say [Response from Q1]?	doesnt dound like a company
Q2P Anything else?	no

a. ID = 1083

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1088
	1
ID	1088
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 18 to 30
S3 In what state do you currently reside?	Ohio
S8 How much of the grocery shopping do you personally do?	half of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Only one company.
Q4 Why do you say [Response from Q3a]?	quaker
Q4P Anything else?	no
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q2 Why do you say [Response from Q1]?	
Q2P Anything else?	

a. ID = 1088

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1091
	1
ID	1091
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 61 and older
S3 In what state do you currently reside?	California
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	No company.
Q4 Why do you say [Response from Q3a]?	["Don't know / no opinion" box checked]
Q4P Anything else?	Think of Quaker Oats....but not organic
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	No company.
Q2 Why do you say [Response from Q1]?	I don't know any company that makes this product
Q2P Anything else?	no

a. ID = 1091

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1092
	1
ID	1092
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 31 to 45
S3 In what state do you currently reside?	Massachusetts
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Only one company.
Q4 Why do you say [Response from Q3a]?	Because I can only think of one company that sells theses
Q4P Anything else?	No
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	No company.
Q2 Why do you say [Response from Q1]?	Because I don't have a clue if it is made out of corn
Q2P Anything else?	No

a. ID = 1092

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1094
	1
ID	1094
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 61 and older
S3 In what state do you currently reside?	North Carolina
S8 How much of the grocery shopping do you personally do?	almost all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q2 Why do you say [Response from Q1]?	
Q2P Anything else?	

a. ID = 1094

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1097
	1
ID	1097
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 61 and older
S3 In what state do you currently reside?	Utah
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q2 Why do you say [Response from Q1]?	
Q2P Anything else?	

a. ID = 1097

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1101
	1
ID	1101
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 18 to 30
S3 In what state do you currently reside?	California
S8 How much of the grocery shopping do you personally do?	half of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Only one company.
Q2 Why do you say [Response from Q1]?	i've only seen it with quaker
Q2P Anything else?	no

a. ID = 1101

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1105
	1
ID	1105
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 61 and older
S3 In what state do you currently reside?	Ohio
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Only one company.
Q2 Why do you say [Response from Q1]?	["Don't know / no opinion" box checked]
Q2P Anything else?	no

a. ID = 1105

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1109
	1
ID	1109
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 31 to 45
S3 In what state do you currently reside?	Washington
S8 How much of the grocery shopping do you personally do?	almost all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	More than one company.
Q2 Why do you say [Response from Q1]?	it could be any bodies
Q2P Anything else?	no

a. ID = 1109

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1114
	1
ID	1114
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 31 to 45
S3 In what state do you currently reside?	South Dakota
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	More than one company.
Q4 Why do you say [Response from Q3a]?	ive seen more than onr brand in the store
Q4P Anything else?	no
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Only one company.
Q2 Why do you say [Response from Q1]?	only one comes to mind
Q2P Anything else?	no

a. ID = 1114

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1119
	1
ID	1119
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 61 and older
S3 In what state do you currently reside?	Virginia
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	No company.
Q4 Why do you say [Response from Q3a]?	I don't know the name of company that makes these. It looks like some kind of rice cake.
Q4P Anything else?	no
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	No company.
Q2 Why do you say [Response from Q1]?	Never heard of them.
Q2P Anything else?	no

a. ID = 1119

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1123
	1
ID	1123
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 46 to 60
S3 In what state do you currently reside?	Alabama
S8 How much of the grocery shopping do you personally do?	almost all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Only one company.
Q4 Why do you say [Response from Q3a]?	only quaker came to mind
Q4P Anything else?	no
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q2 Why do you say [Response from Q1]?	
Q2P Anything else?	

a. ID = 1123

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1125
	1
ID	1125
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 61 and older
S3 In what state do you currently reside?	California
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	More than one company.
Q4 Why do you say [Response from Q3a]?	["Don't know / no opinion" box checked]
Q4P Anything else?	i HAVE SEEN THEM IN THE BAKERY SECTION OF THE STORE BUT DONT KNOW WHAT THERE CALLED MAYBE A FICE CAKE
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Only one company.
Q2 Why do you say [Response from Q1]?	["Don't know / no opinion" box checked]
Q2P Anything else?	NO

a. ID = 1125

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1129
	1
ID	1129
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 18 to 30
S3 In what state do you currently reside?	Washington
S8 How much of the grocery shopping do you personally do?	half of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	More than one company.
Q4 Why do you say [Response from Q3a]?	["Don't know / no opinion" box checked]
Q4P Anything else?	no
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q2 Why do you say [Response from Q1]?	
Q2P Anything else?	

a. ID = 1129

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1140
	1
ID	1140
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 18 to 30
S3 In what state do you currently reside?	Wisconsin
S8 How much of the grocery shopping do you personally do?	half of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have not purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	Do not plan to purchase in the next 3 months
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	Plan to purchase in the next 3 months
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q2 Why do you say [Response from Q1]?	
Q2P Anything else?	

a. ID = 1140

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1143
	1
ID	1143
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 31 to 45
S3 In what state do you currently reside?	Delaware
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Only one company.
Q4 Why do you say [Response from Q3a]?	i only know one company, Quaker
Q4P Anything else?	no
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Only one company.
Q2 Why do you say [Response from Q1]?	i can only think of one company that i think makes them
Q2P Anything else?	no

a. ID = 1143

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1144
	1
ID	1144
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 31 to 45
S3 In what state do you currently reside?	Pennsylvania
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	More than one company.
Q4 Why do you say [Response from Q3a]?	IT LOOKS LIKE A PRODUCT THAT IS PRODUCED BY MULTIPLE BRANDS.
Q4P Anything else?	IT'S A RICE CAKE
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	No company.
Q2 Why do you say [Response from Q1]?	I'VE NEVER HEARD IF THE NAME OR DESCRIPTION "CORN THINS"
Q2P Anything else?	NO

a. ID = 1144

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1145
	1
ID	1145
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 31 to 45
S3 In what state do you currently reside?	Hawaii
S8 How much of the grocery shopping do you personally do?	almost all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	More than one company.
Q4 Why do you say [Response from Q3a]?	I see more than one company with organic products in the supermarket
Q4P Anything else?	No
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q2 Why do you say [Response from Q1]?	
Q2P Anything else?	

a. ID = 1145

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1149
	1
ID	1149
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 61 and older
S3 In what state do you currently reside?	North Dakota
S8 How much of the grocery shopping do you personally do?	almost all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Don't Recall
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Only one company.
Q4 Why do you say [Response from Q3a]?	["Don't know / no opinion" box checked]
Q4P Anything else?	No.
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q2 Why do you say [Response from Q1]?	
Q2P Anything else?	

a. ID = 1149

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1150
	1
ID	1150
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 31 to 45
S3 In what state do you currently reside?	South Carolina
S8 How much of the grocery shopping do you personally do?	almost all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	More than one company.
Q4 Why do you say [Response from Q3a]?	I know of several food companies that produce organic food products.
Q4P Anything else?	Nothing else
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Only one company.
Q2 Why do you say [Response from Q1]?	I've only seen these made by Quaker.
Q2P Anything else?	Nothing else

a. ID = 1150

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1154
	1
ID	1154
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 31 to 45
S3 In what state do you currently reside?	Iowa
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	No company.
Q4 Why do you say [Response from Q3a]?	I don't recall any company of calling itself organic rice cakes.
Q4P Anything else?	nothing else
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	No company.
Q2 Why do you say [Response from Q1]?	I have never heard a company call it's product "corn thins".
Q2P Anything else?	nothing else

a. ID = 1154

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1155
	1
ID	1155
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 46 to 60
S3 In what state do you currently reside?	Oklahoma
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Only one company.
Q4 Why do you say [Response from Q3a]?	I don't know any companies that make rice cakes
Q4P Anything else?	no
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	No company.
Q2 Why do you say [Response from Q1]?	I am unaware of a product called corn thins.
Q2P Anything else?	no

a. ID = 1155

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1158
	1
ID	1158
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 46 to 60
S3 In what state do you currently reside?	Georgia
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Only one company.
Q4 Why do you say [Response from Q3a]?	quark oats is the only brand i know with that
Q4P Anything else?	none
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	No company.
Q2 Why do you say [Response from Q1]?	["Don't know / no opinion" box checked]
Q2P Anything else?	none

a. ID = 1158

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1162
	1
ID	1162
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 31 to 45
S3 In what state do you currently reside?	Massachusetts
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	More than one company.
Q4 Why do you say [Response from Q3a]?	lot compays going organic
Q4P Anything else?	cost more
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	No company.
Q2 Why do you say [Response from Q1]?	haven't seen it before
Q2P Anything else?	none

a. ID = 1162

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1164
	1
ID	1164
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 18 to 30
S3 In what state do you currently reside?	New York
S8 How much of the grocery shopping do you personally do?	almost all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Only one company.
Q4 Why do you say [Response from Q3a]?	I'm not entirely sure what it is, but it looks like a rice cake and I only know of one organic company
Q4P Anything else?	no
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	No company.
Q2 Why do you say [Response from Q1]?	It isn't what I thought it was, I never buy corn cakes.
Q2P Anything else?	no

a. ID = 1164

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1168
	1
ID	1168
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 46 to 60
S3 In what state do you currently reside?	West Virginia
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	No company.
Q2 Why do you say [Response from Q1]?	I am not familiar with this product.
Q2P Anything else?	no

a. ID = 1168

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1171
	1
ID	1171
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 31 to 45
S3 In what state do you currently reside?	Oregon
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Don't Recall
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q2 Why do you say [Response from Q1]?	
Q2P Anything else?	

a. ID = 1171

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1175
	1
ID	1175
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 61 and older
S3 In what state do you currently reside?	Georgia
S8 How much of the grocery shopping do you personally do?	half of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	More than one company.
Q4 Why do you say [Response from Q3a]?	I just assume more than one company makes this product
Q4P Anything else?	no
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q2 Why do you say [Response from Q1]?	
Q2P Anything else?	

a. ID = 1175

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1176
	1
ID	1176
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 18 to 30
S3 In what state do you currently reside?	Massachusetts
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Only one company.
Q4 Why do you say [Response from Q3a]?	That's what I remember.
Q4P Anything else?	No.
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	More than one company.
Q2 Why do you say [Response from Q1]?	There are multiple companies that sell these.
Q2P Anything else?	No.

a. ID = 1176

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1179
	1
ID	1179
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 31 to 45
S3 In what state do you currently reside?	New York
S8 How much of the grocery shopping do you personally do?	almost all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Only one company.
Q2 Why do you say [Response from Q1]?	["Don't know / no opinion" box checked]
Q2P Anything else?	N/a

a. ID = 1179

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1185
	1
ID	1185
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 18 to 30
S3 In what state do you currently reside?	Indiana
S8 How much of the grocery shopping do you personally do?	almost all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	No company.
Q2 Why do you say [Response from Q1]?	I've never heard of "Corn Thins" before, I thought the image was of a Rice Cake.
Q2P Anything else?	No.

a. ID = 1185

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1186
	1
ID	1186
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 31 to 45
S3 In what state do you currently reside?	Pennsylvania
S8 How much of the grocery shopping do you personally do?	almost all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	More than one company.
Q4 Why do you say [Response from Q3a]?	["Don't know / no opinion" box checked]
Q4P Anything else?	many companies are into producing organic food dese days
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	More than one company.
Q2 Why do you say [Response from Q1]?	["Don't know / no opinion" box checked]
Q2P Anything else?	no

a. ID = 1186

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1188
	1
ID	1188
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 46 to 60
S3 In what state do you currently reside?	Tennessee
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	More than one company.
Q4 Why do you say [Response from Q3a]?	["Don't know / no opinion" box checked]
Q4P Anything else?	no
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	More than one company.
Q2 Why do you say [Response from Q1]?	there are more than one company that produces them
Q2P Anything else?	no

a. ID = 1188

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1189
	1
ID	1189
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 46 to 60
S3 In what state do you currently reside?	Louisiana
S8 How much of the grocery shopping do you personally do?	half of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	No company.
Q4 Why do you say [Response from Q3a]?	I can't recall of a particular company associated with organics
Q4P Anything else?	no
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Only one company.
Q2 Why do you say [Response from Q1]?	I can only recall one company associated with this
Q2P Anything else?	no

a. ID = 1189

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1197
	1
ID	1197
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 61 and older
S3 In what state do you currently reside?	Maine
S8 How much of the grocery shopping do you personally do?	half of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	More than one company.
Q4 Why do you say [Response from Q3a]?	alot of them out there
Q4P Anything else?	na
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	No company.
Q2 Why do you say [Response from Q1]?	don't know of any
Q2P Anything else?	na

a. ID = 1197

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1200
	1
ID	1200
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 46 to 60
S3 In what state do you currently reside?	New York
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	No company.
Q4 Why do you say [Response from Q3a]?	i have no experience with the product pictured
Q4P Anything else?	no
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q2 Why do you say [Response from Q1]?	
Q2P Anything else?	

a. ID = 1200

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1205
	1
ID	1205
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 61 and older
S3 In what state do you currently reside?	Mississippi
S8 How much of the grocery shopping do you personally do?	almost all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Don't Recall
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	No company.
Q2 Why do you say [Response from Q1]?	["Don't know / no opinion" box checked]
Q2P Anything else?	no

a. ID = 1205

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1206
	1
ID	1206
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 46 to 60
S3 In what state do you currently reside?	Pennsylvania
S8 How much of the grocery shopping do you personally do?	almost all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	No company.
Q4 Why do you say [Response from Q3a]?	not really sure who makes organic versions of it
Q4P Anything else?	no
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	No company.
Q2 Why do you say [Response from Q1]?	never heard of corn thins
Q2P Anything else?	no

a. ID = 1206

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1213
	1
ID	1213
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 46 to 60
S3 In what state do you currently reside?	Maryland
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q2 Why do you say [Response from Q1]?	
Q2P Anything else?	

a. ID = 1213

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1214
	1
ID	1214
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 31 to 45
S3 In what state do you currently reside?	South Carolina
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	More than one company.
Q4 Why do you say [Response from Q3a]?	because a lot of them go organic nowadays
Q4P Anything else?	no
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	No company.
Q2 Why do you say [Response from Q1]?	never heard of corn thins
Q2P Anything else?	no

a. ID = 1214

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1223
	1
ID	1223
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 61 and older
S3 In what state do you currently reside?	New York
S8 How much of the grocery shopping do you personally do?	almost all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	More than one company.
Q4 Why do you say [Response from Q3a]?	more than 1 compaby makes these products
Q4P Anything else?	no
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	More than one company.
Q2 Why do you say [Response from Q1]?	corn chips and corn patties are made by various companies
Q2P Anything else?	no

a. ID = 1223

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1231
	1
ID	1231
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 61 and older
S3 In what state do you currently reside?	Texas
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	More than one company.
Q4 Why do you say [Response from Q3a]?	Because I have seen different brands, saying they were organic.
Q4P Anything else?	no
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q2 Why do you say [Response from Q1]?	
Q2P Anything else?	

a. ID = 1231

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1233
	1
ID	1233
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 18 to 30
S3 In what state do you currently reside?	North Carolina
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Only one company.
Q4 Why do you say [Response from Q3a]?	it just reminds me of one company that i know
Q4P Anything else?	no
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q2 Why do you say [Response from Q1]?	
Q2P Anything else?	

a. ID = 1233

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1234
	1
ID	1234
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 46 to 60
S3 In what state do you currently reside?	New York
S8 How much of the grocery shopping do you personally do?	almost all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have not purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	Do not plan to purchase in the next 3 months
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	Plan to purchase in the next 3 months
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Only one company.
Q4 Why do you say [Response from Q3a]?	I only think of Quaker
Q4P Anything else?	No
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	No company.
Q2 Why do you say [Response from Q1]?	["Don't know / no opinion" box checked]
Q2P Anything else?	no

a. ID = 1234

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1239
	1
ID	1239
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 61 and older
S3 In what state do you currently reside?	Indiana
S8 How much of the grocery shopping do you personally do?	almost all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q2 Why do you say [Response from Q1]?	
Q2P Anything else?	

a. ID = 1239

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1241
	1
ID	1241
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 31 to 45
S3 In what state do you currently reside?	Louisiana
S8 How much of the grocery shopping do you personally do?	almost all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q2 Why do you say [Response from Q1]?	
Q2P Anything else?	

a. ID = 1241

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1242
	1
ID	1242
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 18 to 30
S3 In what state do you currently reside?	North Carolina
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	No company.
Q4 Why do you say [Response from Q3a]?	because i havent seen them in organic before
Q4P Anything else?	ALSO BECUASE IT IS PROCESSED
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	No company.
Q2 Why do you say [Response from Q1]?	["Don't know / no opinion" box checked]
Q2P Anything else?	no

a. ID = 1242

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1246
	1
ID	1246
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 46 to 60
S3 In what state do you currently reside?	Arizona
S8 How much of the grocery shopping do you personally do?	almost all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	More than one company.
Q4 Why do you say [Response from Q3a]?	I've seen more than one company advertised
Q4P Anything else?	No
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	No company.
Q2 Why do you say [Response from Q1]?	Never heard of corn thins
Q2P Anything else?	No

a. ID = 1246

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1249
	1
ID	1249
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 18 to 30
S3 In what state do you currently reside?	Georgia
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Don't Recall
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q2 Why do you say [Response from Q1]?	
Q2P Anything else?	

a. ID = 1249

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1253
	1
ID	1253
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 46 to 60
S3 In what state do you currently reside?	Kentucky
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	More than one company.
Q4 Why do you say [Response from Q3a]?	tHERE ARE SEVERAL BRANDS THAT MAKE THIS PRODUCT.
Q4P Anything else?	NO
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q2 Why do you say [Response from Q1]?	
Q2P Anything else?	

a. ID = 1253

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1255
	1
ID	1255
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 31 to 45
S3 In what state do you currently reside?	Illinois
S8 How much of the grocery shopping do you personally do?	almost all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Only one company.
Q4 Why do you say [Response from Q3a]?	quaker
Q4P Anything else?	nope
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	No company.
Q2 Why do you say [Response from Q1]?	i dont know what company makes them
Q2P Anything else?	nope

a. ID = 1255

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1260
	1
ID	1260
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 31 to 45
S3 In what state do you currently reside?	Tennessee
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	More than one company.
Q4 Why do you say [Response from Q3a]?	I have seen several labels that say organic
Q4P Anything else?	no
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q2 Why do you say [Response from Q1]?	
Q2P Anything else?	

a. ID = 1260

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1263
	1
ID	1263
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 18 to 30
S3 In what state do you currently reside?	Wisconsin
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	No company.
Q4 Why do you say [Response from Q3a]?	["Don't know / no opinion" box checked]
Q4P Anything else?	no
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	More than one company.
Q2 Why do you say [Response from Q1]?	["Don't know / no opinion" box checked]
Q2P Anything else?	no

a. ID = 1263

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1269
	1
ID	1269
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 31 to 45
S3 In what state do you currently reside?	Florida
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	More than one company.
Q2 Why do you say [Response from Q1]?	because some may taste better than the other
Q2P Anything else?	no

a. ID = 1269

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1270
	1
ID	1270
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 46 to 60
S3 In what state do you currently reside?	Tennessee
S8 How much of the grocery shopping do you personally do?	half of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	More than one company.
Q4 Why do you say [Response from Q3a]?	there are several companies that produce this product
Q4P Anything else?	none
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q2 Why do you say [Response from Q1]?	
Q2P Anything else?	

a. ID = 1270

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1271
	1
ID	1271
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 18 to 30
S3 In what state do you currently reside?	Florida
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Don't Recall
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	Do not plan to purchase in the next 3 months
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	Plan to purchase in the next 3 months
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	More than one company.
Q4 Why do you say [Response from Q3a]?	digorno ,red baron
Q4P Anything else?	FRESCHETTA
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q2 Why do you say [Response from Q1]?	
Q2P Anything else?	

a. ID = 1271

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1272
	1
ID	1272
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 46 to 60
S3 In what state do you currently reside?	Michigan
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have not purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	Do not plan to purchase in the next 3 months
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	Plan to purchase in the next 3 months
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	More than one company.
Q2 Why do you say [Response from Q1]?	compitition
Q2P Anything else?	no

a. ID = 1272

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1273
	1
ID	1273
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 46 to 60
S3 In what state do you currently reside?	Arizona
S8 How much of the grocery shopping do you personally do?	almost all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Only one company.
Q4 Why do you say [Response from Q3a]?	quaker is what i know
Q4P Anything else?	no
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	No company.
Q2 Why do you say [Response from Q1]?	["Don't know / no opinion" box checked]
Q2P Anything else?	no

a. ID = 1273

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1282
	1
ID	1282
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 61 and older
S3 In what state do you currently reside?	Tennessee
S8 How much of the grocery shopping do you personally do?	almost all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q2 Why do you say [Response from Q1]?	
Q2P Anything else?	

a. ID = 1282

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1284
	1
ID	1284
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 31 to 45
S3 In what state do you currently reside?	Florida
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	More than one company.
Q4 Why do you say [Response from Q3a]?	i like several different pies from several compoanies
Q4P Anything else?	nope thats about it
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Only one company.
Q2 Why do you say [Response from Q1]?	cause its all i know
Q2P Anything else?	nope thats iits

a. ID = 1284

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1285
	1
ID	1285
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 31 to 45
S3 In what state do you currently reside?	New York
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Don't Recall
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	More than one company.
Q4 Why do you say [Response from Q3a]?	["Don't know / no opinion" box checked]
Q4P Anything else?	no
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q2 Why do you say [Response from Q1]?	
Q2P Anything else?	

a. ID = 1285

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1287
	1
ID	1287
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 46 to 60
S3 In what state do you currently reside?	West Virginia
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Don't Recall
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q2 Why do you say [Response from Q1]?	
Q2P Anything else?	

a. ID = 1287

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1293
	1
ID	1293
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 61 and older
S3 In what state do you currently reside?	Connecticut
S8 How much of the grocery shopping do you personally do?	almost all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	More than one company.
Q4 Why do you say [Response from Q3a]?	["Don't know / no opinion" box checked]
Q4P Anything else?	no
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q2 Why do you say [Response from Q1]?	
Q2P Anything else?	

a. ID = 1293

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1295
	1
ID	1295
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 31 to 45
S3 In what state do you currently reside?	South Dakota
S8 How much of the grocery shopping do you personally do?	half of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	No company.
Q2 Why do you say [Response from Q1]?	["Don't know / no opinion" box checked]
Q2P Anything else?	no

a. ID = 1295

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1296
	1
ID	1296
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 31 to 45
S3 In what state do you currently reside?	Massachusetts
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Don't Recall
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q2 Why do you say [Response from Q1]?	
Q2P Anything else?	

a. ID = 1296

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1298
	1
ID	1298
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 61 and older
S3 In what state do you currently reside?	New York
S8 How much of the grocery shopping do you personally do?	almost all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	More than one company.
Q4 Why do you say [Response from Q3a]?	Because more than one company sells Organic
Q4P Anything else?	No
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q2 Why do you say [Response from Q1]?	
Q2P Anything else?	

a. ID = 1298

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1299
	1
ID	1299
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 61 and older
S3 In what state do you currently reside?	Florida
S8 How much of the grocery shopping do you personally do?	almost all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	More than one company.
Q4 Why do you say [Response from Q3a]?	quacker oarts and i have seen others
Q4P Anything else?	no
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q2 Why do you say [Response from Q1]?	
Q2P Anything else?	

a. ID = 1299

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1300
	1
ID	1300
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 31 to 45
S3 In what state do you currently reside?	Virginia
S8 How much of the grocery shopping do you personally do?	almost all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	No company.
Q4 Why do you say [Response from Q3a]?	["Don't know / no opinion" box checked]
Q4P Anything else?	No
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Only one company.
Q2 Why do you say [Response from Q1]?	I only know of one company that sells corn thins
Q2P Anything else?	No

a. ID = 1300

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1304
	1
ID	1304
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 46 to 60
S3 In what state do you currently reside?	Indiana
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q2 Why do you say [Response from Q1]?	
Q2P Anything else?	

a. ID = 1304

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1307
	1
ID	1307
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 18 to 30
S3 In what state do you currently reside?	Kansas
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q2 Why do you say [Response from Q1]?	
Q2P Anything else?	

a. ID = 1307

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1311
	1
ID	1311
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 46 to 60
S3 In what state do you currently reside?	Michigan
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	No company.
Q4 Why do you say [Response from Q3a]?	I don't personally know of any organic companies
Q4P Anything else?	no
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	No company.
Q2 Why do you say [Response from Q1]?	never heard of a corn thin
Q2P Anything else?	no

a. ID = 1311

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1313
	1
ID	1313
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 31 to 45
S3 In what state do you currently reside?	California
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	More than one company.
Q4 Why do you say [Response from Q3a]?	because there are several more
Q4P Anything else?	no
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	More than one company.
Q2 Why do you say [Response from Q1]?	because there are several more
Q2P Anything else?	no

a. ID = 1313

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1319
	1
ID	1319
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 46 to 60
S3 In what state do you currently reside?	Indiana
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	More than one company.
Q4 Why do you say [Response from Q3a]?	I just assume more then one company makes organic foos
Q4P Anything else?	no
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	More than one company.
Q2 Why do you say [Response from Q1]?	["Don't know / no opinion" box checked]
Q2P Anything else?	no

a. ID = 1319

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1321
	1
ID	1321
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 18 to 30
S3 In what state do you currently reside?	Georgia
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Only one company.
Q4 Why do you say [Response from Q3a]?	Kashi
Q4P Anything else?	No
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	No company.
Q2 Why do you say [Response from Q1]?	["Don't know / no opinion" box checked]
Q2P Anything else?	No

a. ID = 1321

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1322
	1
ID	1322
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 46 to 60
S3 In what state do you currently reside?	Florida
S8 How much of the grocery shopping do you personally do?	almost all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	More than one company.
Q4 Why do you say [Response from Q3a]?	["Don't know / no opinion" box checked]
Q4P Anything else?	no
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q2 Why do you say [Response from Q1]?	
Q2P Anything else?	

a. ID = 1322

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1326
	1
ID	1326
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 61 and older
S3 In what state do you currently reside?	Wyoming
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	More than one company.
Q4 Why do you say [Response from Q3a]?	["Don't know / no opinion" box checked]
Q4P Anything else?	crackers
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Only one company.
Q2 Why do you say [Response from Q1]?	["Don't know / no opinion" box checked]
Q2P Anything else?	nothihg

a. ID = 1326

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1327
	1
ID	1327
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 31 to 45
S3 In what state do you currently reside?	Michigan
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Only one company.
Q4 Why do you say [Response from Q3a]?	quaker
Q4P Anything else?	n/a
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	No company.
Q2 Why do you say [Response from Q1]?	["Don't know / no opinion" box checked]
Q2P Anything else?	n/a

a. ID = 1327

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1333
	1
ID	1333
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 31 to 45
S3 In what state do you currently reside?	Pennsylvania
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY. Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	More than one company.
Q4 Why do you say [Response from Q3a]?	["Don't know / no opinion" box checked]
Q4P Anything else?	no
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q2 Why do you say [Response from Q1]?	
Q2P Anything else?	

a. ID = 1333

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1336
	1
ID	1336
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 31 to 45
S3 In what state do you currently reside?	Illinois
S8 How much of the grocery shopping do you personally do?	almost all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q2 Why do you say [Response from Q1]?	
Q2P Anything else?	

a. ID = 1336

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1338
	1
ID	1338
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 18 to 30
S3 In what state do you currently reside?	West Virginia
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Don't Recall
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Only one company.
Q4 Why do you say [Response from Q3a]?	Because I'm not aware of alot of true organic companies unless you buy from a farmer.
Q4P Anything else?	No
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Only one company.
Q2 Why do you say [Response from Q1]?	Because I don't many companies who make this except for Quaker.
Q2P Anything else?	No

a. ID = 1338

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1341
	1
ID	1341
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 61 and older
S3 In what state do you currently reside?	New York
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	No company.
Q4 Why do you say [Response from Q3a]?	no company comes to mind
Q4P Anything else?	no
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	No company.
Q2 Why do you say [Response from Q1]?	["Don't know / no opinion" box checked]
Q2P Anything else?	no company comes to mind as organic

a. ID = 1341

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1342
	1
ID	1342
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 61 and older
S3 In what state do you currently reside?	Florida
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	More than one company.
Q4 Why do you say [Response from Q3a]?	there are different brands
Q4P Anything else?	no
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	More than one company.
Q2 Why do you say [Response from Q1]?	because I buy them and there are several brands
Q2P Anything else?	no

a. ID = 1342

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1346
	1
ID	1346
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 18 to 30
S3 In what state do you currently reside?	Illinois
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	More than one company.
Q4 Why do you say [Response from Q3a]?	When looking at the product I can think of different brands who sell it
Q4P Anything else?	No
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	More than one company.
Q2 Why do you say [Response from Q1]?	When looking at this product I can think of more than one company who sells it
Q2P Anything else?	No

a. ID = 1346

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1347
	1
ID	1347
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 61 and older
S3 In what state do you currently reside?	West Virginia
S8 How much of the grocery shopping do you personally do?	almost all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Only one company.
Q4 Why do you say [Response from Q3a]?	quaker is all I can think of
Q4P Anything else?	no
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Only one company.
Q2 Why do you say [Response from Q1]?	["Don't know / no opinion" box checked]
Q2P Anything else?	no

a. ID = 1347

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1350
	1
ID	1350
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 61 and older
S3 In what state do you currently reside?	Louisiana
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	No company.
Q4 Why do you say [Response from Q3a]?	a rice cake does not seem organic at all and I can think of no organic companies
Q4P Anything else?	no
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	No company.
Q2 Why do you say [Response from Q1]?	I have never heard of 'corn thins' and can not associate it with any company
Q2P Anything else?	no

a. ID = 1350

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1351
	1
ID	1351
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 61 and older
S3 In what state do you currently reside?	Ohio
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	More than one company.
Q4 Why do you say [Response from Q3a]?	Because, it is my understanding that the term "organic" refers to a means of production, NOT a trademark of any one company.
Q4P Anything else?	nope.
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	No company.
Q2 Why do you say [Response from Q1]?	Because I have never heard of a product labeled just "corn thins,"
Q2P Anything else?	no

a. ID = 1351

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1358
	1
ID	1358
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 18 to 30
S3 In what state do you currently reside?	New York
S8 How much of the grocery shopping do you personally do?	half of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q2 Why do you say [Response from Q1]?	
Q2P Anything else?	

a. ID = 1358

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1360
	1
ID	1360
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 31 to 45
S3 In what state do you currently reside?	California
S8 How much of the grocery shopping do you personally do?	almost all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	More than one company.
Q4 Why do you say [Response from Q3a]?	Looking at that gross looking veggie pattie makes me think of several other options that are organic and look so much more appetizing.
Q4P Anything else?	I think the trends in these sorts of foods are moving into organic more and more, so I can easily pick out a few from the shelves in the stores now. In fact, our family chooses organic over anything else if possible.
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	No company.
Q2 Why do you say [Response from Q1]?	I have never heard of a corn thin
Q2P Anything else?	nope

a. ID = 1360

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1361
	1
ID	1361
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 18 to 30
S3 In what state do you currently reside?	Ohio
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	More than one company.
Q4 Why do you say [Response from Q3a]?	because i have seen a couple different kinds
Q4P Anything else?	no
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	More than one company.
Q2 Why do you say [Response from Q1]?	because more then one company makes them
Q2P Anything else?	no

a. ID = 1361

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1369
	1
ID	1369
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 31 to 45
S3 In what state do you currently reside?	Illinois
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q2 Why do you say [Response from Q1]?	
Q2P Anything else?	

a. ID = 1369

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1373
	1
ID	1373
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 61 and older
S3 In what state do you currently reside?	Missouri
S8 How much of the grocery shopping do you personally do?	half of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q2 Why do you say [Response from Q1]?	
Q2P Anything else?	

a. ID = 1373

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1375
	1
ID	1375
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 61 and older
S3 In what state do you currently reside?	Virginia
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have not purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	Do not plan to purchase in the next 3 months
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	Plan to purchase in the next 3 months
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q2 Why do you say [Response from Q1]?	
Q2P Anything else?	

a. ID = 1375

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1381
	1
ID	1381
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 61 and older
S3 In what state do you currently reside?	California
S8 How much of the grocery shopping do you personally do?	almost all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have not purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	Don't know / not sure
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	Plan to purchase in the next 3 months
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	More than one company.
Q2 Why do you say [Response from Q1]?	because it is so
Q2P Anything else?	no

a. ID = 1381

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1386
	1
ID	1386
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 18 to 30
S3 In what state do you currently reside?	Illinois
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	More than one company.
Q4 Why do you say [Response from Q3a]?	["Don't know / no opinion" box checked]
Q4P Anything else?	no
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	More than one company.
Q2 Why do you say [Response from Q1]?	["Don't know / no opinion" box checked]
Q2P Anything else?	no

a. ID = 1386

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1388
	1
ID	1388
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 31 to 45
S3 In what state do you currently reside?	Georgia
S8 How much of the grocery shopping do you personally do?	almost all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	No company.
Q4 Why do you say [Response from Q3a]?	I don't think of rice cakes as being organic
Q4P Anything else?	no thank you
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	No company.
Q2 Why do you say [Response from Q1]?	I don't associate rice cakes or corn thins with organic
Q2P Anything else?	no thank you

a. ID = 1388

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1391
	1
ID	1391
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 31 to 45
S3 In what state do you currently reside?	Texas
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	More than one company.
Q4 Why do you say [Response from Q3a]?	I think more than 1 company makes organic foods
Q4P Anything else?	no
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	More than one company.
Q2 Why do you say [Response from Q1]?	["Don't know / no opinion" box checked]
Q2P Anything else?	no

a. ID = 1391

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1394
	1
ID	1394
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 31 to 45
S3 In what state do you currently reside?	Massachusetts
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	More than one company.
Q4 Why do you say [Response from Q3a]?	I know more than 1 organic stores
Q4P Anything else?	No
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q2 Why do you say [Response from Q1]?	
Q2P Anything else?	

a. ID = 1394

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1400
	1
ID	1400
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 31 to 45
S3 In what state do you currently reside?	Florida
S8 How much of the grocery shopping do you personally do?	almost all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	No company.
Q4 Why do you say [Response from Q3a]?	["Don't know / no opinion" box checked]
Q4P Anything else?	organic not in a rice cake
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q2 Why do you say [Response from Q1]?	
Q2P Anything else?	

a. ID = 1400

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1402
	1
ID	1402
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 18 to 30
S3 In what state do you currently reside?	California
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	More than one company.
Q4 Why do you say [Response from Q3a]?	becuase alot of companys carry organic food
Q4P Anything else?	no
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	More than one company.
Q2 Why do you say [Response from Q1]?	["Don't know / no opinion" box checked]
Q2P Anything else?	no

a. ID = 1402

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1408
	1
ID	1408
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 61 and older
S3 In what state do you currently reside?	California
S8 How much of the grocery shopping do you personally do?	almost all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	More than one company.
Q4 Why do you say [Response from Q3a]?	ingredients that make the rice cake
Q4P Anything else?	no
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	More than one company.
Q2 Why do you say [Response from Q1]?	snack foods tend attract organic food purchasers
Q2P Anything else?	no

a. ID = 1408

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1411
	1
ID	1411
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 31 to 45
S3 In what state do you currently reside?	Wisconsin
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	More than one company.
Q4 Why do you say [Response from Q3a]?	this seems like a product that would be mass produced
Q4P Anything else?	no
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q2 Why do you say [Response from Q1]?	
Q2P Anything else?	

a. ID = 1411

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1415
	1
ID	1415
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 31 to 45
S3 In what state do you currently reside?	Minnesota
S8 How much of the grocery shopping do you personally do?	almost all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	No company.
Q4 Why do you say [Response from Q3a]?	["Don't know / no opinion" box checked]
Q4P Anything else?	No
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q2 Why do you say [Response from Q1]?	
Q2P Anything else?	

a. ID = 1415

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1417
	1
ID	1417
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 31 to 45
S3 In what state do you currently reside?	Florida
S8 How much of the grocery shopping do you personally do?	almost all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q2 Why do you say [Response from Q1]?	
Q2P Anything else?	

a. ID = 1417

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1418
	1
ID	1418
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 31 to 45
S3 In what state do you currently reside?	Illinois
S8 How much of the grocery shopping do you personally do?	almost all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	No company.
Q4 Why do you say [Response from Q3a]?	That is quaker and not organic
Q4P Anything else?	No
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	No company.
Q2 Why do you say [Response from Q1]?	I have never heard of a corn rice cake.
Q2P Anything else?	No

a. ID = 1418

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1420
	1
ID	1420
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 18 to 30
S3 In what state do you currently reside?	New York
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	More than one company.
Q4 Why do you say [Response from Q3a]?	A lot of companies produce it
Q4P Anything else?	None
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	More than one company.
Q2 Why do you say [Response from Q1]?	Many companies produce it
Q2P Anything else?	None

a. ID = 1420

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1427
	1
ID	1427
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 18 to 30
S3 In what state do you currently reside?	Virginia
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Only one company.
Q4 Why do you say [Response from Q3a]?	quaker
Q4P Anything else?	all kind of flavors
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q2 Why do you say [Response from Q1]?	
Q2P Anything else?	

a. ID = 1427

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1433
	1
ID	1433
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 18 to 30
S3 In what state do you currently reside?	Texas
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q2 Why do you say [Response from Q1]?	
Q2P Anything else?	

a. ID = 1433

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1434
	1
ID	1434
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 31 to 45
S3 In what state do you currently reside?	North Carolina
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	No company.
Q4 Why do you say [Response from Q3a]?	I don't eat rice cakes
Q4P Anything else?	No
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	No company.
Q2 Why do you say [Response from Q1]?	I don't even know what that is
Q2P Anything else?	No

a. ID = 1434

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1435
	1
ID	1435
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 31 to 45
S3 In what state do you currently reside?	Oregon
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	More than one company.
Q4 Why do you say [Response from Q3a]?	Many companies have organic products.
Q4P Anything else?	no
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q2 Why do you say [Response from Q1]?	
Q2P Anything else?	

a. ID = 1435

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1438
	1
ID	1438
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 61 and older
S3 In what state do you currently reside?	Florida
S8 How much of the grocery shopping do you personally do?	almost all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q2 Why do you say [Response from Q1]?	
Q2P Anything else?	

a. ID = 1438

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1439
	1
ID	1439
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 61 and older
S3 In what state do you currently reside?	Florida
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Don't Recall
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q2 Why do you say [Response from Q1]?	
Q2P Anything else?	

a. ID = 1439

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1441
	1
ID	1441
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 18 to 30
S3 In what state do you currently reside?	New York
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	No company.
Q4 Why do you say [Response from Q3a]?	["Don't know / no opinion" box checked]
Q4P Anything else?	no.
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	No company.
Q2 Why do you say [Response from Q1]?	["Don't know / no opinion" box checked]
Q2P Anything else?	no.

a. ID = 1441

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1442
	1
ID	1442
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 61 and older
S3 In what state do you currently reside?	Florida
S8 How much of the grocery shopping do you personally do?	almost all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q2 Why do you say [Response from Q1]?	
Q2P Anything else?	

a. ID = 1442

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1448
	1
ID	1448
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 18 to 30
S3 In what state do you currently reside?	Wisconsin
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Only one company.
Q4 Why do you say [Response from Q3a]?	["Don't know / no opinion" box checked]
Q4P Anything else?	they arent good for you
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Only one company.
Q2 Why do you say [Response from Q1]?	i only know quaker oats
Q2P Anything else?	no

a. ID = 1448

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1454
	1
ID	1454
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 31 to 45
S3 In what state do you currently reside?	Georgia
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	No company.
Q2 Why do you say [Response from Q1]?	Hadn't heard of corn thins before this survey.
Q2P Anything else?	No.

a. ID = 1454

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1457
	1
ID	1457
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 18 to 30
S3 In what state do you currently reside?	Wisconsin
S8 How much of the grocery shopping do you personally do?	almost all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Don't Recall
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	More than one company.
Q4 Why do you say [Response from Q3a]?	There are several companies that claim to have organic versions of their products. Since there is not a standard in the US that defines exactly what organic is or must constitute, there is not a single company that I associate with organic food.
Q4P Anything else?	No
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	No company.
Q2 Why do you say [Response from Q1]?	I am not familiar with a product that goes by this name.
Q2P Anything else?	While there may similar products of this type, I cannot recall any of them having this specific name.

a. ID = 1457

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1459
	1
ID	1459
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 18 to 30
S3 In what state do you currently reside?	Florida
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Don't Recall
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	No company.
Q2 Why do you say [Response from Q1]?	["Don't know / no opinion" box checked]
Q2P Anything else?	No

a. ID = 1459

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1460
	1
ID	1460
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 18 to 30
S3 In what state do you currently reside?	Pennsylvania
S8 How much of the grocery shopping do you personally do?	almost all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	More than one company.
Q4 Why do you say [Response from Q3a]?	There are multiple companies interested in promoting organic products.
Q4P Anything else?	Nope.
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Only one company.
Q2 Why do you say [Response from Q1]?	There's only one company I know that specifically sells that product.
Q2P Anything else?	You tell me.

a. ID = 1460

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1469
	1
ID	1469
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 61 and older
S3 In what state do you currently reside?	California
S8 How much of the grocery shopping do you personally do?	almost all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	More than one company.
Q4 Why do you say [Response from Q3a]?	many food companies produce a various of foods that they advocate as being organic
Q4P Anything else?	The term "organic" can refer to virtually anything grown natuirally and not processed. Even animals can be fed organic foods.
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q2 Why do you say [Response from Q1]?	
Q2P Anything else?	

a. ID = 1469

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1475
	1
ID	1475
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 61 and older
S3 In what state do you currently reside?	California
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	More than one company.
Q4 Why do you say [Response from Q3a]?	because there are many companies who make organic foods.
Q4P Anything else?	no
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	More than one company.
Q2 Why do you say [Response from Q1]?	because there are more than one company that makes these things.
Q2P Anything else?	no

a. ID = 1475

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1477
	1
ID	1477
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 61 and older
S3 In what state do you currently reside?	New York
S8 How much of the grocery shopping do you personally do?	almost all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Only one company.
Q4 Why do you say [Response from Q3a]?	only ever saw one type in store
Q4P Anything else?	no
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	No company.
Q2 Why do you say [Response from Q1]?	these aren't what i thought they were. I don't recall seeing corn chips that look like this.
Q2P Anything else?	no

a. ID = 1477

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1481
	1
ID	1481
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 31 to 45
S3 In what state do you currently reside?	Florida
S8 How much of the grocery shopping do you personally do?	almost all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	More than one company.
Q4 Why do you say [Response from Q3a]?	I expect more than one company makes this kind of organic product.
Q4P Anything else?	No.
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Only one company.
Q2 Why do you say [Response from Q1]?	Seems rather specific to be from more than one company
Q2P Anything else?	no

a. ID = 1481

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1485
	1
ID	1485
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 18 to 30
S3 In what state do you currently reside?	Wisconsin
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Only one company.
Q4 Why do you say [Response from Q3a]?	I think only Quakers make that rice cracker.
Q4P Anything else?	Nope.
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	No company.
Q2 Why do you say [Response from Q1]?	I don't know which company corn thins refers to.
Q2P Anything else?	No

a. ID = 1485

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1489
	1
ID	1489
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 18 to 30
S3 In what state do you currently reside?	Virginia
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	No company.
Q4 Why do you say [Response from Q3a]?	I don't know any organic rice cake companies.
Q4P Anything else?	No
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	No company.
Q2 Why do you say [Response from Q1]?	I don't know any corn thins companies.
Q2P Anything else?	No.

a. ID = 1489

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1495
	1
ID	1495
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 18 to 30
S3 In what state do you currently reside?	Illinois
S8 How much of the grocery shopping do you personally do?	almost all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Only one company.
Q4 Why do you say [Response from Q3a]?	tyson
Q4P Anything else?	aldi
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Only one company.
Q2 Why do you say [Response from Q1]?	meijer
Q2P Anything else?	none

a. ID = 1495

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1500
	1
ID	1500
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 61 and older
S3 In what state do you currently reside?	Hawaii
S8 How much of the grocery shopping do you personally do?	half of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	No company.
Q4 Why do you say [Response from Q3a]?	oatcake is pretty generic
Q4P Anything else?	no
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Only one company.
Q2 Why do you say [Response from Q1]?	Quacker
Q2P Anything else?	no

a. ID = 1500

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1516
	1
ID	1516
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 61 and older
S3 In what state do you currently reside?	South Carolina
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q2 Why do you say [Response from Q1]?	
Q2P Anything else?	

a. ID = 1516

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1524
	1
ID	1524
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 61 and older
S3 In what state do you currently reside?	Arizona
S8 How much of the grocery shopping do you personally do?	half of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	No company.
Q4 Why do you say [Response from Q3a]?	["Don't know / no opinion" box checked]
Q4P Anything else?	no
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q2 Why do you say [Response from Q1]?	
Q2P Anything else?	

a. ID = 1524

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1528
	1
ID	1528
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 18 to 30
S3 In what state do you currently reside?	California
S8 How much of the grocery shopping do you personally do?	almost all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	No company.
Q4 Why do you say [Response from Q3a]?	I don't buy rice cakes so I don't remember any company
Q4P Anything else?	no
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q2 Why do you say [Response from Q1]?	
Q2P Anything else?	

a. ID = 1528

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1531
	1
ID	1531
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 61 and older
S3 In what state do you currently reside?	Idaho
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	No company.
Q2 Why do you say [Response from Q1]?	never heard of this idea
Q2P Anything else?	what is this item

a. ID = 1531

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1533
	1
ID	1533
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 61 and older
S3 In what state do you currently reside?	Texas
S8 How much of the grocery shopping do you personally do?	almost all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Only one company.
Q4 Why do you say [Response from Q3a]?	quaker oats
Q4P Anything else?	no
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	No company.
Q2 Why do you say [Response from Q1]?	do not buy them
Q2P Anything else?	no

a. ID = 1533

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1537
	1
ID	1537
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 18 to 30
S3 In what state do you currently reside?	Georgia
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	No company.
Q4 Why do you say [Response from Q3a]?	i dont like it
Q4P Anything else?	no
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Only one company.
Q2 Why do you say [Response from Q1]?	because it does
Q2P Anything else?	no

a. ID = 1537

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1540
	1
ID	1540
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 18 to 30
S3 In what state do you currently reside?	North Carolina
S8 How much of the grocery shopping do you personally do?	half of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	No company.
Q4 Why do you say [Response from Q3a]?	It is not a product that I buy as such I am not fermilliar with companies that produce it.
Q4P Anything else?	no
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	No company.
Q2 Why do you say [Response from Q1]?	["Don't know / no opinion" box checked]
Q2P Anything else?	no

a. ID = 1540

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1544
	1
ID	1544
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 61 and older
S3 In what state do you currently reside?	Massachusetts
S8 How much of the grocery shopping do you personally do?	almost all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	More than one company.
Q4 Why do you say [Response from Q3a]?	["Don't know / no opinion" box checked]
Q4P Anything else?	no
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q2 Why do you say [Response from Q1]?	
Q2P Anything else?	

a. ID = 1544

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1549
	1
ID	1549
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 61 and older
S3 In what state do you currently reside?	Oregon
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	No company.
Q4 Why do you say [Response from Q3a]?	Number one, I pay very little attention to Organic (it is usually more expensive), but I pay a lot of attention to Natural and Local foods. I do not remember any company being "Organic", just items in the store.
Q4P Anything else?	no
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q2 Why do you say [Response from Q1]?	
Q2P Anything else?	

a. ID = 1549

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1554
	1
ID	1554
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 61 and older
S3 In what state do you currently reside?	California
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	No company.
Q2 Why do you say [Response from Q1]?	["Don't know / no opinion" box checked]
Q2P Anything else?	NO

a. ID = 1554

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1562
	1
ID	1562
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 31 to 45
S3 In what state do you currently reside?	California
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	No company.
Q4 Why do you say [Response from Q3a]?	["Don't know / no opinion" box checked]
Q4P Anything else?	No
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	No company.
Q2 Why do you say [Response from Q1]?	["Don't know / no opinion" box checked]
Q2P Anything else?	No

a. ID = 1562

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1570
	1
ID	1570
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 31 to 45
S3 In what state do you currently reside?	California
S8 How much of the grocery shopping do you personally do?	almost all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	More than one company.
Q4 Why do you say [Response from Q3a]?	I have seen numerous manufacturers of "rice cakes" on store shelves
Q4P Anything else?	no
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	No company.
Q2 Why do you say [Response from Q1]?	While they may exist, I have not seen a corn thin on a store shelf (that said, ?I cant say I've ben actively looking for them, either)
Q2P Anything else?	Nope, I'm good.

a. ID = 1570

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1573
	1
ID	1573
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 31 to 45
S3 In what state do you currently reside?	California
S8 How much of the grocery shopping do you personally do?	almost all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q2 Why do you say [Response from Q1]?	
Q2P Anything else?	

a. ID = 1573

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1575
	1
ID	1575
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 61 and older
S3 In what state do you currently reside?	Michigan
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q2 Why do you say [Response from Q1]?	
Q2P Anything else?	

a. ID = 1575

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1580
	1
ID	1580
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 46 to 60
S3 In what state do you currently reside?	Arizona
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	More than one company.
Q4 Why do you say [Response from Q3a]?	["Don't know / no opinion" box checked]
Q4P Anything else?	there are many organic alternatives to choose from
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Only one company.
Q2 Why do you say [Response from Q1]?	it seems to be a quaker brand
Q2P Anything else?	no

a. ID = 1580

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1583
	1
ID	1583
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 31 to 45
S3 In what state do you currently reside?	Vermont
S8 How much of the grocery shopping do you personally do?	almost all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	More than one company.
Q4 Why do you say [Response from Q3a]?	I tend to find companies that make rice cakes are often organic.
Q4P Anything else?	No.
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q2 Why do you say [Response from Q1]?	
Q2P Anything else?	

a. ID = 1583

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1584
	1
ID	1584
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 46 to 60
S3 In what state do you currently reside?	Texas
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Don't Recall
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	No company.
Q4 Why do you say [Response from Q3a]?	bcoz its dont show company name
Q4P Anything else?	no comment
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q2 Why do you say [Response from Q1]?	
Q2P Anything else?	

a. ID = 1584

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1587
	1
ID	1587
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 31 to 45
S3 In what state do you currently reside?	Tennessee
S8 How much of the grocery shopping do you personally do?	almost all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Don't Recall
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	More than one company.
Q4 Why do you say [Response from Q3a]?	because ive seen a few brands
Q4P Anything else?	nope
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q2 Why do you say [Response from Q1]?	
Q2P Anything else?	

a. ID = 1587

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1591
	1
ID	1591
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 18 to 30
S3 In what state do you currently reside?	North Carolina
S8 How much of the grocery shopping do you personally do?	almost all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	No company.
Q4 Why do you say [Response from Q3a]?	bcoz its dont show company name
Q4P Anything else?	no comment
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q2 Why do you say [Response from Q1]?	
Q2P Anything else?	

a. ID = 1591

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1592
	1
ID	1592
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 46 to 60
S3 In what state do you currently reside?	New Jersey
S8 How much of the grocery shopping do you personally do?	half of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Don't Recall
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	More than one company.
Q4 Why do you say [Response from Q3a]?	Various companies make them
Q4P Anything else?	no
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	No company.
Q2 Why do you say [Response from Q1]?	Various companies
Q2P Anything else?	no

a. ID = 1592

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1596
	1
ID	1596
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 31 to 45
S3 In what state do you currently reside?	Illinois
S8 How much of the grocery shopping do you personally do?	half of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	More than one company.
Q4 Why do you say [Response from Q3a]?	there is more than one compnay making organic foods
Q4P Anything else?	no
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q2 Why do you say [Response from Q1]?	
Q2P Anything else?	

a. ID = 1596

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1597
	1
ID	1597
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 46 to 60
S3 In what state do you currently reside?	California
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Only one company.
Q4 Why do you say [Response from Q3a]?	usually one company has been associated with organic on the others bachground
Q4P Anything else?	no
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Only one company.
Q2 Why do you say [Response from Q1]?	probably
Q2P Anything else?	not exactly

a. ID = 1597

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1601
	1
ID	1601
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 31 to 45
S3 In what state do you currently reside?	Texas
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	More than one company.
Q4 Why do you say [Response from Q3a]?	["Don't know / no opinion" box checked]
Q4P Anything else?	None
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	More than one company.
Q2 Why do you say [Response from Q1]?	["Don't know / no opinion" box checked]
Q2P Anything else?	None

a. ID = 1601

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1604
	1
ID	1604
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 46 to 60
S3 In what state do you currently reside?	New York
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	No company.
Q4 Why do you say [Response from Q3a]?	I don't know of a specific organic company
Q4P Anything else?	No
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	No company.
Q2 Why do you say [Response from Q1]?	I don't know what a corn thin is
Q2P Anything else?	No

a. ID = 1604

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1605
	1
ID	1605
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 46 to 60
S3 In what state do you currently reside?	Arkansas
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	More than one company.
Q4 Why do you say [Response from Q3a]?	many companies make organic food
Q4P Anything else?	no
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	More than one company.
Q2 Why do you say [Response from Q1]?	several companies make corn thins
Q2P Anything else?	no

a. ID = 1605

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1608
	1
ID	1608
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 46 to 60
S3 In what state do you currently reside?	Florida
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	More than one company.
Q4 Why do you say [Response from Q3a]?	rice pads are sold internationally...and one company per product doesnt exist
Q4P Anything else?	thats enough
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q2 Why do you say [Response from Q1]?	
Q2P Anything else?	

a. ID = 1608

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1611
	1
ID	1611
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 18 to 30
S3 In what state do you currently reside?	Texas
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	More than one company.
Q4 Why do you say [Response from Q3a]?	cause alot of people use oragnic material
Q4P Anything else?	none
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Only one company.
Q2 Why do you say [Response from Q1]?	["Don't know / no opinion" box checked]
Q2P Anything else?	none

a. ID = 1611

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1615
	1
ID	1615
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 46 to 60
S3 In what state do you currently reside?	Arizona
S8 How much of the grocery shopping do you personally do?	almost all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	No company.
Q4 Why do you say [Response from Q3a]?	["Don't know / no opinion" box checked]
Q4P Anything else?	no
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Only one company.
Q2 Why do you say [Response from Q1]?	Fritos
Q2P Anything else?	no

a. ID = 1615

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1622
	1
ID	1622
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 31 to 45
S3 In what state do you currently reside?	California
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	More than one company.
Q4 Why do you say [Response from Q3a]?	There are many
Q4P Anything else?	No
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	More than one company.
Q2 Why do you say [Response from Q1]?	There are many
Q2P Anything else?	I have used different brands.

a. ID = 1622

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1624
	1
ID	1624
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 31 to 45
S3 In what state do you currently reside?	Texas
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q2 Why do you say [Response from Q1]?	
Q2P Anything else?	

a. ID = 1624

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1627
	1
ID	1627
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 61 and older
S3 In what state do you currently reside?	Colorado
S8 How much of the grocery shopping do you personally do?	almost all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	No company.
Q4 Why do you say [Response from Q3a]?	Do not recognize the product
Q4P Anything else?	None
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q2 Why do you say [Response from Q1]?	
Q2P Anything else?	

a. ID = 1627

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1631
	1
ID	1631
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 61 and older
S3 In what state do you currently reside?	Georgia
S8 How much of the grocery shopping do you personally do?	almost all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	More than one company.
Q4 Why do you say [Response from Q3a]?	I can think of several companies who produce rice cakes
Q4P Anything else?	no
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Only one company.
Q2 Why do you say [Response from Q1]?	Only think of Quaker Oats.
Q2P Anything else?	no

a. ID = 1631

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1637
	1
ID	1637
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 46 to 60
S3 In what state do you currently reside?	Ohio
S8 How much of the grocery shopping do you personally do?	half of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	More than one company.
Q4 Why do you say [Response from Q3a]?	["Don't know / no opinion" box checked]
Q4P Anything else?	no
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q2 Why do you say [Response from Q1]?	
Q2P Anything else?	

a. ID = 1637

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1640
	1
ID	1640
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 18 to 30
S3 In what state do you currently reside?	California
S8 How much of the grocery shopping do you personally do?	almost all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Don't Recall
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	More than one company.
Q4 Why do you say [Response from Q3a]?	["Don't know / no opinion" box checked]
Q4P Anything else?	no
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	More than one company.
Q2 Why do you say [Response from Q1]?	["Don't know / no opinion" box checked]
Q2P Anything else?	no

a. ID = 1640

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1643
	1
ID	1643
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 61 and older
S3 In what state do you currently reside?	Utah
S8 How much of the grocery shopping do you personally do?	half of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	More than one company.
Q4 Why do you say [Response from Q3a]?	organic is a term used to indicate how something is grown, ie., vegetables, beef.
Q4P Anything else?	no
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Only one company.
Q2 Why do you say [Response from Q1]?	because corn thins are not a high quality product that multiple companies would want to have associated with their name.
Q2P Anything else?	no

a. ID = 1643

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1646
	1
ID	1646
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 61 and older
S3 In what state do you currently reside?	Kansas
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	No company.
Q2 Why do you say [Response from Q1]?	I don't recall a company that makes them.
Q2P Anything else?	No thank you

a. ID = 1646

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1649
	1
ID	1649
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 31 to 45
S3 In what state do you currently reside?	Louisiana
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Only one company.
Q4 Why do you say [Response from Q3a]?	I only think of Quaker
Q4P Anything else?	No
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Only one company.
Q2 Why do you say [Response from Q1]?	Quaker
Q2P Anything else?	No

a. ID = 1649

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1656
	1
ID	1656
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 31 to 45
S3 In what state do you currently reside?	Washington
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have not purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	No company.
Q4 Why do you say [Response from Q3a]?	["Don't know / no opinion" box checked]
Q4P Anything else?	no
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	No company.
Q2 Why do you say [Response from Q1]?	I never consume corn thin before and even if I did i wouldn't associate it with any company because I don't see the point to it. I want to be able to enjoy the food from any company not just one
Q2P Anything else?	no

a. ID = 1656

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1658
	1
ID	1658
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 31 to 45
S3 In what state do you currently reside?	California
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	More than one company.
Q4 Why do you say [Response from Q3a]?	More than one company sells rice cakes.
Q4P Anything else?	No
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	No company.
Q2 Why do you say [Response from Q1]?	I don't know what company makes corn thins. Haven't heard of them.
Q2P Anything else?	No

a. ID = 1658

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1660
	1
ID	1660
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 61 and older
S3 In what state do you currently reside?	Ohio
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Only one company.
Q4 Why do you say [Response from Q3a]?	looks like a quaker rice cake
Q4P Anything else?	no
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	No company.
Q2 Why do you say [Response from Q1]?	I don't know any company that makes corn thins
Q2P Anything else?	no

a. ID = 1660

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1669
	1
ID	1669
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 18 to 30
S3 In what state do you currently reside?	South Dakota
S8 How much of the grocery shopping do you personally do?	almost all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	No company.
Q4 Why do you say [Response from Q3a]?	["Don't know / no opinion" box checked]
Q4P Anything else?	no
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q2 Why do you say [Response from Q1]?	
Q2P Anything else?	

a. ID = 1669

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1677
	1
ID	1677
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 31 to 45
S3 In what state do you currently reside?	Illinois
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	More than one company.
Q4 Why do you say [Response from Q3a]?	it's a rice or popcorn cake, that lots of folks are making, why I don't know, but they all seem to want to be orgamic
Q4P Anything else?	no
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	No company.
Q2 Why do you say [Response from Q1]?	once you said corn, my mind went blank. It still looks inedible though
Q2P Anything else?	no

a. ID = 1677

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1678
	1
ID	1678
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 46 to 60
S3 In what state do you currently reside?	Mississippi
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Don't Recall
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q2 Why do you say [Response from Q1]?	
Q2P Anything else?	

a. ID = 1678

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1679
	1
ID	1679
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 18 to 30
S3 In what state do you currently reside?	Pennsylvania
S8 How much of the grocery shopping do you personally do?	half of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	More than one company.
Q4 Why do you say [Response from Q3a]?	I know many different organic brands.
Q4P Anything else?	I eat organic food sometimes.
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	No company.
Q2 Why do you say [Response from Q1]?	i have never heard of corn thins.
Q2P Anything else?	I have never heard of corn thins.

a. ID = 1679

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1681
	1
ID	1681
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 31 to 45
S3 In what state do you currently reside?	Kentucky
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Only one company.
Q2 Why do you say [Response from Q1]?	Organic thins are made by Blue Chips
Q2P Anything else?	Garden of Eden, Tostitos

a. ID = 1681

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1682
	1
ID	1682
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 18 to 30
S3 In what state do you currently reside?	California
S8 How much of the grocery shopping do you personally do?	half of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	More than one company.
Q2 Why do you say [Response from Q1]?	Looks like I've seen them from multiple companies
Q2P Anything else?	No

a. ID = 1682

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1684
	1
ID	1684
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 18 to 30
S3 In what state do you currently reside?	Kentucky
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	No company.
Q4 Why do you say [Response from Q3a]?	Because I can't think of the names of any organic food brands.
Q4P Anything else?	I do not consume any specific brand of organic food.
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Only one company.
Q2 Why do you say [Response from Q1]?	I can only think of 1 brand of rice cakes.
Q2P Anything else?	no

a. ID = 1684

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1687
	1
ID	1687
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 46 to 60
S3 In what state do you currently reside?	Oregon
S8 How much of the grocery shopping do you personally do?	half of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q2 Why do you say [Response from Q1]?	
Q2P Anything else?	

a. ID = 1687

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1689
	1
ID	1689
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 18 to 30
S3 In what state do you currently reside?	California
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Only one company.
Q4 Why do you say [Response from Q3a]?	Quaker
Q4P Anything else?	No
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Only one company.
Q2 Why do you say [Response from Q1]?	Quaker
Q2P Anything else?	No

a. ID = 1689

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1700
	1
ID	1700
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 18 to 30
S3 In what state do you currently reside?	California
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Don't Recall
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	No company.
Q4 Why do you say [Response from Q3a]?	["Don't know / no opinion" box checked]
Q4P Anything else?	i just think o quaker
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	No company.
Q2 Why do you say [Response from Q1]?	["Don't know / no opinion" box checked]
Q2P Anything else?	no

a. ID = 1700

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1706
	1
ID	1706
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 46 to 60
S3 In what state do you currently reside?	Virginia
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	No company.
Q4 Why do you say [Response from Q3a]?	["Don't know / no opinion" box checked]
Q4P Anything else?	NO
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Only one company.
Q2 Why do you say [Response from Q1]?	FRITO LAY
Q2P Anything else?	NO

a. ID = 1706

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1709
	1
ID	1709
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 46 to 60
S3 In what state do you currently reside?	New Mexico
S8 How much of the grocery shopping do you personally do?	almost all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q2 Why do you say [Response from Q1]?	
Q2P Anything else?	

a. ID = 1709

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1712
	1
ID	1712
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 61 and older
S3 In what state do you currently reside?	California
S8 How much of the grocery shopping do you personally do?	half of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have not purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	More than one company.
Q4 Why do you say [Response from Q3a]?	["Don't know / no opinion" box checked]
Q4P Anything else?	Fresh and Easy
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q2 Why do you say [Response from Q1]?	
Q2P Anything else?	

a. ID = 1712

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1715
	1
ID	1715
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 18 to 30
S3 In what state do you currently reside?	New York
S8 How much of the grocery shopping do you personally do?	half of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Only one company.
Q4 Why do you say [Response from Q3a]?	["Don't know / no opinion" box checked]
Q4P Anything else?	nope
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	No company.
Q2 Why do you say [Response from Q1]?	["Don't know / no opinion" box checked]
Q2P Anything else?	no

a. ID = 1715

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1717
	1
ID	1717
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 31 to 45
S3 In what state do you currently reside?	Texas
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	More than one company.
Q4 Why do you say [Response from Q3a]?	there are many organic products i see
Q4P Anything else?	no
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q2 Why do you say [Response from Q1]?	
Q2P Anything else?	

a. ID = 1717

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1719
	1
ID	1719
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 46 to 60
S3 In what state do you currently reside?	Wisconsin
S8 How much of the grocery shopping do you personally do?	almost all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Don't Recall
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q2 Why do you say [Response from Q1]?	
Q2P Anything else?	

a. ID = 1719

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1726
	1
ID	1726
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 31 to 45
S3 In what state do you currently reside?	California
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	More than one company.
Q4 Why do you say [Response from Q3a]?	["Don't know / no opinion" box checked]
Q4P Anything else?	No
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	More than one company.
Q2 Why do you say [Response from Q1]?	["Don't know / no opinion" box checked]
Q2P Anything else?	No

a. ID = 1726

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1728
	1
ID	1728
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 31 to 45
S3 In what state do you currently reside?	Washington
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	More than one company.
Q4 Why do you say [Response from Q3a]?	seen several that own
Q4P Anything else?	nope
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q2 Why do you say [Response from Q1]?	
Q2P Anything else?	

a. ID = 1728

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1735
	1
ID	1735
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 31 to 45
S3 In what state do you currently reside?	Florida
S8 How much of the grocery shopping do you personally do?	half of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	More than one company.
Q4 Why do you say [Response from Q3a]?	I know that more than one company makes organic rice cakes.
Q4P Anything else?	no
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	More than one company.
Q2 Why do you say [Response from Q1]?	["Don't know / no opinion" box checked]
Q2P Anything else?	no

a. ID = 1735

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1744
	1
ID	1744
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 46 to 60
S3 In what state do you currently reside?	Kentucky
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	No company.
Q4 Why do you say [Response from Q3a]?	organic has no relation to a company, a food that has no preservaties
Q4P Anything else?	no
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	More than one company.
Q2 Why do you say [Response from Q1]?	any company can make there version
Q2P Anything else?	no

a. ID = 1744

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series][a]

	ID
	1745
	1
ID	1745
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 61 and older
S3 In what state do you currently reside?	Washington
S8 How much of the grocery shopping do you personally do?	half of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	.
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	.
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	No company.
Q4 Why do you say [Response from Q3a]?	its not a company
Q4P Anything else?	no
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	More than one company.
Q2 Why do you say [Response from Q1]?	no particular company
Q2P Anything else?	no

a. ID = 1745

Demographics

S1 What is your sex?

		Frequency	Percent
Valid	Male	201	48.9
	Female	210	51.1
	Total	411	100.0

S2 In which category does your age fall?

		Frequency	Percent	Cumulative Percent
Valid	Age 18 to 30	87	21.2	21.2
	Age 31 to 45	101	24.6	45.7
	Age 46 to 60	99	24.1	69.8
	Age 61 and older	124	30.2	100.0
	Total	411	100.0	

S3 In what state do you currently reside?

		Frequency	Percent
Valid	Alabama	2	.5
	Arizona	7	1.7
	Arkansas	1	.2
	California	64	15.6
	Colorado	3	.7
	Connecticut	3	.7
	Delaware	1	.2
	Florida	37	9.0
	Georgia	16	3.9
	Hawaii	2	.5
	Idaho	2	.5
	Illinois	22	5.4
	Indiana	6	1.5
	Iowa	1	.2
	Kansas	2	.5
	Kentucky	7	1.7
	Louisiana	8	1.9
	Maine	3	.7
	Maryland	3	.7
	Massachusetts	15	3.6
	Michigan	12	2.9
	Minnesota	5	1.2
	Mississippi	2	.5
	Missouri	6	1.5
	Nebraska	3	.7
	Nevada	4	1.0
	New Jersey	8	1.9
	New Mexico	1	.2
	New York	31	7.5
	North Carolina	11	2.7
	North Dakota	1	.2
	Ohio	16	3.9
	Oklahoma	1	.2
	Oregon	7	1.7
	Pennsylvania	15	3.6
	South Carolina	5	1.2
	South Dakota	3	.7
	Tennessee	6	1.5
	Texas	24	5.8
	Utah	4	1.0
	Vermont	1	.2
	Virginia	10	2.4
	Washington	14	3.4
	West Virginia	4	1.0
	Wisconsin	10	2.4
	Wyoming	2	.5
	Total	411	100.0

EXHIBIT 2

To the Declaration of Isabella Cunningham in Opposition to Applicant's Motion for Summary Judgment

Frequencies

Sub-Sample of those who purchased ONLY Crispbreads OR who purchased Crispbreads AND Crackers/Flatbread

Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?

		Frequency	Percent
Valid	Only one company.	**25**	**24.8**
	More than one company.	30	29.7
	No company.	26	25.7
	Don't know / no opinion	20	19.8
	Total	101	100.0

Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?

		Frequency	Percent
Valid	Only one company.	**14**	**13.9**
	More than one company.	45	44.6
	No company.	23	22.8
	Don't know / no opinion	19	18.8
	Total	101	100.0

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Mark: FRITO-LAY

US Serial Number: 72257848

Application Filing Date: Nov. 03, 1966

US Registration Number: 841324

Registration Date: Dec. 26, 1967

Register: Principal

Mark Type: Trademark

Status: The registration has been renewed.

Status Date: Jan. 04, 2008

Publication Date: Oct. 10, 1967

Mark Information

Mark Literal Elements: FRITO-LAY

Standard Character Claim: No

Mark Drawing Type: 1 - TYPESET WORD(S) /LETTER(S) /NUMBER(S)

Related Properties Information

Claimed Ownership of US Registrations: 0306005, 0766005 and others

Goods and Services

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

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

For: CORN CHIPS, POTATO CHIPS, CHEESE FLAVORED PUFFED CORN SNACK, PRETZELS, FRIED PORK SKINS, [CANNED CHICKEN LIVER DIP]; DEHYDRATED DIP MIXES, SPECIFICALLY, ONION, GREEN ONION, CAESAR, BLEU CHEESE, HORSERADISH, KOSHER DILL, CHILI CON QUESO, AND BACON AND CHEESE; CRACKER SANDWICHES, CANNED AND PACKAGED NUT MEATS, POPPED POPCORN, CANNED BEAN DIP, [CANNED BEANS, CANNED BEANS AND FRANKS, CANNED LIMA BEANS AND HAM, CANNED RICE, CANNED CORNED BEEF HASH,] BOTTLED CHILI POWDER, [CANNED ENCHILADAS, CANNED CHILI (WITH AND WITHOUT BEANS), CANNED TAMALES, CANNED BARBECUED BEEF, CANNED SPAGHETTI AND MEAT BALLS, CANNED GRAVY AND BEEF, AND CANNED BEEF STEW]

International Class(es): 001, 005, 029, 030, 031, 032

U.S Class(es): 046 - Primary Class

Class Status: ACTIVE

Basis: 1(a)

First Use: Jan. 1962

Use in Commerce: Jan. 1962

Basis Information (Case Level)

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

Current Owner(s) Information

Owner Name: FRITO-LAY NORTH AMERICA, INC.

Owner Address: 7701 LEGACY DRIVE

LAW DEPARTMENT
PLANO, TEXAS 75024
UNITED STATES

Legal Entity Type: CORPORATION | **State or Country Where Organized:** DELAWARE

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Joseph J. Ferretti

Attorney Primary Email Address: trademarks@fritolay.com | **Attorney Email Authorized:** Yes

Correspondent

Correspondent Name/Address: Jeanette S. Zimmer
FRITO LAY NORTH AMERICA, INC.
7701 LEGACY DR
3A-421
PLANO, TEXAS 75024
UNITED STATES

Phone: 972-334-2587

Correspondent e-mail: trademarks@pepsico.com | **Correspondent e-mail Authorized:** Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Dec. 14, 2010	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Feb. 11, 2009	CASE FILE IN TICRS	
Jan. 04, 2008	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	75461
Jan. 04, 2008	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	
Dec. 27, 2007	ASSIGNED TO PARALEGAL	75461
Dec. 21, 2007	TEAS SECTION 8 & 9 RECEIVED	
Dec. 26, 1987	REGISTERED AND RENEWED (FIRST RENEWAL - 20 YRS)	
Nov. 13, 1987	REGISTERED - SEC. 9 FILED/CHECK RECORD FOR SEC. 8	

Maintenance Filings or Post Registration Information

Affidavit of Continued Use: Section 8 - Accepted

Affidavit of Incontestability: Section 15 - Accepted

Renewal Date: Dec. 26, 2007

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: SCANNING ON DEMAND | **Date in Location:** Feb. 11, 2009

Assignment Abstract Of Title Information

Summary

Total Assignments: 2 | **Registrant:** FRITO-LAY, INC.

Assignment 1 of 2

Conveyance: NUNC PRO TUNC ASSIGNMENT 19890910

Reel/Frame: 0674/0040 | **Pages:** 0

Date Recorded: Oct. 03, 1989

Supporting Documents: No Supporting Documents Available

Assignor

Name: FRITO-LAY, INC. | **Execution Date:** Sep. 15, 1989

Legal Entity Type: CORPORATION | **State or Country Where Organized:** DELAWARE

Assignee

Name: RECOT, INC.

Legal Entity Type: CORPORATION

State or Country Where Organized: DELAWARE

Address: P.O. BOX 660634
DALLAS, TEXAS 75266

Correspondent

Correspondent Name: PEPSICO, INC.

Correspondent Address: 700 ANDERSON HILL ROAD
PURCHASE, NY 10577

Domestic Representative - Not Found

Assignment 2 of 2

Conveyance: CHANGE OF NAME

Reel/Frame: 2786/0813

Pages: 12

Date Recorded: Feb. 02, 2004

Supporting Documents: assignment-tm-2786-0813.pdf

Assignor

Name: RECOT, INC.

Execution Date: Dec. 29, 2003

Legal Entity Type: CORPORATION

State or Country Where Organized: DELAWARE

Assignee

Name: FRITO-LAY NORTH AMERICA, INC.

Legal Entity Type: CORPORATION

State or Country Where Organized: DELAWARE

Address: 7701 LEGACY DRIVE
LAW DEPARTMENT
PLANO, TEXAS 75024

Correspondent

Correspondent Name: FRITO-LAY, INC.

Correspondent Address: 7701 LEGACY DRIVE
LAW DEPARTMENT
PLANO, TX 75024

Domestic Representative - Not Found

Proceedings

Summary

Number of Proceedings: 3

Type of Proceeding: Opposition

Proceeding Number: 91195319

Filing Date: Jun 16, 2010

Status: Terminated

Status Date: Sep 16, 2010

Interlocutory Attorney: LINDA M SKORO

Defendant

Name: SISASWSIM DBA LATINO DISTRIBUTION

Correspondent Address: SISASWSIM DBA LATINO DISTRIBUTION
SISASWSIM DBA LATINO DISTRIBUTION
6040 UNITY DR STE B
NORCROSS GA , 30071-3508
UNITED STATES

Correspondent e-mail: nn@thephonecardonline.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
CHILE FRITO	Abandoned - After Inter-Partes Decision	77826744	

Plaintiff(s)

Name: Frito-Lay North America, Inc.

Correspondent Address: JEANETTE S. ZIMMER
FRITO-LAY NORTH AMERICA, INC.
7701 LEGACY DRIVE, MAIL STOP 3A-421
PLANO TX , 75024
UNITED STATES

Correspondent e-mail: trademarks@fritolay.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
FRITOS	Renewed	71530491	502325
FRITO-LAY	Renewed	72257848	841324

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jun 16, 2010	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jun 16, 2010	Jul 26, 2010
3	PENDING, INSTITUTED	Jun 16, 2010	
4	NOTICE OF DEFAULT	Aug 12, 2010	
5	D'S RESPONSE TO BOARD ORDER/INQUIRY	Aug 23, 2010	
6	BOARD'S DECISION: SUSTAINED	Sep 16, 2010	
7	TERMINATED	Sep 16, 2010	

Type of Proceeding: Opposition

Proceeding Number: 91096518 **Filing Date:** Mar 01, 1995

Status: Terminated **Status Date:** May 13, 2005

Interlocutory Attorney: ANGELA LYKOS

Defendant

Name: M. C. BECTON

Correspondent Address: MARK H. ELOVITZ
LAW OFFICES OF MARK H. ELOVITZ
3728 DOVER DRIVE
BIRMINGHAM AL , 35223
UNITED STATES

Associated marks

Mark	Application Status	Serial Number	Registration Number
FIDO LAY	Abandoned - After Inter-Partes Decision	74477309	

Plaintiff(s)

Name: RECOT, INC.

Correspondent Address: LAURENCE R. HEFTER
FINNEGAN, HENDERSON, FARABOW ET AT.
1300 I STREET, N.W.
WASHINGTON DC , 20005
UNITED STATES

Associated marks

Mark	Application Status	Serial Number	Registration Number
FRITO-LAY	Renewed	72257848	841324

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Mar 01, 1995	
2	NOTICE SENT; ANSWER DUE (DUE DATE)	Apr 07, 1995	May 17, 1995
3	PENDING, INSTITUTED	Apr 07, 1995	
4	ANSWER	May 11, 1995	
5	DEFS REQ FOR WITHDRAWAL AS ATTORNEY	May 17, 1995	
6	DEF HAS 20 DAYS TO FILE PROPER ANSWER	Jun 21, 1995	
7	AMENDED VERFIED ANSWER	Jul 10, 1995	
8	TRIAL DATES SET	Jul 28, 1995	
9	D'S MOT FOR EXTEN. OF TIME W/ CONSENT	Sep 25, 1995	
10	TRIAL DATES RESET	Nov 14, 1995	
11	DEF'S MOT TO COMPEL	Nov 20, 1995	
12	PL'S RESPONSE TO DEF'S MOT TO COMPEL	Nov 30, 1995	
13	P'S MOT FOR EXTEN. OF TIME W/ CONSENT	Mar 21, 1996	

14	D'S MOTION FOR AN EXTENSION OF TIME	Apr 26, 1996
15	P'S MOT FOR EXTEN. OF TIME W/ CONSENT	May 10, 1996
16	PLAINTIFF'S NOTICE OF TAKING TESTIMONY	Sep 05, 1996
17	DEF'S REVISED NOTICE OF DEPOSITION	Sep 06, 1996
18	PLAINTIFF'S NOTICE OF RELIANCE	Sep 12, 1996
19	TESTIMONY FOR PLAINTIFF	Sep 05, 1996
20	TESTIMONY FOR PLAINTIFF	Nov 25, 1996
21	PL'S TRIAL BRIEF 3TC	Jan 24, 1997
22	DEF'S TRIAL BRIEF 3TC	Feb 18, 1997
23	DEF'S AMENDMENT, NUNC PRO TUNC, TO DEF'S TRIAL BRIEF & RESPONSE TO PL'S T-BRIEF	Feb 24, 1997
24	PL'S REPLY BRIEF	Mar 06, 1997
25	PL'S LETTER RE: EVIDENCE	Apr 04, 1997
26	DEF'S LETTER RE EVIDENCE	Apr 17, 1997
27	SUBMITTED ON BRIEF	Jun 20, 1997
28	DEF'S TESTIMONY (STEVEN SCOTT)	Oct 30, 1996
29	DEF'S TESTIMONY (M. C. BECTON)	Oct 30, 1996
30	DEF'S TESTIMONY (PATRICK SIANO)	Oct 30, 1996
31	DEF'S TESTIMONY (DICK LOVELADY)	Oct 30, 1996
32	DEF'S TESTIMONY (STUART HERRING)	Oct 30, 1996
33	P'S MOT TO SUSPEND	Aug 07, 1998
34	D'S AMENDED OBJECTION TO P'S MOT TO SUSP	Aug 21, 1998
35	D'S OBJECTION TO P'S MOT TO SUSPEND	Aug 24, 1998
36	MOT. TO SUSPEND DENIED; FINAL DECISION O N MERITS IN DUE COURSE	Sep 22, 1998
37	BOARD'S DECISION: SUSTAINED	Dec 04, 1998
38	APPEAL TO CAFC	Feb 01, 1999
39	U.S. COURT OF APPEALS NOTICE OF ENTRY OF JUDGMENT	Jun 08, 2000
40	BOARD'S DECISION: SUSTAINED	Sep 14, 2000
41	ENTRY INTO TTABIS	May 13, 2005
42	TERMINATED	May 13, 2005

Type of Proceeding: Opposition

Proceeding Number: 91087368 **Filing Date:** Feb 24, 1992

Status: Terminated **Status Date:** Jun 03, 1993

Interlocutory Attorney:

Defendant

Name: LAYCO S.A.

Correspondent Address: ROBERT H. BACHMAN
BACHMAN & LAPOINTE, P.C.
900 CHAPEL STREET - SUITE 1201
NEW HAVEN CT , 06510-2802
UNITED STATES

Associated marks

Mark	Application Status	Serial Number	Registration Number
LAYCO	Abandoned - After Inter-Partes Decision	74097275	

Plaintiff(s)

Name: RECOT, INC.

Correspondent Address: WILLIAM A. FINKELSTEIN
C/O PEPSICO, INC.
700 ANDERSON HILL ROAD
PURCHASE NY , 10577-1444
UNITED STATES

Associated marks

Mark	Application Status	Serial Number	Registration Number

FRITO-LAY		Renewed	72257848	841324

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Feb 24, 1992	
2	LETTER REQUESTING ADDITIONAL FEE	Mar 16, 1992	
3	RESPONSE TO #3	Apr 03, 1992	
4	ADDITIONAL FEE	Apr 14, 1992	
5	LETTER RE OPPOSITION TO PROCEED	Apr 27, 1992	
6	NOTICE SENT; ANSWER DUE (DUE DATE)	May 18, 1992	Jun 29, 1992
7	PENDING, INSTITUTED	May 18, 1992	
8	D'S MOTION FOR AN EXTENSION OF TIME	Jun 29, 1992	
9	NOTICE OF DEFAULT	Sep 28, 1992	
10	BOARD'S DECISION: SUSTAINED	Apr 23, 1993	
11	TERMINATED	Jun 03, 1993	

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Mark: FRITO LAY

US Serial Number: 73297364

Application Filing Date: Feb. 17, 1981

US Registration Number: 1195825

Registration Date: May 18, 1982

Register: Principal

Mark Type: Trademark

Status: The registration has been renewed.

Status Date: Aug. 23, 2002

Publication Date: Feb. 23, 1982

Mark Information

Mark Literal Elements: FRITO LAY

Standard Character Claim: No

Mark Drawing Type: 3 - AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S)/NUMBER(S)

Design Search Code(s): 26.11.01 - Rectangles as carriers or rectangles as single or multiple line borders

Related Properties Information

Claimed Ownership of US Registrations: 03060050, 11323050 and others

Goods and Services

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

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

For: CORN CHIPS, POTATO CHIPS, ((RICE CHIPS,)) TORTILLA CHIPS, [CORN-BASED ONION FLAVORED SNACKS, PUFFED CORN SNACKS,] ((FRIED CORN-BASED CHEESE FLAVORED SNACKS, FRIED PORK RINDS, PROCESSED SUNFLOWER SEEDS,)) [PROCESSED NUTS, PROCESSED PEANUTS,] ((TRAIL SNACK MIX(COMPRISED OF PROCESSED NUTS, RAISINS, DATES AND THE LIKE),)) BEEF JERKY, [BEEF STICKS, SAUSAGE, BEAN DIP,] ((AND ENCHILADA DIP))

International Class(es): 029 - Primary Class

U.S Class(es): 046

Class Status: ACTIVE

Basis: 1(a)

First Use: Oct. 24, 1980

Use in Commerce: Oct. 24, 1980

For: [PRETZELS, CANDY,] COOKIES, ((CAKES,)) CRACKERS, ((PIES,)) [BROWNIES, POPPED POPCORN, AND PICANTE SAUCE]

International Class(es): 030 - Primary Class

U.S Class(es): 046

Class Status: ACTIVE

Basis: 1(a)

First Use: Oct. 24, 1980

Use in Commerce: Oct. 24, 1980

Basis Information (Case Level)

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

Current Owner(s) Information

Owner Name: FRITO-LAY NORTH AMERICA, INC.

Owner Address: 7701 LEGACY DRIVE
LAW DEPARTMENT
PLANO, TEXAS 75024
UNITED STATES

Legal Entity Type: CORPORATION

State or Country Where Organized: DELAWARE

Attorney/Correspondence Information

Attorney of Record

Attorney Name: KELLY MAHON TULLIER

Correspondent

Correspondent Name/Address: Jeanette S. Zimmer
FRITO LAY NORTH AMERICA, INC.
7701 LEGACY DR
3A-421
PLANO, TEXAS 75024
UNITED STATES

Phone: 972-334-2587

Correspondent e-mail: trademarks@pepsico.com

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Dec. 14, 2010	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Apr. 11, 2008	CASE FILE IN TICRS	
Aug. 23, 2002	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	
Aug. 23, 2002	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	
May 06, 2002	REGISTERED - COMBINED SECTION 8 (10-YR) & SEC. 9 FILED	
May 06, 2002	PAPER RECEIVED	
Dec. 12, 1988	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	
Sep. 16, 1988	POST REGISTRATION ACTION MAILED - SEC. 8 & 15	
Mar. 28, 1988	REGISTERED - SEC. 8 (6-YR) & SEC. 15 FILED	
May 18, 1982	REGISTERED-PRINCIPAL REGISTER	
Feb. 23, 1982	PUBLISHED FOR OPPOSITION	

Maintenance Filings or Post Registration Information

Affidavit of Continued Use: Section 8 - Accepted

Affidavit of Incontestability: Section 15 - Filed Section 15 - Accepted

Renewal Date: May 18, 2002

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: SCANNING ON DEMAND

Date in Location: Apr. 11, 2008

Assignment Abstract Of Title Information

Summary

Total Assignments: 2

Registrant: Frito-Lay, Inc.

Assignment 1 of 2

Conveyance: NUNC PRO TUNC ASSIGNMENT 19890910

Reel/Frame: 0674/0040

Pages: 0

Date Recorded: Oct. 03, 1989

Supporting Documents: No Supporting Documents Available

Assignor	
Name: FRITO-LAY, INC.	**Execution Date:** Sep. 15, 1989
Legal Entity Type: CORPORATION	**State or Country Where Organized:** DELAWARE

Assignee	
Name: RECOT, INC.	
Legal Entity Type: CORPORATION	**State or Country Where Organized:** DELAWARE
Address: P.O. BOX 660634 DALLAS, TEXAS 75266	

Correspondent	
Correspondent Name: PEPSICO, INC.	
Correspondent Address: 700 ANDERSON HILL ROAD PURCHASE, NY 10577	

Domestic Representative - Not Found

Assignment 2 of 2

Conveyance: CHANGE OF NAME	
Reel/Frame: 2786/0813	**Pages:** 12
Date Recorded: Feb. 02, 2004	
Supporting Documents: assignment-tm-2786-0813.pdf	

Assignor	
Name: RECOT, INC.	**Execution Date:** Dec. 29, 2003
Legal Entity Type: CORPORATION	**State or Country Where Organized:** DELAWARE

Assignee	
Name: FRITO-LAY NORTH AMERICA, INC.	
Legal Entity Type: CORPORATION	**State or Country Where Organized:** DELAWARE
Address: 7701 LEGACY DRIVE LAW DEPARTMENT PLANO, TEXAS 75024	

Correspondent	
Correspondent Name: FRITO-LAY, INC.	
Correspondent Address: 7701 LEGACY DRIVE LAW DEPARTMENT PLANO, TX 75024	

Domestic Representative - Not Found

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Mark: DORITOS

US Serial Number: 74177107 **Application Filing Date:** Jun. 18, 1991

US Registration Number: 1777351 **Registration Date:** Jun. 15, 1993

Register: Principal

Mark Type: Trademark

Status: The registration has been renewed.

Status Date: Jul. 21, 2012

Publication Date: May 12, 1992 **Notice of Allowance Date:** Aug. 04, 1992

Mark Information

Mark Literal Elements: DORITOS

Standard Character Claim: No

Mark Drawing Type: 1 - TYPESET WORD(S) /LETTER(S) /NUMBER(S)

Related Properties Information

Claimed Ownership of US Registrations: 0792667, 1580357

Goods and Services

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

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

For: crackers

International Class(es): 030 - Primary Class **U.S Class(es):** 046

Class Status: ACTIVE

Basis: 1(a)

First Use: Mar. 01, 1991 **Use in Commerce:** Mar. 01, 1991

Basis Information (Case Level)

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

Current Owner(s) Information

Owner Name: FRITO-LAY NORTH AMERICA, INC.

Owner Address: 7701 LEGACY DRIVE
LAW DEPARTMENT
PLANO, TEXAS 75024
UNITED STATES

Legal Entity Type: CORPORATION **State or Country Where Organized:** DELAWARE

Attorney/Correspondence Information

Attorney of Record

Attorney Name:	Jeanette S. Zimmer		
Attorney Primary Email Address:	trademarks@pepsico.com	**Attorney Email Authorized:**	Yes

Correspondent

Correspondent Name/Address:	Jeanette S. Zimmer Frito-Lay North America, Inc. 7701 Legacy Drive Mail Stop 3A-421 Plano, TEXAS 75024 UNITED STATES
Phone:	972.334.2587

Correspondent e-mail:	trademarks@pepsico.com	**Correspondent e-mail Authorized:**	Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Jul. 21, 2012	NOTICE OF ACCEPTANCE OF SEC. 8 & 9 - E-MAILED	
Jul. 21, 2012	REGISTERED AND RENEWED (SECOND RENEWAL - 10 YRS)	77315
Jul. 21, 2012	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	77315
Jul. 21, 2012	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	77315
Jul. 11, 2012	TEAS SECTION 8 & 9 RECEIVED	
Dec. 14, 2010	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Jan. 07, 2009	CASE FILE IN TICRS	
Aug. 11, 2003	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	
Aug. 11, 2003	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	
May 29, 2003	REGISTERED - COMBINED SECTION 8 (10-YR) & SEC. 9 FILED	
May 29, 2003	PAPER RECEIVED	
Oct. 12, 1999	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	
Jun. 14, 1999	REGISTERED - SEC. 8 (6-YR) & SEC. 15 FILED	
Jun. 15, 1993	REGISTERED-PRINCIPAL REGISTER	
Mar. 29, 1993	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Mar. 22, 1993	ASSIGNED TO EXAMINER	68603
Mar. 17, 1993	STATEMENT OF USE PROCESSING COMPLETE	
Mar. 17, 1993	EXTENSION 1 GRANTED	
Feb. 03, 1993	USE AMENDMENT FILED	
Feb. 03, 1993	EXTENSION 1 FILED	
Aug. 04, 1992	NOA MAILED - SOU REQUIRED FROM APPLICANT	
May 12, 1992	PUBLISHED FOR OPPOSITION	
Apr. 10, 1992	NOTICE OF PUBLICATION	
Dec. 11, 1991	APPROVED FOR PUB - PRINCIPAL REGISTER	
Nov. 13, 1991	CORRESPONDENCE RECEIVED IN LAW OFFICE	
Oct. 07, 1991	NON-FINAL ACTION MAILED	
Sep. 20, 1991	ASSIGNED TO EXAMINER	68603

Maintenance Filings or Post Registration Information

Affidavit of Continued Use:	Section 8 - Accepted
Affidavit of Incontestability:	Section 15 - Accepted
Renewal Date:	Jun. 15, 2013

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: GENERIC WEB UPDATE **Date in Location:** Jul. 21, 2012

Assignment Abstract Of Title Information

Summary

Total Assignments: 1 **Registrant:** Recot, Inc.

Assignment 1 of 1

Conveyance: CHANGE OF NAME

Reel/Frame: 2786/0813 **Pages:** 12

Date Recorded: Feb. 02, 2004

Supporting Documents: assignment-tm-2786-0813.pdf

Assignor

Name: RECOT, INC. **Execution Date:** Dec. 29, 2003

Legal Entity Type: CORPORATION **State or Country Where Organized:** DELAWARE

Assignee

Name: FRITO-LAY NORTH AMERICA, INC.

Legal Entity Type: CORPORATION **State or Country Where Organized:** DELAWARE

Address: 7701 LEGACY DRIVE
LAW DEPARTMENT
PLANO, TEXAS 75024

Correspondent

Correspondent Name: FRITO-LAY, INC.

Correspondent Address: 7701 LEGACY DRIVE
LAW DEPARTMENT
PLANO, TX 75024

Domestic Representative - Not Found

Proceedings

Summary

Number of Proceedings: 3

Type of Proceeding: Opposition

Proceeding Number: 91186252 **Filing Date:** Sep 08, 2008

Status: Terminated **Status Date:** Dec 22, 2008

Interlocutory Attorney: ANGELA LYKOS

Defendant

Name: Rolitos, Inc.

Correspondent Address: AMAURY CRUZ, ESQ.
AMAURY CRUZ, P.A.
1560 LENOX AVE., SUITE 207
MIAMI BEACH FL , 33139
UNITED STATES

Correspondent e-mail: amaurycruz@yahoo.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
ROLANDITOS	Abandoned - After Inter-Partes Decision	77279752	

Plaintiff(s)

Name: Frito-Lay North America, Inc.

Correspondent Address: Jeanette S. Zimmer
Frito-Lay North America, Inc.
7701 Legacy Drive, Mail Stop 3A-421
Plano TX , 75024
UNITED STATES

Correspondent e-mail: trademarks@fritolay.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
FRITOS	Renewed	71530491	502325
FRITOS	Renewed	72065489	689601
DORITOS	Renewed	72198545	792667
DORITOS	Renewed	74177107	1777351
CHEE.TOS	Renewed	72107432	752220
DORITOS ROLLITOS	Cancelled - Section 8	76521821	2942711
DORITOS ROLLITOS	Cancelled - Section 8	76501092	2929369
CHEETOS	Section 8 and 15 - Accepted and Acknowledged	77013298	3241177
TOSTITOS	Renewed	73154079	1100909
TOSTITOS	Renewed	73270261	1174439

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Sep 08, 2008	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Sep 08, 2008	Oct 18, 2008
3	PENDING, INSTITUTED	Sep 08, 2008	
4	NOTICE OF DEFAULT	Nov 07, 2008	
5	BOARD'S DECISION: SUSTAINED	Dec 22, 2008	
6	TERMINATED	Dec 22, 2008	

Type of Proceeding: Opposition

Proceeding Number: 91185416 **Filing Date:** Jul 23, 2008

Status: Terminated **Status Date:** Apr 13, 2009

Interlocutory Attorney: ANN LINNEHAN VOGLER

Defendant

Name: Managing Company "Sibirsky Berge" Closed Joint-Stock

Correspondent Address: Abigail Rubinstein
Darby & Darby P.C.
7 World Trade Center, 250 Greenwich Street
New York NY , 10007-0042
UNITED STATES

Correspondent e-mail: tmdocket@darbylaw.com , arubinstein@darbylaw.com , ssaxon@darbylaw.com , amcguire@darbylaw.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
PITOS	Abandoned - After Inter-Partes Decision	79037200	

Plaintiff(s)

Name: Frito-Lay North America, Inc.

Correspondent Address: Jeanette S. Zimmer
Frito-Lay North America, Inc.
7701 Legacy Drive, Mail Stop 3A-421
Plano TX , 75024
UNITED STATES

Correspondent e-mail: jeanette.zimmer@fritolay.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
FRITOS	Renewed	71530491	502325
FRITOS	Renewed	72065489	689601
DORITOS	Renewed	72198545	792667
DORITOS	Renewed	74177107	1777351
CHEE.TOS	Renewed	72107432	752220
CHEETOS	Section 8 and 15 - Accepted and Acknowledged	77013298	3241177

TOSTITOS	Renewed	73154079	1100909
TOSTITOS	Renewed	73270261	1174439

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jul 23, 2008	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jul 25, 2008	Sep 03, 2008
3	PENDING, INSTITUTED	Jul 25, 2008	
4	NOTICE OF DEFAULT	Sep 19, 2008	
5	D'S RESPONSE TO BD'S ORDER AND ANSWER	Oct 17, 2008	
6	ANSWER NOTED AND MADE OF RECORD; TRIAL DATES RESET	Nov 06, 2008	
7	STIP TO SUSPEND PEND SETTLEMENT NEGOTNS	Dec 09, 2008	
8	SUSPENDED	Dec 09, 2008	
9	STIP TO SUSPEND PEND SETTLEMENT NEGOTNS	Jan 29, 2009	
10	SUSPENDED	Jan 29, 2009	
11	WITHDRAWAL OF APPLICATION	Mar 16, 2009	
12	RESPONSE DUE 30 DAYS (DUE DATE)	Mar 27, 2009	Apr 26, 2009
13	WITHDRAWAL OF APPLICATION	Apr 01, 2009	
14	BD'S DECISION: DISMISSED W/O PREJUDICE	Apr 13, 2009	
15	TERMINATED	Apr 13, 2009	

Type of Proceeding: Opposition

Proceeding Number: 91181089 **Filing Date:** Dec 05, 2007

Status: Terminated **Status Date:** May 08, 2008

Interlocutory Attorney: ANGELA LYKOS

Defendant

Name: Regco Corporation

Correspondent Address: REGINA RAGONESE
REGCO CORPORATION
46 ROGERS RD
HAVERHILL MA , 01835-6969
UNITED STATES

Correspondent e-mail: regragonese@aol.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
PITARITOS	Abandoned - After Inter-Partes Decision	77137061	

Plaintiff(s)

Name: Frito-Lay North America, Inc.

Correspondent Address: Joseph J. Ferretti
Frito-Lay North America, Inc.
7701 Legacy Drive, Mail Stop 3A-421
Plano TX , 75024
UNITED STATES

Correspondent e-mail: trademarks@fritolay.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
FRITOS	Renewed	72065489	689601
FRITOS	Cancelled - Section 8	73699657	1529786
FRITOS CHILI PIE	Renewed	75691885	2502596
FRITOS	Renewed	76302448	2582071
FRITOS FLAVOR TWISTS	Renewed	76300054	2582051
FRITOS	Cancelled - Section 8	75666563	2607824
NOTHING SATISFIES LIKE FRITOS	Cancelled - Section 8	76370051	2738704
FRITOS BRAND	Section 8 and 15 - Accepted and	78501249	3240429

	Acknowledged		
DORITOS	Renewed	72198545	792667
DORITOS	Renewed	73699655	1528348
DORITOS	Renewed	74177107	1777351
DORITOS	Cancelled - Section 8	76243098	2687285
DORITOS	Cancelled - Section 8	76000258	2428495
DORITOS	Cancelled - Section 8	74606393	2719517
DORITOS	Cancelled - Section 8	75736519	2753403
DORITOS	Cancelled - Section 8	76435771	2783008
DORITOS	Section 8 and 15 - Accepted and Acknowledged	78189461	2924158
GOTTA GET DORITOS	Cancelled - Section 8	78292707	2961195
DORITOS LIGHT	Cancelled - Section 8	78454751	3197351
TOSTITOS	Renewed	73154079	1100909
TOSTITOS	Renewed	73699656	1528349
BAKED TOSTITOS	Renewed	75371549	2187806
TOSTITOS	Renewed	75723200	2341230
TOSTITOS	Renewed	76383188	2728067
TOSTITOS BRAND DIPS & SALSAS	Section 8 and 15 - Accepted and Acknowledged	78457493	3030701
TOSTITOS. SHARE SOMETHING GOOD.	Section 8 and 15 - Accepted and Acknowledged	78977351	3152298
CHEE.TOS	Renewed	72107432	752220
CHEE-TOS	Expired	73143062	1089385
CHEETOS	Cancelled - Section 8	75667964	2312008
CHEETOS	Cancelled - Section 8	76188184	2840688
TWISTED CHEETOS	Cancelled - Section 8	76378458	2825885
CHEETOS	Renewed	76386028	2680627
CHEETOS	Renewed	76386044	2683228
CHEETOS	Renewed	76386095	2677619
CHEETOS TWISTED	Cancelled - Section 8	76428334	2780545
CHEETOS	Section 8 and 15 - Accepted and Acknowledged	78189468	2925813
CHEETOS	Renewed	78419925	2926421

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Dec 05, 2007	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Dec 05, 2007	Jan 14, 2008
3	PENDING, INSTITUTED	Dec 05, 2007	
4	NOTICE OF DEFAULT	Feb 14, 2008	
5	BOARD'S DECISION: SUSTAINED	May 08, 2008	
6	TERMINATED	May 08, 2008	

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Mark: GOLDEN TOAST

US Serial Number:	74479121	**Application Filing Date:**	Jan. 14, 1994
US Registration Number:	1975230	**Registration Date:**	May 21, 1996
Register:	Principal		
Mark Type:	Trademark		
Status:	The registration has been renewed.		
Status Date:	Jun. 15, 2006		
Publication Date:	Apr. 25, 1995	**Notice of Allowance Date:**	Jul. 18, 1995

Mark Information

Mark Literal Elements: GOLDEN TOAST

Standard Character Claim: No

Mark Drawing Type: 1 - TYPESET WORD(S) /LETTER(S) /NUMBER(S)

Goods and Services

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

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

For: sandwich crackers

International Class(es):	030 - Primary Class	**U.S Class(es):**	046
Class Status:	ACTIVE		
Basis:	1(a)		
First Use:	Mar. 01, 1994	**Use in Commerce:**	Mar. 01, 1994

Basis Information (Case Level)

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

Current Owner(s) Information

Owner Name: FRITO-LAY NORTH AMERICA, INC.

Owner Address: 7701 LEGACY DRIVE
PLANO, TEXAS 75024
UNITED STATES

Legal Entity Type:	CORPORATION	**State or Country Where Organized:**	DELAWARE

Attorney/Correspondence Information

Attorney of Record

Attorney Name:	JOSEPH J. FERRETTI	**Docket Number:**	23926

Correspondent

Correspondent Name/Address:	Jeanette S. Zimmer FRITO-LAY NORTH AMERICA, INC. 7701 LEGACY DR 3A-421 PLANO, TEXAS 75024 UNITED STATES
Phone:	972-334-2587
Correspondent e-mail:	trademarks@pepsico.com
Correspondent e-mail Authorized:	Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Dec. 27, 2010	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Jun. 13, 2007	CASE FILE IN TICRS	
Jun. 15, 2006	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	73376
Jun. 15, 2006	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	
Jun. 12, 2006	ASSIGNED TO PARALEGAL	73376
Mar. 31, 2006	REGISTERED - COMBINED SECTION 8 (10-YR) & SEC. 9 FILED	
Mar. 31, 2006	TEAS SECTION 8 & 9 RECEIVED	
Sep. 01, 2001	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	
Aug. 01, 2001	REGISTERED - SEC. 8 (6-YR) & SEC. 15 FILED	
May 21, 1996	REGISTERED-PRINCIPAL REGISTER	
Mar. 29, 1996	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Mar. 28, 1996	ASSIGNED TO EXAMINER	72102
Mar. 23, 1996	STATEMENT OF USE PROCESSING COMPLETE	
Mar. 23, 1996	EXTENSION 1 GRANTED	
Jan. 18, 1996	USE AMENDMENT FILED	
Jan. 18, 1996	EXTENSION 1 FILED	
Jul. 18, 1995	NOA MAILED - SOU REQUIRED FROM APPLICANT	
Apr. 25, 1995	PUBLISHED FOR OPPOSITION	
Mar. 24, 1995	NOTICE OF PUBLICATION	
Nov. 29, 1994	APPROVED FOR PUB - PRINCIPAL REGISTER	
Nov. 03, 1994	CORRESPONDENCE RECEIVED IN LAW OFFICE	
Jun. 20, 1994	NON-FINAL ACTION MAILED	
Jun. 14, 1994	ASSIGNED TO EXAMINER	72102

Maintenance Filings or Post Registration Information

Affidavit of Continued Use:	Section 8 - Accepted
Affidavit of Incontestability:	Section 15 - Accepted
Renewal Date:	May 21, 2006

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location:	SCANNING ON DEMAND	**Date in Location:**	Jun. 13, 2007

Assignment Abstract Of Title Information

Summary

Total Assignments:	1	**Registrant:**	Recot, Inc.

Assignment 1 of 1

Conveyance:	CHANGE OF NAME

Reel/Frame:	2786/0813	**Pages:**	12
Date Recorded:	Feb. 02, 2004		
Supporting Documents:	assignment-tm-2786-0813.pdf		
	Assignor		
Name:	RECOT, INC.	**Execution Date:**	Dec. 29, 2003
Legal Entity Type:	CORPORATION	**State or Country Where Organized:**	DELAWARE
	Assignee		
Name:	FRITO-LAY NORTH AMERICA, INC.		
Legal Entity Type:	CORPORATION	**State or Country Where Organized:**	DELAWARE
Address:	7701 LEGACY DRIVE LAW DEPARTMENT PLANO, TEXAS 75024		
	Correspondent		
Correspondent Name:	FRITO-LAY, INC.		
Correspondent Address:	7701 LEGACY DRIVE LAW DEPARTMENT PLANO, TX 75024		
	Domestic Representative - Not Found		

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Mark: FOOD FOR THE FUN OF IT

FOOD FOR THE FUN OF IT

US Serial Number: 75405782
Application Filing Date: Dec. 15, 1997
US Registration Number: 2464128
Registration Date: Jun. 26, 2001
Register: Principal
Mark Type: Trademark
Status: The registration has been renewed.
Status Date: Jun. 01, 2011
Publication Date: Jul. 28, 1998
Notice of Allowance Date: Oct. 20, 1998

Mark Information

Mark Literal Elements: FOOD FOR THE FUN OF IT
Standard Character Claim: No
Mark Drawing Type: 1 - TYPESET WORD(S) /LETTER(S) /NUMBER(S)

Goods and Services

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

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

For: Potato chips and potato-based snacks, [taro chips,] fried pork snacks, cheese and cracker combinations, processed sunflower seeds, processed nuts, [beef jerky, beef sticks,] snack mix consisting primarily of processed fruits, processed nuts, and/or raisins, [microwave unpopped popcorn,] and bean dip
International Class(es): 029 - Primary Class
U.S Class(es): 046
Class Status: ACTIVE
Basis: 1(a)
First Use: Mar. 2000
Use in Commerce: Mar. 2000

For: Corn chips, tortilla chips, pretzels, puffed corn-based snacks including cheese-flavored puffs, multigrain snacks, sandwich crackers, cookies, [cakes, brownies, snack bars,] popped popcorn, candy-coated popcorn, corn-based onion flavored snacks, [rice-based snack foods,] dips including salsa, dairy based dips, and picante sauce
International Class(es): 030 - Primary Class
U.S Class(es): 046
Class Status: ACTIVE
Basis: 1(a)
First Use: Mar. 2000
Use in Commerce: Mar. 2000

Basis Information (Case Level)

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

Current Owner(s) Information

Owner Name: FRITO-LAY NORTH AMERICA, INC.
Owner Address: 7701 LEGACY DRIVE
LAW DEPARTMENT
PLANO, TEXAS 75024
UNITED STATES
Legal Entity Type: CORPORATION
State or Country Where Organized: DELAWARE

Attorney/Correspondence Information

Attorney of Record			
Attorney Name:	Jeanette S. Zimmer	**Docket Number:**	19866
Attorney Primary Email Address:	trademarks@pepsico.com	**Attorney Email Authorized:**	Yes

Correspondent			
Correspondent Name/Address:	Jeanette S. Zimmer FRITO-LAY NORTH AMERICA, INC. MAIL STOP 3A-421 7701 LEGACY DRIVE PLANO, TEXAS 75024 UNITED STATES		
Phone:	972-334-2587	**Fax:**	972.334.3871
Correspondent e-mail:	trademarks@pepsico.com	**Correspondent e-mail Authorized:**	Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Jun. 01, 2011	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	64591
Jun. 01, 2011	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	
Jun. 01, 2011	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	64591
May 04, 2011	TEAS SECTION 8 & 9 RECEIVED	
Jan. 03, 2011	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Jan. 16, 2008	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	59807
Dec. 26, 2007	RESPONSE RECEIVED TO POST REG. ACTION - SEC. 8 & 15	
Dec. 26, 2007	PAPER RECEIVED	
Sep. 12, 2007	POST REGISTRATION ACTION MAILED - SEC. 8 & 15	59807
Sep. 05, 2007	ASSIGNED TO PARALEGAL	59807
Aug. 20, 2007	REGISTERED - SEC. 8 (6-YR) & SEC. 15 FILED	
Aug. 20, 2007	TEAS SECTION 8 & 15 RECEIVED	
Oct. 12, 2006	CASE FILE IN TICRS	
Jun. 26, 2001	REGISTERED-PRINCIPAL REGISTER	
Jan. 30, 2001	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Jan. 26, 2001	EXAMINERS AMENDMENT -WRITTEN	
Jan. 10, 2001	STATEMENT OF USE PROCESSING COMPLETE	
Oct. 20, 2000	USE AMENDMENT FILED	
Jul. 24, 2000	EXTENSION 3 GRANTED	
Apr. 14, 2000	EXTENSION 3 FILED	
Mar. 02, 2000	EXTENSION 2 GRANTED	
Oct. 10, 1999	EXTENSION 2 FILED	
May 17, 1999	EXTENSION 1 GRANTED	
Apr. 19, 1999	EXTENSION 1 FILED	
Oct. 20, 1998	NOA MAILED - SOU REQUIRED FROM APPLICANT	
Jul. 28, 1998	PUBLISHED FOR OPPOSITION	
Jun. 26, 1998	NOTICE OF PUBLICATION	
May 27, 1998	APPROVED FOR PUB - PRINCIPAL REGISTER	
May 11, 1998	ASSIGNED TO EXAMINER	70436

Maintenance Filings or Post Registration Information

Affidavit of Continued Use: Section 8 - Accepted

Affidavit of Incontestability: Section 15 - Accepted

Renewal Date: Jun. 26, 2011

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location:	GENERIC WEB UPDATE	**Date in Location:**	Jun. 01, 2011

Assignment Abstract Of Title Information

Summary

Total Assignments:	1	**Registrant:**	Recot, Inc.

Assignment 1 of 1

Conveyance:	CHANGE OF NAME		
Reel/Frame:	2786/0813	**Pages:**	12
Date Recorded:	Feb. 02, 2004		
Supporting Documents:	assignment-tm-2786-0813.pdf		

Assignor

Name:	RECOT, INC.	**Execution Date:**	Dec. 29, 2003
Legal Entity Type:	CORPORATION	**State or Country Where Organized:**	DELAWARE

Assignee

Name:	FRITO-LAY NORTH AMERICA, INC.		
Legal Entity Type:	CORPORATION	**State or Country Where Organized:**	DELAWARE
Address:	7701 LEGACY DRIVE LAW DEPARTMENT PLANO, TEXAS 75024		

Correspondent

Correspondent Name:	FRITO-LAY, INC.
Correspondent Address:	7701 LEGACY DRIVE LAW DEPARTMENT PLANO, TX 75024

Domestic Representative - Not Found

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Mark: FRITO LAY

US Serial Number:	75823234	**Application Filing Date:**	Oct. 14, 1999
US Registration Number:	2601797	**Registration Date:**	Jul. 30, 2002
Register:	Principal		
Mark Type:	Trademark		
Status:	The registration has been renewed.		
Status Date:	Aug. 05, 2011		
Publication Date:	Jan. 09, 2001	**Notice of Allowance Date:**	Apr. 03, 2001

Mark Information

Mark Literal Elements: FRITO LAY

Standard Character Claim: No

Mark Drawing Type: 3 - AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S)/NUMBER(S)

Design Search Code(s): 26.01.02 - Circles, plain single line; Plain single line circles
26.13.21 - Quadrilaterals that are completely or partially shaded
26.13.25 - Quadrilaterals with one or more curved sides

Related Properties Information

Claimed Ownership of US Registrations: 0841324, 1132305, 1195825

Goods and Services

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

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

For: CHEESE AND CRACKER COMBINATIONS; [TARO CHIPS;] FRIED PORK SNACKS, NAMELY, PORK RINDS; PROCESSED EDIBLE SUNFLOWER SEEDS; PROCESSED NUTS; [BEEF JERKY; BEEF STICKS;] SNACK FOOD DIPS; [PACKAGED MEAL COMBINATIONS CONSISTING PRIMARILY OF MEAT, CHEESES, POTATO CHIPS AND SNACK DIPS;] POTATO-BASED SNACK FOODS, NAMELY, POTATO CHIPS AND POTATO CRISPS

International Class(es):	029 - Primary Class	**U.S Class(es):**	046
Class Status:	ACTIVE		
Basis:	1(a)		
First Use:	Jan. 01, 2001	**Use in Commerce:**	Jan. 01, 2001

For: [PROCESSED UNPOPPED POPCORN; MICROWAVE POPCORN;] CORN-BASED SNACK FOODS, NAMELY, CORN CHIPS AND TORTILLA CHIPS; CRACKERS; [GRAIN-BASED SNACK FOOD BARS; GRANOLA-BASED SNACK FOOD BARS;] [MULTIGRAIN SNACK CHIPS;] POPPED POPCORN; CANDY COATED POPPED POPCORN;[POPPED POPCORN-BASED SNACK FOOD BARS;] PRETZELS; PUFFED CORN-BASED SNACKS, NAMELY, CHEESE-FLAVORED PUFF CORN SNACK; [RICE-BASED SNACK FOOD BARS;] SALSAS; [SAUCES; SNACK MIX CONSISTING PRIMARILY OF CRACKERS, PRETZELS AND PROCESSED NUTS;] [PACKAGED MEAL COMBINATIONS CONSISTING PRIMARILY OF CRACKERS, NACHOS, TACOS, PIZZA AND SALSA]

International Class(es):	030 - Primary Class	**U.S Class(es):**	046
Class Status:	ACTIVE		
Basis:	1(a)		
First Use:	Jan. 01, 2001	**Use in Commerce:**	Jan. 01, 2001

Basis Information (Case Level)

Filed Use:	No	**Currently Use:**	Yes	**Amended Use:**	No
Filed ITU:	Yes	**Currently ITU:**	No	**Amended ITU:**	No
Filed 44D:	No	**Currently 44D:**	No	**Amended 44D:**	No

Filed 44E:	No	**Currently 44E:**	No	**Amended 44E:**	No
Filed 66A:	No	**Currently 66A:**	No		
Filed No Basis:	No	**Currently No Basis:**	No		

Current Owner(s) Information

Owner Name: FRITO-LAY NORTH AMERICA, INC.

Owner Address: 7701 LEGACY DRIVE
PLANO, TEXAS 75024
UNITED STATES

Legal Entity Type: CORPORATION

State or Country Where Organized: DELAWARE

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Jeanette S. Zimmer

Docket Number: 20290

Attorney Primary Email Address: trademarks@pepsico.com

Attorney Email Authorized: Yes

Correspondent

Correspondent Name/Address: Jeanette S. Zimmer
FRITO LAY NORTH AMERICA, INC.
3A-421
7701 LEGACY DR
PLANO, TEXAS 75024
UNITED STATES

Phone: 972-334-2587

Fax: 972-334-3871

Correspondent e-mail: trademarks@pepsico.com

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Aug. 05, 2011	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	68502
Aug. 05, 2011	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	68502
Aug. 03, 2011	TEAS SECTION 8 & 9 RECEIVED	
Dec. 14, 2010	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Aug. 13, 2008	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	68502
Aug. 06, 2008	ASSIGNED TO PARALEGAL	68502
Jul. 30, 2008	TEAS SECTION 8 & 15 RECEIVED	
Dec. 19, 2007	CASE FILE IN TICRS	
Jul. 30, 2002	REGISTERED-PRINCIPAL REGISTER	
May 02, 2002	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Apr. 30, 2002	ASSIGNED TO EXAMINER	67523
Apr. 26, 2002	STATEMENT OF USE PROCESSING COMPLETE	
Apr. 12, 2002	USE AMENDMENT FILED	
Apr. 12, 2002	PAPER RECEIVED	
Apr. 19, 2002	EXTENSION 2 GRANTED	
Apr. 02, 2002	EXTENSION 2 FILED	
Oct. 03, 2001	EXTENSION 1 GRANTED	
Oct. 03, 2001	EXTENSION 1 FILED	
Apr. 03, 2001	NOA MAILED - SOU REQUIRED FROM APPLICANT	
Jan. 09, 2001	PUBLISHED FOR OPPOSITION	
Dec. 08, 2000	NOTICE OF PUBLICATION	
Aug. 24, 2000	APPROVED FOR PUB - PRINCIPAL REGISTER	
Aug. 18, 2000	EXAMINER'S AMENDMENT MAILED	
Mar. 16, 2000	NON-FINAL ACTION MAILED	

Feb. 28, 2000	ASSIGNED TO EXAMINER	76929
Feb. 26, 2000	ASSIGNED TO EXAMINER	74229

Maintenance Filings or Post Registration Information

Affidavit of Continued Use: Section 8 - Accepted

Affidavit of Incontestability: Section 15 - Accepted

Renewal Date: Jul. 30, 2012

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: GENERIC WEB UPDATE **Date in Location:** Aug. 05, 2011

Assignment Abstract Of Title Information

Summary

Total Assignments: 1 **Registrant:** Recot, Inc.

Assignment 1 of 1

Conveyance: CHANGE OF NAME

Reel/Frame: 2786/0813 **Pages:** 12

Date Recorded: Feb. 02, 2004

Supporting Documents: assignment-tm-2786-0813.pdf

Assignor

Name: RECOT, INC. **Execution Date:** Dec. 29, 2003

Legal Entity Type: CORPORATION **State or Country Where Organized:** DELAWARE

Assignee

Name: FRITO-LAY NORTH AMERICA, INC.

Legal Entity Type: CORPORATION **State or Country Where Organized:** DELAWARE

Address: 7701 LEGACY DRIVE
LAW DEPARTMENT
PLANO, TEXAS 75024

Correspondent

Correspondent Name: FRITO-LAY, INC.

Correspondent Address: 7701 LEGACY DRIVE
LAW DEPARTMENT
PLANO, TX 75024

Domestic Representative - Not Found

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Mark: FRITO LAY

US Serial Number:	75837382	**Application Filing Date:**	Nov. 01, 1999
US Registration Number:	2654719	**Registration Date:**	Nov. 26, 2002
Register:	Principal		
Mark Type:	Trademark		
Status:	The registration has been renewed.		
Status Date:	Dec. 03, 2011		
Publication Date:	Apr. 23, 2002	**Notice of Allowance Date:**	Jul. 16, 2002

Mark Information

Mark Literal Elements: FRITO LAY

Standard Character Claim: No

Mark Drawing Type: 3 - AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S)/NUMBER(S)

Color(s) Claimed: Color is not claimed as a feature of the mark.

Lining and Stippling Statement: The color of the banner in the mark is intended to be red, the color of the ball in the mark is intended to be yellow and the words "FRITO LAY" are intended to be white.

Design Search Code(s): 24.09.07 - Advertising, banners; Banners
26.01.03 - Circles, incomplete (more than semi-circles); Incomplete circles (more than semi-circles)
26.11.28 - Miscellaneous designs with overall rectangular shape; Rectangular shapes (miscellaneous overall shape)

Related Properties Information

Claimed Ownership of US Registrations: 0502325, 0657528, 0689601, 0836038, 1529786

Goods and Services

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

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

For: CHEESE AND CRACKER COMBINATIONS; [TARO CHIPS;] FRIED PORK SNACKS, NAMELY, PORK RINDS; PROCESSED EDIBLE SUNFLOWER SEEDS; PROCESSED NUTS; [BEEF JERKY;] SNACK FOOD DIPS; [PACKAGED MEAL COMBINATIONS CONSISTING PRIMARILY OF MEAT, FISH, POULTRY OR VEGETABLES;] POTATO-BASED SNACK FOODS, NAMELY, POTATO CHIPS AND POTATO CRISPS

International Class(es): 029 - Primary Class **U.S Class(es):** 046

Class Status: ACTIVE

Basis: 1(a)

First Use: Jan. 01, 2001 **Use in Commerce:** Jan. 01, 2001

For: [PROCESSED UNPOPPED POPCORN; MICROWAVE POPCORN; PACKAGED MEAL COMBINATIONS CONSISTING PRIMARILY OF PASTA OR RICE;] CORN-BASED SNACK FOODS, NAMELY, CORN CHIPS AND TORTILLA CHIPS; CRACKERS; [GRAIN-BASED SNACK FOOD BARS; GRANOLA-BASED SNACK FOOD BARS;] [MULTIGRAIN SNACK CHIPS;] POPPED POPCORN; CANDY-COATED POPPED POPCORN; [POPPED POPCORN-BASED SNACK FOOD BARS;] PRETZELS; PUFFED CORN-BASED SNACKS, NAMELY, CHEESE-FLAVORED PUFFED CORN SNACK; [RIE-BASED SNACK FOOD BARS;] SALSAS; [SAUCES; SNACK MIX CONSISTING PRIMARILY OF CRACKERS, PRETZELS AND PROCESSED NUTS]

International Class(es): 030 - Primary Class **U.S Class(es):** 046

Class Status: ACTIVE

Basis: 1(a)

First Use: Jan. 01, 2001 **Use in Commerce:** Jan. 01, 2001

Basis Information (Case Level)

Filed Use:	No	**Currently Use:**	Yes	**Amended Use:**	No
Filed ITU:	Yes	**Currently ITU:**	No	**Amended ITU:**	No

Filed 44D:	No	**Currently 44D:**	No	**Amended 44D:**	No
Filed 44E:	No	**Currently 44E:**	No	**Amended 44E:**	No
Filed 66A:	No	**Currently 66A:**	No		
Filed No Basis:	No	**Currently No Basis:**	No		

Current Owner(s) Information

Owner Name: FRITO-LAY NORTH AMERICA, INC.

Owner Address: 7701 LEGACY DRIVE
PLANO, TEXAS 75024
UNITED STATES

Legal Entity Type: CORPORATION

State or Country Where Organized: DELAWARE

Attorney/Correspondence Information

Attorney of Record

Attorney Name: JEANETTE S. ZIMMER

Docket Number: 20301

Attorney Primary Email Address: trademarks@pepsico.com

Attorney Email Authorized: No

Correspondent

Correspondent Name/Address: JEANETTE S. ZIMMER
FRITO LAY NORTH AMERICA, INC.
3A-421
7701 LEGACY DR
PLANO, TEXAS 75024
UNITED STATES

Phone: 972-334-2587

Fax: 972-334-3871

Correspondent e-mail: trademarks@pepsico.com

Correspondent e-mail Authorized: No

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Dec. 03, 2011	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	59136
Dec. 03, 2011	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	59136
Dec. 01, 2011	TEAS SECTION 8 & 9 RECEIVED	
Dec. 14, 2010	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Nov. 07, 2008	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	59136
Oct. 08, 2008	TEAS SECTION 8 & 15 RECEIVED	
Feb. 27, 2008	CASE FILE IN TICRS	
Nov. 26, 2002	REGISTERED-PRINCIPAL REGISTER	
Sep. 21, 2002	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Sep. 17, 2002	ASSIGNED TO EXAMINER	67523
Sep. 16, 2002	STATEMENT OF USE PROCESSING COMPLETE	
Aug. 21, 2002	USE AMENDMENT FILED	
Aug. 21, 2002	PAPER RECEIVED	
Jul. 16, 2002	NOA MAILED - SOU REQUIRED FROM APPLICANT	
Apr. 23, 2002	PUBLISHED FOR OPPOSITION	
Apr. 03, 2002	NOTICE OF PUBLICATION	
Nov. 26, 2001	APPROVED FOR PUB - PRINCIPAL REGISTER	
Nov. 26, 2001	EXAMINERS AMENDMENT MAILED	
Nov. 26, 2001	ASSIGNED TO EXAMINER	67523
Nov. 26, 2001	PREVIOUS ALLOWANCE COUNT WITHDRAWN	
Nov. 26, 2001	ASSIGNED TO EXAMINER	76929
Nov. 26, 2001	ASSIGNED TO EXAMINER	67523

Nov. 17, 2000	APPROVED FOR PUB - PRINCIPAL REGISTER	
Nov. 09, 2000	EXAMINER'S AMENDMENT MAILED	
May 04, 2000	NON-FINAL ACTION MAILED	
May 01, 2000	ASSIGNED TO EXAMINER	76929
Apr. 23, 2000	ASSIGNED TO EXAMINER	69249

Maintenance Filings or Post Registration Information

Affidavit of Continued Use: Section 8 - Accepted

Affidavit of Incontestability: Section 15 - Accepted

Renewal Date: Nov. 26, 2012

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: GENERIC WEB UPDATE **Date in Location:** Dec. 03, 2011

Assignment Abstract Of Title Information

Summary

Total Assignments: 1 **Registrant:** Recot, Inc.

Assignment 1 of 1

Conveyance: CHANGE OF NAME

Reel/Frame: 2786/0813 **Pages:** 12

Date Recorded: Feb. 02, 2004

Supporting Documents: assignment-tm-2786-0813.pdf

Assignor

Name: RECOT, INC. **Execution Date:** Dec. 29, 2003

Legal Entity Type: CORPORATION **State or Country Where Organized:** DELAWARE

Assignee

Name: FRITO-LAY NORTH AMERICA, INC.

Legal Entity Type: CORPORATION **State or Country Where Organized:** DELAWARE

Address: 7701 LEGACY DRIVE
LAW DEPARTMENT
PLANO, TEXAS 75024

Correspondent

Correspondent Name: FRITO-LAY, INC.

Correspondent Address: 7701 LEGACY DRIVE
LAW DEPARTMENT
PLANO, TX 75024

Domestic Representative - Not Found

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Mark: SUN CHIPS

US Serial Number: 78189472 **Application Filing Date:** Nov. 27, 2002

US Registration Number: 2925815 **Registration Date:** Feb. 08, 2005

Register: Principal

Mark Type: Trademark

Status: A Sections 8 and 15 combined declaration has been accepted and acknowledged.

Status Date: Jan. 29, 2011

Publication Date: Sep. 16, 2003 **Notice of Allowance Date:** Dec. 09, 2003

Mark Information

Mark Literal Elements: SUN CHIPS

Standard Character Claim: No

Mark Drawing Type: 1 - TYPESET WORD(S) /LETTER(S) /NUMBER(S)

Disclaimer: "CHIPS"

Related Properties Information

Claimed Ownership of US Registrations: 0986097, 2686169 and others

Goods and Services

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

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

For: Multigrain snack chips sold as an ingredient of snack mix comprised of tortilla chips, multigrain snack chips, cheese flavored puffed corn snacks, pretzels, [ready-to-eat cereal and/or crackers]

International Class(es): 030 - Primary Class **U.S Class(es):** 046

Class Status: ACTIVE

Basis: 1(a)

First Use: Oct. 2001 **Use in Commerce:** Oct. 2001

Basis Information (Case Level)

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

Current Owner(s) Information

Owner Name: FRITO-LAY NORTH AMERICA, INC.

Owner Address: 7701 LEGACY DRIVE
LAW DEPARTMENT
PLANO, TEXAS 75024
UNITED STATES

Legal Entity Type:	CORPORATION	**State or Country Where Organized:**	DELAWARE

Attorney/Correspondence Information

Attorney of Record

Attorney Name:	Jeanette S. Zimmer		
Attorney Primary Email Address:	trademarks@pepsico.com	**Attorney Email Authorized:**	Yes

Correspondent

Correspondent Name/Address:	Jeanette S. Zimmer FRITO-LAY NORTH AMERICA, INC. MAIL STOP 3A-421 7701 LEGACY DRIVE PLANO, TEXAS 75024 UNITED STATES

Phone:	972-334-2587	**Fax:**	972-334-3871
Correspondent e-mail:	trademarks@pepsico.com	**Correspondent e-mail Authorized:**	Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Jan. 29, 2011	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	77315
Jan. 29, 2011	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	77315
Jan. 13, 2011	TEAS SECTION 8 & 15 RECEIVED	
Jan. 03, 2011	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Feb. 08, 2005	REGISTERED-PRINCIPAL REGISTER	
Dec. 02, 2004	LAW OFFICE REGISTRATION REVIEW COMPLETED	69350
Nov. 29, 2004	ASSIGNED TO LIE	69350
Nov. 23, 2004	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Nov. 23, 2004	EXAMINERS AMENDMENT E-MAILED	
Nov. 23, 2004	SU-EXAMINER'S AMENDMENT WRITTEN	77769
Oct. 04, 2004	NON-FINAL ACTION E-MAILED	
Oct. 04, 2004	SU - NON-FINAL ACTION - WRITTEN	77769
Jul. 09, 2004	ASSIGNED TO EXAMINER	77769
Jun. 30, 2004	STATEMENT OF USE PROCESSING COMPLETE	
Jun. 09, 2004	USE AMENDMENT FILED	
Jun. 23, 2004	EXTENSION 1 GRANTED	
Jun. 09, 2004	EXTENSION 1 FILED	
Jun. 09, 2004	TEAS STATEMENT OF USE RECEIVED	
Jun. 09, 2004	TEAS EXTENSION RECEIVED	
Dec. 09, 2003	NOA MAILED - SOU REQUIRED FROM APPLICANT	
Sep. 16, 2003	PUBLISHED FOR OPPOSITION	
Aug. 27, 2003	NOTICE OF PUBLICATION	
Jul. 25, 2003	APPROVED FOR PUB - PRINCIPAL REGISTER	
Jul. 02, 2003	CORRESPONDENCE RECEIVED IN LAW OFFICE	
Jul. 21, 2003	CASE FILE IN TICRS	
Jul. 02, 2003	PAPER RECEIVED	
Jun. 03, 2003	NON-FINAL ACTION E-MAILED	
Jun. 02, 2003	ASSIGNED TO EXAMINER	77769
Mar. 14, 2003	TEAS CHANGE OF CORRESPONDENCE RECEIVED	

Maintenance Filings or Post Registration Information

Affidavit of Continued Use:	Section 8 - Accepted
Affidavit of Incontestability:	Section 15 - Accepted

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location:	TMEG LAW OFFICE 102	**Date in Location:**	Jan. 29, 2011

Assignment Abstract Of Title Information

Summary

Total Assignments:	1	**Registrant:**	FRITO-LAY NORTH AMERICA, INC.

Assignment 1 of 1

Conveyance:	CHANGE OF NAME		
Reel/Frame:	2786/0813	**Pages:**	12
Date Recorded:	Feb. 02, 2004		
Supporting Documents:	assignment-tm-2786-0813.pdf		

Assignor

Name:	RECOT, INC.	**Execution Date:**	Dec. 29, 2003
Legal Entity Type:	CORPORATION	**State or Country Where Organized:**	DELAWARE

Assignee

Name:	FRITO-LAY NORTH AMERICA, INC.		
Legal Entity Type:	CORPORATION	**State or Country Where Organized:**	DELAWARE
Address:	7701 LEGACY DRIVE LAW DEPARTMENT PLANO, TEXAS 75024		

Correspondent

Correspondent Name:	FRITO-LAY, INC.
Correspondent Address:	7701 LEGACY DRIVE LAW DEPARTMENT PLANO, TX 75024

Domestic Representative - Not Found

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Mark: CHEETOS

CHEETOS

US Serial Number: 78419925

Application Filing Date: May 17, 2004

US Registration Number: 2926421

Registration Date: Feb. 15, 2005

Register: Principal

Mark Type: Trademark

Status: The registration has been renewed.

Status Date: Oct. 10, 2014

Publication Date: Nov. 23, 2004

Mark Information

Mark Literal Elements: CHEETOS

Standard Character Claim: Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

Related Properties Information

Claimed Ownership of US Registrations: 0752220, 2312008, 2677619 and others

Goods and Services

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

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

For: CRACKERS

International Class(es): 030 - Primary Class

U.S Class(es): 046

Class Status: ACTIVE

Basis: 1(a)

First Use: Jan. 01, 1999

Use in Commerce: Jan. 01, 1999

Basis Information (Case Level)

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

Current Owner(s) Information

Owner Name: Frito-Lay North America, Inc.

Owner Address: 7701 Legacy Drive
Plano, TEXAS 75024
UNITED STATES

Legal Entity Type: CORPORATION

State or Country Where Organized: DELAWARE

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Jeanette S. Zimmer

Attorney Primary Email Address: trademarks@pepsico.com

Attorney Email Authorized: Yes

Correspondent

Correspondent Name/Address: JEANETTE S. ZIMMER
PEPSICO, INC.
7701 LEGACY DR
3A-421
PLANO, TEXAS 75024
UNITED STATES

Phone: 972-334-2587

Correspondent e-mail: trademarks@pepsico.com

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Oct. 10, 2014	NOTICE OF ACCEPTANCE OF SEC. 8 & 9 - E-MAILED	
Oct. 10, 2014	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	76874
Oct. 10, 2014	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	76874
Oct. 10, 2014	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	76874
Oct. 01, 2014	TEAS SECTION 8 & 9 RECEIVED	
Dec. 09, 2010	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Jun. 08, 2010	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	67723
Jun. 07, 2010	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	67723
May 21, 2010	TEAS SECTION 8 & 15 RECEIVED	
Feb. 15, 2005	REGISTERED-PRINCIPAL REGISTER	
Nov. 23, 2004	PUBLISHED FOR OPPOSITION	
Nov. 03, 2004	NOTICE OF PUBLICATION	
Sep. 07, 2004	LAW OFFICE PUBLICATION REVIEW COMPLETED	68658
Sep. 07, 2004	ASSIGNED TO LIE	68658
Sep. 03, 2004	ASSIGNED TO LIE	77978
Aug. 23, 2004	APPROVED FOR PUB - PRINCIPAL REGISTER	
Aug. 23, 2004	ASSIGNED TO EXAMINER	74784
May 25, 2004	NEW APPLICATION ENTERED IN TRAM	

Maintenance Filings or Post Registration Information

Affidavit of Continued Use: Section 8 - Accepted

Affidavit of Incontestability: Section 15 - Accepted

Renewal Date: Feb. 15, 2015

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: GENERIC WEB UPDATE

Date in Location: Oct. 10, 2014

Proceedings

Summary

Number of Proceedings: 4

Type of Proceeding: Opposition

Proceeding Number: 91189399 **Filing Date:** Mar 23, 2009

Status: Terminated **Status Date:** Jun 14, 2010

Interlocutory Attorney: YONG OH (RICHARD) KIM

Defendant

Name: Castillo Brothers Enterprises, Inc.

Correspondent Address: ARNE M. OLSON
OLSON & CEPURITIS, LTD.
20 N. WACKER DRIVE, 36TH FLOOR
CHICAGO IL , 60606
UNITED STATES

Correspondent e-mail: kgaripay@olsonip.com , mburton@olsonip.com , docket@olsonip.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
SANCOCHITOS	Abandoned - After Inter-Partes Decision	76683315	

Plaintiff(s)

Name: Frito-Lay North America, Inc.

Correspondent Address: JEANETTE SANNIOLA ZIMMER
FRITO-LAY NORTH AMERICA, INC.
7701 LEGACY DRIVE, MAIL STOP 3A-421
PLANO TX , 75024
UNITED STATES

Correspondent e-mail: jeanette.zimmer@fritolay.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
CHEE.TOS	Renewed	72107432	752220
CHEETOS	Cancelled - Section 8	76188184	2840688
CHEETOS	Renewed	76386028	2680627
CHEETOS	Renewed	76386044	2683228
CHEETOS	Renewed	76386095	2677619
CHEETOS TWISTED	Cancelled - Section 8	76428334	2780545
CHEETOS	Section 8 and 15 - Accepted and Acknowledged	78189468	2925813
CHEETOS	Renewed	78419925	2926421
CHEETOS X'S & O'S	Cancelled - Section 8	75757928	2632246
CHEETOS X'S & O'S	Cancelled - Section 8	75808665	2491353
TOSTITOS	Renewed	73154079	1100909
FRITOS	Renewed	71530491	502325
DORITOS	Renewed	72198545	792667

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Mar 23, 2009	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Mar 24, 2009	May 03, 2009
3	PENDING, INSTITUTED	Mar 24, 2009	
4	STIPULATION FOR AN EXTENSION OF TIME	Apr 30, 2009	
5	EXTENSION OF TIME GRANTED	Apr 30, 2009	
6	STIPULATION FOR AN EXTENSION OF TIME	Jun 19, 2009	
7	EXTENSION OF TIME GRANTED	Jun 19, 2009	
8	STIPULATION FOR AN EXTENSION OF TIME	Sep 23, 2009	
9	EXTENSION OF TIME GRANTED	Sep 23, 2009	
10	STIPULATION FOR AN EXTENSION OF TIME	Dec 22, 2009	
11	EXTENSION OF TIME GRANTED	Dec 22, 2009	
12	STIPULATION FOR AN EXTENSION OF TIME	Mar 29, 2010	

13	EXTENSION OF TIME GRANTED	Mar 29, 2010
14	WITHDRAWAL OF APPLICATION WITH CONSENT	Jun 10, 2010
15	BD'S DECISION: DISMISSED W/O PREJUDICE	Jun 14, 2010
16	TERMINATED	Jun 14, 2010

Type of Proceeding: Opposition

Proceeding Number: 91184824 **Filing Date:** Jun 25, 2008

Status: Terminated **Status Date:** Oct 05, 2009

Interlocutory Attorney: ELIZABETH WINTER

Defendant

Name: Donna Estes Antebi

Correspondent Address: SEPEHR DAGHIGHIAN
LAW OFFICES OF SEPEHR DAGHIGHIAN, P.C.
433 N CAMDEN DR 4TH FL
BEVERLY HILLS CA , 90210
UNITED STATES

Correspondent e-mail: sepehr@daghighian.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
CHEATERS	Abandoned - After Inter-Partes Decision	77300327	

Plaintiff(s)

Name: Frito-Lay North America, Inc.

Correspondent Address: Frito-Lay North America, Inc.
7701 Legacy DriveMail Stop 3A-421
Plano TX , 75024
UNITED STATES

Correspondent e-mail: jeanette.zimmer@fritolay.com , catherine.barry@fritolay.com , trademarks@fritolay.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
CHEE.TOS	Renewed	72107432	752220
CHEETOS	Cancelled - Section 8	75667964	2312008
CHEETOS	Cancelled - Section 8	76188184	2840688
TWISTED CHEETOS	Cancelled - Section 8	76378458	2825885
CHEETOS	Renewed	76386028	2680627
CHEETOS	Renewed	76386044	2683228
CHEETOS	Renewed	76386095	2677619
CHEETOS TWISTED	Cancelled - Section 8	76428334	2780545
CHEETOS ZIG ZAGS	Cancelled - Section 8	75573242	2356230
CHEETOS	Section 8 and 15 - Accepted and Acknowledged	78189468	2925813
CHEETOS	Renewed	78419925	2926421
CHEETOS X'S & O'S	Cancelled - Section 8	75757928	2632246
CHEETOS X'S & O'S	Cancelled - Section 8	75808665	2491353
CHEETOS MYSTERY COLORZ	Cancelled - Section 8	76157453	2613376
CHEETOS WHIRLZ	Cancelled - Section 8	76188792	2629205

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jun 25, 2008	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jun 25, 2008	Aug 04, 2008
3	PENDING, INSTITUTED	Jun 25, 2008	
4	ANSWER	Aug 04, 2008	
5	STIP TO SUSPEND PEND SETTLEMENT NEGOTNS	Mar 02, 2009	
6	SUSPENDED	Mar 02, 2009	

7	STIPULATION FOR AN EXTENSION OF TIME	May 29, 2009
8	EXTENSION OF TIME GRANTED	May 29, 2009
9	WITHDRAWAL OF APPLICATION	Oct 01, 2009
10	BOARD'S DECISION: SUSTAINED	Oct 05, 2009
11	TERMINATED	Oct 05, 2009

Type of Proceeding: Opposition

Proceeding Number: 91181089 **Filing Date:** Dec 05, 2007

Status: Terminated **Status Date:** May 08, 2008

Interlocutory Attorney: ANGELA LYKOS

Defendant

Name: Regco Corporation

Correspondent Address: REGINA RAGONESE
REGCO CORPORATION
46 ROGERS RD
HAVERHILL MA , 01835-6969
UNITED STATES

Correspondent e-mail: regragonese@aol.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
PITARITOS	Abandoned - After Inter-Partes Decision	77137061	

Plaintiff(s)

Name: Frito-Lay North America, Inc.

Correspondent Address: Joseph J. Ferretti
Frito-Lay North America, Inc.
7701 Legacy Drive, Mail Stop 3A-421
Plano TX , 75024
UNITED STATES

Correspondent e-mail: trademarks@fritolay.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
FRITOS	Renewed	72065489	689601
FRITOS	Cancelled - Section 8	73699657	1529786
FRITOS CHILI PIE	Renewed	75691885	2502596
FRITOS	Renewed	76302448	2582071
FRITOS FLAVOR TWISTS	Renewed	76300054	2582051
FRITOS	Cancelled - Section 8	75666563	2607824
NOTHING SATISFIES LIKE FRITOS	Cancelled - Section 8	76370051	2738704
FRITOS BRAND	Section 8 and 15 - Accepted and Acknowledged	78501249	3240429
DORITOS	Renewed	72198545	792667
DORITOS	Renewed	73699655	1528348
DORITOS	Renewed	74177107	1777351
DORITOS	Cancelled - Section 8	76243098	2687285
DORITOS	Cancelled - Section 8	76000258	2428495
DORITOS	Cancelled - Section 8	74606393	2719517
DORITOS	Cancelled - Section 8	75736519	2753403
DORITOS	Cancelled - Section 8	76435771	2783008
DORITOS	Section 8 and 15 - Accepted and Acknowledged	78189461	2924158
GOTTA GET DORITOS	Cancelled - Section 8	78292707	2961195
DORITOS LIGHT	Cancelled - Section 8	78454751	3197351
TOSTITOS	Renewed	73154079	1100909
TOSTITOS	Renewed	73699656	1528349

BAKED TOSTITOS	Renewed	75371549	2187806
TOSTITOS	Renewed	75723200	2341230
TOSTITOS	Renewed	76383188	2728067
TOSTITOS BRAND DIPS & SALSAS	Section 8 and 15 - Accepted and Acknowledged	78457493	3030701
TOSTITOS. SHARE SOMETHING GOOD.	Section 8 and 15 - Accepted and Acknowledged	78977351	3152298
CHEE.TOS	Renewed	72107432	752220
CHEE-TOS	Expired	73143062	1089385
CHEETOS	Cancelled - Section 8	75667964	2312008
CHEETOS	Cancelled - Section 8	76188184	2840688
TWISTED CHEETOS	Cancelled - Section 8	76378458	2825885
CHEETOS	Renewed	76386028	2680627
CHEETOS	Renewed	76386044	2683228
CHEETOS	Renewed	76386095	2677619
CHEETOS TWISTED	Cancelled - Section 8	76428334	2780545
CHEETOS	Section 8 and 15 - Accepted and Acknowledged	78189468	2925813
CHEETOS	Renewed	78419925	2926421

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Dec 05, 2007	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Dec 05, 2007	Jan 14, 2008
3	PENDING, INSTITUTED	Dec 05, 2007	
4	NOTICE OF DEFAULT	Feb 14, 2008	
5	BOARD'S DECISION: SUSTAINED	May 08, 2008	
6	TERMINATED	May 08, 2008	

Type of Proceeding: Opposition

Proceeding Number: 91180728 **Filing Date:** Nov 14, 2007

Status: Terminated **Status Date:** Dec 07, 2007

Interlocutory Attorney: FRANCES S WOLFSON

Defendant

Name: GrandPapa's Snacks, Inc.

Correspondent Address: MICHAEL A. LISI
HONIGMAN MILLER SCHWARTZ AND COHN LLP
38500 WOODWARD AVE STE 100
BLOOMFIELD HILLS MI , 48304-5048
UNITED STATES

Correspondent e-mail: tmdocketing@honigman.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
CHEEZZOOS	Abandoned - After Inter-Partes Decision	77071946	

Plaintiff(s)

Name: Frito-Lay North America, Inc.

Correspondent Address: Joseph J. Ferretti
Frito-Lay North America, Inc.
7701 Legacy Drive, Mail Stop 3A-421
Plano TX , 75024
UNITED STATES

Correspondent e-mail: trademarks@fritolay.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
CHEETOS	Renewed	76386044	2683228

CHEETOS TWISTED	Cancelled - Section 8	76428334	2780545
CHEETOS	Section 8 and 15 - Accepted and Acknowledged	78189468	2925813
CHEETOS	Renewed	78419925	2926421
CHEE.TOS	Renewed	72107432	752220
CHEETOS	Cancelled - Section 8	75667964	2312008
CHEETOS ZIG ZAGS	Cancelled - Section 8	75573242	2356230
CHEETOS X'S & O'S	Cancelled - Section 8	75808665	2491353
CHEETOS MYSTERY COLORZ	Cancelled - Section 8	76157453	2613376
CHEETOS WHIRLZ	Cancelled - Section 8	76188792	2629205
CHEETOS X'S & O'S	Cancelled - Section 8	75757928	2632246
CHEETOS	Renewed	76386095	2677619
CHEETOS	Renewed	76386028	2680627

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Nov 14, 2007	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Nov 14, 2007	Dec 24, 2007
3	PENDING, INSTITUTED	Nov 14, 2007	
4	WITHDRAWAL OF APPLICATION	Nov 29, 2007	
5	BOARD'S DECISION: SUSTAINED	Dec 07, 2007	
6	TERMINATED	Dec 07, 2007	

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Mark: FRITO-LAY MUNCHIES

US Serial Number: 78189489 **Application Filing Date:** Nov. 27, 2002

US Registration Number: 2978408 **Registration Date:** Jul. 26, 2005

Register: Principal

Mark Type: Trademark

Status: The registration has been renewed.

Status Date: Nov. 01, 2014

Publication Date: Apr. 13, 2004 **Notice of Allowance Date:** Jul. 06, 2004

Mark Information

Mark Literal Elements: FRITO-LAY MUNCHIES

Standard Character Claim: No

Mark Drawing Type: 1 - TYPESET WORD(S) /LETTER(S) /NUMBER(S)

Disclaimer: MUNCHIES

Related Properties Information

Claimed Ownership of US Registrations: 0841324, 1195825, 1501004

Goods and Services

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

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

For: SNACK MIX COMPRISED OF TORTILLA CHIPS, MULTIGRAIN SNACK CHIPS, CHEESE FLAVORED PUFFED CORN SNACKS, PRETZELS [, READY-TO-EAT CEREAL AND/OR CRACKERS]

International Class(es): 030 - Primary Class **U.S Class(es):** 046

Class Status: ACTIVE

Basis: 1(a)

First Use: May 2004 **Use in Commerce:** May 2004

Basis Information (Case Level)

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

Current Owner(s) Information

Owner Name: FRITO-LAY NORTH AMERICA, INC.

Owner Address: 7701 LEGACY DRIVE
PLANO, TEXAS 75024
UNITED STATES

Legal Entity Type: CORPORATION **State or Country Where** DELAWARE

Organized:

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Jeanette S. Zimmer

Attorney Primary Email Address: trademarks@pepsico.com

Attorney Email Authorized: Yes

Correspondent

Correspondent Name/Address: Jeanette S. Zimmer
PEPSICO, INC.
7701 Legacy Drive
3A-421
Plano, TEXAS 75024
UNITED STATES

Phone: 972.334.2587

Fax: 972.334.3871

Correspondent e-mail: trademarks@pepsico.com

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Nov. 01, 2014	NOTICE OF ACCEPTANCE OF SEC. 8 & 9 - E-MAILED	
Nov. 01, 2014	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	75184
Nov. 01, 2014	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	75184
Nov. 01, 2014	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	75184
Oct. 17, 2014	TEAS SECTION 8 & 9 RECEIVED	
Feb. 12, 2011	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	76293
Feb. 11, 2011	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	76293
Jan. 31, 2011	TEAS SECTION 8 & 15 RECEIVED	
Dec. 14, 2010	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Jul. 26, 2005	REGISTERED-PRINCIPAL REGISTER	
May 17, 2005	LAW OFFICE REGISTRATION REVIEW COMPLETED	59272
May 09, 2005	ASSIGNED TO LIE	59272
Apr. 29, 2005	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Apr. 07, 2005	STATEMENT OF USE PROCESSING COMPLETE	68973
Apr. 07, 2005	USE AMENDMENT FILED	68973
Apr. 07, 2005	EXTENSION 2 GRANTED	68973
Apr. 07, 2005	EXTENSION 2 FILED	68973
Apr. 07, 2005	TEAS EXTENSION RECEIVED	
Apr. 07, 2005	TEAS STATEMENT OF USE RECEIVED	
Jan. 25, 2005	EXTENSION 1 GRANTED	66121
Jan. 06, 2005	EXTENSION 1 FILED	66121
Jan. 06, 2005	TEAS EXTENSION RECEIVED	
Jul. 06, 2004	NOA MAILED - SOU REQUIRED FROM APPLICANT	
Apr. 13, 2004	PUBLISHED FOR OPPOSITION	
Mar. 24, 2004	NOTICE OF PUBLICATION	
Feb. 11, 2004	APPROVED FOR PUB - PRINCIPAL REGISTER	
Jun. 19, 2003	CORRESPONDENCE RECEIVED IN LAW OFFICE	
Jun. 20, 2003	PAPER RECEIVED	
Jun. 04, 2003	NON-FINAL ACTION MAILED	
Jun. 03, 2003	ASSIGNED TO EXAMINER	76625
Mar. 14, 2003	TEAS CHANGE OF CORRESPONDENCE RECEIVED	

Maintenance Filings or Post Registration Information

Affidavit of Continued Use:	Section 8 - Accepted
Affidavit of Incontestability:	Section 15 - Accepted
Renewal Date:	Jul. 26, 2015

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location:	GENERIC WEB UPDATE	**Date in Location:**	Nov. 01, 2014

Assignment Abstract Of Title Information

Summary

Total Assignments:	1	**Registrant:**	FRITO-LAY NORTH AMERICA, INC.

Assignment 1 of 1

Conveyance:	CHANGE OF NAME		
Reel/Frame:	2786/0813	**Pages:**	12
Date Recorded:	Feb. 02, 2004		
Supporting Documents:	assignment-tm-2786-0813.pdf		

Assignor

Name:	RECOT, INC.	**Execution Date:**	Dec. 29, 2003
Legal Entity Type:	CORPORATION	**State or Country Where Organized:**	DELAWARE

Assignee

Name:	FRITO-LAY NORTH AMERICA, INC.		
Legal Entity Type:	CORPORATION	**State or Country Where Organized:**	DELAWARE
Address:	7701 LEGACY DRIVE LAW DEPARTMENT PLANO, TEXAS 75024		

Correspondent

Correspondent Name:	FRITO-LAY, INC.
Correspondent Address:	7701 LEGACY DRIVE LAW DEPARTMENT PLANO, TX 75024

Domestic Representative - Not Found

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Mark: FLAMIN' HOT

US Serial Number: 78189481 **Application Filing Date:** Nov. 27, 2002

US Registration Number: 3007758 **Registration Date:** Oct. 18, 2005

Register: Principal

Mark Type: Trademark

Status: The registration has been renewed.

Status Date: Mar. 02, 2015

Publication Date: Sep. 23, 2003 **Notice of Allowance Date:** Dec. 16, 2003

Mark Information

Mark Literal Elements: FLAMIN' HOT

Standard Character Claim: No

Mark Drawing Type: 1 - TYPESET WORD(S) /LETTER(S) /NUMBER(S)

Related Properties Information

Claimed Ownership of US Registrations: 2304357

Goods and Services

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

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

For: POTATO-BASED SNACK FOODS, NAMELY, POTATO CHIPS

International Class(es): 029 - Primary Class **U.S Class(es):** 046

Class Status: ACTIVE

Basis: 1(a)

First Use: Aug. 01, 1990 **Use in Commerce:** Aug. 01, 1990

For: SNACK MIX COMPRISED OF TORTILLA CHIPS, MULTIGRAIN SNACK CHIPS, CHEESE FLAVORED PUFFED CORN SNACKS, PRETZELS, READY-TO-EAT CEREAL AND/OR CRACKERS

International Class(es): 030 - Primary Class **U.S Class(es):** 046

Class Status: ACTIVE

Basis: 1(a)

First Use: Mar. 30, 2003 **Use in Commerce:** Mar. 30, 2003

Basis Information (Case Level)

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

Current Owner(s) Information

Owner Name: FRITO-LAY NORTH AMERICA, INC.

Owner Address: 7701 LEGACY DRIVE
PLANO, TEXAS 75024
UNITED STATES

Legal Entity Type: CORPORATION

State or Country Where Organized: DELAWARE

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Jeanette S. Zimmer

Correspondent

Correspondent Name/Address: Jeanette S. Zimmer
PEPSICO, INC.
7701 Legacy Drive
PLANO, TEXAS 75024
UNITED STATES

Phone: 972-334-2587

Correspondent e-mail: trademarks@pepsico.com

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Mar. 02, 2015	NOTICE OF ACCEPTANCE OF SEC. 8 & 9 - E-MAILED	
Mar. 02, 2015	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	69471
Mar. 02, 2015	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	69471
Mar. 02, 2015	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	69471
Feb. 16, 2015	TEAS SECTION 8 & 9 RECEIVED	
Nov. 03, 2011	NOTICE OF ACCEPTANCE OF SEC. 8 & 15 - E-MAILED	
Nov. 03, 2011	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	70131
Nov. 03, 2011	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	70131
Oct. 11, 2011	TEAS SECTION 8 & 15 RECEIVED	
Dec. 14, 2010	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Oct. 18, 2005	REGISTERED-PRINCIPAL REGISTER	
Sep. 03, 2005	LAW OFFICE REGISTRATION REVIEW COMPLETED	70824
Jun. 24, 2005	ASSIGNED TO LIE	70824
Jun. 16, 2005	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Jun. 08, 2005	STATEMENT OF USE PROCESSING COMPLETE	71427
May 26, 2005	USE AMENDMENT FILED	71427
Jun. 01, 2005	ASSIGNED TO EXAMINER	68625
May 31, 2005	ASSIGNED TO EXAMINER	68625
May 26, 2005	TEAS EXTENSION RECEIVED	
May 26, 2005	TEAS STATEMENT OF USE RECEIVED	
Mar. 21, 2005	ASSIGNED TO EXAMINER	76834
Mar. 08, 2005	ASSIGNED TO EXAMINER	76834
Mar. 07, 2005	ASSIGNED TO EXAMINER	76834
Dec. 08, 2004	EXTENSION 2 GRANTED	64657
Dec. 02, 2004	EXTENSION 2 FILED	64657
Dec. 02, 2004	TEAS EXTENSION RECEIVED	
Jun. 21, 2004	EXTENSION 1 GRANTED	
Jun. 10, 2004	EXTENSION 1 FILED	
Jun. 10, 2004	TEAS EXTENSION RECEIVED	
Dec. 16, 2003	NOA MAILED - SOU REQUIRED FROM APPLICANT	

Sep. 23, 2003	PUBLISHED FOR OPPOSITION	
Sep. 03, 2003	NOTICE OF PUBLICATION	
Jul. 29, 2003	APPROVED FOR PUB - PRINCIPAL REGISTER	
Jun. 20, 2003	CORRESPONDENCE RECEIVED IN LAW OFFICE	
Jul. 03, 2003	CASE FILE IN TICRS	
Jun. 20, 2003	PAPER RECEIVED	
Jun. 16, 2003	NON-FINAL ACTION E-MAILED	
Jun. 03, 2003	ASSIGNED TO EXAMINER	76834
Mar. 14, 2003	TEAS CHANGE OF CORRESPONDENCE RECEIVED	

Maintenance Filings or Post Registration Information

Affidavit of Continued Use: Section 8 - Accepted

Affidavit of Incontestability: Section 15 - Accepted

Renewal Date: Oct. 18, 2015

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: GENERIC WEB UPDATE **Date in Location:** Mar. 02, 2015

Assignment Abstract Of Title Information

Summary

Total Assignments: 1 **Registrant:** FRITO-LAY NORTH AMERICA, INC.

Assignment 1 of 1

Conveyance: CHANGE OF NAME

Reel/Frame: 2786/0813 **Pages:** 12

Date Recorded: Feb. 02, 2004

Supporting Documents: assignment-tm-2786-0813.pdf

Assignor

Name: RECOT, INC. **Execution Date:** Dec. 29, 2003

Legal Entity Type: CORPORATION **State or Country Where Organized:** DELAWARE

Assignee

Name: FRITO-LAY NORTH AMERICA, INC.

Legal Entity Type: CORPORATION **State or Country Where Organized:** DELAWARE

Address: 7701 LEGACY DRIVE
LAW DEPARTMENT
PLANO, TEXAS 75024

Correspondent

Correspondent Name: FRITO-LAY, INC.

Correspondent Address: 7701 LEGACY DRIVE
LAW DEPARTMENT
PLANO, TX 75024

Domestic Representative - Not Found

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Mark: SUN SNACKS

US Serial Number: 75679028 **Application Filing Date:** Apr. 09, 1999

US Registration Number: 3018130 **Registration Date:** Nov. 22, 2005

Register: Principal

Mark Type: Trademark

Status: A partial Section 8 declaration has been accepted.

Status Date: Dec. 06, 2011

Publication Date: Jan. 16, 2001 **Notice of Allowance Date:** Jan. 07, 2003

Mark Information

Mark Literal Elements: SUN SNACKS

Standard Character Claim: No

Mark Drawing Type: 1 - TYPESET WORD(S) /LETTER(S) /NUMBER(S)

Disclaimer: "SNACKS"

Related Properties Information

Claimed Ownership of US Registrations: 0986097, 1863847

Goods and Services

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

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

For: [Potato-based snack foods, namely, potato chips and potato crisps, and vegetable crisps; dips]

International Class(es): 029 - Primary Class **U.S Class(es):** 046

Class Status: SECTION 8 - CANCELLED

Basis: 1(a)

First Use: Jan. 01, 2005 **Use in Commerce:** Jan. 01, 2005

For: [Pretzels;] multigrain chips, [tortilla chips, tortilla crisps, crackers, popped popcorn, sauces, salsas, dips,] snack mix consisting primarily of grain-based snack foods [with nuts; grain-based food bars; granola clusters containing dried fruits and nuts; and multi-grain nuggets containing dried fruits and nuts]

International Class(es): 030 - Primary Class **U.S Class(es):** 046

Class Status: ACTIVE

Basis: 1(a)

First Use: Jan. 01, 2005 **Use in Commerce:** Jan. 01, 2005

Basis Information (Case Level)

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

Current Owner(s) Information

Owner Name: FRITO-LAY NORTH AMERICA, INC.

Owner Address: 7701 LEGACY DRIVE
MAIL STOP 3A-421
PLANO, TEXAS 75024
UNITED STATES

Legal Entity Type: CORPORATION

State or Country Where Organized: DELAWARE

Attorney/Correspondence Information

Attorney of Record - None

Correspondent

Correspondent Name/Address: SUN FOODS, INC.
7701 LEGACY DRIVE
PLANO, TEXAS 75024
UNITED STATES

Correspondent e-mail: trademarks@pepsico.com

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Feb. 08, 2012	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Dec. 06, 2011	NOTICE OF ACCEPTANCE OF SEC. 8 - E-MAILED	
Dec. 06, 2011	REGISTERED - PARTIAL SEC. 8 (6-YR) ACCEPTED	71378
Nov. 15, 2011	REGISTERED - SEC. 8 (6-YR) FILED	71378
Dec. 06, 2011	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	71378
Nov. 15, 2011	TEAS SECTION 8 RECEIVED	
Jan. 03, 2011	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Sep. 13, 2006	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Nov. 22, 2005	REGISTERED-PRINCIPAL REGISTER	
Oct. 11, 2005	LAW OFFICE REGISTRATION REVIEW COMPLETED	78145
Oct. 07, 2005	ASSIGNED TO LIE	78145
Oct. 04, 2005	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Aug. 18, 2005	STATEMENT OF USE PROCESSING COMPLETE	71280
Aug. 10, 2005	USE AMENDMENT FILED	71280
Aug. 10, 2005	TEAS STATEMENT OF USE RECEIVED	
Jun. 27, 2005	EXTENSION 5 GRANTED	64657
Jun. 21, 2005	EXTENSION 5 FILED	64657
Jun. 21, 2005	ATTORNEY REVOKED AND/OR APPOINTED	
Jun. 21, 2005	TEAS REVOKE/APPOINT ATTORNEY RECEIVED	
Jun. 21, 2005	TEAS EXTENSION RECEIVED	
Jan. 21, 2005	EXTENSION 4 GRANTED	70991
Jan. 06, 2005	EXTENSION 4 FILED	70991
Jan. 06, 2005	TEAS EXTENSION RECEIVED	
Jul. 12, 2004	EXTENSION 3 GRANTED	
Jun. 21, 2004	EXTENSION 3 FILED	
Jun. 28, 2004	CASE FILE IN TICRS	
Jun. 21, 2004	TEAS EXTENSION RECEIVED	
Jan. 12, 2004	EXTENSION 2 GRANTED	
Dec. 17, 2003	EXTENSION 2 FILED	
Dec. 17, 2003	TEAS EXTENSION RECEIVED	

Jul. 03, 2003	EXTENSION 1 GRANTED	
Jul. 03, 2003	EXTENSION 1 FILED	
Jul. 02, 2003	TEAS EXTENSION RECEIVED	
Jan. 07, 2003	NOA MAILED - SOU REQUIRED FROM APPLICANT	
Mar. 01, 2002	PAPER RECEIVED	
Jul. 16, 2001	EXTENSION OF TIME TO OPPOSE RECEIVED	
Feb. 20, 2001	EXTENSION OF TIME TO OPPOSE RECEIVED	
Jan. 16, 2001	PUBLISHED FOR OPPOSITION	
Dec. 15, 2000	NOTICE OF PUBLICATION	
Aug. 21, 2000	APPROVED FOR PUB - PRINCIPAL REGISTER	
Aug. 17, 2000	EXAMINER'S AMENDMENT MAILED	
May 25, 2000	ASSIGNED TO EXAMINER	72620
Feb. 02, 2000	CORRESPONDENCE RECEIVED IN LAW OFFICE	
Mar. 06, 2000	ASSIGNED TO EXAMINER	76723
Aug. 03, 1999	NON-FINAL ACTION MAILED	
Jul. 06, 1999	ASSIGNED TO EXAMINER	76724

Maintenance Filings or Post Registration Information

Affidavit of Continued Use: Section 8 - Accepted in Part

Change in Registration: Yes

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: Not Found **Date in Location:** Dec. 06, 2011

Assignment Abstract Of Title Information

Summary

Total Assignments: 3 **Registrant:** FRITO-LAY NORTH AMERICA, INC.

Assignment 1 of 3

Conveyance: CHANGE OF NAME

Reel/Frame: 2786/0813 **Pages:** 12

Date Recorded: Feb. 02, 2004

Supporting Documents: assignment-tm-2786-0813.pdf

Assignor

Name: RECOT, INC. **Execution Date:** Dec. 29, 2003

Legal Entity Type: CORPORATION **State or Country Where Organized:** DELAWARE

Assignee

Name: FRITO-LAY NORTH AMERICA, INC.

Legal Entity Type: CORPORATION **State or Country Where Organized:** DELAWARE

Address: 7701 LEGACY DRIVE
LAW DEPARTMENT
PLANO, TEXAS 75024

Correspondent

Correspondent Name: FRITO-LAY, INC.

Correspondent Address: 7701 LEGACY DRIVE
LAW DEPARTMENT
PLANO, TX 75024

Domestic Representative - Not Found

Assignment 2 of 3

Conveyance: ASSIGNS THE ENTIRE INTEREST

Reel/Frame: 3388/0109 **Pages:** 4

Date Recorded:	Sep. 12, 2006
Supporting Documents:	assignment-tm-3388-0109.pdf

Assignor

Name:	FRITO-LAY NORTH AMERICA, INC.	**Execution Date:**	Sep. 10, 2006
Legal Entity Type:	CORPORATION	**State or Country Where Organized:**	DELAWARE

Assignee

Name:	SUN FOODS, INC.		
Legal Entity Type:	CORPORATION	**State or Country Where Organized:**	DELAWARE
Address:	7701 LEGACY DRIVE PLANO, TEXAS 75024		

Correspondent

Correspondent Name:	JOSEPH J. FERRETTI
Correspondent Address:	7701 LEGACY DRIVE, MAIL STOP 3A-421 PLANO, TX 75024

Domestic Representative - Not Found

Assignment 3 of 3

Conveyance:	NUNC PRO TUNC ASSIGNMENT EFFECTIVE 11/10/2011		
Reel/Frame:	4707/0772	**Pages:**	3
Date Recorded:	Jan. 31, 2012		
Supporting Documents:	assignment-tm-4707-0772.pdf		

Assignor

Name:	SUN FOODS, INC.	**Execution Date:**	Jan. 31, 2012
Legal Entity Type:	CORPORATION	**State or Country Where Organized:**	DELAWARE

Assignee

Name:	FRITO-LAY NORTH AMERICA, INC.		
Legal Entity Type:	CORPORATION	**State or Country Where Organized:**	DELAWARE
Address:	7701 LEGACY DRIVE MAIL STOP 3A-421 PLANO, TEXAS 75024		

Correspondent

Correspondent Name:	JEANETTE S. ZIMMER
Correspondent Address:	7701 LEGACY DRIVE MAIL STOP 3A-421 PLANO, TX 75024

Domestic Representative - Not Found

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Mark: DORITOS

US Serial Number:	78753919	**Application Filing Date:**	Nov. 15, 2005
US Registration Number:	3295315	**Registration Date:**	Sep. 18, 2007
Filed as TEAS Plus:	Yes	**Currently TEAS Plus:**	Yes
Register:	Principal		
Mark Type:	Trademark		
Status:	A Sections 8 and 15 combined declaration has been accepted and acknowledged.		
Status Date:	Oct. 04, 2012		
Publication Date:	May 30, 2006	**Notice of Allowance Date:**	Aug. 22, 2006

Mark Information

Mark Literal Elements: DORITOS

Standard Character Claim: No

Mark Drawing Type: 3 - AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S)/NUMBER(S)

Description of Mark: The mark consists of a stylized version of the word DORITOS.

Color(s) Claimed: Color is not claimed as a feature of the mark.

Design Search Code(s): 26.05.02 - Plain single line triangles; Triangles, plain single line
27.03.01 - Geometric figures forming letters, numerals or punctuation

Related Properties Information

Claimed Ownership of US Registrations: 0792667, 2753403, 2783008 and others

Goods and Services

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

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

For: [Cereal based snack food;] crackers; tortilla chips

International Class(es):	030 - Primary Class	**U.S Class(es):**	046
Class Status:	ACTIVE		
Basis:	1(a)		
First Use:	Dec. 01, 2005	**Use in Commerce:**	Dec. 01, 2005

Basis Information (Case Level)

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

Current Owner(s) Information

Owner Name: Frito-Lay North America, Inc.

Owner Address: 7701 Legacy Drive
Plano, TEXAS 75024
UNITED STATES

Legal Entity Type:	CORPORATION	**State or Country Where Organized:**	DELAWARE

Attorney/Correspondence Information

Attorney of Record			
Attorney Name:	Joseph J. Ferretti	**Docket Number:**	38123
Attorney Primary Email Address:	trademarks@fritolay.com	**Attorney Email Authorized:**	No

Correspondent			
Correspondent Name/Address:	JEANETTE S. ZIMMER FRITO-LAY NORTH AMERICA, INC. 7701 Legacy Drive Mail Stop 3A-421 PLANO, TEXAS 75024 UNITED STATES		
Phone:	972.334.2587		
Correspondent e-mail:	trademarks@pepsico.com	**Correspondent e-mail Authorized:**	Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Oct. 04, 2012	NOTICE OF ACCEPTANCE OF SEC. 8 & 15 - E-MAILED	
Oct. 04, 2012	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	67723
Oct. 04, 2012	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	67723
Sep. 25, 2012	TEAS SECTION 8 & 15 RECEIVED	
Sep. 19, 2012	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Dec. 14, 2010	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Sep. 18, 2007	REGISTERED-PRINCIPAL REGISTER	
Aug. 14, 2007	LAW OFFICE REGISTRATION REVIEW COMPLETED	76538
Aug. 14, 2007	ASSIGNED TO LIE	76538
Jun. 29, 2007	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Jun. 08, 2007	STATEMENT OF USE PROCESSING COMPLETE	76569
Jun. 08, 2007	EXTENSION 1 GRANTED	76569
Feb. 20, 2007	USE AMENDMENT FILED	76569
Feb. 20, 2007	EXTENSION 1 FILED	76569
Feb. 20, 2007	TEAS EXTENSION RECEIVED	
Feb. 20, 2007	TEAS STATEMENT OF USE RECEIVED	
Aug. 22, 2006	NOA MAILED - SOU REQUIRED FROM APPLICANT	
May 30, 2006	PUBLISHED FOR OPPOSITION	
May 10, 2006	NOTICE OF PUBLICATION	
Apr. 06, 2006	LAW OFFICE PUBLICATION REVIEW COMPLETED	68123
Mar. 31, 2006	ASSIGNED TO LIE	68123
Mar. 30, 2006	APPROVED FOR PUB - PRINCIPAL REGISTER	
Mar. 30, 2006	EXAMINER'S AMENDMENT ENTERED	88888
Mar. 30, 2006	EXAMINERS AMENDMENT E-MAILED	6328
Mar. 30, 2006	EXAMINERS AMENDMENT -WRITTEN	78553
Mar. 30, 2006	EXAMINER'S AMENDMENT ENTERED	88888
Mar. 30, 2006	EXAMINERS AMENDMENT E-MAILED	6328
Mar. 30, 2006	EXAMINERS AMENDMENT -WRITTEN	78553
Mar. 30, 2006	ASSIGNED TO EXAMINER	78553
Nov. 22, 2005	NOTICE OF DESIGN SEARCH CODE MAILED	
Nov. 21, 2005	NEW APPLICATION ENTERED IN TRAM	

Maintenance Filings or Post Registration Information

Affidavit of Continued Section 8 - Accepted

Use:	
Affidavit of Incontestability:	Section 15 - Accepted

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location:	TMO LAW OFFICE 115	**Date in Location:**	Oct. 04, 2012

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Mark:

US Serial Number: 77007747 **Application Filing Date:** Sep. 26, 2006

US Registration Number: 3369910 **Registration Date:** Jan. 15, 2008

Filed as TEAS Plus: Yes **Currently TEAS Plus:** Yes

Register: Principal

Mark Type: Trademark

Status: A Sections 8 and 15 combined declaration has been accepted and acknowledged.

Status Date: Mar. 07, 2013

Publication Date: Feb. 20, 2007 **Notice of Allowance Date:** May 15, 2007

Mark Information

Mark Literal Elements: None

Standard Character Claim: No

Mark Drawing Type: 2 - AN ILLUSTRATION DRAWING WITHOUT ANY WORDS(S)/ LETTER(S)/NUMBER(S)

Description of Mark: The mark consists of a fish character with hair wearing a shirt.

Color(s) Claimed: Color is not claimed as a feature of the mark.

Design Search Code(s): 03.19.25 - Tuna; Salmon; Piranhas; Other fish (this section includes basic fish); Catfish
03.19.26 - Costumed seals; Costumed sea mammals; Costumed fish and other sea creatures with human attributes
09.03.01 - Shawls; Rain coats; Ponchos; Parkas; Jackets; Fur coats; Coats; Vests, clothing; Blazers

Goods and Services

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

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

For: Cookies; Crackers

International Class(es): 030 - Primary Class **U.S Class(es):** 046

Class Status: ACTIVE

Basis: 1(a)

First Use: Feb. 01, 2007 **Use in Commerce:** Feb. 01, 2007

Basis Information (Case Level)

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

Current Owner(s) Information

Owner Name: Frito-Lay North America, Inc.

Owner Address: 7701 Legacy Drive
Plano, TEXAS 75024
UNITED STATES

Legal Entity Type: CORPORATION

State or Country Where Organized: DELAWARE

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Jeanette S.Zimmer

Docket Number: GAMESA

Attorney Primary Email Address: trademarks@pepsico.com

Attorney Email Authorized: Yes

Correspondent

Correspondent Name/Address: Jeanette S.Zimmer
PEPSICO, INC.
7701 Legacy Drive
Mail Stop 3A-421
Plano, TEXAS 75024
UNITED STATES

Phone: 972-334-2587

Fax: 972-334-3871

Correspondent e-mail: trademarks@pepsico.com

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Mar. 07, 2013	NOTICE OF ACCEPTANCE OF SEC. 8 & 15 - E-MAILED	
Mar. 07, 2013	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	69471
Mar. 07, 2013	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	69471
Feb. 14, 2013	TEAS SECTION 8 & 15 RECEIVED	
Feb. 11, 2008	ATTORNEY REVOKED AND/OR APPOINTED	
Feb. 11, 2008	TEAS REVOKE/APPOINT ATTORNEY RECEIVED	
Jan. 15, 2008	REGISTERED-PRINCIPAL REGISTER	
Dec. 10, 2007	LAW OFFICE REGISTRATION REVIEW COMPLETED	76985
Dec. 05, 2007	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Dec. 04, 2007	STATEMENT OF USE PROCESSING COMPLETE	69302
Nov. 14, 2007	USE AMENDMENT FILED	69302
Dec. 04, 2007	EXTENSION 1 GRANTED	69302
Nov. 14, 2007	EXTENSION 1 FILED	69302
Nov. 14, 2007	TEAS EXTENSION RECEIVED	
Nov. 14, 2007	TEAS STATEMENT OF USE RECEIVED	
May 15, 2007	NOA MAILED - SOU REQUIRED FROM APPLICANT	
Feb. 20, 2007	PUBLISHED FOR OPPOSITION	
Jan. 31, 2007	NOTICE OF PUBLICATION	
Jan. 08, 2007	LAW OFFICE PUBLICATION REVIEW COMPLETED	76985
Jan. 08, 2007	ASSIGNED TO LIE	76985
Dec. 14, 2006	APPROVED FOR PUB - PRINCIPAL REGISTER	
Dec. 14, 2006	ASSIGNED TO EXAMINER	76502
Oct. 03, 2006	NOTICE OF DESIGN SEARCH CODE MAILED	
Oct. 02, 2006	NEW APPLICATION ENTERED IN TRAM	

Maintenance Filings or Post Registration Information

Affidavit of Continued Section 8 - Accepted

Use:	
Affidavit of Incontestability:	Section 15 - Accepted

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: TMEG LAW OFFICE 103 **Date in Location:** Mar. 07, 2013

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Mark:

US Serial Number:	78714427	**Application Filing Date:**	Sep. 16, 2005
US Registration Number:	3393011	**Registration Date:**	Mar. 04, 2008
Filed as TEAS Plus:	Yes	**Currently TEAS Plus:**	Yes
Register:	Principal		
Mark Type:	Trademark, Service Mark		
Status:	A partial Sections 8 and 15 combined declaration has been accepted and acknowledged.		
Status Date:	Apr. 15, 2013		
Publication Date:	May 23, 2006	**Notice of Allowance Date:**	Aug. 15, 2006

Mark Information

Mark Literal Elements:	None
Standard Character Claim:	No
Mark Drawing Type:	2 - AN ILLUSTRATION DRAWING WITHOUT ANY WORDS(S)/ LETTER(S)/NUMBER(S)
Color Drawing:	Yes
Color(s) Claimed:	The color(s) red, yellow, white and black is/are claimed as a feature of the mark.
Color Location:	A fanciful design of a triangle, composed of a sound wave pattern. The sound wave contains the colors red, yellow and white with a shadow around it in black.
Design Search Code(s):	01.15.24 - Sound waves, including designs depicting sound 01.15.25 - Light rays; Dust; Coal; Liquids, spilling; Pouring liquids; Sand; Spilling liquids 08.13.25 - Potato chips; Potato chips; Enchiladas; Eggroll; Rice; Tortilla chips; Sugar cubes; Snack foods; Salt 26.05.28 - Miscellaneous designs with overall triangular shape; Triangular shape (miscellaneous overall shape) 26.17.07 - Heat, lines depicting; Wind, lines depicting; Speed, lines depicting; Propulsion, lines depicting; Lines depicting speed, propulsion, heat or wind 26.17.25 - Other lines, bands or bars

Goods and Services

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

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

For:	Cereal based snack food; Crackers; Tortilla chips		
International Class(es):	030 - Primary Class	**U.S Class(es):**	046
Class Status:	ACTIVE		
Basis:	1(a)		
First Use:	Dec. 01, 2005	**Use in Commerce:**	Dec. 01, 2005

For:	[Entertainment services, namely, conducting contests; Entertainment services, namely, providing on-line computer games]		
International Class(es):	041 - Primary Class	**U.S Class(es):**	100, 101, 107
Class Status:	SECTION 8 - CANCELLED		
Basis:	1(a)		
First Use:	Dec. 01, 2005	**Use in Commerce:**	Dec. 01, 2005

Basis Information (Case Level)

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

Filed No Basis: No **Currently No Basis:** No

Current Owner(s) Information

Owner Name: Frito-Lay North America, Inc.

Owner Address: 7701 Legacy Drive
Plano, TEXAS 75024
UNITED STATES

Legal Entity Type: CORPORATION **State or Country Where Organized:** DELAWARE

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Jeanette S. Zimmer **Docket Number:** 97571

Attorney Primary Email Address: trademarks@pepsico.com **Attorney Email Authorized:** Yes

Correspondent

Correspondent Name/Address: Jeanette S. Zimmer
FRITO-LAY NORTH AMERICA, INC.
3A-421
7701 LEGACY DR
PLANO, TEXAS 75024
UNITED STATES

Phone: 972-334-2587

Correspondent e-mail: trademarks@pepsico.com **Correspondent e-mail Authorized:** Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Apr. 15, 2013	NOTICE OF ACCEPTANCE OF SEC. 8 & 15 - E-MAILED	
Apr. 15, 2013	REGISTERED - PARTIAL SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	66607
Mar. 28, 2013	REGISTERED - SEC. 8 (6-YR) & SEC. 15 FILED	66607
Apr. 15, 2013	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	66607
Mar. 28, 2013	TEAS SECTION 8 & 15 RECEIVED	
Dec. 14, 2010	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Mar. 04, 2008	REGISTERED-PRINCIPAL REGISTER	
Jan. 28, 2008	LAW OFFICE REGISTRATION REVIEW COMPLETED	78289
Jan. 25, 2008	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Jan. 25, 2008	TEAS/EMAIL CORRESPONDENCE ENTERED	78289
Jan. 25, 2008	CORRESPONDENCE RECEIVED IN LAW OFFICE	78289
Jan. 24, 2008	ASSIGNED TO LIE	78289
Dec. 12, 2007	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Jun. 12, 2007	NOTIFICATION OF NON-FINAL ACTION E-MAILED	
Jun. 12, 2007	NON-FINAL ACTION E-MAILED	
Jun. 12, 2007	SU - NON-FINAL ACTION - WRITTEN	73713
May 19, 2007	STATEMENT OF USE PROCESSING COMPLETE	64657
May 19, 2007	EXTENSION 1 GRANTED	64657
Feb. 15, 2007	USE AMENDMENT FILED	64657
Feb. 15, 2007	EXTENSION 1 FILED	64657
Feb. 15, 2007	TEAS EXTENSION RECEIVED	
Feb. 15, 2007	TEAS STATEMENT OF USE RECEIVED	
Aug. 15, 2006	NOA MAILED - SOU REQUIRED FROM APPLICANT	
May 23, 2006	PUBLISHED FOR OPPOSITION	
May 03, 2006	NOTICE OF PUBLICATION	

Apr. 04, 2006	LAW OFFICE PUBLICATION REVIEW COMPLETED	71466
Mar. 31, 2006	ASSIGNED TO LIE	71466
Mar. 25, 2006	APPROVED FOR PUB - PRINCIPAL REGISTER	
Mar. 25, 2006	ASSIGNED TO EXAMINER	73713
Sep. 23, 2005	NEW APPLICATION ENTERED IN TRAM	

Maintenance Filings or Post Registration Information

Affidavit of Continued Use: Section 8 - Accepted in Part

Affidavit of Incontestability: Section 15 - Accepted

Change in Registration: Yes

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: Not Found **Date in Location:** Apr. 15, 2013

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Mark: GOOD FOOD FOR THE FUN OF IT!

GOOD FOOD FOR THE FUN OF IT!

US Serial Number: 78603765 **Application Filing Date:** Apr. 07, 2005

US Registration Number: 3459359 **Registration Date:** Jul. 01, 2008

Register: Principal

Mark Type: Trademark

Status: A Sections 8 and 15 combined declaration has been accepted and acknowledged.

Status Date: Jul. 15, 2014

Publication Date: Feb. 28, 2006 **Notice of Allowance Date:** Mar. 06, 2007

Mark Information

Mark Literal Elements: GOOD FOOD FOR THE FUN OF IT!

Standard Character Claim: Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

Related Properties Information

Claimed Ownership of US Registrations: 2464128, 2601798, 2607912 and others

Goods and Services

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

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

For: [FRIED PORK RINDS;] POTATO-BASED SNACK FOODS, NAMELY, POTATO CHIPS, POTATO CRISPS AND PUFFED POTATO SNACKS; [PROCESSED EDIBLE SEEDS; PROCESSED NUTS;] SNACK DIPS, NAMELY, CHEESE-BASED SNACK DIPS, BEAN-BASED SNACK DIPS AND DAIRY-BASED SNACK DIPS; MEAT SNACKS, NAMELY, PROCESSED [MEATS AND BEEF JERKY; CANDY-COATED NUTS; PLANTAIN CHIPS, CASSAVA CHIPS, AND TARO CHIPS]

International Class(es): 029 - Primary Class **U.S Class(es):** 046

Class Status: ACTIVE

Basis: 1(a)

First Use: Jun. 01, 2007 **Use in Commerce:** Jun. 01, 2007

For: CORN-BASED SNACK FOODS, NAMELY, CORN CHIPS, TORTILLA CHIPS AND PUFFED CORN SNACKS; READY-TO-EAT POPCORN; [CARAMEL COATED READY-TO-EAT POPCORN;] SALSA AND [HOT SAUCES; TRAIL MIX CONSISTING PRIMARILY OF CRACKERS, PRETZELS, AND PROCESSED NUTS;] COOKIES; CRACKERS; [FILLED CRACKERS; SNACK MIX COMPRISED OF TORTILLA CHIPS, MULTIGRAIN SNACK CHIPS, CHEESE-FLAVORED PUFFED CORN SNACKS, PRETZELS, READY-TO-EAT CEREAL, BAGEL PIECES, BREAD STICKS AND/OR CRACKERS;] PRETZELS; MULTIGRAIN SNACK CHIPS [; WHEAT-BASED SNACK FOODS, NAMELY, PUFFED WHEAT SNACKS]

International Class(es): 030 - Primary Class **U.S Class(es):** 046

Class Status: ACTIVE

Basis: 1(a)

First Use: Jun. 01, 2007 **Use in Commerce:** Jun. 01, 2007

Basis Information (Case Level)

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

Current Owner(s) Information

Owner Name: Frito-Lay North America, Inc.

Owner Address: 7701 Legacy Drive
Plano, TEXAS 75024
UNITED STATES

Legal Entity Type: CORPORATION

State or Country Where Organized: DELAWARE

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Joseph J. Ferretti

Docket Number: 36320

Attorney Primary Email Address: trademarks@fritolay.com

Attorney Email Authorized: No

Correspondent

Correspondent Name/Address: Jeanette S. Zimmer
PepsiCo, Inc.
7701 Legacy Drive
PLANO, TEXAS 75024
UNITED STATES

Phone: 972-334-2587

Fax: 972-334-3871

Correspondent e-mail: trademarks@pepsico.com

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Jul. 15, 2014	NOTICE OF ACCEPTANCE OF SEC. 8 & 15 - E-MAILED	
Jul. 15, 2014	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	68502
Jul. 15, 2014	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	68502
Jun. 27, 2014	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Jun. 27, 2014	TEAS SECTION 8 & 15 RECEIVED	
Dec. 27, 2010	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Jul. 01, 2008	REGISTERED-PRINCIPAL REGISTER	
May 23, 2008	LAW OFFICE REGISTRATION REVIEW COMPLETED	76539
May 23, 2008	ASSIGNED TO LIE	76539
May 22, 2008	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Apr. 22, 2008	STATEMENT OF USE PROCESSING COMPLETE	70565
Apr. 03, 2008	USE AMENDMENT FILED	70565
Apr. 03, 2008	TEAS STATEMENT OF USE RECEIVED	
Feb. 15, 2008	EXTENSION 2 GRANTED	98765
Feb. 15, 2008	EXTENSION 2 FILED	98765
Feb. 15, 2008	TEAS EXTENSION RECEIVED	
Dec. 03, 2007	ASSIGNED TO EXAMINER	75516
Sep. 06, 2007	EXTENSION 1 GRANTED	98765
Sep. 06, 2007	EXTENSION 1 FILED	98765
Sep. 06, 2007	TEAS EXTENSION RECEIVED	
Mar. 06, 2007	NOA MAILED - SOU REQUIRED FROM APPLICANT	
Jan. 05, 2007	OPPOSITION TERMINATED NO. 999999	171766
Jan. 05, 2007	OPPOSITION DISMISSED NO. 999999	171766
Jul. 11, 2006	OPPOSITION INSTITUTED NO. 999999	171766
Mar. 17, 2006	EXTENSION OF TIME TO OPPOSE RECEIVED	
Feb. 28, 2006	PUBLISHED FOR OPPOSITION	
Feb. 08, 2006	NOTICE OF PUBLICATION	
Jan. 19, 2006	LAW OFFICE PUBLICATION REVIEW COMPLETED	65287

Dec. 23, 2005	ASSIGNED TO LIE	65287
Dec. 20, 2005	EXAMINER'S AMENDMENT ENTERED	88888
Dec. 20, 2005	APPROVED FOR PUB - PRINCIPAL REGISTER	
Dec. 20, 2005	EXAMINER'S AMENDMENT ENTERED	88888
Dec. 20, 2005	EXAMINERS AMENDMENT E-MAILED	6328
Dec. 20, 2005	EXAMINERS AMENDMENT -WRITTEN	76517
Dec. 20, 2005	PREVIOUS ALLOWANCE COUNT WITHDRAWN	
Dec. 12, 2005	WITHDRAWN FROM PUB - OG REVIEW QUERY	77908
Nov. 18, 2005	LAW OFFICE PUBLICATION REVIEW COMPLETED	65287
Nov. 14, 2005	ASSIGNED TO LIE	65287
Nov. 10, 2005	ASSIGNED TO LIE	78145
Nov. 04, 2005	APPROVED FOR PUB - PRINCIPAL REGISTER	
Nov. 04, 2005	EXAMINER'S AMENDMENT ENTERED	88888
Nov. 04, 2005	EXAMINERS AMENDMENT E-MAILED	6328
Nov. 04, 2005	EXAMINERS AMENDMENT -WRITTEN	76517
Nov. 04, 2005	ASSIGNED TO EXAMINER	76517
Apr. 15, 2005	NEW APPLICATION ENTERED IN TRAM	

Maintenance Filings or Post Registration Information

Affidavit of Continued Use: Section 8 - Accepted

Affidavit of Incontestability: Section 15 - Accepted

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: TMO LAW OFFICE 115 **Date in Location:** Jul. 15, 2014

Proceedings

Summary

Number of Proceedings: 2

Type of Proceeding: Opposition

Proceeding Number: 91171766 **Filing Date:** Jun 27, 2006

Status: Terminated **Status Date:** Jan 05, 2007

Interlocutory Attorney: PETER W CATALDO

Defendant

Name: Frito-Lay North America, Inc.

Correspondent Address: JOSEPH J. FERRETTI
FRITO-LAY, INC.
7701 LEGACY DRIVE,MAIL STOP 3A-421
PLANO TX , 75024
UNITED STATES

Correspondent e-mail: trademarks@fritolay.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
GOOD FOOD FOR THE FUN OF IT!	Section 8 and 15 - Accepted and Acknowledged	78603765	3459359

Plaintiff(s)

Name: Peter Piper, Inc.

Correspondent Address: FRED H. PERKINS, ESQ.
MORRISON COHEN LLP
909 THIRD AVENUE
NEW YORK NY , 10022
UNITED STATES

Correspondent e-mail: fhperkins@morrisoncohen.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
THE FOOD'S AS GOOD AS THE FUN	Cancelled - Section 8	78375252	3130632

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jun 27, 2006	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jul 11, 2006	Aug 20, 2006
3	PENDING, INSTITUTED	Jul 11, 2006	
4	CHANGE OF CORRESPONDENCE ADDRESS	Jul 18, 2006	
5	ANSWER	Aug 18, 2006	
6	CHANGE OF CORRESPONDENCE ADDRESS	Nov 02, 2006	
7	APPEARANCE	Dec 05, 2006	
8	WITHDRAWAL OF OPPOSITION	Jan 04, 2007	
9	BD'S DECISION: DISMISSED W/ PREJUDICE	Jan 05, 2007	
10	TERMINATED	Jan 05, 2007	

Type of Proceeding: Extension of Time

Proceeding Number: 78603765 **Filing Date:** Mar 17, 2006

Status: Terminated **Status Date:** Jul 11, 2006

Interlocutory Attorney:

Defendant

Name: Frito-Lay North America, Inc.

Correspondent Address: FAITH S. JAMES
FRITO-LAY, INC.
MAIL STOP 3A-441 7701 LEGACY DRIVE
PLANO TX , 75024
UNITED STATES

Associated marks

Mark	Application Status	Serial Number	Registration Number
GOOD FOOD FOR THE FUN OF IT!	Section 8 and 15 - Accepted and Acknowledged	78603765	3459359

Potential Opposer(s)

Name: Peter Piper, Inc.

Correspondent Address: Fred H. Perkins
Morrison Cohen LLP
909 Third Ave.
New York NY , 10022
UNITED STATES

Correspondent e-mail: fhperkins@morrisoncohen.com , lbrienza@morrisoncohen.com

Name: Stealth Industries, Inc.

Correspondent Address: Leo Stoller
Stealth Industries, Inc.
P.O. Box 35189
Chicago IL , 60707-0189
UNITED STATES

Correspondent e-mail: ldms4@hotmail.com

Name: Peter Piper, Inc.

Correspondent Address: FRED H. PERKINS
MORRISON COHEN LLP
909 THIRD AVENUE
NEW YORK NY , 10022
UNITED STATES

Associated marks

Mark	Application Status	Serial Number	Registration Number
THE FOOD'S AS GOOD AS THE FUN	Cancelled - Section 8	78375252	3130632

Prosecution History

Entry Number	History Text	Date	Due Date

1	INCOMING - EXT TIME TO OPPOSE FILED	Mar 17, 2006
2	EXTENSION OF TIME GRANTED	Mar 20, 2006
3	INCOMING - EXT TIME TO OPPOSE FILED	Mar 30, 2006
4	EXTENSION OF TIME GRANTED	Mar 30, 2006

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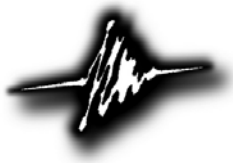
Mark:



US Serial Number:	78714430	**Application Filing Date:**	Sep. 16, 2005
US Registration Number:	3514123	**Registration Date:**	Oct. 07, 2008
Filed as TEAS Plus:	Yes	**Currently TEAS Plus:**	Yes
Register:	Principal		
Mark Type:	Trademark, Service Mark		
Status:	A partial Sections 8 and 15 combined declaration has been accepted and acknowledged.		
Status Date:	May 15, 2014		
Publication Date:	May 30, 2006	**Notice of Allowance Date:**	Aug. 22, 2006

Mark Information

Mark Literal Elements:	None
Standard Character Claim:	No
Mark Drawing Type:	2 - AN ILLUSTRATION DRAWING WITHOUT ANY WORDS(S)/ LETTER(S)/NUMBER(S)
Description of Mark:	The mark consists of a fanciful design of a triangle, composed of a sound wave pattern.
Color(s) Claimed:	Color is not claimed as a feature of the mark.
Design Search Code(s):	01.15.24 - Sound waves, including designs depicting sound 26.17.07 - Wind, lines depicting; Propulsion, lines depicting; Speed, lines depicting; Heat, lines depicting; Lines depicting speed, propulsion, heat or wind

Goods and Services

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

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

For:	Cereal based snack food; Crackers; Tortilla chips		
International Class(es):	030 - Primary Class	**U.S Class(es):**	046
Class Status:	ACTIVE		
Basis:	1(a)		
First Use:	Dec. 01, 2005	**Use in Commerce:**	Dec. 01, 2005

For:	[Entertainment services, namely, conducting contests; Entertainment services, namely, providing on-line computer games]		
International Class(es):	041 - Primary Class	**U.S Class(es):**	100, 101, 107
Class Status:	SECTION 8 - CANCELLED		
Basis:	1(a)		
First Use:	Dec. 01, 2005	**Use in Commerce:**	Dec. 01, 2005

Basis Information (Case Level)

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

Current Owner(s) Information

Owner Name: Frito-Lay North America, Inc.

Owner Address:	7701 Legacy Drive Plano, TEXAS 75024 UNITED STATES
Legal Entity Type:	CORPORATION
State or Country Where Organized:	DELAWARE

Attorney/Correspondence Information

Attorney of Record

Attorney Name:	Jeanette S. Zimmer	**Docket Number:**	37572
Attorney Primary Email Address:	trademarks@pepsico.com	**Attorney Email Authorized:**	Yes

Correspondent

Correspondent Name/Address:	Jeanette S. Zimmer PEPSICO, INC. 7701 LEGACY DR 3A-421 PLANO, TEXAS 75024 UNITED STATES
Phone:	972-334-2587

Correspondent e-mail:	trademarks@pepsico.com	**Correspondent e-mail Authorized:**	Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
May 15, 2014	NOTICE OF ACCEPTANCE OF SEC. 8 & 15 - E-MAILED	
May 15, 2014	REGISTERED - PARTIAL SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	69934
Apr. 29, 2014	REGISTERED - SEC. 8 (6-YR) & SEC. 15 FILED	69934
May 15, 2014	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	69934
Apr. 29, 2014	TEAS SECTION 8 & 15 RECEIVED	
Dec. 14, 2010	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Oct. 07, 2008	REGISTERED-PRINCIPAL REGISTER	
Aug. 29, 2008	LAW OFFICE REGISTRATION REVIEW COMPLETED	73787
Aug. 28, 2008	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Aug. 27, 2008	TEAS/EMAIL CORRESPONDENCE ENTERED	73787
Aug. 27, 2008	CORRESPONDENCE RECEIVED IN LAW OFFICE	73787
Aug. 22, 2008	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Apr. 24, 2008	NOTIFICATION OF NON-FINAL ACTION E-MAILED	
Apr. 24, 2008	NON-FINAL ACTION E-MAILED	
Apr. 24, 2008	SU - NON-FINAL ACTION - WRITTEN	72615
Feb. 06, 2008	TEAS/EMAIL CORRESPONDENCE ENTERED	73787
Feb. 06, 2008	CORRESPONDENCE RECEIVED IN LAW OFFICE	73787
Feb. 01, 2008	ASSIGNED TO LIE	73787
Dec. 20, 2007	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Jul. 03, 2007	NOTIFICATION OF NON-FINAL ACTION E-MAILED	
Jul. 03, 2007	NON-FINAL ACTION E-MAILED	
Jul. 03, 2007	SU - NON-FINAL ACTION - WRITTEN	72615
Jun. 08, 2007	STATEMENT OF USE PROCESSING COMPLETE	76569
Feb. 20, 2007	USE AMENDMENT FILED	76569
Feb. 20, 2007	EXTENSION 1 FILED	76569
Feb. 20, 2007	TEAS EXTENSION RECEIVED	
Feb. 20, 2007	TEAS STATEMENT OF USE RECEIVED	
Aug. 22, 2006	NOA MAILED - SOU REQUIRED FROM APPLICANT	
May 30, 2006	PUBLISHED FOR OPPOSITION	

May 10, 2006	NOTICE OF PUBLICATION	
Apr. 06, 2006	LAW OFFICE PUBLICATION REVIEW COMPLETED	70997
Mar. 31, 2006	ASSIGNED TO LIE	70997
Mar. 25, 2006	APPROVED FOR PUB - PRINCIPAL REGISTER	
Mar. 25, 2006	ASSIGNED TO EXAMINER	72615
Sep. 23, 2005	NEW APPLICATION ENTERED IN TRAM	

Maintenance Filings or Post Registration Information

Affidavit of Continued Use: Section 8 - Accepted in Part

Affidavit of Incontestability: Section 15 - Accepted

Change in Registration: Yes

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: Not Found **Date in Location:** May 15, 2014

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Mark: CRACKER TRAX

CRACKER TRAX

US Serial Number:	77295987	**Application Filing Date:**	Oct. 04, 2007
US Registration Number:	3522111	**Registration Date:**	Oct. 21, 2008
Filed as TEAS Plus:	Yes	**Currently TEAS Plus:**	Yes
Register:	Principal		
Mark Type:	Trademark		
Status:	Registered. The registration date is used to determine when post-registration maintenance documents are due.		
Status Date:	Oct. 21, 2008		
Publication Date:	Feb. 26, 2008	**Notice of Allowance Date:**	May 20, 2008

Mark Information

Mark Literal Elements: CRACKER TRAX

Standard Character Claim: Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

Disclaimer: "CRACKER"

Goods and Services

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

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

For:	Crackers		
International Class(es):	030 - Primary Class	**U.S Class(es):**	046
Class Status:	ACTIVE		
Basis:	1(a)		
First Use:	Feb. 2008	**Use in Commerce:**	Feb. 2008

Basis Information (Case Level)

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

Current Owner(s) Information

Owner Name: Frito-Lay North America, Inc.

Owner Address: 7701 Legacy Drive
Plano, TEXAS 75024
UNITED STATES

Legal Entity Type:	CORPORATION	**State or Country Where Organized:**	DELAWARE

Attorney/Correspondence Information

Attorney of Record

Attorney Name:	Jeanette Zimmer	**Docket Number:**	44930
Attorney Primary Email Address:	trademarks@fritolay.com	**Attorney Email Authorized:**	No

Correspondent

Correspondent Name/Address: Jeanette S. Zimmer
FRITO-LAY NORTH AMERICA, INC.
7701 LEGACY DR
3A-421
PLANO, TEXAS 75024
UNITED STATES

Phone: 972-334-2587

Correspondent e-mail: trademarks@pepsico.com **Correspondent e-mail Authorized:** Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Dec. 09, 2010	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Oct. 21, 2008	REGISTERED-PRINCIPAL REGISTER	
Sep. 12, 2008	LAW OFFICE REGISTRATION REVIEW COMPLETED	76568
Sep. 11, 2008	ASSIGNED TO LIE	76568
Aug. 20, 2008	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Aug. 20, 2008	STATEMENT OF USE PROCESSING COMPLETE	64657
Aug. 07, 2008	USE AMENDMENT FILED	64657
Aug. 20, 2008	EXTENSION 1 GRANTED	64657
Aug. 07, 2008	EXTENSION 1 FILED	64657
Aug. 20, 2008	CASE ASSIGNED TO INTENT TO USE PARALEGAL	64657
Aug. 07, 2008	TEAS EXTENSION RECEIVED	
Aug. 07, 2008	TEAS STATEMENT OF USE RECEIVED	
May 20, 2008	NOA MAILED - SOU REQUIRED FROM APPLICANT	
Feb. 26, 2008	PUBLISHED FOR OPPOSITION	
Feb. 06, 2008	NOTICE OF PUBLICATION	
Jan. 23, 2008	LAW OFFICE PUBLICATION REVIEW COMPLETED	74193
Jan. 23, 2008	ASSIGNED TO LIE	74193
Dec. 11, 2007	APPROVED FOR PUB - PRINCIPAL REGISTER	
Dec. 10, 2007	ASSIGNED TO EXAMINER	73706
Oct. 11, 2007	NOTICE OF PSEUDO MARK MAILED	
Oct. 10, 2007	NEW APPLICATION ENTERED IN TRAM	

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: PUBLICATION AND ISSUE SECTION **Date in Location:** Sep. 12, 2008

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Mark: FRITO LAY GOOD FOOD FOR THE FUN OF IT!

US Serial Number: 78603766 **Application Filing Date:** Apr. 07, 2005

US Registration Number: 3522468 **Registration Date:** Oct. 21, 2008

Register: Principal

Mark Type: Trademark

Status: Registered. The registration date is used to determine when post-registration maintenance documents are due.

Status Date: Oct. 21, 2008

Publication Date: Mar. 14, 2006 **Notice of Allowance Date:** Mar. 06, 2007

Mark Information

Mark Literal Elements: FRITO LAY GOOD FOOD FOR THE FUN OF IT!

Standard Character Claim: No

Mark Drawing Type: 3 - AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S)/NUMBER(S)

Color Drawing: Yes

Color(s) Claimed: The color(s) RED, WHITE AND YELLOW is/are claimed as a feature of the mark.

Color Location: The mark consists of a red banner containing the text FRITO LAY in white, the wording GOOD FOOD FOR THE FUN OF IT! appearing below the banner in red, and a circle appearing behind the banner in yellow.

Design Search Code(s): 24.09.07 - Advertising, banners; Banners
26.01.21 - Circles that are totally or partially shaded.

Related Properties Information

Claimed Ownership of US Registrations: 2464128, 2601798, 2607912 and others

Goods and Services

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

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

For: [FRIED PORK RINDS;] POTATO-BASED SNACK FOODS, NAMELY, POTATO CHIPS, POTATO CRISPS AND PUFFED POTATO SNACKS; [PROCESSED EDIBLE SEEDS; PROCESSED NUTS;] SNACK DIPS, NAMELY, CHEESE-BASED SNACK DIPS, BEAN-BASED SNACK DIPS AND DAIRY-BASED SNACK DIPS [; MEAT SNACKS, NAMELY, PROCESSED MEATS AND BEEF JERKY; CANDY-COATED NUTS; PLANTAIN CHIPS]

International Class(es): 029 - Primary Class **U.S Class(es):** 046

Class Status: ACTIVE

Basis: 1(a)

First Use: May 2005 **Use in Commerce:** May 2005

For: CORN-BASED SNACK FOODS, NAMELY, CORN CHIPS, TORTILLA CHIPS AND PUFFED CORN SNACKS; READY-TO-EAT POPCORN; [CARAMEL COATED READY-TO-EAT POPCORN;] SALSA [AND HOT SAUCES; TRAIL MIX CONSISTING PRIMARILY OF CRACKERS, PRETZELS, AND PROCESSED NUTS] ; COOKIES; CRACKERS; [FILLED CRACKERS; SNACK MIX COMPRISED OF TORTILLA CHIPS, MULTIGRAIN SNACK CHIPS, CHEESE-FLAVORED PUFFED CORN SNACKS,] PRETZELS [, READY-TO-EAT CEREAL, BAGEL PIECES, AND/OR CRACKERS; PRETZELS] ; MULTIGRAIN SNACK CHIPS [; WHEAT-BASED SNACK FOODS, namely, PUFFED WHEAT SNACKS]

International Class(es): 030 - Primary Class **U.S Class(es):** 046

Class Status: ACTIVE

Basis: 1(a)

First Use: May 2005 **Use in Commerce:** May 2005

Basis Information (Case Level)

Filed Use: No **Currently Use:** Yes **Amended Use:** No

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

Current Owner(s) Information

Owner Name: Frito-Lay North America, Inc.

Owner Address: 7701 Legacy Drive
Plano, TEXAS 75024
UNITED STATES

Legal Entity Type: CORPORATION

State or Country Where Organized: DELAWARE

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Jeanette S. Zimmer

Docket Number: 36360

Attorney Primary Email Address: trademarks@pepsico.com

Attorney Email Authorized: Yes

Correspondent

Correspondent Name/Address: Jeanette S. Zimmer
PEPSICO, INC.
7701 LEGACY DR
3A-421
PLANO, TEXAS 75024
UNITED STATES

Phone: 972-334-2587

Correspondent e-mail: trademarks@pepsico.com

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Sep. 12, 2014	POST REGISTRATION ACTION MAILED - SEC. 8 & 15	76985
Sep. 12, 2014	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	76985
Aug. 28, 2014	TEAS SECTION 8 & 15 RECEIVED	
Dec. 14, 2010	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Oct. 21, 2008	REGISTERED-PRINCIPAL REGISTER	
Sep. 17, 2008	LAW OFFICE REGISTRATION REVIEW COMPLETED	71441
Sep. 17, 2008	ASSIGNED TO LIE	71441
Sep. 10, 2008	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Sep. 05, 2008	STATEMENT OF USE PROCESSING COMPLETE	66154
Aug. 28, 2008	USE AMENDMENT FILED	66154
Sep. 05, 2008	EXTENSION 3 GRANTED	66154
Aug. 28, 2008	EXTENSION 3 FILED	66154
Sep. 05, 2008	CASE ASSIGNED TO INTENT TO USE PARALEGAL	66154
Aug. 28, 2008	TEAS EXTENSION RECEIVED	
Aug. 28, 2008	TEAS STATEMENT OF USE RECEIVED	
Feb. 15, 2008	EXTENSION 2 GRANTED	98765
Feb. 15, 2008	EXTENSION 2 FILED	98765
Feb. 15, 2008	TEAS EXTENSION RECEIVED	
Dec. 03, 2007	ASSIGNED TO EXAMINER	72508
Sep. 06, 2007	EXTENSION 1 GRANTED	98765
Sep. 06, 2007	EXTENSION 1 FILED	98765
Sep. 06, 2007	TEAS EXTENSION RECEIVED	

May 10, 2007	ELECTRONIC RECORD REVIEW COMPLETE	77975
Mar. 06, 2007	NOA MAILED - SOU REQUIRED FROM APPLICANT	
Jan. 04, 2007	OPPOSITION TERMINATED NO. 999999	171790
Jan. 04, 2007	OPPOSITION DISMISSED NO. 999999	171790
Jul. 12, 2006	OPPOSITION INSTITUTED NO. 999999	171790
Apr. 03, 2006	EXTENSION OF TIME TO OPPOSE RECEIVED	
Mar. 14, 2006	PUBLISHED FOR OPPOSITION	
Feb. 22, 2006	NOTICE OF PUBLICATION	
Jan. 27, 2006	LAW OFFICE PUBLICATION REVIEW COMPLETED	68123
Jan. 20, 2006	ASSIGNED TO LIE	68123
Jan. 13, 2006	APPROVED FOR PUB - PRINCIPAL REGISTER	
Jan. 13, 2006	EXAMINER'S AMENDMENT ENTERED	88888
Jan. 13, 2006	EXAMINERS AMENDMENT E-MAILED	6328
Jan. 13, 2006	EXAMINERS AMENDMENT -WRITTEN	76517
Jan. 09, 2006	PREVIOUS ALLOWANCE COUNT WITHDRAWN	
Jan. 09, 2006	WITHDRAWN FROM PUB - OG REVIEW QUERY	77908
Nov. 18, 2005	LAW OFFICE PUBLICATION REVIEW COMPLETED	65287
Nov. 14, 2005	ASSIGNED TO LIE	65287
Nov. 10, 2005	ASSIGNED TO LIE	78145
Nov. 04, 2005	APPROVED FOR PUB - PRINCIPAL REGISTER	
Nov. 04, 2005	EXAMINER'S AMENDMENT ENTERED	88888
Nov. 04, 2005	EXAMINERS AMENDMENT E-MAILED	6328
Nov. 04, 2005	EXAMINERS AMENDMENT -WRITTEN	76517
Nov. 04, 2005	ASSIGNED TO EXAMINER	76517
Apr. 15, 2005	NEW APPLICATION ENTERED IN TRAM	

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: TMO LAW OFFICE 115 **Date in Location:** Sep. 12, 2014

Proceedings

Summary

Number of Proceedings: 2

Type of Proceeding: Opposition

Proceeding Number: 91171790 **Filing Date:** Jun 29, 2006

Status: Terminated **Status Date:** Jan 04, 2007

Interlocutory Attorney: CINDY B GREENBAUM

Defendant

Name: Frito-Lay North America, Inc.

Correspondent Address: JOSEPH J. FERRETTI
FRITO-LAY, INC.
7701 LEGACY DRIVE, MAIL STOP 3A-421
PLANO TX , 75024
UNITED STATES

Correspondent e-mail: trademarks@fritolay.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
FRITO LAY GOOD FOOD FOR THE FUN OF IT!	Registered	78603766	3522468

Plaintiff(s)

Name: Peter Piper, Inc.

Correspondent Address: Fred H. Perkins

MORRISON COHEN LLP
909 Third Avenue
New York NY , 10022
UNITED STATES

Correspondent e-mail: fhperkins@morrisoncohen.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
THE FOOD'S AS GOOD AS THE FUN	Cancelled - Section 8	78375252	3130632

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jun 29, 2006	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jul 12, 2006	Aug 21, 2006
3	PENDING, INSTITUTED	Jul 12, 2006	
4	CHANGE OF CORRESPONDENCE ADDRESS	Jul 18, 2006	
5	ANSWER	Aug 18, 2006	
6	CHANGE OF CORRESPONDENCE ADDRESS	Nov 02, 2006	
7	APPEARANCE	Dec 05, 2006	
8	WITHDRAWAL OF OPPOSITION	Jan 04, 2007	
9	BD'S DECISION: DISMISSED W/ PREJUDICE	Jan 04, 2007	
10	TERMINATED	Jan 04, 2007	

Type of Proceeding: Extension of Time

Proceeding Number: 78603766 **Filing Date:** Apr 03, 2006

Status: Terminated **Status Date:** Jul 12, 2006

Interlocutory Attorney:

Defendant

Name: Frito-Lay North America, Inc.

Correspondent Address: FAITH S. JAMES
FRITO-LAY, INC.
MAIL STOP 3A-441 7701 LEGACY DRIVE
PLANO TX , 75024
UNITED STATES

Associated marks

Mark	Application Status	Serial Number	Registration Number
FRITO LAY GOOD FOOD FOR THE FUN OF IT!	Registered	78603766	3522468

Potential Opposer(s)

Name: Peter Piper, Inc.

Correspondent Address: Fred H. Perkins
Morrison Cohen LLP
909 Third Ave.
New York NY , 10022
UNITED STATES

Correspondent e-mail: fhperkins@morrisoncohen.com , lbrienza@morrisoncohen.com

Name: Peter Piper, Inc.

Correspondent Address: FRED H. PERKINS
MORRISON COHEN LLP
909 THIRD AVENUE
NEW YORK NY , 10022
UNITED STATES

Associated marks

Mark	Application Status	Serial Number	Registration Number
THE FOOD'S AS GOOD AS THE FUN	Cancelled - Section 8	78375252	3130632

Prosecution History

Entry Number	History Text	Date	Due Date
1	INCOMING - EXT TIME TO OPPOSE FILED	Apr 03, 2006	
2	EXTENSION OF TIME GRANTED	Apr 03, 2006	

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Mark: FRITO LAY GOOD FOOD FOR THE FUN OF IT!

US Serial Number: 78603767 **Application Filing Date:** Apr. 07, 2005

US Registration Number: 3535378 **Registration Date:** Nov. 18, 2008

Register: Principal

Mark Type: Trademark

Status: A Sections 8 and 15 combined declaration has been accepted and acknowledged.

Status Date: Sep. 19, 2014

Publication Date: Feb. 21, 2006 **Notice of Allowance Date:** Mar. 06, 2007

Mark Information

Mark Literal Elements: FRITO LAY GOOD FOOD FOR THE FUN OF IT!

Standard Character Claim: No

Mark Drawing Type: 3 - AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S)/NUMBER(S)

Color(s) Claimed: Color is not claimed as a feature of the mark.

Design Search Code(s): 24.09.07 - Advertising, banners; Banners
26.01.02 - Circles, plain single line; Plain single line circles

Related Properties Information

Claimed Ownership of US Registrations: 2464128, 2601798, 2607912 and others

Goods and Services

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

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

For: FRIED PORK RINDS; POTATO-BASED SNACK FOODS, NAMELY, POTATO CHIPS, POTATO CRISPS AND PUFFED POTATO SNACKS; PROCESSED EDIBLE SEEDS; PROCESSED NUTS; SNACK DIPS, NAMELY, CHEESE-BASED SNACK DIPS, BEAN-BASED SNACK DIPS AND DAIRY-BASED SNACK DIPS; MEAT SNACKS, NAMELY, PROCESSED MEATS AND BEEF JERKY; CANDY-COATED NUTS, AND PLANTAIN CHIPS

International Class(es): 029 - Primary Class **U.S Class(es):** 046

Class Status: ACTIVE

Basis: 1(a)

First Use: May 2005 **Use in Commerce:** May 2005

For: CORN-BASED SNACK FOODS, NAMELY, CORN CHIPS, TORTILLA CHIPS AND PUFFED CORN SNACKS; READY-TO-EAT POPCORN; CARAMEL COATED READY-TO-EAT POPCORN; SALSA AND HOT SAUCES; TRAIL MIX CONSISTING PRIMARILY OF CRACKERS, PRETZELS, AND PROCESSED NUTS; COOKIES; CRACKERS; FILLED CRACKERS; SNACK MIX COMPRISED OF TORTILLA CHIPS, MULTIGRAIN SNACK CHIPS, CHEESE-FLAVORED PUFFED CORN SNACKS, PRETZELS, READY-TO-EAT CEREAL, BAGEL PIECES AND/OR CRACKERS; PRETZELS; MULTIGRAIN SNACK CHIPS; WHEAT-BASED SNACK FOODS, NAMELY PUFFED WHEAT SNACKS

International Class(es): 030 - Primary Class **U.S Class(es):** 046

Class Status: ACTIVE

Basis: 1(a)

First Use: May 2005 **Use in Commerce:** May 2005

Basis Information (Case Level)

Filed Use:	No	**Currently Use:**	Yes	**Amended Use:**	No
Filed ITU:	Yes	**Currently ITU:**	No	**Amended ITU:**	No
Filed 44D:	No	**Currently 44D:**	No	**Amended 44D:**	No
Filed 44E:	No	**Currently 44E:**	No	**Amended 44E:**	No

Filed 66A: No **Currently 66A:** No

Filed No Basis: No **Currently No Basis:** No

Current Owner(s) Information

Owner Name: Frito-Lay North America, Inc.

Owner Address: 7701 Legacy Drive
Plano, TEXAS 75024
UNITED STATES

Legal Entity Type: CORPORATION **State or Country Where Organized:** DELAWARE

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Jeanette S. Zimmer **Docket Number:** 36361

Attorney Primary Email Address: trademarks@pepsico.com **Attorney Email Authorized:** Yes

Correspondent

Correspondent Name/Address: Jeanette S. Zimmer
FRITO LAY NORTH AMERICA, INC.
7701 LEGACY DR
3A-421
PLANO, TEXAS 75024
UNITED STATES

Phone: 972-334-2587

Correspondent e-mail: trademarks@pepsico.com **Correspondent e-mail Authorized:** Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Sep. 20, 2014	NOTICE OF ACCEPTANCE OF SEC. 8 & 15 - E-MAILED	
Sep. 19, 2014	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	70131
Sep. 19, 2014	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	70131
Sep. 09, 2014	TEAS SECTION 8 & 15 RECEIVED	
Dec. 14, 2010	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Nov. 18, 2008	REGISTERED-PRINCIPAL REGISTER	
Oct. 16, 2008	LAW OFFICE REGISTRATION REVIEW COMPLETED	76537
Oct. 16, 2008	ASSIGNED TO LIE	76537
Oct. 02, 2008	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Sep. 05, 2008	STATEMENT OF USE PROCESSING COMPLETE	66154
Aug. 28, 2008	USE AMENDMENT FILED	66154
Sep. 05, 2008	EXTENSION 3 GRANTED	66154
Aug. 28, 2008	EXTENSION 3 FILED	66154
Sep. 05, 2008	CASE ASSIGNED TO INTENT TO USE PARALEGAL	66154
Aug. 28, 2008	TEAS EXTENSION RECEIVED	
Aug. 28, 2008	TEAS STATEMENT OF USE RECEIVED	
Feb. 15, 2008	EXTENSION 2 GRANTED	98765
Feb. 15, 2008	EXTENSION 2 FILED	98765
Feb. 15, 2008	TEAS EXTENSION RECEIVED	
Dec. 03, 2007	ASSIGNED TO EXAMINER	74819
Sep. 06, 2007	EXTENSION 1 GRANTED	98765
Sep. 06, 2007	EXTENSION 1 FILED	98765
Sep. 06, 2007	TEAS EXTENSION RECEIVED	
Mar. 06, 2007	NOA MAILED - SOU REQUIRED FROM APPLICANT	

Jan. 05, 2007	OPPOSITION TERMINATED NO. 999999	171634
Jan. 05, 2007	OPPOSITION DISMISSED NO. 999999	171634
Jun. 29, 2006	OPPOSITION INSTITUTED NO. 999999	171634
Mar. 17, 2006	EXTENSION OF TIME TO OPPOSE RECEIVED	
Feb. 21, 2006	PUBLISHED FOR OPPOSITION	
Feb. 01, 2006	NOTICE OF PUBLICATION	
Jan. 09, 2006	LAW OFFICE PUBLICATION REVIEW COMPLETED	65287
Dec. 23, 2005	ASSIGNED TO LIE	65287
Dec. 20, 2005	APPROVED FOR PUB - PRINCIPAL REGISTER	
Dec. 20, 2005	EXAMINER'S AMENDMENT ENTERED	88888
Dec. 20, 2005	EXAMINERS AMENDMENT E-MAILED	6328
Dec. 20, 2005	EXAMINERS AMENDMENT -WRITTEN	76517
Dec. 20, 2005	PREVIOUS ALLOWANCE COUNT WITHDRAWN	
Dec. 12, 2005	WITHDRAWN FROM PUB - OG REVIEW QUERY	77908
Nov. 18, 2005	LAW OFFICE PUBLICATION REVIEW COMPLETED	65287
Nov. 14, 2005	ASSIGNED TO LIE	65287
Nov. 10, 2005	ASSIGNED TO LIE	78145
Nov. 04, 2005	APPROVED FOR PUB - PRINCIPAL REGISTER	
Nov. 04, 2005	EXAMINER'S AMENDMENT ENTERED	88888
Nov. 04, 2005	EXAMINERS AMENDMENT E-MAILED	6328
Nov. 04, 2005	EXAMINERS AMENDMENT -WRITTEN	76517
Nov. 04, 2005	ASSIGNED TO EXAMINER	76517
Apr. 15, 2005	NEW APPLICATION ENTERED IN TRAM	

Maintenance Filings or Post Registration Information

Affidavit of Continued Use: Section 8 - Accepted

Affidavit of Incontestability: Section 15 - Accepted

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: TMO LAW OFFICE 115 **Date in Location:** Sep. 19, 2014

Proceedings

Summary

Number of Proceedings: 2

Type of Proceeding: Opposition

Proceeding Number: 91171634 **Filing Date:** Jun 20, 2006

Status: Terminated **Status Date:** Jan 05, 2007

Interlocutory Attorney: DAVID M MERMELSTEIN

Defendant

Name: Frito-Lay North America, Inc.

Correspondent Address: JOSEPH J. FERRETTI
FRITO-LAY, INC.
7701 LEGACY DRIVE, MAIL STOP 3A-421
PLANO TX , 75024
UNITED STATES

Correspondent e-mail: trademarks@fritolay.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
FRITO LAY GOOD FOOD FOR THE FUN OF IT!	Section 8 and 15 - Accepted and	78603767	3535378

	Acknowledged		

Plaintiff(s)

Name: Peter Piper, Inc.

Correspondent Address: Fred H. Perkins
MORRISON COHEN LLP
909 Third Avenue
New York NY , 10022
UNITED STATES

Associated marks

Mark	Application Status	Serial Number	Registration Number
THE FOOD'S AS GOOD AS THE FUN	Cancelled - Section 8	78375252	3130632

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jun 20, 2006	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jun 29, 2006	Aug 08, 2006
3	PENDING, INSTITUTED	Jun 29, 2006	
4	CHANGE OF CORRESPONDENCE ADDRESS	Jul 18, 2006	
5	ANSWER	Aug 08, 2006	
6	CHANGE OF CORRESPONDENCE ADDRESS	Nov 02, 2006	
7	APPEARANCE	Dec 05, 2006	
8	WITHDRAWAL OF OPPOSITION	Jan 04, 2007	
9	BD'S DECISION: DISMISSED W/ PREJUDICE	Jan 05, 2007	
10	TERMINATED	Jan 05, 2007	

Type of Proceeding: Extension of Time

Proceeding Number: 78603767 **Filing Date:** Mar 17, 2006

Status: Terminated **Status Date:** Jun 29, 2006

Interlocutory Attorney:

Defendant

Name: Frito-Lay North America, Inc.

Correspondent Address: FAITH S. JAMES
FRITO-LAY, INC.
MAIL STOP 3A-441 7701 LEGACY DRIVE
PLANO TX , 75024
UNITED STATES

Associated marks

Mark	Application Status	Serial Number	Registration Number
FRITO LAY GOOD FOOD FOR THE FUN OF IT!	Section 8 and 15 - Accepted and Acknowledged	78603767	3535378

Potential Opposer(s)

Name: Peter Piper, Inc.

Correspondent Address: Fred H. Perkins
Morrison Cohen LLP
909 Third Ave.
New York NY , 10022
UNITED STATES

Correspondent e-mail: fhperkins@morrisoncohen.com , lbrienza@morrisoncohen.com

Name: Peter Piper, Inc.

Correspondent Address: FRED H. PERKINS
MORRISON COHEN LLP
909 THIRD AVENUE
NEW YORK NY , 10022
UNITED STATES

Associated marks

Mark	Application Status	Serial Number	Registration Number
THE FOOD'S AS GOOD AS THE FUN	Cancelled - Section 8	78375252	3130632

Prosecution History

Entry	History Text	Date	Due Date

Number			
1	INCOMING - EXT TIME TO OPPOSE FILED	Mar 17, 2006	
2	EXTENSION OF TIME GRANTED	Mar 20, 2006	

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Mark: YOUR TRUENORTH IS CALLING

YOUR TRUENORTH IS CALLING

US Serial Number: 77489724 **Application Filing Date:** Jun. 03, 2008

US Registration Number: 3712864 **Registration Date:** Nov. 17, 2009

Register: Principal

Mark Type: Trademark

Status: Registered. The registration date is used to determine when post-registration maintenance documents are due.

Status Date: Nov. 17, 2009

Publication Date: Jul. 29, 2008 **Notice of Allowance Date:** Oct. 21, 2008

Mark Information

Mark Literal Elements: YOUR TRUENORTH IS CALLING

Standard Character Claim: Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

Goods and Services

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

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

For: Processed nuts; processed fruit and nuts in cluster form; processed fruit and nuts in crisp form; processed nut-based snacks; fruit and nut based snack foods; processed legume-based snack foods; processed legumes

International Class(es): 029 - Primary Class **U.S Class(es):** 046

Class Status: ACTIVE

Basis: 1(a)

First Use: Apr. 2009 **Use in Commerce:** Apr. 2009

For: Edible wafers; crackers

International Class(es): 030 - Primary Class **U.S Class(es):** 046

Class Status: ACTIVE

Basis: 1(a)

First Use: Apr. 2009 **Use in Commerce:** Apr. 2009

Basis Information (Case Level)

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

Current Owner(s) Information

Owner Name: B&G FOODS NORTH AMERICA, INC.

Owner Address: FOUR GATEHALL DRIVE
SUITE 110
PARSIPPANY, NEW JERSEY 07054
UNITED STATES

Legal Entity Type: CORPORATION **State or Country Where Organized:** DELAWARE

Attorney/Correspondence Information

Attorney of Record			
Attorney Name:	Sana Hakim		
Attorney Primary Email Address:	chicago.trademarks@klgates.com	**Attorney Email Authorized:**	Yes

Correspondent			
Correspondent Name/Address:	Sana Hakim K&L Gates LLP P.O. Box 1135 Chicago, ILLINOIS 60690-1135 UNITED STATES		
Phone:	312-807-4350	**Fax:**	312-827-8185
Correspondent e-mail:	chicago.trademarks@klgates.com sana.hakim@klgates.com	**Correspondent e-mail Authorized:**	Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Jun. 18, 2013	ATTORNEY REVOKED AND/OR APPOINTED	
Jun. 18, 2013	TEAS REVOKE/APPOINT ATTORNEY RECEIVED	
May 22, 2013	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Jan. 18, 2011	ATTORNEY REVOKED AND/OR APPOINTED	
Jan. 18, 2011	TEAS REVOKE/APPOINT ATTORNEY RECEIVED	
Jan. 05, 2011	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Jan. 03, 2011	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Nov. 17, 2009	REGISTERED-PRINCIPAL REGISTER	
Oct. 13, 2009	LAW OFFICE REGISTRATION REVIEW COMPLETED	65864
Oct. 13, 2009	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Sep. 18, 2009	STATEMENT OF USE PROCESSING COMPLETE	69302
Aug. 26, 2009	USE AMENDMENT FILED	69302
Sep. 18, 2009	EXTENSION 2 GRANTED	69302
Aug. 26, 2009	EXTENSION 2 FILED	69302
Sep. 18, 2009	CASE ASSIGNED TO INTENT TO USE PARALEGAL	69302
Aug. 26, 2009	TEAS EXTENSION RECEIVED	
Aug. 26, 2009	TEAS STATEMENT OF USE RECEIVED	
Apr. 08, 2009	EXTENSION 1 GRANTED	98765
Apr. 08, 2009	EXTENSION 1 FILED	98765
Apr. 08, 2009	TEAS EXTENSION RECEIVED	
Oct. 21, 2008	NOA MAILED - SOU REQUIRED FROM APPLICANT	
Jul. 29, 2008	PUBLISHED FOR OPPOSITION	
Jul. 09, 2008	NOTICE OF PUBLICATION	
Jun. 26, 2008	LAW OFFICE PUBLICATION REVIEW COMPLETED	65864
Jun. 25, 2008	ASSIGNED TO LIE	65864
Jun. 25, 2008	APPROVED FOR PUB - PRINCIPAL REGISTER	
Jun. 23, 2008	ASSIGNED TO EXAMINER	78329
Jun. 07, 2008	NOTICE OF PSEUDO MARK MAILED	
Jun. 06, 2008	NEW APPLICATION ENTERED IN TRAM	

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location:	PUBLICATION AND ISSUE SECTION	**Date in Location:**	Oct. 13, 2009

Assignment Abstract Of Title Information

Summary

Total Assignments: 5 **Registrant:** Frito-Lay North America, Inc.

Assignment 1 of 5

Conveyance: SECURITY INTEREST

Reel/Frame: 4440/0394 **Pages:** 21

Date Recorded: Dec. 23, 2010

Supporting Documents: assignment-tm-4440-0394.pdf

Assignor

Name: DEMET'S CANDY COMPANY **Execution Date:** Jul. 30, 2010

Legal Entity Type: CORPORATION **State or Country Where Organized:** DELAWARE

Name: DEMET'S HOLDINGS LLC **Execution Date:** Jul. 30, 2010

Legal Entity Type: LIMITED LIABILITY COMPANY **State or Country Where Organized:** DELAWARE

Assignee

Name: PNC BANK, NATIONAL ASSOCIATION

Legal Entity Type: BANK **State or Country Where Organized:** UNITED STATES

Address: 249 FIFTH AVENUE
PITTSBURGH, PENNSYLVANIA 15222

Correspondent

Correspondent Name: MICHAEL L. DEVER

Correspondent Address: 301 GRANT STREET
20TH FLOOR
PITTSBURGH, PA 15219

Domestic Representative - Not Found

Assignment 2 of 5

Conveyance: ASSIGNS THE ENTIRE INTEREST

Reel/Frame: 4442/0201 **Pages:** 7

Date Recorded: Dec. 29, 2010

Supporting Documents: assignment-tm-4442-0201.pdf

Assignor

Name: FRITO-LAY NORTH AMERICA, INC. **Execution Date:** Dec. 22, 2010

Legal Entity Type: CORPORATION **State or Country Where Organized:** DELAWARE

Assignee

Name: DEMET'S CANDY COMPANY

Legal Entity Type: CORPORATION **State or Country Where Organized:** DELAWARE

Address: C/O BRYNWOOD PARTNERS V L.P.
8 SOUND SHORE DRIVE, SUITE 265
GREENWICH, CONNECTICUT 06830

Correspondent

Correspondent Name: CLARK W. LACKERT

Correspondent Address: DICKSTEIN SHAPIRO LLP
1633 BROADWAY
NEW YORK, NY 10019-6708

Domestic Representative - Not Found

Assignment 3 of 5

Conveyance: RELEASE BY SECURED PARTY

Reel/Frame: 5022/0607 **Pages:** 5

Date Recorded: May 07, 2013

Supporting Documents: assignment-tm-5022-0607.pdf

Assignor

Name: PNC BANK, NATIONAL ASSOCIATION **Execution Date:** May 06, 2013

Legal Entity Type: BANK **State or Country Where Organized:** UNITED STATES

Assignee

Name: DEMET'S CANDY COMPANY

Legal Entity Type:	CORPORATION	**State or Country Where Organized:**	DELAWARE
Address:	30 BUXTON FARM ROAD STAMFORD, CONNECTICUT 06905		

Correspondent

Correspondent Name:	CLARK W. LACKERT
Correspondent Address:	1633 BROADWAY NEW YORK NEW YORK, NY 10019-6708

Domestic Representative - Not Found

Assignment 4 of 5

Conveyance:	ASSIGNS THE ENTIRE INTEREST		
Reel/Frame:	5030/0684	**Pages:**	8
Date Recorded:	May 17, 2013		
Supporting Documents:	assignment-tm-5030-0684.pdf		

Assignor

Name:	DEMET'S CANDY COMPANY	**Execution Date:**	May 06, 2013
Legal Entity Type:	CORPORATION	**State or Country Where Organized:**	DELAWARE

Assignee

Name:	B&G FOODS NORTH AMERICA, INC.		
Legal Entity Type:	CORPORATION	**State or Country Where Organized:**	DELAWARE
Address:	FOUR GATEHALL DRIVE SUITE 110 PARSIPPANY, NEW JERSEY 07054		

Correspondent

Correspondent Name:	SANA HAKIM C/O K&L GATES LLP
Correspondent Address:	P.O. BOX 1135 CHICAGO, IL 60690-1135

Domestic Representative - Not Found

Assignment 5 of 5

Conveyance:	SECURITY INTEREST		
Reel/Frame:	5299/0518	**Pages:**	40
Date Recorded:	Jun. 10, 2014		
Supporting Documents:	assignment-tm-5299-0518.pdf		

Assignor

Name:	B&G FOODS NORTH AMERICA, INC.	**Execution Date:**	Jun. 05, 2014
Legal Entity Type:	CORPORATION	**State or Country Where Organized:**	DELAWARE

Assignee

Name:	CREDIT SUISSE AG, CAYMAN ISLANDS BRANCH, AS COLLATERAL AGENT		
Legal Entity Type:	BANK	**State or Country Where Organized:**	SWITZERLAND
Address:	ELEVEN MADISON AVENUE NEW YORK, NEW YORK 10010		

Correspondent

Correspondent Name:	LATHAM & WATKINS LLP C/O ANGELA M. AMARU
Correspondent Address:	885 THIRD AVENUE SUITE 1000 NEW YORK, NY 10022

Domestic Representative - Not Found

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Mark: PRETZEL WAVES

PRETZEL WAVES

US Serial Number:	77318713	**Application Filing Date:**	Nov. 01, 2007
US Registration Number:	3805212	**Registration Date:**	Jun. 22, 2010
Filed as TEAS Plus:	Yes	**Currently TEAS Plus:**	Yes
Register:	Principal		
Mark Type:	Trademark		
Status:	Registered. The registration date is used to determine when post-registration maintenance documents are due.		
Status Date:	Jun. 22, 2010		
Publication Date:	Apr. 06, 2010		

Mark Information

Mark Literal Elements:	PRETZEL WAVES
Standard Character Claim:	Yes. The mark consists of standard characters without claim to any particular font style, size, or color.
Mark Drawing Type:	4 - STANDARD CHARACTER MARK
Disclaimer:	"PRETZEL"

Goods and Services

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

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

For:	Crackers; Pretzels		
International Class(es):	030 - Primary Class	**U.S Class(es):**	046
Class Status:	ACTIVE		
Basis:	1(a)		
First Use:	Feb. 04, 2008	**Use in Commerce:**	Feb. 04, 2008

Basis Information (Case Level)

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

Current Owner(s) Information

Owner Name:	Frito-Lay North America, Inc.
Owner Address:	7701 Legacy Drive Plano, TEXAS 75024 UNITED STATES
Legal Entity Type:	CORPORATION
State or Country Where Organized:	DELAWARE

Attorney/Correspondence Information

Attorney of Record

Attorney Name:	Joseph J. Ferretti	**Docket Number:**	45367
Attorney Primary Email Address:	trademarks@fritolay.com	**Attorney Email Authorized:**	No

Correspondent

Correspondent Name/Address: Jeanette S Zimmer
FRITO-LAY NORTH AMERICA, INC.
7701 LEGACY DRIVE
MAIL STOP 3A-421
PLANO, TEXAS 75024
UNITED STATES

Phone: 972-334-2587

Correspondent e-mail: trademarks@pepsico.com **Correspondent e-mail Authorized:** Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Jan. 03, 2011	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Jun. 22, 2010	REGISTERED-PRINCIPAL REGISTER	
Apr. 06, 2010	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Apr. 06, 2010	PUBLISHED FOR OPPOSITION	
Feb. 27, 2010	LAW OFFICE PUBLICATION REVIEW COMPLETED	74221
Feb. 26, 2010	APPROVED FOR PUB - PRINCIPAL REGISTER	
Aug. 26, 2009	REPORT COMPLETED SUSPENSION CHECK CASE STILL SUSPENDED	
Feb. 26, 2009	REPORT COMPLETED SUSPENSION CHECK CASE STILL SUSPENDED	
Aug. 26, 2008	NOTIFICATION OF LETTER OF SUSPENSION E-MAILED	6332
Aug. 26, 2008	LETTER OF SUSPENSION E-MAILED	6332
Aug. 26, 2008	SUSPENSION LETTER WRITTEN	70703
Aug. 20, 2008	TEAS/EMAIL CORRESPONDENCE ENTERED	74221
Aug. 20, 2008	CORRESPONDENCE RECEIVED IN LAW OFFICE	74221
Aug. 16, 2008	ASSIGNED TO LIE	74221
Aug. 14, 2008	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Aug. 14, 2008	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Feb. 19, 2008	USE AMENDMENT ACCEPTED	70703
Feb. 16, 2008	AMENDMENT TO USE PROCESSING COMPLETE	88889
Feb. 16, 2008	USE AMENDMENT FILED	88889
Feb. 15, 2008	TEAS AMENDMENT OF USE RECEIVED	
Feb. 14, 2008	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325
Feb. 14, 2008	NON-FINAL ACTION E-MAILED	6325
Feb. 14, 2008	NON-FINAL ACTION WRITTEN	70703
Feb. 14, 2008	ASSIGNED TO EXAMINER	70703
Nov. 06, 2007	NEW APPLICATION ENTERED IN TRAM	

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: PUBLICATION AND ISSUE SECTION **Date in Location:** Jun. 22, 2010

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Mark: ANSWER THE GROWL

ANSWER THE GROWL

US Serial Number: 77888948 **Application Filing Date:** Dec. 08, 2009

US Registration Number: 3818218 **Registration Date:** Jul. 13, 2010

Register: Principal

Mark Type: Trademark

Status: Registered. The registration date is used to determine when post-registration maintenance documents are due.

Status Date: Jul. 13, 2010

Publication Date: Apr. 27, 2010

Mark Information

Mark Literal Elements: ANSWER THE GROWL

Standard Character Claim: Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

Goods and Services

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

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

For: Processed nut-based snack foods and processed nuts; processed legume-based snack foods and processed legumes; potato-based snack foods; soy-based snack foods; meat-based snack foods; edible processed seeds; snack mixes consisting of processed fruits, processed nuts, processed edible seeds and also including chocolate; dips

International Class(es): 029 - Primary Class **U.S Class(es):** 046

Class Status: ACTIVE

Basis: 1(a)

First Use: Mar. 01, 2010 **Use in Commerce:** Mar. 01, 2010

For: Pita chips; corn-based snack foods; grain-based snack foods; flour-based snack foods, namely, chips; wheat-based snack foods; multigrain snack foods; cheese flavored corn snacks; crackers; cracker sandwiches consisting of crackers and cheese; salsa

International Class(es): 030 - Primary Class **U.S Class(es):** 046

Class Status: ACTIVE

Basis: 1(a)

First Use: Mar. 01, 2010 **Use in Commerce:** Mar. 01, 2010

Basis Information (Case Level)

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

Current Owner(s) Information

Owner Name: Frito-Lay North America, Inc.

Owner Address: 7701 Legacy Drive
Plano, TEXAS 75024
UNITED STATES

Legal Entity Type: CORPORATION **State or Country Where Organized:** DELAWARE

Attorney/Correspondence Information

Attorney of Record			
Attorney Name:	Jeanette S. Zimmer		
Attorney Primary Email Address:	trademarks@fritolay.com	**Attorney Email Authorized:**	No

Correspondent			
Correspondent Name/Address:	Jeanette S. Zimmer FRITO-LAY NORTH AMERICA, INC. 7701 LEGACY DR 3A-421 PLANO, TEXAS 75024 UNITED STATES		
Phone:	972-334-2587		
Correspondent e-mail:	trademarks@pepsico.com	**Correspondent e-mail Authorized:**	Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Dec. 09, 2010	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Jul. 13, 2010	REGISTERED-PRINCIPAL REGISTER	
Apr. 27, 2010	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Apr. 27, 2010	PUBLISHED FOR OPPOSITION	
Mar. 19, 2010	LAW OFFICE PUBLICATION REVIEW COMPLETED	68658
Mar. 19, 2010	NOTICE OF ACCEPTANCE OF AMENDMENT TO ALLEGE USE E-MAILED	
Mar. 18, 2010	APPROVED FOR PUB - PRINCIPAL REGISTER	
Mar. 18, 2010	USE AMENDMENT ACCEPTED	72471
Mar. 18, 2010	AMENDMENT TO USE PROCESSING COMPLETE	68658
Mar. 05, 2010	USE AMENDMENT FILED	68658
Mar. 18, 2010	PREVIOUS ALLOWANCE WITHDRAWN-TIMELY AAU	
Mar. 18, 2010	ASSIGNED TO LIE	68658
Mar. 05, 2010	TEAS AMENDMENT OF USE RECEIVED	
Mar. 05, 2010	APPROVED FOR PUB - PRINCIPAL REGISTER	
Mar. 05, 2010	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Mar. 05, 2010	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Mar. 05, 2010	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Feb. 09, 2010	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325
Feb. 09, 2010	NON-FINAL ACTION E-MAILED	6325
Feb. 09, 2010	NON-FINAL ACTION WRITTEN	72471
Feb. 09, 2010	ASSIGNED TO EXAMINER	72471
Dec. 12, 2009	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Dec. 11, 2009	NEW APPLICATION ENTERED IN TRAM	

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: PUBLICATION AND ISSUE SECTION **Date in Location:** Jul. 13, 2010

Generated on: This page was generated by TSDR on 2015-03-09 18:41:16 EDT

Mark: YOUR ONE-STOP LUNCH SPOT

YOUR ONE-STOP LUNCH SPOT

US Serial Number: 77855877 **Application Filing Date:** Oct. 23, 2009

US Registration Number: 3884119 **Registration Date:** Nov. 30, 2010

Register: Principal

Mark Type: Trademark

Status: Registered. The registration date is used to determine when post-registration maintenance documents are due.

Status Date: Nov. 30, 2010

Publication Date: Apr. 13, 2010 **Notice of Allowance Date:** Jun. 08, 2010

Mark Information

Mark Literal Elements: YOUR ONE-STOP LUNCH SPOT

Standard Character Claim: Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

Goods and Services

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

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

For: Processed nut-based snack foods and processed nuts; processed legume-based snack foods and processed legumes; potato-based snack foods; soy-based snack foods; meat-based snack foods; edible processed seeds; snack mixes consisting of processed fruits, processed nuts, processed edible seeds and/or chocolate; dips

International Class(es): 029 - Primary Class **U.S Class(es):** 046

Class Status: ACTIVE

Basis: 1(a)

First Use: Jan. 2010 **Use in Commerce:** Jan. 2010

For: Bread crisps; pita bread and pita chips; corn-based snack foods; grain-based snack foods; flour-based snack foods; wheat-based snack foods; rice-based snack foods; multigrain snack foods; cereal-based snack foods; cheese flavored corn snacks; crackers; cracker sandwiches; salsa

International Class(es): 030 - Primary Class **U.S Class(es):** 046

Class Status: ACTIVE

Basis: 1(a)

First Use: Jan. 2010 **Use in Commerce:** Jan. 2010

Basis Information (Case Level)

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

Current Owner(s) Information

Owner Name: Frito-Lay North America, Inc.

Owner Address: 7701 Legacy Drive
Plano, TEXAS 75024
UNITED STATES

Legal Entity Type: CORPORATION **State or Country Where Organized:** DELAWARE

Attorney/Correspondence Information

Attorney of Record

Attorney Name:	Jeanette S. Zimmer		
Attorney Primary Email Address:	trademarks@fritolay.com	**Attorney Email Authorized:**	No

Correspondent

Correspondent Name/Address:	Joseph J. Ferretti FRITO-LAY NORTH AMERICA, INC. 7701 LEGACY DRIVE MAIL STOP 3A-421 PLANO, TEXAS 75024 UNITED STATES
Phone:	972-334-2587
Correspondent e-mail:	trademarks@pepsico.com
Correspondent e-mail Authorized:	Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Jan. 03, 2011	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Nov. 30, 2010	REGISTERED-PRINCIPAL REGISTER	
Oct. 28, 2010	NOTICE OF ACCEPTANCE OF STATEMENT OF USE E-MAILED	
Oct. 27, 2010	LAW OFFICE REGISTRATION REVIEW COMPLETED	68123
Oct. 27, 2010	ASSIGNED TO LIE	68123
Oct. 14, 2010	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Sep. 30, 2010	STATEMENT OF USE PROCESSING COMPLETE	76985
Sep. 03, 2010	USE AMENDMENT FILED	76985
Sep. 30, 2010	CASE ASSIGNED TO INTENT TO USE PARALEGAL	76985
Sep. 03, 2010	TEAS STATEMENT OF USE RECEIVED	
Jun. 08, 2010	NOA MAILED - SOU REQUIRED FROM APPLICANT	
Apr. 13, 2010	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Apr. 13, 2010	PUBLISHED FOR OPPOSITION	
Mar. 09, 2010	LAW OFFICE PUBLICATION REVIEW COMPLETED	76539
Mar. 09, 2010	ASSIGNED TO LIE	76539
Feb. 17, 2010	APPROVED FOR PUB - PRINCIPAL REGISTER	
Feb. 16, 2010	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Feb. 15, 2010	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Feb. 15, 2010	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Feb. 01, 2010	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325
Feb. 01, 2010	NON-FINAL ACTION E-MAILED	6325
Feb. 01, 2010	NON-FINAL ACTION WRITTEN	68356
Jan. 25, 2010	ASSIGNED TO EXAMINER	68356
Oct. 28, 2009	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Oct. 27, 2009	NEW APPLICATION ENTERED IN TRAM	

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location:	PUBLICATION AND ISSUE SECTION	**Date in Location:**	Oct. 27, 2010

Generated on: This page was generated by TSDR on 2015-03-09 18:41:55 EDT

Mark: CHESTER'S CHEESY BITES

US Serial Number: 85024602 **Application Filing Date:** Apr. 27, 2010

US Registration Number: 3942132 **Registration Date:** Apr. 05, 2011

Filed as TEAS Plus: Yes **Currently TEAS Plus:** Yes

Register: Principal

Mark Type: Trademark

Status: Registered. The registration date is used to determine when post-registration maintenance documents are due.

Status Date: Apr. 05, 2011

Publication Date: Aug. 31, 2010 **Notice of Allowance Date:** Oct. 26, 2010

Mark Information

Mark Literal Elements: CHESTER'S CHEESY BITES

Standard Character Claim: No

Mark Drawing Type: 3 - AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S)/NUMBER(S)

Description of Mark: The mark consists of partial sunshine positioned between the words "CHESTER'S" above and "CHEESY BITES" below.

Color(s) Claimed: Color is not claimed as a feature of the mark.

Disclaimer: "CHEESY BITES"

Design Search Code(s): 01.05.01 - Sunrise; Sun, rising or setting (partially exposed or partially obstructed)
24.09.07 - Banners; Advertising, banners
26.13.21 - Quadrilaterals that are completely or partially shaded
29.01.07 - Inconspicuous designs functioning as punctuation or parts of letters; Small, inconspicuous design elements functioning as punctuation or parts of letters

Related Properties Information

Claimed Ownership of US Registrations: 1599741, 1945450, 2719306

Goods and Services

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

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

For: Bagel chips; Corn-based snack foods; Crackers

International Class(es): 030 - Primary Class **U.S Class(es):** 046

Class Status: ACTIVE

Basis: 1(a)

First Use: Feb. 2003 **Use in Commerce:** Feb. 2003

Basis Information (Case Level)

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

Current Owner(s) Information

Owner Name: Frito-Lay North America, Inc.

Owner Address: 7701 Legacy Drive
Plano, TEXAS 75024
UNITED STATES

Legal Entity Type: CORPORATION

State or Country Where Organized: DELAWARE

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Jeanette S. Zimmer

Attorney Primary Email Address: trademarks@fritolay.com

Attorney Email Authorized: No

Correspondent

Correspondent Name/Address: Jeanette S. Zimmer
FRITO-LAY NORTH AMERICA, INC.
7701 LEGACY DR
3A-421
PLANO, TEXAS 75024
UNITED STATES

Phone: 972-334-2587

Correspondent e-mail: trademarks@pepsico.com

Correspondent e-mail Authorized: No

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Apr. 05, 2011	REGISTERED-PRINCIPAL REGISTER	
Mar. 04, 2011	NOTICE OF ACCEPTANCE OF STATEMENT OF USE E-MAILED	
Mar. 03, 2011	LAW OFFICE REGISTRATION REVIEW COMPLETED	73797
Mar. 03, 2011	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Feb. 23, 2011	STATEMENT OF USE PROCESSING COMPLETE	76538
Jan. 31, 2011	USE AMENDMENT FILED	76538
Feb. 22, 2011	CASE ASSIGNED TO INTENT TO USE PARALEGAL	76538
Jan. 31, 2011	TEAS STATEMENT OF USE RECEIVED	
Dec. 09, 2010	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Oct. 26, 2010	NOA E-MAILED - SOU REQUIRED FROM APPLICANT	
Aug. 31, 2010	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Aug. 31, 2010	PUBLISHED FOR OPPOSITION	
Jul. 28, 2010	LAW OFFICE PUBLICATION REVIEW COMPLETED	73797
Jul. 28, 2010	ASSIGNED TO LIE	73797
Jul. 12, 2010	APPROVED FOR PUB - PRINCIPAL REGISTER	
Jul. 08, 2010	ASSIGNED TO EXAMINER	72152
May 04, 2010	NOTICE OF DESIGN SEARCH CODE MAILED	
May 01, 2010	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Apr. 30, 2010	NEW APPLICATION ENTERED IN TRAM	

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: PUBLICATION AND ISSUE SECTION

Date in Location: Mar. 03, 2011

Generated on: This page was generated by TSDR on 2015-03-09 18:42:30 EDT

Mark: MUNCHIES

US Serial Number:	85032926	**Application Filing Date:**	May 07, 2010
US Registration Number:	4050173	**Registration Date:**	Nov. 01, 2011
Filed as TEAS Plus:	Yes	**Currently TEAS Plus:**	Yes
Register:	Principal		
Mark Type:	Trademark		
Status:	Registered. The registration date is used to determine when post-registration maintenance documents are due.		
Status Date:	Nov. 01, 2011		
Publication Date:	Apr. 05, 2011	**Notice of Allowance Date:**	May 31, 2011

Mark Information

Mark Literal Elements:	MUNCHIES
Standard Character Claim:	No
Mark Drawing Type:	5 - AN ILLUSTRATION DRAWING WITH WORD(S) /LETTER(S)/ NUMBER(S) INSTYLIZED FORM
Description of Mark:	The mark consists of the word "MUNCHIES" in stylized form.
Color(s) Claimed:	Color is not claimed as a feature of the mark.
Disclaimer:	"MUNCHIES"
Acquired Distinctiveness Claim:	In whole

Related Properties Information

Claimed Ownership of US Registrations: 2856571, 2978408, 3518301 and others

Goods and Services

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

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

For:	Processed nuts		
International Class(es):	029 - Primary Class	**U.S Class(es):**	046
Class Status:	ACTIVE		
Basis:	1(a)		
First Use:	Jul. 2011	**Use in Commerce:**	Jul. 2011

For:	Crackers		
International Class(es):	030 - Primary Class	**U.S Class(es):**	046
Class Status:	ACTIVE		
Basis:	1(a)		
First Use:	Sep. 2010	**Use in Commerce:**	Sep. 2010

Basis Information (Case Level)

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

Current Owner(s) Information

Owner Name: Frito-Lay North America, Inc.

Owner Address: 7701 Legacy Drive
Plano, TEXAS 75024
UNITED STATES

Legal Entity Type: CORPORATION

State or Country Where Organized: DELAWARE

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Jeanette S. Zimmer

Attorney Primary Email Address: trademarks@fritolay.com

Attorney Email Authorized: No

Correspondent

Correspondent Name/Address: Jeanette S. Zimmer
FRITO-LAY NORTH AMERICA, INC.
7701 LEGACY DRIVE
3A-421
PLANO, TEXAS 75024
UNITED STATES

Phone: 972-334-2587

Correspondent e-mail: trademarks@pepsico.com

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Nov. 01, 2011	REGISTERED-PRINCIPAL REGISTER	
Sep. 27, 2011	NOTICE OF ACCEPTANCE OF STATEMENT OF USE E-MAILED	
Sep. 26, 2011	LAW OFFICE REGISTRATION REVIEW COMPLETED	70629
Sep. 19, 2011	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Sep. 02, 2011	STATEMENT OF USE PROCESSING COMPLETE	76538
Aug. 29, 2011	USE AMENDMENT FILED	76538
Sep. 02, 2011	CASE ASSIGNED TO INTENT TO USE PARALEGAL	76538
Aug. 29, 2011	TEAS STATEMENT OF USE RECEIVED	
May 31, 2011	NOA E-MAILED - SOU REQUIRED FROM APPLICANT	
Apr. 05, 2011	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Apr. 05, 2011	PUBLISHED FOR OPPOSITION	
Feb. 28, 2011	LAW OFFICE PUBLICATION REVIEW COMPLETED	70629
Feb. 25, 2011	ASSIGNED TO LIE	70629
Jan. 31, 2011	APPROVED FOR PUB - PRINCIPAL REGISTER	
Jan. 13, 2011	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Jan. 12, 2011	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Jan. 12, 2011	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Dec. 29, 2010	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Jul. 12, 2010	NOTIFICATION OF EXAMINER'S AMENDMENT/PRIORITY ACTION E-MAILED	6326
Jul. 12, 2010	EXAMINER'S AMENDMENT/PRIORITY ACTION E-MAILED	6326
Jul. 12, 2010	EXAMINERS AMENDMENT AND/OR PRIORITY ACTION - COMPLETED	72152
Jul. 08, 2010	ASSIGNED TO EXAMINER	72152
May 14, 2010	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
May 11, 2010	NEW APPLICATION ENTERED IN TRAM	

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: PUBLICATION AND ISSUE SECTION

Date in Location: Sep. 26, 2011

Generated on: This page was generated by TSDR on 2015-03-09 18:43:05 EDT

Mark: RED ROCK DELI

RED ROCK DELI

US Serial Number: 85079382 **Application Filing Date:** Jul. 07, 2010

US Registration Number: 4086101 **Registration Date:** Jan. 17, 2012

Register: Principal

Mark Type: Trademark

Status: Registered. The registration date is used to determine when post-registration maintenance documents are due.

Status Date: Jan. 17, 2012

Publication Date: Nov. 01, 2011

Mark Information

Mark Literal Elements: RED ROCK DELI

Standard Character Claim: Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

Foreign Information

Foreign Registration Number: 885866 **Foreign Registration Date:** Aug. 14, 2001

Foreign Application/Registration Country: AUSTRALIA **Foreign Expiration Date:** Aug. 14, 2021

Goods and Services

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

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

For: Potato based snack foods; prepared nuts; potato crisps and chips; dips

International Class(es): 029 - Primary Class **U.S Class(es):** 046

Class Status: ACTIVE

Basis: 44(e)

For: Corn based snack foods, cereal based snack foods, wheat-based snack foods; corn chips; tortilla chips; rice chips; crackers; pretzels; sauces, salsas

International Class(es): 030 - Primary Class **U.S Class(es):** 046

Class Status: ACTIVE

Basis: 44(e)

Basis Information (Case Level)

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

Current Owner(s) Information

Owner Name: Frito-Lay Trading Company GmbH

Owner Address: Spitalgasse 2
Bern CH-3011
SWITZERLAND

Legal Entity Type:	gesellschaft mit beschränkter haftung (gmbh)	**State or Country Where Organized:**	SWITZERLAND

Attorney/Correspondence Information

Attorney of Record

Attorney Name:	Jeanette S. Zimmer		
Attorney Primary Email Address:	trademarks@fritolay.com	**Attorney Email Authorized:**	No

Correspondent

Correspondent Name/Address:	Joseph J. Ferretti FRITO-LAY NORTH AMERICA, INC. 7701 LEGACY DRIVE MAIL STOP 3A-421 PLANO, TEXAS 75024 UNITED STATES
Phone:	972-334-2587

Correspondent e-mail:	trademarks@pepsico.com	**Correspondent e-mail Authorized:**	Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Jan. 17, 2012	REGISTERED-PRINCIPAL REGISTER	
Nov. 01, 2011	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Nov. 01, 2011	PUBLISHED FOR OPPOSITION	
Oct. 28, 2011	ELECTRONIC RECORD REVIEW COMPLETE	77975
Sep. 28, 2011	LAW OFFICE PUBLICATION REVIEW COMPLETED	74221
Sep. 28, 2011	APPROVED FOR PUB - PRINCIPAL REGISTER	
Sep. 19, 2011	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Sep. 19, 2011	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Sep. 19, 2011	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Jun. 21, 2011	NOTIFICATION OF PRIORITY ACTION E-MAILED	6326
Jun. 21, 2011	PRIORITY ACTION E-MAILED	6326
Jun. 21, 2011	PRIORITY ACTION WRITTEN	81111
Jun. 20, 2011	PREVIOUS ALLOWANCE COUNT WITHDRAWN	
Jun. 17, 2011	ON HOLD - ELECTRONIC RECORD REVIEW REQUIRED	
May 24, 2011	WITHDRAWN FROM PUB - OG REVIEW QUERY	76621
May 06, 2011	LAW OFFICE PUBLICATION REVIEW COMPLETED	74221
May 05, 2011	ASSIGNED TO LIE	74221
Apr. 20, 2011	APPROVED FOR PUB - PRINCIPAL REGISTER	
Mar. 28, 2011	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Mar. 28, 2011	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Mar. 28, 2011	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Jan. 03, 2011	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Sep. 29, 2010	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325
Sep. 29, 2010	NON-FINAL ACTION E-MAILED	6325
Sep. 29, 2010	NON-FINAL ACTION WRITTEN	81111
Sep. 22, 2010	ASSIGNED TO EXAMINER	81111
Jul. 11, 2010	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Jul. 10, 2010	NEW APPLICATION ENTERED IN TRAM	

TM Staff and Location Information

TM Staff Information - None

File Location

Generated on: This page was generated by TSDR on 2015-03-09 18:43:35 EDT

Mark: SUN

SUN

US Serial Number: 78981442 **Application Filing Date:** Apr. 25, 2005

US Registration Number: 4210484 **Registration Date:** Sep. 18, 2012

Register: Principal

Mark Type: Trademark

Status: Registered. The registration date is used to determine when post-registration maintenance documents are due.

Status Date: Sep. 18, 2012

Publication Date: Jun. 12, 2007 **Notice of Allowance Date:** Apr. 06, 2010

Mark Information

Mark Literal Elements: SUN

Standard Character Claim: Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

Related Properties Information

Claimed Ownership of US Registrations: 0986097, 2686169, 78616223

Child Of: 78616223

Goods and Services

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

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

For: MULTIGRAIN CHIPS; CORN-BASED SNACK FOODS; CRACKERS; SNACK MIX CONSISTING PRIMARILY OF GRAIN-BASED SNACK FOODS; RICE-BASED SNACK FOODS, ALL OF THE AFOREMENTIONED EXCLUDING BREAKFAST CEREAL

International Class(es): 030 - Primary Class **U.S Class(es):** 046

Class Status: ACTIVE

Basis: 1(a)

First Use: Aug. 06, 2011 **Use in Commerce:** Aug. 06, 2011

Basis Information (Case Level)

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

Current Owner(s) Information

Owner Name: Frito-Lay North America, Inc.

Owner Address: 7701 Legacy Drive
Plano, TEXAS 75024
UNITED STATES

Legal Entity Type: CORPORATION **State or Country Where Organized:** DELAWARE

Attorney/Correspondence Information

Attorney of Record

Attorney Name:	Joseph J. Ferretti	**Docket Number:**	36470
Attorney Primary Email Address:	trademarks@fritolay.com	**Attorney Email Authorized:**	No

Correspondent

Correspondent Name/Address: Jeanette S. Zimmer
FRITO-LAY NORTH AMERICA, INC.
7701 LEGACY DRIVE
MAIL STOP 3A-421
PLANO, TEXAS 75024
UNITED STATES

Phone: 972-334-2587

Correspondent e-mail:	trademarks@pepsico.com	**Correspondent e-mail Authorized:**	Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Sep. 18, 2012	REGISTERED-PRINCIPAL REGISTER	
Aug. 16, 2012	NOTICE OF ACCEPTANCE OF STATEMENT OF USE E-MAILED	
Aug. 15, 2012	LAW OFFICE REGISTRATION REVIEW COMPLETED	77312
Aug. 14, 2012	ASSIGNED TO LIE	77312
Aug. 06, 2012	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Jul. 11, 2012	STATEMENT OF USE PROCESSING COMPLETE	69302
May 18, 2012	USE AMENDMENT FILED	69302
Jul. 11, 2012	DIVISIONAL PROCESSING COMPLETE	
May 18, 2012	DIVISIONAL REQUEST RECEIVED	
May 18, 2012	TEAS REQUEST TO DIVIDE RECEIVED	
May 18, 2012	TEAS STATEMENT OF USE RECEIVED	
Apr. 11, 2012	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
Apr. 10, 2012	EXTENSION 4 GRANTED	69302
Apr. 05, 2012	EXTENSION 4 FILED	69302
Apr. 05, 2012	TEAS EXTENSION RECEIVED	
Sep. 17, 2011	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
Sep. 16, 2011	EXTENSION 3 GRANTED	69302
Sep. 14, 2011	EXTENSION 3 FILED	69302
Sep. 14, 2011	TEAS EXTENSION RECEIVED	
Mar. 15, 2011	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
Mar. 14, 2011	EXTENSION 2 GRANTED	69302
Mar. 07, 2011	EXTENSION 2 FILED	69302
Mar. 14, 2011	CASE ASSIGNED TO INTENT TO USE PARALEGAL	69302
Mar. 07, 2011	TEAS EXTENSION RECEIVED	
Jan. 03, 2011	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Sep. 30, 2010	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
Sep. 28, 2010	EXTENSION 1 GRANTED	98765
Sep. 28, 2010	EXTENSION 1 FILED	98765
Sep. 28, 2010	TEAS EXTENSION RECEIVED	
Apr. 06, 2010	NOA MAILED - SOU REQUIRED FROM APPLICANT	
Feb. 24, 2010	TTAB RELEASE CASE TO TRADEMARKS	181157
Feb. 24, 2010	OPPOSITION TERMINATED NO. 999999	181157
Feb. 24, 2010	OPPOSITION DISMISSED NO. 999999	181157
Feb. 18, 2010	PAPER RECEIVED	
Dec. 10, 2007	OPPOSITION INSTITUTED NO. 999999	181157

Jul. 12, 2007	EXTENSION OF TIME TO OPPOSE RECEIVED	
Jun. 12, 2007	PUBLISHED FOR OPPOSITION	
May 23, 2007	NOTICE OF PUBLICATION	
Apr. 09, 2007	LAW OFFICE PUBLICATION REVIEW COMPLETED	76537
Apr. 06, 2007	APPROVED FOR PUB - PRINCIPAL REGISTER	
Mar. 27, 2007	ATTORNEY REVOKED AND/OR APPOINTED	
Mar. 27, 2007	TEAS REVOKE/APPOINT ATTORNEY RECEIVED	
Mar. 28, 2007	TEAS/EMAIL CORRESPONDENCE ENTERED	76537
Mar. 28, 2007	CORRESPONDENCE RECEIVED IN LAW OFFICE	76537
Mar. 27, 2007	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Mar. 27, 2007	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Dec. 20, 2006	REPORT COMPLETED SUSPENSION CHECK CASE STILL SUSPENDED	76537
Dec. 20, 2006	ASSIGNED TO LIE	76537
May 31, 2006	REPORT COMPLETED SUSPENSION CHECK CASE STILL SUSPENDED	68123
Feb. 14, 2006	ASSIGNED TO EXAMINER	74819
Nov. 22, 2005	LETTER OF SUSPENSION E-MAILED	6332
Nov. 22, 2005	SUSPENSION LETTER WRITTEN	69191
Nov. 22, 2005	ASSIGNED TO EXAMINER	69191
May 06, 2005	NEW APPLICATION ENTERED IN TRAM	

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: PUBLICATION AND ISSUE SECTION **Date in Location:** Aug. 15, 2012

Generated on: This page was generated by TSDR on 2015-03-09 18:44:05 EDT

Mark: FRITO LAY

US Serial Number: 85346120 **Application Filing Date:** Jun. 14, 2011

US Registration Number: 4455434 **Registration Date:** Dec. 24, 2013

Filed as TEAS Plus: Yes **Currently TEAS Plus:** Yes

Register: Principal

Mark Type: Trademark

Status: Registered. The registration date is used to determine when post-registration maintenance documents are due.

Status Date: Dec. 24, 2013

Publication Date: Sep. 13, 2011 **Notice of Allowance Date:** Nov. 08, 2011

Mark Information

Mark Literal Elements: FRITO LAY

Standard Character Claim: No

Mark Drawing Type: 3 - AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S)/NUMBER(S)

Description of Mark: The mark consists of the words "FRITO LAY" on top of a banner with a smiling face above the banner.

Color(s) Claimed: Color is not claimed as a feature of the mark.

Design Search Code(s): 02.11.16 - Faces, smiley; Smiley faces
24.09.07 - Advertising, banners; Banners

Related Properties Information

Claimed Ownership of US Registrations: 0841324, 1531049, 3776254 and others

Goods and Services

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

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

For: Nut-based snack foods; Pork rinds; Potato-based snack foods; Processed edible seeds; Processed nuts

International Class(es): 029 - Primary Class **U.S Class(es):** 046

Class Status: ACTIVE

Basis: 1(a)

First Use: 2000 **Use in Commerce:** 2001

For: Cheese-flavored corn snacks; Corn-based snack foods; Crackers

International Class(es): 030 - Primary Class **U.S Class(es):** 046

Class Status: ACTIVE

Basis: 1(a)

First Use: 2000 **Use in Commerce:** 2001

Basis Information (Case Level)

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

Current Owner(s) Information

Owner Name: Frito-Lay North America, Inc.

Owner Address: 7701 Legacy Drive
Mail Stop 3A-421
Plano, TEXAS 75024
UNITED STATES

Legal Entity Type: CORPORATION

State or Country Where Organized: DELAWARE

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Jeanette S. Zimmer

Attorney Primary Email Address: trademarks@pepsico.com

Attorney Email Authorized: Yes

Correspondent

Correspondent Name/Address: JEANETTE S. ZIMMER
FRITO-LAY NORTH AMERICA, INC.
7701 LEGACY DR
PLANO, TEXAS 75024-4099
UNITED STATES

Phone: 972.334.2587

Fax: 972.334.3871

Correspondent e-mail: trademarks@pepsico.com

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Dec. 24, 2013	REGISTERED-PRINCIPAL REGISTER	
Nov. 22, 2013	NOTICE OF ACCEPTANCE OF STATEMENT OF USE E-MAILED	
Nov. 21, 2013	LAW OFFICE REGISTRATION REVIEW COMPLETED	69712
Nov. 18, 2013	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Nov. 18, 2013	STATEMENT OF USE PROCESSING COMPLETE	70565
Nov. 04, 2013	USE AMENDMENT FILED	70565
Nov. 04, 2013	TEAS STATEMENT OF USE RECEIVED	
Apr. 26, 2013	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
Apr. 25, 2013	EXTENSION 3 GRANTED	70565
Apr. 23, 2013	EXTENSION 3 FILED	70565
Apr. 23, 2013	TEAS EXTENSION RECEIVED	
Nov. 08, 2012	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
Nov. 07, 2012	EXTENSION 2 GRANTED	70565
Nov. 05, 2012	EXTENSION 2 FILED	70565
Nov. 06, 2012	CASE ASSIGNED TO INTENT TO USE PARALEGAL	70565
Nov. 05, 2012	TEAS EXTENSION RECEIVED	
May 03, 2012	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
May 01, 2012	EXTENSION 1 GRANTED	98765
May 01, 2012	EXTENSION 1 FILED	98765
May 01, 2012	TEAS EXTENSION RECEIVED	
Nov. 08, 2011	NOA E-MAILED - SOU REQUIRED FROM APPLICANT	
Sep. 13, 2011	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Sep. 13, 2011	PUBLISHED FOR OPPOSITION	
Aug. 05, 2011	LAW OFFICE PUBLICATION REVIEW COMPLETED	69712
Aug. 02, 2011	ASSIGNED TO LIE	69712
Jul. 19, 2011	APPROVED FOR PUB - PRINCIPAL REGISTER	

Jul. 19, 2011	ASSIGNED TO EXAMINER	76137
Jun. 18, 2011	NOTICE OF DESIGN SEARCH CODE MAILED	
Jun. 17, 2011	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Jun. 17, 2011	NEW APPLICATION ENTERED IN TRAM	

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: PUBLICATION AND ISSUE SECTION **Date in Location:** Nov. 21, 2013

Generated on: This page was generated by TSDR on 2015-03-09 18:44:35 EDT

Mark: TASTE WHAT'S NEXT

TASTE WHAT'S NEXT

US Serial Number:	86187877	**Application Filing Date:**	Feb. 07, 2014
US Registration Number:	4638540	**Registration Date:**	Nov. 11, 2014
Filed as TEAS Plus:	Yes	**Currently TEAS Plus:**	Yes
Register:	Principal		
Mark Type:	Trademark		
Status:	Registered. The registration date is used to determine when post-registration maintenance documents are due.		
Status Date:	Nov. 11, 2014		
Publication Date:	Jun. 17, 2014	**Notice of Allowance Date:**	Aug. 12, 2014

Mark Information

Mark Literal Elements: TASTE WHAT'S NEXT

Standard Character Claim: Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

Goods and Services

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

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

For:	Potato-based snack foods		
International Class(es):	029 - Primary Class	**U.S Class(es):**	046
Class Status:	ACTIVE		
Basis:	1(a)		
First Use:	Dec. 2013	**Use in Commerce:**	Dec. 2013

For:	Cheese-flavored corn snacks; Cookies; Corn-based snack foods; Crackers; Multigrain-based snack foods; Popped popcorn; Pretzels		
International Class(es):	030 - Primary Class	**U.S Class(es):**	046
Class Status:	ACTIVE		
Basis:	1(a)		
First Use:	Dec. 2013	**Use in Commerce:**	Dec. 2013

Basis Information (Case Level)

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

Current Owner(s) Information

Owner Name: Frito-Lay North America, Inc.

Owner Address: 7701 Legacy Drive
Plano, TEXAS 75024
UNITED STATES

Legal Entity Type:	CORPORATION	**State or Country Where Organized:**	DELAWARE

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Jeanette S. Zimmer

Attorney Primary Email Address: trademarks@pepsico.com

Attorney Email Authorized: Yes

Correspondent

Correspondent Name/Address: JEANETTE S. ZIMMER
PEPSICO, INC.
7701 LEGACY DR
PLANO, TEXAS 75024-4002
UNITED STATES

Phone: 972-334-2587

Fax: 972-334-3871

Correspondent e-mail: trademarks@pepsico.com

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Nov. 11, 2014	REGISTERED-PRINCIPAL REGISTER	
Oct. 09, 2014	NOTICE OF ACCEPTANCE OF STATEMENT OF USE E-MAILED	
Oct. 08, 2014	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Oct. 03, 2014	STATEMENT OF USE PROCESSING COMPLETE	66154
Sep. 10, 2014	USE AMENDMENT FILED	66154
Sep. 25, 2014	CASE ASSIGNED TO INTENT TO USE PARALEGAL	66154
Sep. 10, 2014	TEAS STATEMENT OF USE RECEIVED	
Aug. 12, 2014	NOA E-MAILED - SOU REQUIRED FROM APPLICANT	
Jun. 17, 2014	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Jun. 17, 2014	PUBLISHED FOR OPPOSITION	
May 28, 2014	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
May 07, 2014	APPROVED FOR PUB - PRINCIPAL REGISTER	
May 07, 2014	ASSIGNED TO EXAMINER	73362
Feb. 20, 2014	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Feb. 11, 2014	NEW APPLICATION ENTERED IN TRAM	

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: PUBLICATION AND ISSUE SECTION

Date in Location: Oct. 08, 2014

Generated on: This page was generated by TSDR on 2015-03-09 18:45:09 EDT

Mark: OPEN POP AND SAY MMM

OPEN POP AND SAY MMM

US Serial Number: 86098346 **Application Filing Date:** Oct. 22, 2013

Filed as TEAS Plus: Yes **Currently TEAS Plus:** Yes

Register: Principal

Mark Type: Trademark

Status: A first request for extension of time to file a Statement of Use has been granted.

Status Date: Oct. 24, 2014

Publication Date: Mar. 11, 2014 **Notice of Allowance Date:** May 06, 2014

Mark Information

Mark Literal Elements: OPEN POP AND SAY MMM

Standard Character Claim: Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

Goods and Services

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

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

For: Bread sticks; Crackers; Crisp bread; Flour-based chips

International Class(es): 030 - Primary Class **U.S Class(es):** 046

Class Status: ACTIVE

Basis: 1(b)

Basis Information (Case Level)

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

Current Owner(s) Information

Owner Name: Frito-Lay North America, Inc.

Owner Address: 7701 Legacy Drive
Plano, TEXAS 75024
UNITED STATES

Legal Entity Type: CORPORATION **State or Country Where Organized:** DELAWARE

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Jeanette S. Zimmer

Attorney Primary Email Address: trademarks@pepsico.com **Attorney Email Authorized:** Yes

Correspondent

Correspondent Name/Address: JEANETTE S. ZIMMER
PEPSICO, INC.
7701 LEGACY DR
PLANO, TEXAS 75024-4002
UNITED STATES

Phone:	972-334-2587	**Fax:**	972-334-3871
Correspondent e-mail:	trademarks@pepsico.com	**Correspondent e-mail Authorized:**	Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Oct. 28, 2014	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
Oct. 24, 2014	EXTENSION 1 GRANTED	98765
Oct. 24, 2014	EXTENSION 1 FILED	98765
Oct. 24, 2014	TEAS EXTENSION RECEIVED	
May 06, 2014	NOA E-MAILED - SOU REQUIRED FROM APPLICANT	
Mar. 11, 2014	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Mar. 11, 2014	PUBLISHED FOR OPPOSITION	
Feb. 19, 2014	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Feb. 03, 2014	APPROVED FOR PUB - PRINCIPAL REGISTER	
Jan. 31, 2014	ASSIGNED TO EXAMINER	81856
Oct. 28, 2013	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Oct. 25, 2013	NEW APPLICATION ENTERED IN TRAM	

TM Staff and Location Information

TM Staff Information

TM Attorney:	JUN, WON KYUNG WENDY	**Law Office Assigned:**	LAW OFFICE 103

File Location

Current Location:	INTENT TO USE SECTION	**Date in Location:**	May 06, 2014

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Mark: A TWIST ON YOUR SNACKS

A TWIST ON YOUR SNACKS

US Serial Number:	86097726	**Application Filing Date:**	Oct. 22, 2013
Filed as TEAS Plus:	Yes	**Currently TEAS Plus:**	Yes
Register:	Principal		
Mark Type:	Trademark		
Status:	A first request for extension of time to file a Statement of Use has been granted.		
Status Date:	Oct. 24, 2014		
Publication Date:	Mar. 11, 2014	**Notice of Allowance Date:**	May 06, 2014

Mark Information

Mark Literal Elements: A TWIST ON YOUR SNACKS

Standard Character Claim: Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

Goods and Services

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

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

For:	Bread sticks; Crackers; Crisp bread; Flour-based chips		
International Class(es):	030 - Primary Class	**U.S Class(es):**	046
Class Status:	ACTIVE		
Basis:	1(b)		

Basis Information (Case Level)

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

Current Owner(s) Information

Owner Name: Frito-Lay North America, Inc.

Owner Address: 7701 Legacy Drive
Plano, TEXAS 75024
UNITED STATES

Legal Entity Type:	CORPORATION	**State or Country Where Organized:**	DELAWARE

Attorney/Correspondence Information

Attorney of Record

Attorney Name:	Jeanette S. Zimmer		
Attorney Primary Email Address:	trademarks@pepsico.com	**Attorney Email Authorized:**	Yes

Correspondent

Correspondent Name/Address: JEANETTE S. ZIMMER
PEPSICO, INC.
7701 LEGACY DR
PLANO, TEXAS 75024-4002
UNITED STATES

Phone:	972-334-2587	**Fax:**	972-334-3871
Correspondent e-mail:	trademarks@pepsico.com	**Correspondent e-mail Authorized:**	Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Oct. 28, 2014	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
Oct. 24, 2014	EXTENSION 1 GRANTED	98765
Oct. 24, 2014	EXTENSION 1 FILED	98765
Oct. 24, 2014	TEAS EXTENSION RECEIVED	
May 06, 2014	NOA E-MAILED - SOU REQUIRED FROM APPLICANT	
Mar. 11, 2014	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Mar. 11, 2014	PUBLISHED FOR OPPOSITION	
Feb. 19, 2014	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Feb. 04, 2014	APPROVED FOR PUB - PRINCIPAL REGISTER	
Jan. 31, 2014	ASSIGNED TO EXAMINER	81856
Oct. 27, 2013	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Oct. 25, 2013	NEW APPLICATION ENTERED IN TRAM	

TM Staff and Location Information

TM Staff Information

TM Attorney:	JUN, WON KYUNG WENDY	**Law Office Assigned:**	LAW OFFICE 103

File Location

Current Location:	INTENT TO USE SECTION	**Date in Location:**	May 06, 2014

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Mark: TWISTOS

TWISTOS

US Serial Number: 85726994

Application Filing Date: Sep. 12, 2012

Filed as TEAS Plus: Yes

Currently TEAS Plus: Yes

Register: Principal

Mark Type: Trademark

Status: An opposition after publication is pending at the Trademark Trial and Appeal Board. For further information, see TTABVUE on the Trademark Trial and Appeal Board web page.

Status Date: Dec. 20, 2013

Publication Date: Aug. 27, 2013

Mark Information

Mark Literal Elements: TWISTOS

Standard Character Claim: Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

Related Properties Information

Claimed Ownership of US Registrations: 2920673

Goods and Services

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

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

For: Bread sticks; Crackers; Crisp bread; Flour-based chips

International Class(es): 030 - Primary Class

U.S Class(es): 046

Class Status: ACTIVE

Basis: 1(b)

Basis Information (Case Level)

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

Current Owner(s) Information

Owner Name: FRITO-LAY NORTH AMERICA, INC.

Owner Address: 7701 Legacy Drive
Plano, TEXAS 75024
UNITED STATES

Legal Entity Type: CORPORATION

State or Country Where Organized: DELAWARE

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Jeanette S. Zimmer

Attorney Primary Email Address: trademarks@pepsico.com

Attorney Email Authorized: Yes

Correspondent			
Correspondent Name/Address:	JEANETTE S ZIMMER PEPSICO INC 7701 LEGACY DR PLANO, TEXAS 75024-4002 UNITED STATES		
Phone:	972-334-2587	**Fax:**	972-334-5965
Correspondent e-mail:	trademarks@pepsico.com	**Correspondent e-mail Authorized:**	Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Dec. 20, 2013	OPPOSITION INSTITUTED NO. 999999	214121
Sep. 25, 2013	EXTENSION OF TIME TO OPPOSE RECEIVED	
Aug. 27, 2013	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Aug. 27, 2013	PUBLISHED FOR OPPOSITION	
Aug. 07, 2013	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Jul. 25, 2013	LAW OFFICE PUBLICATION REVIEW COMPLETED	70884
Jul. 25, 2013	ASSIGNED TO LIE	70884
Jul. 08, 2013	APPROVED FOR PUB - PRINCIPAL REGISTER	
Jun. 20, 2013	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Jun. 19, 2013	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Jun. 19, 2013	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Dec. 19, 2012	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325
Dec. 19, 2012	NON-FINAL ACTION E-MAILED	6325
Dec. 19, 2012	NON-FINAL ACTION WRITTEN	74671
Dec. 18, 2012	ASSIGNED TO EXAMINER	74671
Sep. 18, 2012	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Sep. 15, 2012	NEW APPLICATION ENTERED IN TRAM	

TM Staff and Location Information

TM Staff Information			
TM Attorney:	BROWN, BARBARA TROFFKI	**Law Office Assigned:**	LAW OFFICE 116
File Location			
Current Location:	PUBLICATION AND ISSUE SECTION	**Date in Location:**	Jul. 25, 2013

Proceedings

Summary	
Number of Proceedings:	2

Type of Proceeding: Opposition

Proceeding Number:	91214121	**Filing Date:**	Jan 26, 2015
Status:	Pending	**Status Date:**	Dec 20, 2013
Interlocutory Attorney:	BENJAMIN U OKEKE		

Defendant	
Name:	Frito-Lay North America, Inc.
Correspondent Address:	JEANETTE S ZIMMER PEPSICO INC 7701 LEGACY DR PLANO TX , 75024-4002 UNITED STATES
Correspondent e-mail:	bbarber@pirkeybarber.com , pmadrid@pirkeybarber.com , drausa@pirkeybarber.com , tmcentral@pirkeybarber.com

Associated marks

Mark	Application Status	Serial Number	Registration Number

TWISTOS	Opposition Pending	85726994

Plaintiff(s)

Name: Conagra Foods Lamb Weston, Inc.

Correspondent Address: CHRISTOPHER M BIKUS
HUSCH BLACKWELL LLP
1333 CALIFORNIA STREET, SUITE 200
OMAHA NE , 68154
UNITED STATES

Correspondent e-mail: chris.bikus@huschblackwell.com , pto-sl@huschblackwell.com , alisha.huls@huschblackwell.com , andy.gilfoil@huschblackwell.com , pto-om@huschblackwell.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
TWISTER	Renewed	74215186	1710234
TWISTER FRIES	Renewed	73748049	1536566

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Dec 20, 2013	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Dec 20, 2013	Jan 29, 2014
3	PENDING, INSTITUTED	Dec 20, 2013	
4	STIP FOR EXT	Jan 20, 2014	
5	EXTENSION OF TIME GRANTED	Jan 20, 2014	
6	STIP FOR EXT	Feb 27, 2014	
7	EXTENSION OF TIME GRANTED	Feb 27, 2014	
8	STIP FOR EXT	Apr 28, 2014	
9	EXTENSION OF TIME GRANTED	Apr 28, 2014	
10	STIP FOR EXT	May 27, 2014	
11	EXTENSION OF TIME GRANTED	May 27, 2014	
12	STIP FOR EXT	Jun 26, 2014	
13	EXTENSION OF TIME GRANTED	Jun 26, 2014	
14	STIP FOR EXT	Jul 26, 2014	
15	EXTENSION OF TIME GRANTED	Jul 27, 2014	
16	STIP FOR EXT	Aug 27, 2014	
17	EXTENSION OF TIME GRANTED	Aug 27, 2014	
18	STIP FOR EXT	Sep 24, 2014	
19	EXTENSION OF TIME GRANTED	Sep 24, 2014	
20	STIP FOR EXT	Oct 24, 2014	
21	EXTENSION OF TIME GRANTED	Oct 24, 2014	
22	STIP FOR EXT	Nov 24, 2014	
23	EXTENSION OF TIME GRANTED	Nov 24, 2014	
24	D MOT FOR EXT W/ CONSENT	Dec 23, 2014	
25	EXTENSION OF TIME GRANTED	Jan 17, 2015	
26	D MOT FOR EXT W/ CONSENT	Jan 26, 2015	
27	EXTENSION OF TIME GRANTED	Feb 11, 2015	
28	ANSWER	Feb 23, 2015	

Type of Proceeding: Extension of Time

Proceeding Number: 85726994 **Filing Date:** Sep 24, 2013

Status: Terminated **Status Date:** Dec 25, 2013

Interlocutory Attorney:

Defendant

Name: FRITO-LAY NORTH AMERICA, INC.

Correspondent Address: JEANETTE S. ZIMMER
PEPSICO, INC.

7701 LEGACY DR
PLANO TX , 75024-4002
UNITED STATES

Associated marks

Mark	Application Status	Serial Number	Registration Number
TWISTOS	Opposition Pending	85726994	

Potential Opposer(s)

Name: Conagra Foods Lamb Weston, Inc.

Correspondent Address: Christopher M. Bikus
Husch Blackwell LLP
13330 California Street, Suite 200
Omaha NE , 68154
UNITED STATES

Correspondent e-mail: chris.bikus@huschblackwell.com , pto-sl@huschblackwell.com , alisha.huls@huschblackwell.com

Associated marks

Mark	Application Status	Serial Number	Registration Number

Prosecution History

Entry Number	History Text	Date	Due Date
1	INCOMING - EXT TIME TO OPPOSE FILED	Sep 24, 2013	
2	EXTENSION OF TIME GRANTED	Sep 25, 2013	

Generated on: This page was generated by TSDR on 2015-03-09 18:47:18 EDT

Mark: PUT A TWIST IN YOUR SNACK ROUTINE

PUT A TWIST IN YOUR SNACK ROUTINE

US Serial Number: 85934359 **Application Filing Date:** May 16, 2013

Filed as TEAS Plus: Yes **Currently TEAS Plus:** Yes

Register: Principal

Mark Type: Trademark

Status: A second request for extension of time to file a Statement of Use has been granted.

Status Date: Oct. 09, 2014

Publication Date: Aug. 13, 2013 **Notice of Allowance Date:** Oct. 08, 2013

Mark Information

Mark Literal Elements: PUT A TWIST IN YOUR SNACK ROUTINE

Standard Character Claim: Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

Goods and Services

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

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

For: Bread sticks; Crackers; Crisp bread; Flour-based chips

International Class(es): 030 - Primary Class **U.S Class(es):** 046

Class Status: ACTIVE

Basis: 1(b)

Basis Information (Case Level)

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

Current Owner(s) Information

Owner Name: Frito-Lay North America, Inc.

Owner Address: 7701 Legacy Drive
Plano, TEXAS 75024
UNITED STATES

Legal Entity Type: CORPORATION **State or Country Where Organized:** DELAWARE

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Jeanette S. Zimmer

Attorney Primary Email Address: trademarks@pepsico.com **Attorney Email Authorized:** Yes

Correspondent

Correspondent Name/Address: JEANETTE S. ZIMMER
PEPSICO, INC.
7701 LEGACY DR
PLANO, TEXAS 75024-4002
UNITED STATES

Phone:	972-334-2587	**Fax:**	972-334-3871
Correspondent e-mail:	trademarks@pepsico.com	**Correspondent e-mail Authorized:**	Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Oct. 10, 2014	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
Oct. 09, 2014	EXTENSION 2 GRANTED	71034
Sep. 25, 2014	EXTENSION 2 FILED	71034
Oct. 09, 2014	CASE ASSIGNED TO INTENT TO USE PARALEGAL	71034
Sep. 25, 2014	TEAS EXTENSION RECEIVED	
Mar. 26, 2014	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
Mar. 24, 2014	EXTENSION 1 GRANTED	98765
Mar. 24, 2014	EXTENSION 1 FILED	98765
Mar. 24, 2014	TEAS EXTENSION RECEIVED	
Oct. 08, 2013	NOA E-MAILED - SOU REQUIRED FROM APPLICANT	
Aug. 13, 2013	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Aug. 13, 2013	PUBLISHED FOR OPPOSITION	
Jul. 24, 2013	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Jul. 09, 2013	APPROVED FOR PUB - PRINCIPAL REGISTER	
Jul. 09, 2013	ASSIGNED TO EXAMINER	81092
May 28, 2013	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
May 20, 2013	NEW APPLICATION ENTERED IN TRAM	

TM Staff and Location Information

TM Staff Information

TM Attorney:	HELLMAN, ELI J	**Law Office Assigned:**	LAW OFFICE 112

File Location

Current Location:	INTENT TO USE SECTION	**Date in Location:**	Oct. 09, 2014

DECLARATION OF PAUL MADRID

1. My name is Paul Madrid. I am an attorney employed by the law firm Pirkey Barber PLLC, who represents Opposer Frito-Lay North America, Inc. ("Opposer") in the proceeding *Frito-Lay North America, Inc. v. Real Foods Pty Ltd*, Consolidated Opposition No. 91212680. I have personal knowledge of the facts contained in this declaration and am competent to testify on the matters stated herein.

2. Exhibit 1 consists of a true and correct copy of the initial disclosures of Applicant Real Foods Pty Ltd ("Applicant") dated March 31, 2014. Applicant has not supplemented this disclosure.

3. Exhibit 2 consists of true and correct copies of excerpts of Opposer's First Set of Interrogatories to Applicant, which I served on July 25, 2014, by first-class mail, postage prepaid, addressed to counsel of record for Applicant.

4. Exhibit 3 consists of true and correct copies of excerpts of Applicant's Second Supplemental Responses and Objections to Opposer's First Set of Interrogatories to Applicant, dated December 11, 2014, which is the last supplemented response to this set of interrogatories that Applicant has served.

5. Exhibit 4 consists of true and correct copies of excerpts of Opposer's First Set of Requests for Production to Applicant, which I served on July 25, 2014, by first-class mail, postage prepaid, addressed to counsel of record for Applicant.

6. Exhibit 5 consists of true and correct copies of excerpts of Applicant's Supplemental Responses and Objections to Opposer's First Set of Requests for Production to Applicant dated October 20, 2014, which is the last supplemented response to this set of requests for production that Applicant has served.

7. Exhibit 6 consists of true and correct copies of excerpts of Opposer's First Set of Requests for Admission to Applicant, which I served on Monday, October 27, 2014, by first-class mail, postage prepaid, addressed to counsel of record for Applicant.

8. Exhibit 7 consists of true and correct copies of excerpts of Exhibit A to Opposer's First Set of Requests for Admission to Applicant, which I served on Monday, October 27, 2014, by first-class mail, postage prepaid, addressed to counsel of record for Applicant.

9. Exhibit 8 consists of true and correct copies of excerpts of Applicant's Responses and Objections to Opposer's First Set of Requests for Admissions dated December 1, 2014.

10. Exhibit 9 consists of true and correct copies of excerpts of Applicant's Amended Responses to Opposer's First Set of Requests for Admissions dated February 5, 2015, which is the last supplemented response to this set of requests for admission that Applicant has served.

11. Exhibit 10 consists of true and correct excerpts of Opposer's Second Set of Interrogatories to Applicant, which I served on Monday, October 27, 2014, by first-class mail, postage prepaid, addressed to counsel of record for Applicant.

12. Exhibit 11 consists of true and correct excerpts of Applicant's Responses and Objections to Opposer's Second Set of Interrogatories to Applicant dated November 27, 2014.

13. Exhibit 12 consists of true and correct copies of excerpts of Applicant's Amended Responses and Objections to Opposer's Second Set of Interrogatories dated February 5, 2015, which is the last supplemented response to this set of interrogatories that Applicant has served.

14. Exhibit 13 consists of a true and correct copy of Opposer's Second Set of Requests for Production to Applicant, which I served on Monday, October 27, 2014, by first-class mail, postage prepaid, addressed to counsel of record for Applicant.

15. Exhibit 14 consists of a true and correct copy of Applicant's Responses to Opposer's Second Set of Requests for Production dated December 1, 2014.

16. Exhibit 15 consists of a true and correct copy of the document identified by production number RF004788 (designated trade secret by Applicant) as referenced in Applicant's response to Statement No. 4 of Opposer's First Set of Requests for Admissions, as referenced in Applicant's response to Opposer's Interrogatory No. 26, and as produced in response to Applicant's Responses to Opposer's Second Set of Requests for Production of Documents.

I declare under penalty of perjury that the foregoing is true and correct. Executed on March 12, 2015, in Austin, Texas.

Paul Madrid

EXHIBIT 1

To the Declaration of Paul Madrid

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

FRITO-LAY NORTH AMERICA, INC. Opposer, vs. REAL FOODS PTY LTD. Applicant.	Opposition No. 91212680 Opposition No. 91213587

APPLICANT REAL FOODS PTY LTD.'S
INITIAL DISCLOSURES PURSUANT TO FED. R. CIV. P. 26

Pursuant to Trademark Rule 2.120(a)(3) and Rule 26(a)(1) of the Federal Rules of Civil Procedure, Applicant Real Foods Pty Ltd. ("Applicant") makes the following initial disclosures to Opposer Frito-Lay North America, Inc. ("Opposer"). These disclosures are based on Applicant's investigation to date and are subject to being supplemented, modified, retracted and/or amended through continuing discovery as additional evidence becomes available.

Applicant's disclosures represent a good faith effort to identify discoverable information it currently reasonably believes it may use to support its claims or defenses as required by Fed. R. Civ. P. 26(a)(1). These disclosures do not include information that may be used solely for impeachment purposes. In addition, these disclosures do not include witnesses, information, or documents which maybe revealed through discovery.

Applicant's disclosures are made without waiving, in any way: (1) any claim of privilege or work product; (2) the right to object on the grounds of competency, relevancy and materiality, hearsay, or any other proper ground, to the use of any such information, for any purpose, in whole or in part, in any subsequent proceeding in this action or any other action; and (3) the right

to object on any and all grounds, at any time, to any other discovery request or proceeding involving or relating to the subject matter of these disclosures.

Accordingly, pursuant to Fed. R. Civ. P. 26(a), and with the exception of publicly available documents, Applicant will produce all relevant, non-privileged documents referenced below to Opposer at a mutually agreeable time and place. Applicant expressly reserves the right to produce documents in redacted form, and will produce confidential documents in accordance with the standard form of protective order issued by the U.S. Trademark Office, Trademark Trial and Appeal Board.

Finally, these disclosures do not identify or otherwise include information concerning experts, as this subject is not covered by Fed. R. Civ. P. 26(a)(1). While Applicant presently does not contemplate utilizing an expert in these proceedings, it will advise Opposer, and provide its expert disclosures pursuant to the deadlines set forth in the Board's scheduling order.

DISCLOSURES

A. The name and, if known, address and telephone number of each individual likely to have discoverable information that the disclosing party may use to support its claims or defenses, unless solely for impeachment, identifying the subjects of the information:

1. Michael Pels
   Managing Director
   Real Foods Pty Ltd.

   Mr. Pels may be contacted through undersigned counsel.

   Information relating to Applicant's use, sales, marketing and promotion of CORN THINS and RICE THINS products, and information relating to Applicant's enforcement of its rights in the CORN THINS and RICE THINS marks, in the United States.

2. Other individuals and entities that may be identified throughout discovery.

B. A copy of, or a description by category and location of, all documents, data compilations, and tangible things that are in the possession, custody, or control of the party and that the disclosing party may use to support its claims or defenses, unless solely for impeachment:

1. Applicant's U.S. trademark applications for CORN THINS and RICE THINS (publicly available on the U.S. Trademark Office website).

2. Documents reflecting Applicant's adoption and use of CORN THINS and RICE THINS in the United States.

3. Documents reflecting Applicant's manufacturing, distributing, advertising, marketing, selling or offering for sale of products in the U.S. bearing the Applicant's trademarks, CORN THINS and RICE THINS.

4. Documents related to enforcement of the CORN THINS and RICE THINS marks in the United States.

5. Documents on the lack of use and lack of identity of "THINS" as either a product category or product descriptor in the relevant market.

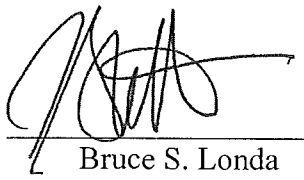
6. Documents related to the use of the CORN THINS and RICE THINS marks on packaging of the goods in the United States.

C. A compilation of any category of damages claimed by the disclosing party, making available for inspection and copying as under Rule 34 the documents or other evidentiary material, not privileged or protected from disclosure, on which such computation is based, including materials bearing on the nature and extent of injuries suffered: Not applicable

D. For inspection and copying as under Rule 34, any insurance agreement under which any person carrying on an insurance business may be liable to satisfy part or all of a judgment which may be entered in the action or to indemnify or reimburse for payments made to satisfy the judgment: Not applicable.

NORRIS, MCLAUGHLIN & MARCUS, P.A.

Dated: March 31, 2014

By: 

Bruce S. Londa
Jeanne Hamburg
Ami Bhatt
875 Third Avenue, 8th floor
New York, NY 10022
Phone: 212-808-0700
Fax: 212-808-0844
Attorneys for Applicant,
Real Foods Pty Ltd.

EXHIBIT 2

To the Declaration of Paul Madrid

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

FRITO-LAY NORTH AMERICA, INC.,	§	
	§	
Opposer,	§	
	§	
v.	§	Opposition No. 91212680 (parent)
	§	Opposition No. 91213587
REAL FOODS PTY LTD,	§	
	§	
Applicant.	§	

OPPOSER'S FIRST SET OF INTERROGATORIES TO APPLICANT

Pursuant to Trademark Rule 2.120 and Rule 33 of the Federal Rules of Civil Procedure, Opposer Frito-Lay North America, Inc. requests that Applicant Real Foods Pty Ltd ("Applicant") answer the following interrogatories separately and fully in writing under oath.

DEFINITIONS

The following Interrogatories are subject to the definitions set forth here:

a. "You," "your," and "Applicant" refer to Real Foods Pty Ltd, and include all licensees, predecessors in interest, directors, officers, agents, employees, subsidiaries, affiliates, and related companies thereof.

b. "Opposer" refers to Frito-Lay North America, Inc.

c. "Document" shall be construed in its broadest sense permitted under the Federal Rules of Civil Procedure and the Trademark Rules of Practice, and includes any and all means of conveying, storing or memorializing information in the possession, custody, or control of Applicant. A draft or a non-identical copy is a separate document within the meaning of this term.

INTERROGATORY NO. 9

For each mark that is the subject of this consolidated proceeding, describe in reasonable detail your efforts to police the mark, including but not limited to all cease-and-desist letters, oppositions, cancellations, lawsuits or other actions involving in any way your rights in that alleged mark.

INTERROGATORY NO. 10

For each mark that is the subject of this consolidated proceeding, describe in reasonable detail your efforts, if any, to prevent generic and/or descriptive use of the mark by third parties.

INTERROGATORY NO. 11

Describe in reasonable detail your efforts, if any, to prevent generic and/or descriptive use of the term "thins" by third parties.

INTERROGATORY NO. 12

For each mark that is the subject of this consolidated proceeding, describe any oral or written permission of any kind that you gave to a third party pertaining to the use of the mark.

INTERROGATORY NO. 13

Explain your understanding of the use and significance of the term "thins" in the snack food industry.

INTERROGATORY NO. 14

Identify all instances in which Applicant has used the term "thins" in a generic or descriptive manner.

INTERROGATORY NO. 15

State all facts supporting your position that each mark that is the subject of this consolidated proceeding has acquired distinctiveness and secondary meaning.

INTERROGATORY NO. 16

Identify all third parties of whom you are aware that use or have used in connection with any snack food products any mark or name that includes the term THINS.

INTERROGATORY NO. 17

Describe the basis for your assertion in paragraph 26 of the Answer to Amended Notice of Opposition and Affirmative Defenses in Opposition No. 91213587.

INTERROGATORY NO. 18

Describe the basis for your assertion in paragraph 27 of the Answer to Amended Notice of Opposition and Affirmative Defenses in Opposition No. 91213587.

INTERROGATORY NO. 19

Describe the basis for your assertion in paragraph 28 of the Answer to Amended Notice of Opposition and Affirmative Defenses in Opposition No. 91213587.

INTERROGATORY NO. 20

Describe the basis for your assertion in paragraph 26 of the Answer to Amended Notice of Opposition and Affirmative Defenses in Opposition No. 91212680.

INTERROGATORY NO. 21

Describe the basis for your assertion in paragraph 27 of the Answer to Amended Notice of Opposition and Affirmative Defenses in Opposition No. 91212680.

INTERROGATORY NO. 22

Describe the basis for your assertion in paragraph 28 of the Answer to Amended Notice of Opposition and Affirmative Defenses in Opposition No. 91212680.

EXHIBIT 3

To the Declaration of Paul Madrid

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

FRITO-LAY NORTH AMERICA, INC., Opposer, v. REAL FOODS PTY LTD, Applicant.	Opposition No. 91212680 (parent) Opposition No. 91213587

APPLICANT'S SECOND SUPPLEMENTAL RESPONSES AND OBJECTIONS TO OPPOSER'S FIRST SET OF INTERROGATORIES TO APPLICANT

Pursuant to TBMP Rule 2.120 and Rule 33 of the Federal Rules of Civil Procedure, Applicant, Real Foods Pty Ltd. ("Applicant"), responds and objects to Opposer Frito-Lay's First Set of Interrogatories as follows:

GENERAL OBJECTIONS

Applicant's responses are provided subject to the following General Objections, which are hereby expressly incorporated by reference into each and every one of the specific responses below.

A. The inclusion of any specific objection to an Interrogatory in the responses below is neither intended as, nor shall in any way be deemed, a waiver of any General Objection or of any other specific objection made herein or that may be asserted at another date. In addition, the failure to include at this time any general or specific objection to a request is neither intended as, nor shall in any way be deemed, a waiver of Applicant's right to assert that or any other objection at a later date.

RESPONSE:

Applicant states that it offered products for sale under the CORN THINS mark by at least as early as May 22, 2000. Applicant further states that it offered products for sale under the RICE THINS mark by at least as early as February 28, 2007.

INTERROGATORY NO. 9

For each mark that is the subject of this consolidated proceeding, describe in reasonable detail your efforts to police the mark, including but not limited to all cease-and-desist letters, oppositions, cancellations, lawsuits or other actions involving in any way your rights in that alleged mark.

RESPONSE:

Applicant objects to this interrogatory as it is not reasonably calculated to lead to the discovery of admissible evidence. Subject to the foregoing objection and General Objections, Applicant states that it enforced its rights in its CORN THINS and RICE THINS marks against SunFoods LLC.

Unbeknownst to Applicant, and without Applicant's permission, SunFoods LLC filed applications to register marks identical to those of Applicant, for identical goods, namely the mark CORN THINS, for corn cakes, and RICE THINS, for rice cakes, on July 8, 2008. Such applications matured to registration on March 15, 2011, with Registration No. 39318277 for CORN THINS and Registration No. 3931828 for RICE THINS. In or around June 2011, Applicant became aware of SunFoods' registrations. Applicant's Australian counsel attempted to resolve the dispute with SunFoods' related entity in Australia, Ricegrowers, Ltd.

When such negotiations were unsuccessful, Applicant retained Norris, McLaughlin & Marcus P.A. to enforce Applicant's rights in its marks for CORN THINS and RICE THINS. Applicant's U.S. counsel sent counsel for SunFoods a cease and desist letter on November 29, 2011 and demanded that SunFoods surrender its U.S. trademark registrations for cancellation, cease using the marks at issue, and destroy all infringing products and materials. U.S. counsel engaged in discussions with SunFoods' counsel to resolve the dispute over the subsequent months. As a result of Real Foods' enforcement of its trademark rights, SunFoods stopped using the CORN THINS and RICE THINS marks on its products. Real Foods also filed a cancellation proceeding, No. 92056603, before the Trademark Trial and Appeal Board, seeking cancellation of SunFoods' registrations in December 2012. SunFoods failed to file an answer in such proceedings, and default judgment was obtained against SunFoods for both the CORN THINS and RICE THINS marks on April 12, 2013. Accordingly, the registrations were cancelled.

INTERROGATORY NO. 10

For each mark that is the subject of this consolidated proceeding, describe in reasonable detail your efforts, if any, to prevent generic and/or descriptive use of the mark by third parties.

RESPONSE:

Applicant objects to this interrogatory as it is not reasonably calculated to lead to the discovery of admissible evidence. Applicant further objects to this interrogatory on the grounds that it is vague, ambiguous, and unduly burdensome. Subject to the foregoing objection and General Objections, Applicant states that it is not aware of any generic and/or descriptive use of the marks CORN THINS and RICE THINS, for relevant goods, by third parties against which there was any need to take action. As set forth in detail in Applicant's Response to Interrogatory No. 9, Applicant successfully took action to enforce its rights in its CORN THINS and RICE THINS marks against SunFoods, LLC.

INTERROGATORY NO. 11

Describe in reasonable detail your efforts, if any, to prevent generic and/or descriptive use of the term "thins" by third parties.

RESPONSE:

Applicant objects to this interrogatory as it is not reasonably calculated to lead to the discovery of admissible evidence. Applicant further objects to this interrogatory on the grounds that it is vague, ambiguous, and unduly burdensome. In addition, Applicant objects to this interrogatory on the grounds of overbreadth, to the extent it seeks a response setting forth Applicant's efforts against third parties who do not produce rice cakes and/or popped corn cakes under the RICE THINS or CORN THINS brands. Subject to the foregoing objection and General Objections, Applicant states that it is not aware of any generic and/or descriptive use of the term "thins," for relevant goods, by third parties. As Applicant is unaware of any such use, it has taken no efforts to prevent the generic or descriptive use of the terms "thins" for relevant goods by third parties. As set forth in detail in Applicant's Response to Interrogatory No. 9, Applicant successfully took action to enforce its rights in its CORN THINS and RICE THINS marks against SunFoods, LLC.

INTERROGATORY NO. 12

For each mark that is the subject of this consolidated proceeding, describe any oral or written permission of any kind that you gave to a third party pertaining to the use of the mark.

RESPONSE:

Applicant objects to this interrogatory as it is not reasonably calculated to lead to the discovery of admissible evidence. Applicant further objects to this interrogatory on the grounds that it is

vague, ambiguous, and unduly burdensome. Subject to the foregoing objection and General Objections, Applicant states that it has not provided any oral or written permission to any third party to use the marks at issue.

INTERROGATORY NO. 13

Explain your understanding of the use and significance of the term "thins" in the snack food industry.

RESPONSE:

Applicant objects to this interrogatory as it is not reasonably calculated to lead to the discovery of admissible evidence. Subject to the foregoing objection and General Objections, Applicant states that the term "thins," as used in the snack food industry, is an invented term that is suggestive of a product's appearance, to wit, its thickness. Applicant further states that the term "thins" does not have an English language definition and does not refer to a category of goods in the snack food industry.

INTERROGATORY NO. 14

Identify all instances in which Applicant has used the term "thins" in a generic or descriptive manner.

RESPONSE:

Applicant states that there are no instances in which it has used the term "thins" in a generic or descriptive manner.

INTERROGATORY NO. 15

State all facts supporting your position that each mark that is the subject of this consolidated proceeding has acquired distinctiveness and secondary meaning.

RESPONSE:

Applicant objects to this interrogatory as being unduly burdensome, to the extent it seeks all facts supporting Applicant's position. Applicant further objects to this interrogatory as it is premature, as Applicant is still learning the facts and circumstances from ongoing discovery. Any response it provides at this time would be incomplete and therefore inaccurate.

Subject to these objections and the General Objections, Applicant states that the CORN THINS mark has acquired distinctiveness and secondary meaning based on Applicant's substantial and exclusive use, sales, and marketing, for over fourteen years, of its CORN THINS mark in

- Sandwich Thins, Reg. No. 3637950
- Stoned Wheat Thins, Reg. No. 1718484
- Sweet Thins, Reg. No. 1926608
- Thinny Thin Thins, Reg. No. 3729315
- Vegetable Thins, Reg. No. 1244724
- Waterthins, Reg. No. 3212339
- Wheat Thins, Reg. No. 1022799

INTERROGATORY NO. 17

Describe the basis for your assertion in paragraph 26 of the Answer to Amended [sic] Notice of Opposition and Affirmative Defenses in Opposition No. 91213587.

RESPONSE:

Applicant objects to this interrogatory as it is premature, as Applicant is still learning the facts and circumstances from ongoing discovery. Any response it provides at this time would be incomplete and therefore inaccurate. Subject to these objections and the General Objections, Applicant states that Opposer has failed to establish its standing, that is, that Opposer has a real interest in this proceeding, such that Opposer is able to maintain its opposition to Applicant's application to register the mark CORN THINS. Applicant continues to rely on its asserted defenses as stated in its Answer to Notice of Opposition and Affirmative Defenses and reserves the right to amend this answer as discovery continues.

INTERROGATORY NO. 18

Describe the basis for your assertion in paragraph 27 of the Answer to Amended [sic] Notice of Opposition and Affirmative Defenses in Opposition No. 91213587.

RESPONSE:

Applicant objects to this interrogatory as it is premature, as Applicant is still learning the facts and circumstances from ongoing discovery. Any response it provides at this time would be incomplete and therefore inaccurate. Subject to these objections and the General Objections, Applicant states that Opposer is barred from maintaining this proceeding by the doctrine of laches in light of Applicant's long standing use of the mark CORN THINS in the United States without any action by Opposer, in light of Opposer's failure to take action against SunFoods, LLC's application for CORN THINS for goods identical to those identified in Applicant's application for CORN THINS that is the subject of this proceeding, or against SunFoods' resulting registration for CORN THINS, and in light of Opposer's own use, applications for, and registrations of the marks CRISP'N THIN, Reg. No. 1488000, and GOLDEN THINS, Reg No. 1444349, neither of which registration contained a disclaimer of the term "THIN" or "THINS". Applicant continues to rely on its asserted defenses as stated in its Answer to Notice of

Opposition and Affirmative Defenses and reserves the right to amend this answer as discovery continues.

INTERROGATORY NO. 19

Describe the basis for your assertion in paragraph 28 of the Answer to Amended [sic] Notice of Opposition and Affirmative Defenses in Opposition No. 91213587.

RESPONSE:

Applicant objects to this interrogatory as it is premature, as Applicant is still learning the facts and circumstances from ongoing discovery. Any response it provides at this time would be incomplete and therefore inaccurate. Subject to these objections and the General Objections, Applicant states that Opposer is barred from maintaining this proceeding by the doctrines of waiver, acquiescence and estoppel in light of Applicant's long standing use of the mark CORN THINS in the United States without any action by Opposer, in light of Opposer's failure to take action against SunFoods, LLC's application for CORN THINS for goods identical to those identified in Applicant's application for CORN THINS that is the subject of this proceeding, or against SunFoods' resulting registration for CORN THINS, and in light of Opposer's own use, applications for, and registrations of the marks CRISP'N THIN, Reg. No. 1488000, and GOLDEN THINS, Reg No. 1444349, neither of which registration contained a disclaimer of the term "THIN" or "THINS". Applicant continues to rely on its asserted defenses as stated in its Answer to Notice of Opposition and Affirmative Defenses and reserves the right to amend this answer as discovery continues.

INTERROGATORY NO. 20

Describe the basis for your assertion in paragraph 26 of the Answer to Amended Notice of Opposition and Affirmative Defenses in Opposition No. 91212680.

RESPONSE:

Applicant objects to this interrogatory as it is premature, as Applicant is still learning the facts and circumstances from ongoing discovery. Any response it provides at this time would be incomplete and therefore inaccurate. Subject to these objections and the General Objections, Applicant states that Opposer has failed to establish its standing, that is, that Opposer has a real interest in this proceeding, such that Opposer is able to maintain its opposition to Applicant's application to register the mark RICE THINS. Applicant continues to rely on its asserted defenses as stated in its Answer to Amended Notice of Opposition and Affirmative Defenses and reserves the right to amend this answer as discovery continues.

INTERROGATORY NO. 21

Describe the basis for your assertion in paragraph 27 of the Answer to Amended Notice of Opposition and Affirmative Defenses in Opposition No. 91212680.

RESPONSE:

Applicant objects to this interrogatory as it is premature, as Applicant is still learning the facts and circumstances from ongoing discovery. Any response it provides at this time would be incomplete and therefore inaccurate. Subject to these objections and the General Objections, Applicant states that Opposer is barred from maintaining this proceeding by the doctrine of laches in light of Applicant's long standing use of the mark RICE THINS in the United States without any action by Opposer, in light of Opposer's failure to take action against SunFoods, LLC's application for RICE THINS for goods identical to those identified in Applicant's application for RICE THINS that is the subject of this proceeding, or against SunFoods' resulting registration for RICE THINS, and in light of Opposer's own use, applications for, and registrations of the marks CRISP'N THIN, Reg. No. 1488000, and GOLDEN THINS, Reg No. 1444349, neither of which registration contained a disclaimer of the term "THIN" or "THINS". Applicant continues to rely on its asserted defenses as stated in its Answer to Amended Notice of Opposition and Affirmative Defenses and reserves the right to amend this answer as discovery continues.

INTERROGATORY NO. 22

Describe the basis for your assertion in paragraph 28 of the Answer to Amended Notice of Opposition and Affirmative Defenses in Opposition No. 91212680.

RESPONSE:

Applicant objects to this interrogatory as it is premature, as Applicant is still learning the facts and circumstances from ongoing discovery. Any response it provides at this time would be incomplete and therefore inaccurate. Subject to these objections and the General Objections, Applicant states that Opposer is barred from maintaining this proceeding by the doctrines of waiver, acquiescence and estoppel in light of Applicant's long standing use of the mark RICE THINS in the United States without any action by Opposer, in light of Opposer's failure to take action against SunFoods, LLC's application for RICE THINS for goods identical to those identified in Applicant's application for RICE THINS that is the subject of this proceeding, or against SunFoods' resulting registration for RICE THINS, and in light of Opposer's own use, applications for, and registrations of the marks CRISP'N THIN, Reg. No. 1488000, and GOLDEN THINS, Reg No. 1444349, neither of which registration contained a disclaimer of the term "THIN" or "THINS". Applicant continues to rely on its asserted defenses as stated in its Answer to Amended Notice of Opposition and Affirmative Defenses and reserves the right to amend this answer as discovery continues.

INTERROGATORY NO. 23

Identify the persons who participated in any way in the preparation of the answers or responses to these interrogatories.

RESPONSE:

Applicant responds that Michael Pels, Managing Director for Applicant, participated in the preparation of these answers and responses to these interrogatories.

Dated: New York, New York
December 11, 2014

As to objections:

By: _____

Jeanne M. Hamburg
Ami Bhatt
Norris McLaughlin & Marcus, P.A.
875 Third Avenue, 8th Floor
New York, New York 10022
Tele: (212) 808-0700
Fax: (212) 808-0844
Attorneys for Applicant, Real Foods, Pty Ltd.

VERIFICATION

I, Michael Pels, under penalty of perjury under the law of the United States, declare that I am an agent of Real Foods Pty Ltd., Applicant in this proceeding, duly authorized to sign this verification on its behalf. I have read the foregoing Applicant's Second Supplemental Responses And Objections To Opposer's First Set Of Interrogatories and declare that the responses thereto are true to the best of my knowledge, information and belief.

I declare under penalty of perjury that the foregoing is true and correct.

Dated: 11-12-14

REAL FOODS PTY LTD.

Name: Michael Pels
Title: Managing Director

EXHIBIT 4

To the Declaration of Paul Madrid

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

FRITO-LAY NORTH AMERICA, INC.,	§	
	§	
Opposer,	§	
	§	
v.	§	Opposition No. 91212680 (parent)
	§	Opposition No. 91213587
REAL FOODS PTY LTD,	§	
	§	
Applicant.	§	

OPPOSER'S FIRST SET OF REQUESTS FOR PRODUCTION OF DOCUMENTS AND THINGS TO APPLICANT

Pursuant to Trademark Rule 2.120 and Rule 34 of the Federal Rules of Civil Procedure, Opposer Frito-Lay North America, Inc. ("Opposer") requests that Applicant Real Foods Pty Ltd ("Applicant") produce for inspection and copying the following documents and other tangible things within the possession, custody, or control of Applicant.

DEFINITIONS AND INSTRUCTIONS

The definitions and instructions forming part of Opposer's First Set of Interrogatories to Applicant, served concurrently, are hereby incorporated by reference.

Opposer requests that Applicant produce copies of the requested documents and things to Opposer's counsel, Pirkey Barber PLLC, 600 Congress Avenue, Suite 2120, Austin, Texas 78701, on or before September 8, 2014.

Opposer requests that Applicant produce electronically stored information to Opposer's counsel in any of the following formats: (1) printouts; (2) TIFF files with optical character recognition; (3) PDF files with optical character recognition; or (4) the form in which the data is normally maintained provided that the data is stored in an open, non-proprietary file format.

REQUEST NO. 13

Produce a sample of each product sold on which Applicant uses the mark RICE THINS.

REQUEST NO. 14

Produce a sample of each product sold on which Applicant uses the mark CORN THINS.

REQUEST NO. 15

Produce representative samples of Applicant's actual or intended use of the mark RICE THINS Mark, including each different product, package, advertisement, photograph, video, website, social media site, brochure, and the like.

REQUEST NO. 16

Produce representative samples of Applicant's actual or intended use of the mark CORN THINS Mark, including each different product, package, advertisement, photograph, video, website, social media site, brochure, and the like.

REQUEST NO. 17

Produce a representative sample of each advertisement for the product recited in Application Serial No. 85/820,051 that has used the words "rice," "thins," or both apart from the mark RICE THINS.

REQUEST NO. 18

Produce a representative sample of each advertisement for the product recited in Application Serial No. 79/111,074 that has used the word "corn," "thins," or both apart from the mark CORN THINS.

REQUEST NO. 19

Produce every letter, agreement, assignment, consent, contract, covenant, or license between you and any other entity relating to the use of the term "THINS", including draft

documents and documents relating to agreements, assignments, consents, contracts, covenants, and licenses that you have negotiated but not entered.

REQUEST NO. 20

Produce all unique media mentions of the mark RICE THINS or goods or services provided under that mark.

REQUEST NO. 21

Produce all unique media mentions the mark CORN THINS or goods or services provided under that mark.

REQUEST NO. 22

Produce all documents that contain or refer to communications or comments from consumers regarding the mark RICE THINS or the products or services that Applicant has offered or planned to be offered under that mark.

REQUEST NO. 23

Produce all documents that contain or refer to communications or comments from consumers regarding the mark CORN THINS or the products or services that Applicant has offered or planned to be offered under that mark.

REQUEST NO. 24

Produce all documents that contain or refer to communications or comments from retailers regarding the mark RICE THINS or the products or services that Applicant has offered or planned to be offered under that mark.

REQUEST NO. 31

Produce the documents and things supporting or refuting your assertion that the mark RICE THINS "has acquired distinctiveness and secondary meaning among the consuming public so that it designates Applicant as the exclusive source of the goods set forth in 85/820051."

REQUEST NO. 32

Produce the documents and things supporting or refuting your assertion that the mark CORN THINS "has acquired distinctiveness and secondary meaning among the consuming public so that it designates Applicant as the exclusive source of the goods set forth in Application No. 79/111074."

REQUEST NO. 33

Produce the documents and things supporting or refuting your assertion that the Notices of Opposition in this consolidated proceeding fail to state a claim upon which relief can be granted.

REQUEST NO. 34

Produce the documents and things supporting or refuting your assertion that the claims set forth in the Notices of Opposition in this consolidated proceeding are "barred in whole or in party by the doctrine of laches."

REQUEST NO. 35

Produce the documents and things supporting or refuting your assertion that the claims set forth in the Notices of Opposition in this consolidated proceeding are "barred in whole or in party by the doctrines of waiver, acquiescence, and estoppel."

EXHIBIT 5

To the Declaration of Paul Madrid

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

FRITO-LAY NORTH AMERICA, INC., Opposer, v. REAL FOODS PTY LTD, Applicant.	Opposition No. 91212680 (parent) Opposition No. 91213587

APPLICANT'S SUPPLEMENTAL RESPONSES AND OBJECTIONS TO OPPOSER'S FIRST SET OF REQUESTS FOR PRODUCTION OF DOCUMENTS AND THINGS TO APPLICANT

Pursuant to TBMP Rule 2.120 and Rule 34 of the Federal Rules of Civil Procedure, Applicant, Real Foods Pty Ltd. ("Applicant"), responds and objects to Opposer Frito-Lay's First Set of Requests for Production of Documents and Things as follows:

GENERAL OBJECTIONS

In addition to the objections separately set forth in response to certain of the document requests, Applicant's supplemental responses are provided subject to the following General Objections, which are hereby expressly incorporated by reference into each and every specific response herein.

A. The inclusion of any specific objection to a request herein is neither intended as, nor shall in any way be deemed, a waiver of any General Objection or of any other specific objection made herein or that may be asserted at another date. In addition, the failure to include at this time any general or specific objections to a request is neither intended as, nor shall in any way be deemed, a waiver of Applicant's right to assert that or any other objections at a later date.

duplicative of Request No. 15. Subject to the foregoing and General Objections, Applicant will produce documents responsive to this request.

REQUEST NO. 18

Produce a representative sample of each advertisement for the product recited in Application Serial No. 79/111,074 that has used the word "corn," "thins," or both apart from the mark CORN THINS.

RESPONSE:

Applicant objects to this demand on the grounds that it is ambiguous, as it is unclear whether the demand seeks advertisements for the product that do not contain the mark CORN THINS, and is unduly burdensome and overbroad. Applicant further objects to this demand as being duplicative of Request No. 16. Subject to the foregoing and General Objections, Applicant will produce documents responsive to this request.

REQUEST NO. 19

Produce every letter, agreement, assignment, consent, contract, covenant, or license between you and any other entity relating to the use of the term "THINS", including draft documents and documents relating to agreements, assignments, consents, contracts, covenants, and licenses that you have negotiated but not entered.

RESPONSE:

Applicant objects to this demand on the grounds that it seeks documents and materials protected from discovery under attorney-client and/or work product privilege. Applicant further objects to this demand to the extent it seeks production of every such document. Subject to the foregoing and General Objections, Applicant has no documents responsive to this request in its custody, control or possession.

REQUEST NO. 20

Produce all unique media mentions of the mark RICE THINS or goods or services provided under that mark.

REQUEST NO. 31

Produce the documents and things supporting or refuting your assertion that the mark RICE THINS "has acquired distinctiveness and secondary meaning among the consuming public so that it designates Applicant as the exclusive source of the goods set forth in 85/820051."

RESPONSE:

Applicant objects to this Request on the grounds that it is vague, overbroad and/or unduly burdensome. Applicant further objects to this request as being premature. Subject to the foregoing and General Objections, Applicant will produce relevant, non-privileged documents responsive to this request.

REQUEST NO. 32

Produce the documents and things supporting or refuting your assertion that the mark CORN THINS "has acquired distinctiveness and secondary meaning among the consuming public so that it designates Applicant as the exclusive source of the goods set forth in Application No. 79/111074."

RESPONSE:

Applicant objects to this Request on the grounds that it is vague, overbroad and/or unduly burdensome. Applicant further objects to this request as being premature. Subject to the foregoing and General Objections, Applicant will produce relevant, non-privileged documents responsive to this request.

REQUEST NO. 33

Produce the documents and things supporting or refuting your assertion that the Notices of Opposition in this consolidated proceeding fail to state a claim upon which relief can be granted.

RESPONSE:

Applicant objects to this demand on the grounds to the extent it seeks documents protected from discovery under attorney-client and/or work-product privilege. Subject to the foregoing and General Objections, Applicant states that it has no documents responsive to this request in its custody, control or possession.

REQUEST NO. 34

Produce the documents and things supporting or refuting your assertion that the claims set forth in the Notices of Opposition in this consolidated proceeding are "barred in whole or in party by the doctrine of laches."

RESPONSE:

Applicant objects to this demand on the grounds to the extent it seeks documents protected from discovery under attorney-client and/or work-product privilege. Subject to the foregoing and General Objections, Applicant states that it has no documents responsive to this request in its custody, control or possession.

REQUEST NO. 35

Produce the documents and things supporting or refuting your assertion that the claims set forth in the Notices of Opposition in this consolidated proceeding are "barred in whole or in party by the doctrines of waiver, acquiescence, and estoppel."

RESPONSE:

Applicant objects to this demand on the grounds to the extent it seeks documents protected from discovery under attorney-client and/or work-product privilege. Subject to the foregoing and General Objections, Applicant states that it has no documents responsive to this request in its custody, control or possession.

REQUEST NO. 36

Produce all documents created, reviewed, or relied on for the purposes of this consolidated proceeding by any person Applicant intends to call as an expert witness during this proceeding.

RESPONSE:

Applicant objects to this demand on the grounds to the extent it seeks documents protected from discovery under attorney-client and/or work product privilege. Applicant further objects to this request as being premature. Subject to the foregoing and General Objections, Applicant will produce relevant, non-privileged documents responsive to this request pursuant to the Board's Scheduling Order in this proceeding and Rule 26 of the Federal Rules of Civil Procedure and 37 C.F.R. 2.120.

protected from discovery under attorney-client and/or work-product privilege. Subject to the foregoing and General Objections, Applicant will produce relevant, non-privileged documents responsive to this request.

REQUEST NO. 41

To the extent not produced pursuant to the foregoing requests, produce the documents and things listed in your initial disclosures.

RESPONSE:

To the extent not already produced, Applicant will produce relevant, non-privileged documents responsive to this request.

Dated: New York, New York
October 20, 2014

Respectfully submitted,

By: _____

Jeanne M. Hamburg
Ami Bhatt
Norris McLaughlin & Marcus, P.A.
875 Third Avenue, 8th Floor
New York, New York 10022
Tele: (212) 808-0700
Fax: (212) 808-0844
Attorneys for Applicant, Real Foods, Pty Ltd.

EXHIBIT 6

To the Declaration of Paul Madrid

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

In the Matter of Trademark Application
Serial No. 79111074 for CORN THINS and
Serial No. 85820051 for RICE THINS

FRITO-LAY NORTH AMERICA, INC.,	§	
	§	
Opposer,	§	
	§	
v.	§	Opposition No. 91212680 (Parent)
	§	Opposition No. 91213587
REAL FOODS PTY LTD.,	§	
	§	
Applicant.	§	

OPPOSER'S FIRST SET OF REQUESTS FOR ADMISSION TO APPLICANT

Pursuant to 37 C.F.R. § 2.120 and Rule 36 of the Federal Rules of Civil Procedure, Opposer Frito-Lay North America, Inc. requests that Applicant Real Foods Pty Ltd ("Applicant") respond to these requests by admitting the truth of each of the following numbered statements.

DEFINITIONS

The definitions and instructions forming part of Opposer's First Set of Interrogatories to Applicant are hereby incorporated by reference.

STATEMENTS

STATEMENT NO. 1

The following documents identified by production numbers assigned by Applicant are authentic under Federal Rule of Evidence 901:

1) RF000005

2) RF000016-000017

3) RF000018-000020

4) RF000044

5) RF000082-000083

6) RF000228

7) RF000243

8) RF000265

9) RF000282-000360

10) RF000641

11) RF000657

12) RF000668-000671

13) RF000675-000676

14) RF000679-000680

15) RF000683

16) RF000684-000685

17) RF000723-000724

18) RF000727-000732

19) RF000733-000735

20) RF000830-000832

21) RF000867-000868

22) RF000898-000901

23) RF000906-000907

24) RF000915-000916

25) RF000924-000930

26) RF000931-000934

27) RF000935-000937

28) RF000939-000989

29) RF000990-000997

30) RF001022-001025

31) RF001051-001053

32) RF001199

33) RF001203-001204

34) RF001208-001209

35) RF001217-001221

36) RF001240-001241

37) RF001250-001251

38) RF001255-001256

39) RF001284-001285

40) RF001294-001295

41) RF001315-001316

42) RF001337-001338

43) RF001349-001351

44) RF001353

45) RF001370-001371

46) RF001424-001426

47) RF001454-001455

48) RF001577-001578

49) RF001662

50) RF001686-001688

51) RF001862

52) RF001878-001879

53) RF001934

54) RF001935-001936

55) RF001944-001949

56) RF001955-001961

57) RF001975-001981

58) RF001990-001991

59) RF001995-001996

60) RF001999-002000

61) RF002002-002003

62) RF002004-002005

63) RF002010-002011

64) RF002013-002014

65) RF002019-002020

66) RF002022-002023

67) RF002028-002029

68) RF002040-002041

69) RF002043-002044

70) RF002046-002047

71) RF002048-002049

72) RF002068-002069

73) RF002074-002075

74) RF002095-002096

75) RF002111-002112

76) RF002114-002115

77) RF002117-002118

78) RF002133-002134

79) RF002145-002146

80) RF002153-002154

81) RF002158-002159

82) RF002161-002162

83) RF002166-002167

84) RF002168-002169

85) RF002172-002175

86) RF002187-002188

87) RF002190-002191

88) RF002198-002199

89) RF002206-002207

90) RF002209-002210

91) RF002220-002221

92) RF002223-002224

93) RF002229-002231

94) RF002236-002237

95) RF002259-002260

119) RF002391-002392

120) RF002395-002396

121) RF002404-002405

122) RF002417-002418

123) RF002419-002422

124) RF002443-002444

125) RF002446-002447

126) RF002453-002454

127) RF002475-002476

128) RF002480-002481

129) RF002483-002484

130) RF002486-002487

131) RF002490-002491

132) RF002501-002502

133) RF002504-002505

134) RF002507-002508

135) RF002510-002512

136) RF002514-002515

137) RF002517-002518

138) RF002520-002521

139) RF002523-002524

140) RF002536-002537

141) RF002539-002540

142) RF002542-002543

143) RF002545-002546

144) RF002548-002549

145) RF002557-002559

146) RF002561-002562

147) RF002570-002571

148) RF002573-002574

149) RF002578-002580

150) RF002582-002584

151) RF002586-002587

152) RF002589-002591

153) RF002597-002598

154) RF002600-002602

155) RF002604-002605

156) RF002606-002608

157) RF002610-002612

158) RF002613-002615

159) RF002618-002619

160) RF002622-002623

161) RF002625-002627

162) RF002629-002630

163) RF002632-002633

164) RF002636-002637

165) RF002644-002645

166) RF002647-002649

167) RF002651-002652

168) RF002654-002656

169) RF002658-002660

170) RF002663-002665

171) RF002668-002670

172) RF002673-002675

173) RF002678-002680

174) RF002683-002685

175) RF002688-002690

176) RF002702-002703

177) RF002704-002709

178) RF002711-002713

179) RF002716-002717

180) RF002719-002720

181) RF002722

182) RF002723-002724

183) RF002726-002727

184) RF002729-002730

185) RF002732-002734

186) RF002739-002740

187) RF002747-002749

188) RF002760-002761

189) RF002763-002764

190) RF002766-002767

191) RF002780-002781

192) RF002819-002824

193) RF002840-002841

194) RF002884-002890

195) RF002915-002916

196) RF002921-002923

197) RF003000-003001

198) RF003003-003005

199) RF003110-003111

200) RF003113-003114

201) RF003133-003134

202) RF003152-003153

203) RF003155-003156

204) RF003158-003159

205) RF003171-003172

206) RF003174-003175

207) RF003177-003178

208) RF003180-003181

209) RF003185-003186

210) RF003190-003191

211) RF003193-003195

212) RF003199-003201

213) RF003202-003204

214) RF003207-003208

215) RF003210-003211

216) RF003219-003220

217) RF003222-003223

218) RF003225-003227

219) RF003229-003231

220) RF003234-003236

221) RF003239-003241

222) RF003244-003246

223) RF003249-003251

224) RF003254-003256

225) RF003259-003261

226) RF003275-003280

227) RF003282-003284

228) RF003287-003288

229) RF003290-003291

230) RF003294-003295

231) RF003297-003298

232) RF003304-003305

233) RF003312-003314

234) RF003318-003319

235) RF003342

236) RF003343-003344

237) RF003346-003347

238) RF003356-003357

239) RF003370-003375

240) RF003436-003437

241) RF003500-003501

242) RF003503-003505

STATEMENT NO. 2

The documents attached as Exhibit A are duplicates, within the meaning of Federal Rule of Evidence 1001(c), of the documents identified in Statement No. 1.

STATEMENT NO. 3

The copies of documents you produced in response to Opposer's Second Set of Requests for Production to Applicant are duplicates within the meaning of Federal Rule of Evidence 1001(c).

STATEMENT NO. 4

The originals of the copies you produced in response to Opposer's Second Set of Requests for Production to Applicant are authentic under Federal Rule of Evidence 901.

STATEMENT NO. 5

The following documents identified by production numbers assigned by Applicant are records of Applicant's regularly conducted activity under Federal Rule of Evidence 803(6).

1) RF000005

2) RF000016-000017

3) RF000018-000020

4) RF000044

5) RF000082-000083

6) RF000228

7) RF000243

8) RF000265

9) RF000282-000360

10) RF000641

11) RF000657

12) RF000668-000671

13) RF000675-000676

14) RF000679-000680

15) RF000683

16) RF000684-000685

17) RF000723-000724

18) RF000727-000732

19) RF000733-000735

20) RF000830-000832

21) RF000867-000868

22) RF001199

23) RF001203-001204

24) RF001208-001209

25) RF001217-001221

26) RF001240-001241

27) RF001250-001251

28) RF001255-001256

29) RF001284-001285

30) RF001294-001295

31) RF001315-001316

32) RF001337-001338

33) RF001349-001351

34) RF001353

35) RF001370-001371

36) RF001424-001426

37) RF001454-001455

38) RF001577-001578

39) RF001662

40) RF001686-001688

41) RF001862

42) RF001878-001879

43) RF001934

44) RF001935-001936

45) RF001944-001949

46) RF001955-001961

47) RF001975-001981

48) RF001990-001991

49) RF001995-001996

50) RF001999-002000

51) RF002002-002003

52) RF002004-002005

53) RF002010-002011

54) RF002013-002014

55) RF002019-002020

56) RF002022-002023

57) RF002028-002029

58) RF002040-002041

59) RF002043-002044

60) RF002046-002047

61) RF002048-002049

62) RF002068-002069

63) RF002074-002075

64) RF002095-002096

65) RF002111-002112

66) RF002114-002115

67) RF002117-002118

68) RF002133-002134

69) RF002145-002146

70) RF002153-002154

71) RF002158-002159

72) RF002161-002162

73) RF002166-002167

74) RF002168-002169

75) RF002172-002175

76) RF002187-002188

77) RF002190-002191

78) RF002198-002199

79) RF002206-002207

80) RF002209-002210

81) RF002220-002221

82) RF002223-002224

83) RF002229-002231

84) RF002236-002237

85) RF002259-002260

86) RF002262-002263

87) RF002265-002266

88) RF002268-002269

89) RF002271-002272

90) RF002274-002275

91) RF002280-002281

92) RF002283-002284

93) RF002286-002287

94) RF002289-002291

95) RF002293-002294

96) RF002296-002297

97) RF002299-002300

98) RF002302-002304

99) RF002316-002318

100) RF002328-002329

101) RF002335-002336

102) RF002353-002355

103) RF002357-002358

104) RF002364-002365

105) RF002373-002374

106) RF002376-002377

107) RF002381-002382

108) RF002387-002388

109) RF002391-002392

110) RF002395-002396

111) RF002404-002405

112) RF002417-002418

113) RF002419-002422

114) RF002443-002444

115) RF002446-002447

116) RF002453-002454

117) RF002475-002476

118) RF002480-002481

119) RF002483-002484

120) RF002486-002487

121) RF002490-002491

122) RF002501-002502

123) RF002504-002505

124) RF002507-002508

125) RF002510-002512

126) RF002514-002515

127) RF002517-002518

128) RF002520-002521

129) RF002523-002524

130) RF002536-002537

131) RF002539-002540

132) RF002542-002543

133) RF002545-002546

134) RF002548-002549

135) RF002557-002559

136) RF002561-002562

137) RF002570-002571

138) RF002573-002574

139) RF002578-002580

140) RF002582-002584

141) RF002586-002587

142) RF002589-002591

143) RF002597-002598

144) RF002600-002602

145) RF002604-002605

146) RF002606-002608

147) RF002610-002612

148) RF002613-002615

149) RF002618-002619

150) RF002622-002623

151) RF002625-002627

152) RF002629-002630

153) RF002632-002633

154) RF002636-002637

155) RF002644-002645

156) RF002647-002649

157) RF002651-002652

158) RF002654-002656

159) RF002658-002660

160) RF002663-002665

161) RF002668-002670

162) RF002673-002675

163) RF002678-002680

164) RF002683-002685

165) RF002688-002690

166) RF002702-002703

167) RF002704-002709

168) RF002711-002713

169) RF002716-002717

170) RF002719-002720

171) RF002722

172) RF002723-002724

173) RF002726-002727

174) RF002729-002730

175) RF002732-002734

176) RF002739-002740

177) RF002747-002749

178) RF002760-002761

179) RF002763-002764

180) RF002766-002767

181) RF002780-002781

182) RF002819-002824

183) RF002840-002841

184) RF002884-002890

185) RF002915-002916

186) RF002921-002923

187) RF003000-003001

188) RF003003-003005

189) RF003110-003111

190) RF003113-003114

191) RF003133-003134

192) RF003152-003153

193) RF003155-003156

194) RF003158-003159

195) RF003171-003172

196) RF003174-003175

197) RF003177-003178

198) RF003180-003181

199) RF003185-003186

200) RF003190-003191

201) RF003193-003195

202) RF003199-003201

203) RF003202-003204

204) RF003207-003208

205) RF003210-003211

206) RF003219-003220

207) RF003222-003223

208) RF003225-003227

209) RF003229-003231

210) RF003234-003236

211) RF003239-003241

212) RF003244-003246

213) RF003249-003251

214) RF003254-003256

215) RF003259-003261

216) RF003275-003280

217) RF003282-003284

218) RF003287-003288

219) RF003290-003291

220) RF003294-003295

221) RF003297-003298

222) RF003304-003305

223) RF003312-003314

224) RF003318-003319

225) RF003342

226) RF003343-003344

227) RF003346-003347

228) RF003356-003357

229) RF003370-003375

230) RF003436-003437

231) RF003500-003501

232) RF003503-003505

STATEMENT NO. 6

The emails of Charlotte Marbus contained in the following documents were made within the scope of her employment with Applicant:

1) RF001203-001204

2) RF001208-001209

3) RF001240-001241

4) RF001250-001251

5) RF001255-001256

6) RF001935-001936

7) RF001944-001949

8) RF001955-001961

9) RF001975-001981

10) RF002002-002003

11) RF002004-002005

12) RF002010-002011

13) RF002019-002020

14) RF002040-002041

15) RF002046-002047

16) RF002048-002049

17) RF002068-002069

18) RF002095-002096

19) RF002111-002112

20) RF002114-002115

21) RF002117-002118

22) RF002133-002134

23) RF002145-002146

24) RF002153-002154

25) RF002158-002159

26) RF002161-002162

27) RF002168-002169

28) RF002172-002175

29) RF002187-002188

30) RF002190-002191

31) RF002198-002199

32) RF002280-002281

33) RF002293-002294

34) RF002480-002481

35) RF002483-002484

36) RF002610-002612

37) RF002625-002627

38) RF002629-002630

39) RF002632-002633

40) RF002636-002637

41) RF002644-002645

42) RF002647-002649

STATEMENT NO. 7

The emails of Madeleine Anderson contained in the following documents were made within the scope of her employment with Applicant:

1) RF000005

2) RF000016-000017

3) RF000018-000020

4) RF000641

5) RF001284-001285

6) RF001315-001316

7) RF001337-001338

8) RF001349-001351

9) RF001424-001426

10) RF001454-001455

11) RF001577-001578

12) RF001686-001688

13) RF002074-002075

14) RF002166-002167

15) RF002364-002365

16) RF002387-002388

17) RF002395-002396

18) RF002417-002418

19) RF002702-002703

20) RF002722

21) RF002780-002781

22) RF002819-002824

23) RF002840-002841

24) RF002884-002890

25) RF002915-002916

26) RF002921-002923

27) RF003000-003001

28) RF003003-003005

29) RF003110-003111

30) RF003133-003134

31) RF003342

32) RF003343-003344

33) RF003356-003357

34) RF003370-003375

35) RF003436-003437

36) RF003500-003501

37) RF003503-003505

STATEMENT NO. 8

The emails of Anita Velkur contained in the following documents were made within the scope of her employment with Applicant:

1) RF001294-001295

2) RF001370-001371

3) RF002206-002207

27) RF002376-002377

28) RF002381-002382

29) RF002391-002392

30) RF002443-002444

31) RF002446-002447

32) RF002453-002454

33) RF002475-002476

34) RF002486-002487

35) RF002490-002491

36) RF002501-002502

37) RF002504-002505

38) RF002507-002508

39) RF002510-002512

40) RF002514-002515

41) RF002517-002518

42) RF002520-002521

43) RF002523-002524

44) RF002536-002537

45) RF002539-002540

46) RF002542-002543

47) RF002545-002546

48) RF002548-002549

49) RF002557-002559

50) RF002561-002562

51) RF002570-002571

52) RF002573-002574

53) RF002578-002580

54) RF002582-002584

55) RF002586-002587

56) RF002589-002591

57) RF002597-002598

58) RF002600-002602

59) RF002604-002605

60) RF002606-002608

61) RF002613-002615

62) RF002618-002619

63) RF002622-002623

64) RF002704-002709

65) RF002711-002713

66) RF002716-002717

67) RF002719-002720

68) RF002723-002724

69) RF002726-002727

70) RF002729-002730

71) RF002732-002734

72) RF002739-002740

73) RF002747-002749

74) RF002760-002761

75) RF002763-002764

76) RF002766-002767

77) RF003152-003153

78) RF003155-003156

79) RF003158-003159

80) RF003171-003172

81) RF003174-003175

82) RF003177-003178

83) RF003180-003181

84) RF003185-003186

85) RF003190-003191

86) RF003193-003195

87) RF003202-003204

88) RF003207-003208

89) RF003275-003280

90) RF003282-003284

91) RF003287-003288

92) RF003290-003291

93) RF003294-003295

94) RF003297-003298

95) RF003304-003305

96) RF003312-003314

97) RF003318-003319

STATEMENT NO. 9

The emails of Jahan Spatchurst contained in the following documents were made within the scope of her employment with Applicant:

1) RF002404-002405

2) RF002419-002422

STATEMENT NO. 10

Applicant hired The Leading Edge to create the document identified by production numbers RF000282 to RF000360.

STATEMENT NO. 11

The statements of The Leading Edge contained within the document identified in Statement No. 10 were made within the scope of its relationship with Applicant.

STATEMENT NO. 12

In the survey conducted by Sarah Butler that Applicant disclosed for this proceeding, 78 survey respondents identified CHEEZ DOODLES as a brand name and also identified GRAHAM CRACKERS as a brand name.

STATEMENT NO. 13

In the survey conducted by Sarah Butler that Applicant disclosed for this proceeding, 95 survey respondents identified CHEEZ DOODLES as a common name and also identified GRAHAM CRACKERS as a common name.

EXHIBIT 7

To the Declaration of Paul Madrid

From: Madeleine Anderson
Sent: Tuesday, February 02, 2010 9:58 PM CST
To: 'alisa@godairyfree.org'
CC: David Bradfield
Subject: RE: GoDairyFree.org

Dear Alisa,

Thank you for taking the time to contact Real Foods the dairy status of our products.

The information on our website is up to date.

None of our unflavoured Corn Thins (Original, Multigrain, Soy & Linseed, or Sesame) have any dairy components, but the flavouring component of Real Foods Flavoured Corn Thins (Sour Cream & Chives, Feta & Sundried Tomato, and Tasty Cheese Corn Thins) does contain some dairy (milk) products. Real Foods recognizes that 'milk' is an allergen, plus our unflavoured Corn Thins are Kosher certified, so we always ensure there is no cross contaimination between our flavoured & unflavoured Corn Thins. To ensure there is no cross contamination Real Foods have implemented a strict manufacturing and clean down regime, which is implemented each time the Flavoured Corn Thins are made. Production staff are not permitted to commence manufacturing new product until the clean down program has been completed, inspected and verified by the Quality Department.

If you have any concerns with this & need any further information concerning this feel free to contact our Technical Manager -David Bradfield (cc'ed on this e-mail).

Thank you for the media/advertising information.

If you have any other questions feel free to let me know.

kind regards,

Madeleine.

Madeleine Anderson
Marketing Manager
Real Foods Pty Ltd
47 Campbell Rd, St Peters, NSW 2044 Australia
Ph: +61 2 8595 6663, Fax: +61 2 8595 6601
www.cornthins.com
Uncompromised Natural Enjoyment

-----Original Message-----
From: alisa@godairyfree.org [mailto:alisa@godairyfree.org]
Sent: Tuesday, 2 February 2010 10:02 AM
To: REALFOODS
Subject: Contact Us Form

Title: Mrs

First Name Alisa
Last Name Fleming
Email Address: alisa@godairyfree.org
Telephone Number:
Street Address:
Suburb:
City:
State:
Country: US
PostCode:
Feedback: No
Product Name:
Store Location:
Store Name:
Best Before:
Comments: We are updating our non-dairy product lists for 2010 and your relevant products will be included, but I want to ensure that they are listed accurately. Is the product / ingredient information on your website up to date? Also, I noticed that you now have "cheesy" varieties. Are the dairy-free thins still made on dedicated dairy-free equipment?

I have a quick reminder too … you can submit your press releases, special news, events or special sales to us in a prewritten format. Approved content will be posted on GoDairyFree.org in our news (which is picked up by google news) as a complimentary (free) service to the industry. Also, please feel free to add my email to your media email list. Go Dairy Free receives over 75,000 visitors (300,000 hits) per month. For advertising rates, please inquire directly.

Thank you for your time and assistance!

I would like a reply: Yes

WNY Gluten Free Diet SUPPORT GROUP INC.

P.O. Box 1835
Williamsville, NY 14231-1835
www.buffaloglutenfree.org
716.636.6021
CSA/USA Chapter #33-1990

July 13, 2010

Ms. Madeleine Anderson
Real Foods Pantry Ltd.
The Belts Corporation
800 Gusryan Street
Baltimore, MD 21224

Dear Ms. Anderson:

On behalf of the WNY Gluten Free Diet Support Group and its members, thank you for your donation of *250 samples of corn thins* in support of our participation in the 9th Annual International Walk for Celiac Disease Awareness and Research. Funds raised through sponsorships, donations and contributions made for individual walkers add to the much needed resources for research and education about Celiac Disease. We are pleased to report that we were able to generate income of $21,000 at our walk this year.

Your contribution to the success of our efforts is much appreciated.

Yours very truly,

Georgette Romani

Georgette Romani
Co-Chair – 2010 Walk

No goods or services were provided to you in whole or in part in exchange or consideration for your contribution. This letter is official written acknowledgment of this gift. You should retain this letter for your tax records.

The Western New York Gluten Free Diet Support Group, Inc. is a 501 © 3 organization formed to give Celiacs the opportunity to share support and understanding that will help us manage our lives without gluten. Membership dues of $20.00 for new members or $15 for renewals can be remitted by check payable to WNYGF Diet Support Group, Inc.

REAL FOODS
SINCE 1980

Making healthy eating delicious & easy!

✓ All Natural ✓ Gluten Free ✓ No added MSG

✓ GMO Free ✓ Less than 10% Fat ✓ More than 7% Fiber

APPENDIX 2799

RF000082

BBQ Flavor

Maize (54%), Rice (35%), Seasoning [Sugar, Salt, Maltodextrin, Yeast Extract, Spices & Herbs, Tomato Powder, Flavor (Natural), Foods Acids (262, 330), Hydrolysed Vegetable Protein, Anti-caking Agent (551), Vegetable Oil], Sunflower Oil, Salt, Herb Extract.

Tasty Cheese Flavor

Maize (54%), Rice (35%), Seasoning [Milk Solids, Salt, Flavor (Natural, contains Soy flour), Cheese Powder (Milk), Sugar, Onion Powder, Yeast Extract, Food Acid (270, 330), Anti-caking agent (551)], Sunflower Oil, Salt, Herb Extract.

REAL FOODS SINCE 1980

CORN THINS

Real Foods is introducing 2 new delicious savory snacks that are 'All Natural' and Healthy.

Like our regular Corn Thins range, the new flavored Corn Thins varieties are made with delicious golden corn, while also flavored with 'real' tasty toppings.....nothing artificial.

Why You Should Range Flavored Corn Thins!!!

- ✓ They are a unique great tasting healthy savory snack.
- ✓ They are a delicious thin corn cake, with 'All Natural' flavoring.
- ✓ No Added MSG.
- ✓ Gluten Free.
- ✓ Less than 10% Fat.
- ✓ More than 7% Fiber.
- ✓ GMO Free.
- ✓ Being 'Thin' they are great value, with 25* slices per pack.
- ✓ Moms LOVE Corn Thins as they have good levels of fiber, not high in fat & are all natural! Kids LOVE Corn Thins because they taste great!

Sample to Drive Sales!!!!

- ✓ The key to achieving huge sales of Corn Thins is by having consumers sample Corn Thins. Real Foods have had much feedback from new consumers who say that once they had tried Corn Thins they were hooked.
- ✓ Please contact your Real Foods sales rep if you need Corn Thins samples for any sampling opportunities/events.

*Slices count can vary, as pack is sold by weight.

Product	Weight	Units	UPC number
NEW Real Foods Corn Thins **TASTY CHEESE**	5.8 oz	6	671959000078
NEW Real Foods Corn Thins **BBQ**	5.8 oz	6	671959000085
Real Foods Corn Thins **ORIGINAL ORGANIC**	5.3 oz	12	671959000016
Real Foods Corn Thins **SESAME ORGANIC**	5.3 oz	12	671959000047
Real Foods Corn Thins **FLAX & SOY ORGANIC**	5.3 oz	12	671959000023
Real Foods Corn Thins **MULTIGRAIN**	5.3 oz	12	671959000030
Real Foods Rice Thins **WHOLEGRAIN**	5.3 oz	12	671959000054

Maximize your sales today! For more information contact:

www.cornthins.com

APPENDIX 2800

RF000083

From: Gwen Lichtman
Sent: Monday, January 07, 2013 6:13 AM CST
To: Madeleine Anderson
Subject: Product Donation Request - Corn Thins
Attachments: purim solicit letter13.pdf

Hi, this is Gwen Lichtman from the Sisterhood of the South Huntington Jewish Center. I'm contacting you to ask for a product donation to our Purim Basket fund raiser. You have been extremely supportive of our cause for a few years, and I was hoping that we could count on your support again this year.

Purim is 'early' this year, so I would need a donation by the week of February 4. We plan on making 500 - 525 baskets again this year. To refresh your memory, in the past, you have donated 8 boxes of 72 sample-sized packages of your delicious corn thins.

I'm attaching a formal solicitation letter which contains our letterhead and the mailing address. Please let me know if you need any additional information from me. Since you have donated in the past, I have not included an explanation of the fund raiser and what we raise funds for. I could send that to you again if needed.

Hope you have had a good year. All of my best to you for the coming year.

Sincerely,
Gwen Lichtman
gwen.lichtman@gmail.com

From: Gwen Lichtman
Sent: Monday, March 04, 2013 3:06 PM CST
To: Madeleine Anderson
Subject: Fund Raiser Thank You
Attachments: purim thank you certificate2013.pdf

Dear Madeleine Anderson,

Thank you very much for your exceedingly generous contribution to the 2013 Purim Basket fund raiser run by the Sisterhood of the South Huntington Jewish Center. Once again, our baskets were, as one congregant described it, outrageous. It is solely due to the generosity of businesses such as yours that our baskets were so wonderful. The corn thins you donated was a highlight of the baskets. Your participation is so appreciated.

I have attached a certificate of appreciation in recognition of your charitable donation. We are very grateful for your constant support.

My best wishes for the coming year.

Sincerely,
Gwen Lichtman

From: Gwen Lichtman
Sent: Monday, January 06, 2014 6:24 AM CST
To: Madeleine Anderson
Subject: Product Donation Request - Real Foods Corn Thins
Attachments: purim solicit letter14.pdf

Hi, hope you have had a good year.

On behalf of the Sisterhood of the South Huntington Jewish Center, I am once again soliciting donations for our Purim basket fund raiser.

You have been supporting us with a donation for many years and we hope that you can donate again this year.

Again, we will be making 500 - 525 baskets. In the past you have donated 8 boxes of 72 pieces of your sample corn thins, and we'd really appreciate that again.

Attached is a formal solicitation letter containing the shipping address. We'd appreciate if any donation could arrive by February 24 to allow us time to prepare the baskets.

Thank you again for your consideration and hopeful continued support.

My best wishes for the new year.

Sincerely,
Gwen Lichtman
gwen.lichtman@gmail.com
631-491-3277

REDACTED

Pursuant to Protective Order

RF000282-00360

REAL FOODS
SINCE 1980

CORN THINS

Real Foods live by the values of '**Uncompromised Natural Enjoyment**', so have extended their Thins range to include **2 NEW delicious variants**: **Cracked Pepper & Lemon**, and **Wholegrain Rice.**

NEW

- ✓ **Fat Free**
- ✓ **GMO Free**
- ✓ **Gluten Free**
- ✓ **Low in Calories**
- ✓ **High in Fiber**
- ✓ **Kosher**

10% off

Real Foods Original Corn Thins USDA Organic	Real Foods Sesame Corn Thins USDA Organic	Real Foods Flax & Soy Corn Thins USDA Organic	Real Foods Multigrain Corn Thins	Real Foods Wholegrain Rice Thins	Real Foods Cracked Pepper & Lemon Corn Thins
UPC 671959000016	UPC 671959000047	UPC 671959000023	UPC 671959000030	UPC 671959000054	UPC 671959000061

www.cornthins.com

APPENDIX 2883

REAL FOODS
SINCE 1980

Making healthy eating *easy!*

✓UNIQUE as made from delicious CORN | ✓ALL NATURAL ingredients | ✓GLUTEN FREE | ✓GMO FREE | ✓UNIQUE as they are THIN slices not thick | ✓More than 10% FIBER | ✓80% LESS FAT than CORN CHIPS

For more information go to www.cornthins.com

REAL FOODS SINCE 1980

RICE THINS

REAL FOODS SINCE 1980

CORN THINS

15% off

NEW

NEW

- ✓ Fat Free
- ✓ GMO Free
- ✓ Gluten Free
- ✓ Low in Calories
- ✓ High in Fiber
- ✓ Kosher

Real Foods live by the values of '**Uncompromised Natural Enjoyment**', so have extended their Thins range to include **2 NEW delicious variants**: **Cracked Pepper & Lemon**, and **Wholegrain Rice.**

www.cornthins.com

APPENDIX 2885

The fantastic "popped corn" taste of Corn Thins makes them a real alternative to bread, crackers, rice cakes or crispbreads.

REAL FOODS

CORN THINS

- ✓ Fat Free
- ✓ GMO Free
- ✓ Gluten Free
- ✓ High in Fiber
- ✓ Low in Calories
- ✓ Kosher

12.5% Off

- **Original**
  - USDA Organic
  - UPC 671959000016
- **Sesame**
  - USDA Organic
  - UPC 671959000047
- **Flax & Soy**
  - 93% Organic
  - UPC 671959000023
- **Multigrain**
  - 77% Organic
  - UPC 671959000030

Real Foods Pty Ltd – www.cornthins.com

APPENDIX 2887

APPENDIX 2888

Real Foods Corn Thins are the **best tasting** wholegrain crispbread your customers can buy.

The fantastic **"popped corn" taste** of Corn Thins makes them a real alternative to bread, crackers, rice cakes or crispbreads.

REAL FOODS

CORN THINS

Varieties available in 150g Pack:

Original
- certified organic
- UPC 671959001013

Organic *with Sesame*
- certified organic
- UPC 671959001044

Multigrain
- UPC 671959001037

Flax & Soy
- UPC 671959001020

Corn Thins are:

- ✓ Low Fat
- ✓ Gluten Free
- ✓ GMO Free
- ✓ Kosher
- ✓ 10% Fibre

www.cornthins.com

APPENDIX 2889

RF000683

APPENDIX 2890

RF000684