

PURSUANT TO 37 C.F.R. §1.8

I, Lloyd A. Prins, hereby certify that foregoing REGISTRANT'S MEMORANDUM IN RESPONSE TO PETITIONER'S MEMORANDUM IN SUPPORT OF CANCELLATION OF REGISTRANT'S MARK, pursuant to 37 C.F.R. §1.8, is being deposited with sufficient postage in Express Overnight mail in an envelope addressed to: Trademark Trial and Appeal Board, U.S. Patent and Trademark Office, P.O. Box 1451, Alexandria, VA 22313-1451, on:

Date: Nov. 27, 2006

By: 

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

In the Matter of
Trademark Registration No. 2,772,766
For the Mark SAN DIMAS GUITARS THE
CALIFORNIA GUITAR COMPANY
Registration Date: October 7, 2003

JACKSON/CHARVEL MANUFACTURING,
INC.,
Petitioner,

Cancellation No. 92042614

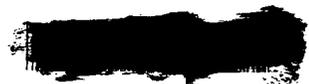
v.

PRINS, LLOYD A.,
Registrant

To: Trademark Trial and Appeal Board
U.S. Patent and Trademark Office
P.O. Box 1451
Alexandria, VA 22313-1451

**REGISTRANT'S MEMORANDUM
IN RESPONSE TO PETITIONER'S TRIAL BRIEF**

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12-04-2006

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**REGISTRANT'S MEMORANDUM
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I. INTRODUCTION

This memorandum responds to the legal memorandum ("Petitioner's Brief") filed to the Board on October 27, 2006. That legal issue concerns my use of the San Dimas trademark.

I am a small sole proprietor business and I am responding to this action pro se. Consequently, I am unable to hire an army of lawyers to assist me and I therefore plead for the Board's indulgence in me not following the traditional legal form which the Board is accustomed. I have confidence that the Board will fairly decide this matter, which is critically important to me and my business and will not put form over substance. The truth is, in my industry, the Petitioner, through its parent company Fender Musical Instrument Corporation is a huge Goliath and I am a small business owner, hand-crafting one guitar at a time and with one employee. I feel like David having been attacked by Goliath.

In this memorandum I intend to show why I have a superior right in the San Dimas trademark based on two theories; Abandonment and Trade Dress. Regarding abandonment, I will illustrate that Fender has no rights in the San Dimas mark because Fender's predecessor "IMC" (later to become AMIC) abandoned the mark years earlier. I will also demonstrate to the Board that Fender is wrong in its analysis of abandonment.

II. STATEMENT OF FACTS

A. Registrant's Use of Mark

In October 2002, Registrant built, sold, packaged and shipped his first San Dimas guitar. The guitar was easily identified as a San Dimas guitar as the name "San Dimas" was clearly inscribed across the face of the guitar. Additional identification was made in the packaging as the shipping box had the words "San Dimas Guitars The California Guitar Company" printed across two panels. *Affidavit of Lloyd Prins – July 11, 2006*. On December 3, 2002 Registrant applied for federal registration to the USPTO and on June 19, 2003 Registrant was awarded registration. Since October 2002 the name San Dimas continues to grow as the source identifier for fine handcrafted guitars built and sold by Registrant Lloyd A. Prins.

B. Petitioner's Alleged Prior Use

1. Petitioner's claim to 1993 Date of First Use

Petitioner alleges to have a senior right to the San Dimas mark, a claim based entirely on the testimony of Mr. Donald Wade, a former vice president during the predecessor IMC and later AMIC eras. Mr. Wade offered two testimonies in this proceeding; May 5, 2006 when called by Petitioner ("Wade Depo I") and August 4, 2006 when called by Registrant ("Wade Depo II"). Mr. Wade testified to not only having knowledge of brands used by Jackson/Charvel 1985 through mid-2003 (Wade Depo I 11:19-

23), but having nearly expert knowledge of Jackson/Charvel trademarks for the period 1985 through mid-2003 (Wade Depo II 6:6-8; Wade Depo II 7:6-13). Wade further testified that there was nobody more knowledgeable of Jackson/Charvel trademarks used 1985 through mid-2003. Wade Depo II 7:14-21.

Wade testified on May 5, 2006 that Jackson/Charvel's first use of the San Dimas trademark occurred in 1993 (Wade Depo I 12:18-20) and that the San Dimas product role-out was one of the biggest ever done (Wade Depo I 15:5-6). This testimony is completely unreliable for when Wade was deposed again on August 4, 2006, Wade testifies that not only could he not recall when the role-out occurred but also could not recall when Jackson/Charvel first used the San Dimas mark. Wade Depo II 66:5-6. Wade offered additional testimony that the role-out included such things as catalogs, advertising, and co-branded point of purchase displays. Wade Depo I 13:24-14:3. Again, this testimony is unreliable as the evidentiary record is absent any such exhibits dating from 1993. In fact, Petitioner's own exhibits P3, P4, P5, P6 and P7 demonstrate that no Charvels of any type, San Dimas marked or otherwise, were available from October 1984 through October 1994. Jackson/Charvel clearly states in their ad content "Now, for the first time in 10 years, American made Charvel guitars are once again available". As these advertisements span the period October 1994 through February 1995 (Wade Depo I 16:3 – 20:9) Wade's testimony of a 1993 Jackson/Charvel San Dimas Guitar is totally unreliable.

As the record is devoid of any evidence or reliable testimony supporting Petitioner's use of a San Dimas trademark in 1993, Petitioner simply cannot substantiate the claim of a 1993 date of first use.

2. Petitioner claim's use in 1994-1996

By the early 1990's, the Charvel product line had come to represent Jackson/Charvel's entry level electrics and acoustic guitars. *Blue Book of Electric Guitars* With the Charvel line all but dead, predecessor IMC attempted in 1995 to breathe new life into this line by launching for the first time in 10 years, an American made Charvel guitar. Petitioner's exhibits P3, P4, P5, P6 and P7. However, before the end of 1996, production output of this new San Dimas series Charvel was cut by 87% while the cost of advertising and promotion exceeded 300% of standard. These facts are described in the detail to follow.

In advance and in preparation for the January 1995 Winter NAMM Show Jackson/Charvel began manufacturing a new line of USA made Charvel guitars in late 1994. *"Electric Guitars – The Illustrated Encyclopedia" pg.39* Attempting to associate this new Charvel with the town of San Dimas, California, a town promoted in Charvel product literature as the location of the original Charvel factory (Petitioner's exhibits P8 Bates no. JC 00029 and P9 Bates no. JC 00038), IMC began production of a new San Dimas Series Charvel in December 1994.¹ Registrant Exhibit R1 Bates nos. JC 0619-JC 0621. Production of the new Charvels was strong through 1995, having built 1,452 guitars in the first year. Registrant Exhibit R1 Bates nos. JC 0558-JC 0619. However, the following year production dropped by 87% and 1996 ended with only 186 guitars produced. Registrant Exhibit R1 Bates nos. JC 0549-JC 0558. (*See Summary of Registrant's Exhibit R1 attached*)

Although Mr. Wade could not recall what year Jackson/Charvel launched its San Dimas Series guitars (Wade Depo II 66:5-6), he did recall that it was at a winter trade-show. Wade Depo II 66:5-6. Mr. Wade testified that the launch of the new San Dimas Series Charvel was one of the biggest ever (Wade Depo I 15:5-6) and included such things as

¹ Charvel San Dimas series guitar catalogs 1995 and 1996 attest to San Dimas, California as having been the location of the original Charvel factory (exhibits P8 and P9). Mr. Wade later testified that there was never a San Dimas factory (Wade Depo II 20:9-12).

catalogs, advertising, trade-show, product samples, and point of purchase materials that were co-branded with trade magazines. Wade Depo I 13:24-14:3. Entered as evidence of the San Dimas mark being used in 1995 includes Petitioner's Exhibits P9, identified by Mr. Wade as a 1995 San Dimas guitars catalog (Wade Depo I 23:23-25); exhibits P3, P4, P5, P6 and P7, identified by Mr. Wade as advertisements placed in trade magazines October 1994 through February 1995 (Wade Depo I 16:13-20:7); and exhibit P11 identified by Mr. Wade as a Guitar World Magazine advertisement cut-sheet that was somehow transformed into a laminated pop-up display (Wade Depo I 28:14-29:22). Although Mr. Wade did not tie exhibit P11 to 1995, it is clear that this advertisement's date-sensitive ad content is identical to the content found in P3, P4, P5, P6 and P7 and states "Now for the first time in 10 years, American made Charvel guitars are once again available". It is therefore unlikely that P11 was used in any year after 1995.

Jackson/Charvel continued the production and promotion of its Charvel San Dimas Series guitars into 1996 as evidenced by a 1996 product catalog, Petitioner's exhibit P8 (Wade Depo I 22:17-18) and Petitioner's exhibit P10 identified by Mr. Wade as a cut-sheet promoting the San Dimas TL1 (Wade Depo I 25:8). Exhibit P10 however is nothing more than mere advertising and simply cannot pass the test as an appropriate trademark specimen. Appropriate specimens must include, among other things, the information necessary to order the goods. Exhibit P10 is clearly without any such information.

Although the record is completely devoid of any advertising budget for 1993 and 1994, Mr. Wade testified that "Thereafter", indicating after 1993 and 1994, (Wade Depo I 14:7) Jackson/Charvel spent \$40,000 - \$50,000 over a two year period in advertising and promoting the new San Dimas series guitars (Wade Depo I 88:18-21; Wade Depo I 14:16-17), and that \$20,000 to \$25,000 was spent in 1996 (Wade Depo I 89:1-6). As Mr. Wade

further testified that he could not specify how much money was spend on advertising in 1997 (Wade Depo I 90:4-7), the two year period must be 1995 and 1996.

Mr. Wade testified that "Thereafter" indicating after 1993 and 1994, (Wade Depo I 14:7), other ways that Jackson/Charvel advertised the San Dimas guitars include banners and neon signs. Wade Depo I 21:11. Later Mr. Wade testified that the neon signs did not include the term "San Dimas" (Wade Depo II 67:10-17 and that "We did not make any banners" (Wade Depo II 67:18-20)

As a vice president responsible for advertising duties (Wade Depo I 9:8-11), Mr. Wade testified that advertising expenditures should at a maximum be 1.7% of total sales. Wade Depo I 89:15-17. Accordingly, IMC, Jackson/Charvel's parent company, rightfully expected as a minimum, \$2.4 million in sales for the 1995-1996 \$40,000 budget.² Although completely undocumented and without supporting evidence, Mr. Wade testified that during the entire 1990's, Jackson/Charvel sold approximately \$750,000 worth of San Dimas guitars. Wade I 30:4-14. If such a claim is true, Mr. Wade and his management team over-spent the acceptable standard by over 300% (see footnote 3).

Although Registrant propounded Petitioner to disclose their San Dimas sales numbers, Petitioner refused to make such information available objecting *inter alia* that such a request was irrelevant and confidential. (Registrant's Exhibit R5 page 12). Even after the execution of a confidentiality agreement and an Order by the Board (Board action 6/14/2005), Petitioner showed complete contempt for the Boards instructions and refused to disclose sales numbers (Registrant's Exhibit R6). Accordingly, Petitioner's claim of \$750,000 in sales should be barred as no such documents were ever made available for Registrant's inspection and the Board should therefore assign no weight to this testimony.

Should Mr. Wade's claim of \$750,000 be allowed to stand, this number is completely unreliable for with 1,452 San Dimas series guitars build in 1995, and at a price of \$1,200 (Wade Depo I 123:15-20) revenue for one year alone would have topped \$1.7 million.

Mr. Wade's frequent contradictions and lapses in memory severely put in question the accuracy of his testimony. Simply put, Mr. Wade's testimony is not credible. What is clear from the evidence is that the advertising and promotion appetite required to feed the new USA Charvel San Dimas series guitars could not be satisfied by dwindling demand and an un-accepting market. The company quickly recognized this fact and drastically cut back production after only two years. The third year would prove fatal.

3. New Owner "AMIC" drops Charvel and the San Dimas Mark

In 1997, predecessor IMC was purchased by AMIC (Wade Depo I 9:18-22) which marked the end of nearly all production Charvel electric guitars. Registrant's exhibit R19 page 4. By contrast, the 1995 Jackson/Charvel Retail Price List & Specifications (Registrant's exhibit R16 Bates no. JC 00004) and the 1996 Jackson/Charvel Price List & Specifications (Registrant's exhibit R17 Bates no. JC 00015) both list a variety of Charvel models including domestic, imports, and the Charvel San Dimas series guitars. However, effective January 1, 1997, the only Charvel electric guitars that remained were two entry-level Charvel imports. Registrant's exhibit R19 page 4. Gone were all USA Charvels including the short-lived Charvel San Dimas series. By 1998, all Charvel electric guitars were gone. *"Electric Guitars – The Illustrated Encyclopedia"* pg.39; Registrant's exhibit R20

² \$40,000 divided by \$2,400,000 = 1.7% ~ \$40,000 divided by \$750,000 = 5.7% ~ 5.7% = 335% of 1.7%

From January through July 1997 twenty-six (26) already in process Charvel San Dimas series guitars were completed. Registrant's exhibit R1 Bates nos. JC 0548 – JC 0549. Beginning in September 1997 with serial number 960225 and concluding in September 2002 with serial number 960265, the remaining Jackson/Charvel bolt-on neck guitar were custom shop, non-production guitars carrying names like "Strat", "Tele" (or "Telly"), and "Explorer". Registrant's exhibit R1 Bates nos. JC 0546, JC 0547 and JC 0548. Even though Mr. Wade testified that all the guitars listed on the serial number log (Registrant's exhibit R1) are San Dimas production series guitars (Wade Depo II 50:12-23) these competitor knockoffs were built and sold using competitors' registered trademark names including "Strat", "Tele (or "Telly") and "Explorer". Wade Depo II 34:22 – 35:23; Wade Depo II 34:7-16. In fact, Petitioner's Exhibit P21 bates no. JC 0392 is a bill to customer Los Music for a "Strat" guitar. Wade Depo I 121:22-122:2. "Strat" is a trademark owned by Fender. Wade Depo I 121:10-12.

Mr. Wade testified that from 1997 through 2003 there were no Charvel guitar catalogs published (Wade Depo I 114:11-18) and that the Charvel San Dimas series catalogs with photos ended in 1996. Wade Depo I 115:1-5. Mr. Wade testified that from the late 1990's through 2002 Jackson/Charvel San Dimas guitars and guitar parts were offered for sale through the custom shop order form that was included in applicable years' the price list. Wade Depo I 32:23-24. This testimony is unreliable as Mr. Wade later testified that he had no knowledge of custom shop order forms being available in any price sheets from 1995 through 1999. Wade Depo II 60:4-9. It is obvious from Mr. Wade's testimony that Jackson/Charvel did not promote the sale of San Dimas guitars from 1997 through 1999 in catalogs, price sheets or custom order forms.

Petitioner relies on exhibits P19 to demonstrate the sale of San Dimas model guitars in 1998 and 1999. Wade Depo I 55:17-19. The guitars identified in these documents are recognized by their serial numbers 951448, 960024, 960228, 960232 and 960233. Mr. Wade testified that Jackson/Charvel rarely built product ahead, instead, "It was all basically made to order" Wade Depo I 39:17-18. An examination of the product invoices presented in Petitioner's exhibit P19 clearly shows then that these five guitars were not sold in the normal course of business, but instead were blow-outs of discontinued guitars that had languished in the a warehouse for over a year and a half.³ As each of these guitars were sold to the same individual, each selling for around \$400 (a 66% discount from Mr. Wade's testified to price of \$1,200.00 (Wade I 12:15-20), these guitars clearly were not sold in the normal course of business.

Petitioner has argued that Jackson/Charvel promoted its San Dimas guitars and guitar parts through its 2000 to 2002 Price List and Custom Shop Order Forms (Petitioner's Brief page 10 ¶ 2) and that as a retailer, Registrant had access to price lists Wade Depo I 46:18-23⁴. An examination of these documents (Petitioner's exhibits P12, P13, and P14) shows that the custom shop order forms exclude any reference to the term "San Dimas". (P12 Bates no. JC 0049; P13 Bates nos. JC 00060-JC 00061; and P14 Bates no. JC 00069), that the only San Dimas reference exists in the price sheet sections, and that none of these documents include an image, picture, or portrayal of a San Dimas product. Petitioner's exhibits P12, P13, and P14; Wade Depo I 119:16-25.

³ A review of exhibit P19 invoices show the following: SN# 951448 build in 12/95 sold in 6/98; SN# 960024 built in 2/96 sold in 5/98; SN# 960228 built in 4/98 sold in 1/99; SN# 960232 build in 5/98 sold in 1/99 (a "Strat" guitar); SN#960233 built in 5/98 sold in 6/99 (a "Strat" guitar) "Strat" was a competitors trademark.

⁴ Petitioner attempts to draw a parallel between the Jackson/Charvel price sheets and Lloyd Prins as a retailer. Petitioner goes even further to imply bad faith on the part of Registrant as he sold San Dimas products while a retailer. The record is completely devoid of any evidence showing Registrant ever purchased or sold a Jackson/Charvel San Dimas product. The fact is, Registrant became a Jackson/Charvel dealer in late 1999, years after Jackson/Charvel had abandoned its San Dimas trademark.

The Board has consistently held that in order for a catalog specimen to be an appropriate trademark specimen, the specimen must 1) include a picture of the relevant goods; 2) show the mark sufficiently close to the goods so that the consumer will associate the mark with the goods; and 3) include the information necessary to order the goods. In the case of Petitioners 2000, 2001 and 2002 Price Lists, the documents neither includes pictures of San Dimas goods nor is the term San Dimas used in proximity to any goods so that the consumer will associate the mark with the good. Additionally, the TMEP @ 904.05 ¶ 2 clearly calls out price lists as a form of advertising that is not appropriate as specimens of trademarks. As Mr. Wade identified Petitioner exhibits P12, P13, and P14 as Price Lists (Wade Depo I 117:7-10; Wade Depo I 118:21-25; Wade Depo I 119:12-15) Petitioner's argument that the 2000-2002 price sheets constitute trademark use can not be correct.

Mr. Wade testified that there was website activity used in connection with San Dimas guitars and that this activity included putting picture of recently completed guitars and historic guitars on the web. Wade Depo I 33:20-34:10. The Board has held that a web site page which 1) displays a product, and 2) provides a means of ordering the product can constitute a display associated with the goods, as long as 3) the mark appears on the web page in a manner in which the mark is associated with the goods. *In Re Dell, Inc.*, 71 U.S.P.Q.2d 1725 (TTAB 2004) Mr. Wade's mere testimony of the uploading of photos of guitars to web pages falls fatally short of the high standard established by the Board. As such, Petitioner has no basis to claim trademark use on such an empty allegation.

Although Mr. Wade identified an advertising budge for the Jackson/Charvel San Dimas series guitar for 1995 and 1996, a change in marketing strategy (Wade Depo I 90:17-18) caused advertising budgets to be all grouped together. Wade Depo I 90:6-8. As there were no Charvel guitar catalogs published from 1997-2002 (Wade Depo I 114:11-18) and

that Charvel San Dimas series catalogs with photos ended in 1996 (Wade Depo I 115:1-5), and that the 1997 Jackson/Charvel Price List dropped the Charvel San Dimas series guitars (Registrant's exhibit R19), and that there were no Charvel San Dimas series guitars listed in Jackson/Charvel Price Lists 1997, 1998, 1999, 2000, 2001, and 2002,⁵ it is obvious that Jackson/Charvel discontinued all of its advertising and promotion of the San Dimas series guitars and guitar parts. With no sales support literature like catalogs and price sheets, the existence of trade magazine ads, pop-up displays, banners, neon signs, and product hang tags all created to promote the sale of a non-existing San Dimas series guitar and guitar parts is highly unlikely. Mr. Wade's testimony that the sales of San Dimas series guitars and guitar parts continued from 1993 through 2003 is simply unreliable and not credible.

Clearly Registrant has shown that in 1997, Jackson/Charvel ceased all advertising and promotion of its Charvel San Dimas series guitars and guitar parts. The evidentiary record is completely devoid of any advertisements, promotional materials, catalogs, packaging, point-of-purchase displays, hang-tags, or web site that constitute trademark use from 1997 through 2003. Absent this critical evidence, Petitioner cannot show trademark usage beyond 1996.

4. Petitioner Fender Re-Launches San Dimas Series

After Registrant had begun using the San Dimas trademark, Petitioner attempts to re-introduce the San Dimas mark. At the July 2003 summer NAMM show in Nashville, TN, Jackson/Charvel displays a 25th Anniversary Charvel San Dimas guitar. John Walker, Marketing Manger for Jackson/Charvel (Walker Depo 5:16). Walker testified that in the first 18 months "we sold over \$250,000 worth of San Dimas instrument. Walker Depo 8:14-15. However, upon cross-examination, Mr. Walker testified that "Being that we don't have

⁵ Jackson/Charvel Price Lists are entered into the record as follow exhibits: 1995 (R16); 1996 (R17); 1997 (R19); 1998 (R20); 1999 (R21); 2000 (P12); 2001 (P13) and 2002 (P14).

sales figures for individual units of San Dimas guitars”. Walker 14:23-24. Further, Mr. Walker testified that Petitioner has done no type of quantitative analysis to determine if and what type of risk Registrant’s San Dimas guitars pose to Petitioner’s San Dimas guitars. 15:13-18.

III. TRADE DRESS

Petitioner asserts that it has no burden to prove their San Dimas mark has secondary meaning for it to prevail in this proceeding. Even though Petitioner argues their mark is distinctive, the evidence on record clearly shows that in the absence of any type of appropriate trademark use 1997 to the summer of 2003, secondary meaning can not be established.

A. Petitioner’s Alleges Mark is in the Design

In 1995 and 1996, a period of trademark use, Jackson/Charvel limited it use of the San Dimas mark to literature, hang tags and point of purchase displays. The San Dimas mark was never used on packaging or on the products themselves. When Petitioner dropped the San Dimas mark in January of 1997, there were no other occurrences of the San Dimas mark until the summer of 2003. Mr. Wade testified that after 1996, the San Dimas mark was used only in the applicable years’ price lists and custom shop order forms Wade Depo I 32:23-24. Mr. Wade testified that also testified that with regards to the mark being used in packaging, “To the best of my knowledge, in regards to packaging, I don’t recall”. Wade Depo II 38:16-17. Additionally, when Mr. Wade was asked what it is that identifies the San Dimas guitar neck as a San Dimas guitar neck, he testified that it was in “the design and the way that it feels to the customer”. Wade Depo II 38:22.

B. Must Prove Secondary Meaning to Claim Trade Dress

In order for Petitioner to prove trademark rights under trade dress, Petitioner cannot stand only on the principle that their product is inherently distinctive. Petitioner must prove that a secondary meaning exists. In *Wal-Mart Stores, Inc., v. Samara Brother, Inc.*, 2000 U.S. Lexis 2197 (U.S. 2000) Supreme Court Justice Scalia stated that product design could not be inherently distinctive because it is “not reasonable to assume consumer predisposition to take an affixed word or packaging as indication of source.” Rather, the Court said, features such as design and color are used by consumers to “render the product itself more useful or more appealing” rather than to identify their source. Because product design serves purposes other than source identification, the Court believed that providing protection to product designs may be harmful to consumer interest: “Consumers should not be deprived of the benefits of competition with regard to the utilitarian and aesthetic purposes that product design ordinarily serves by a rule of law that facilitates plausible threats of suit against new entrants based upon alleged inherent distinctiveness. The Supreme Court therefore held that evidence of secondary meaning has to be shown for a design to be given protection as a trade dress under the Lanham Act.

Clearly, the evidence on record does not support Petitioner’s argument that it has established secondary meaning in a San Dimas mark. To the contrary. Jackson/Charvel’s full and complete abandonment of the San Dimas Mark commencing January 1, 1997 through the summer of 2003 proves without question that a secondary meaning is not possible.

IV. PETITIONER ABANDONED ITS MARK

Section 45 (15 U.S.C 1127) of the Trademark Act provides the statutory definitions of a trademark, use in commerce, and abandonment:

1. The term “trademark” includes any word, name, symbol, or device, or any combination thereof-used by a person ... to identify and distinguish his or her goods, including a unique product, from those manufactured or

sold by others and to indicate the source of the goods, even if the source is unknown.

2. The term “used in commerce” means the bona fide use of the mark in the ordinary course of trade, and not made merely to reserve a right in a mark. For purposes of this Act, a mark shall be deemed to be in use in commerce-on goods when it is placed in any manner on the goods or their containers or the displays associated therewith or on the tags or labels affixed thereto.

3. A mark shall be deemed “abandoned” when...its use has been discontinued with intent not to resume such use. Intent not to resume may be inferred from circumstances. Nonuse for three consecutive years shall be prima facie evidence of abandonment. “Use” of a mark means the bona fide use of that mark made in the ordinary course of trade, an not made merely to reserve a right in a mark.

Thus, a trademark, by statutory definition, must be used on the good and sold or transported in commerce. Absent such use in ordinary course of trade, the mark becomes abandoned.

Prima facie abandonment of a mark is established by proof that a mark has not been used in commerce for three consecutive years. [15 U.S.C. 1127] To overcome the prima facie case, Petitioner must come forth with evidence that during the relevant three-year term there was an intent to resume use and not merely an intent to reserve the mark for future use:

An affirmative desire not to relinquish a mark is not determinative of the intent element of abandonment under the Lanham Act. Nothing in the statue entitles Petitioner who has formerly used a mark to overcome a presumption of abandonment arising from subsequent nonuse by simply averring a subjective affirmative “intent not to abandon”. As indicated in the quotation from *Exxon*, the Lanham Act was not intended to provide a warehouse of unused marks. See also *Ambrit, Inc. v. Kraft, Inc.*, 1 USPQ 2D 1161, 1177 (11th Cir. 1986, cert. Denied. 481 US 1041 (1987). *Imperial Tobacco Ltd. V. Philip Morris, Inc.* 14 USPQ 2d 1390, 1391 (CAFC 1990)

A. Relevant Period of Consecutive Non-use

In this case the relevant period of consecutive non-use is commenced in mid-year 1997 and continued until the summer of 2003, the date Petitioner released its 25th

Anniversary Charvel San Dimas Guitar. The evidence in the records show beginning with the January 1, 1997 Jackson/Charvel Price List and Specifications, IMC dropped its USA Charvel guitars which included its Charvel San Dimas series guitars. After this date, Jackson/Charvel never used the mark San Dimas in any of its catalogs, price lists, advertising, promotion and packaging.

Furthermore, the record establishes that from 1997 until the summer of 2003, Petitioner never had an intent to resume use of the San Dimas mark on any goods in any fashion. To the extent that Petitioner attempts to defeat the abandonment claim by showing there was an intention to resume use, such attempt occurred only after Registrant had begun using the San Dimas mark and after he had been award federal registration.

Between January 1, 1997 and the summer of 2003, the record is devoid of any evidence showing that Petitioner had an intent to resume use of the San Dimas mark on any goods.

B. Petitioner Lacks Evidence for the Three Years Preceding attempt to Re-use



Petitioner's trademark application SN# 78312464 is for the mark . The words San Dimas appears within the circle design, above the numbers 25. This is the trademark for which Petitioner has filed an application for federal registration. However, this cannot be the trademark that Petitioner claims to have used previously as 1) this mark is date-sensitive, designating a 25th anniversary and 2) there is no record of this mark anywhere in the record. There is not one advertisement, catalog, price list, laminated pop-



up display, hang-tag, photograph, banner or neon sign showing  used anywhere in Petitioner's exhibits. Moreover, Petitioner has entered no advertisement, catalog, price

list, laminated pop-up display, hang tag, photograph, banner or neon sign showing the words San Dimas in any form from January 1997 through the summer of 2003. Petitioner's lack of trademark use is irrefutable.

It is well established that only actual usage of a trademark in the sale or transportation of goods creates and builds rights in a mark. As Petitioner has made no commercial use of the San Dimas mark in the ordinary course of trade, there is no trademark:

The right to the exclusive use of a trademark derives from its appropriation and subsequent use in the marketplace. There is no such thing as property in a trademark except as a right appurtenant to an established business or trade in connection with which the mark is employed. *United Drug Co. v. Theodore Rectanus Co.*, 248 U.S. 90 (1918); *Block Drug Co. Inc. v. Morton-Norwich Products, Inc.* 202 USPQ 157 (TTAB 1979)

Registrant has established a prima facie case of abandonment based on Petitioner's non-use of the San Dimas mark for more than 3 consecutive years.

C. Petitioner's Intent Not to Resume May be Inferred from Circumstances

Registrant has established proof of Jackson/Charvel's non-use of the San Dimas mark for more than 3 consecutive years. The circumstantial evidence proves that Petitioner had no intention of resuming use of the mark on any goods. Petitioner has failed to produce one piece of evidence showing an intent to resume use. To the extent that Petitioner has attempted to rebut the abandonment claim, the efforts have been aimed at a variety of internally generated documents used to carry out Petitioner's business dealings. Such efforts are irrelevant.⁶ As there has been no use of the mark on goods or services, there can be no intent to "resume" use, only an intent to use. In such case, the Trademark Act

⁶ Included are internal stock transfer document (Petitioner's exhibits P15, P16, P17 and P18; Wade Depo I 48-53; Wade Depo I 62:23-64:2) invoices (exhibits P19 and P21; Wade Depo I 55:9-13; Wade Depo I 57:15), price lists (exhibits P12, P13, and P14) and an internally created custom shop order forms (exhibit P20; Wade Depo I 65:8-12. Such documents clearly do not pass the test as appropriate specimens for trademarks. TMEP 904.05.

provides that an owner to file an application based on intent to use to protect its rights in a mark.

Further, after a three-year period of nonuse has been established, any attempt by Petitioner to introduce evidence of use or an intent to resume use is irrelevant to rebutting the claim of abandonment. *Cerveceria Centroamericana S.A. v. Cerveceria India Inc.*, 13 USPQ 2d 1307 (CAFC 1989) is apposite of the point that once non-use is established for three consecutive years, Petitioner's intent to resume use after the fact will not serve to rebut the prima facie case of abandonment. In that case, Petitioner sought to cancel registration of the mark Medalla De Oro on the ground of abandonment based on two years non-use. The evidence showed that Respondent had made minimal use of the mark Medalla De Oro in 1971, 1972, 1975 and resume use in 1986. The Board granted the petition to cancel noting that "although [Respondent] had shown an intent to resume use as early as 1984, it had failed to rebut the prima facie case of abandonment between 1977 and 1984." *Id.* at 1309.

Respondent appealed, arguing that its rebuttal evidence was sufficient to overcome the prima facie case. The Court of Appeals for the Federal Circuit was not persuaded. Not only did it affirm the Board's finding that Petitioner had successfully established prima abandonment, but agreed with the Board's finding that "these latter efforts represent a new and separate use, and cannot serve to cure [Respondent's] abandonment during the period when petitioner commenced its use of the mark." *Id.* at 1313. The Court stated:

TTAB's opinion indicates that it found Centroamericana's evidence that it had undertaken "activities to again use the mark" as sufficient to show intent to resume use, but only as of 1984 and not earlier, i.e., during the prior six years of nonuse... When no evidence of intent to resume use is offered for a period of proven nonuse of at least [three] consecutive years, then as to those years—here [1977 to 1982] TTAB certainly may conclude the registrant has not met the burden of production, and thus failed to rebut the presumption of abandonment. *Id.*

In Cervectoria, Respondent's intent to resume use was insufficient to rebut the lack of a commercial use of the mark between 1977 and 1986. Citing *Mission Dry Cop. V. Seven-up Co.*, 92 USPQ 144, 146 (CCPA 1951), the Court stated "once a trademark is abandoned, its registration may be cancelled even if the registrant resumes use."

Similarly in this case, Petitioner attempts to resume use are insufficient to rebut the lack of commercial use of the San Dimas mark between 1997 and 2003. Fender's efforts to revive the San Dimas mark on the 2003 Charvel 25th Anniversary San Dimas guitar does not cure the non-use of the mark on goods during the period 1997 through the summer of 2003:

The purely subjective intention in the abandoner's mind to re-engage in a former enterprise at some indefinite future time is not sufficient to avoid abandonment where an objective analysis of the situation furnishes ample evidence to warrant the inference of abandonment. *American Photographic Publishing Co. v. Ziff-Davis Publishing Company*, 57 USPQ 362, 366 (7th Cir. 1943).

The evidence of record conclusively establishes that between January 1, 1997 through the summer of 2003, Petitioner did not intend to manufacture, sell, or promote guitars or guitar parts bearing the mark San Dimas. At most, the evidence indicates that some Jackson/Charvel document used solely for the purpose conducting its internal business included the term San Dimas. Such use however does not rebut the prima facie claim of abandonment.

V. CONCLUSION

A trademark is no more than a symbol of existing good will. If the product that the mark is intended to symbolize has not been used in commerce for over six years, good will can no longer exist.

Petitioner's actions from January 1, 1997 through the summer of 2003 demonstrate a desire not to use the San Dimas mark. Petitioner did not advertise, promote, or sell within

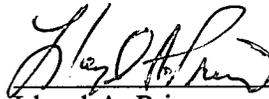
its normal course of trade a single San Dimas product until it attempted to re re-launch the San Dimas guitar as a twenty-fifth anniversary guitar.

The evidence of record conclusively establishes that from January 1, 1997 until the summer of 2003, Petitioner did not advertise, promote or sell within its normal course of trade a single San Dimas product. At most, the evidence indicates that after Registrant began building his San Dimas trademarked guitars, Petitioner began working on its re-release of a San Dimas guitar. Such efforts do not rebut the prima facie claim of abandonment.

The facts in this case establish that I have a superior to the San Dimas trademark based upon Trade Dress and Abandonment. I pray that this Board will permit me to continue to use my San Dimas mark.

Dated: November 27, 2006

Respectfully submitted,



Lloyd A. Prins
Registrant

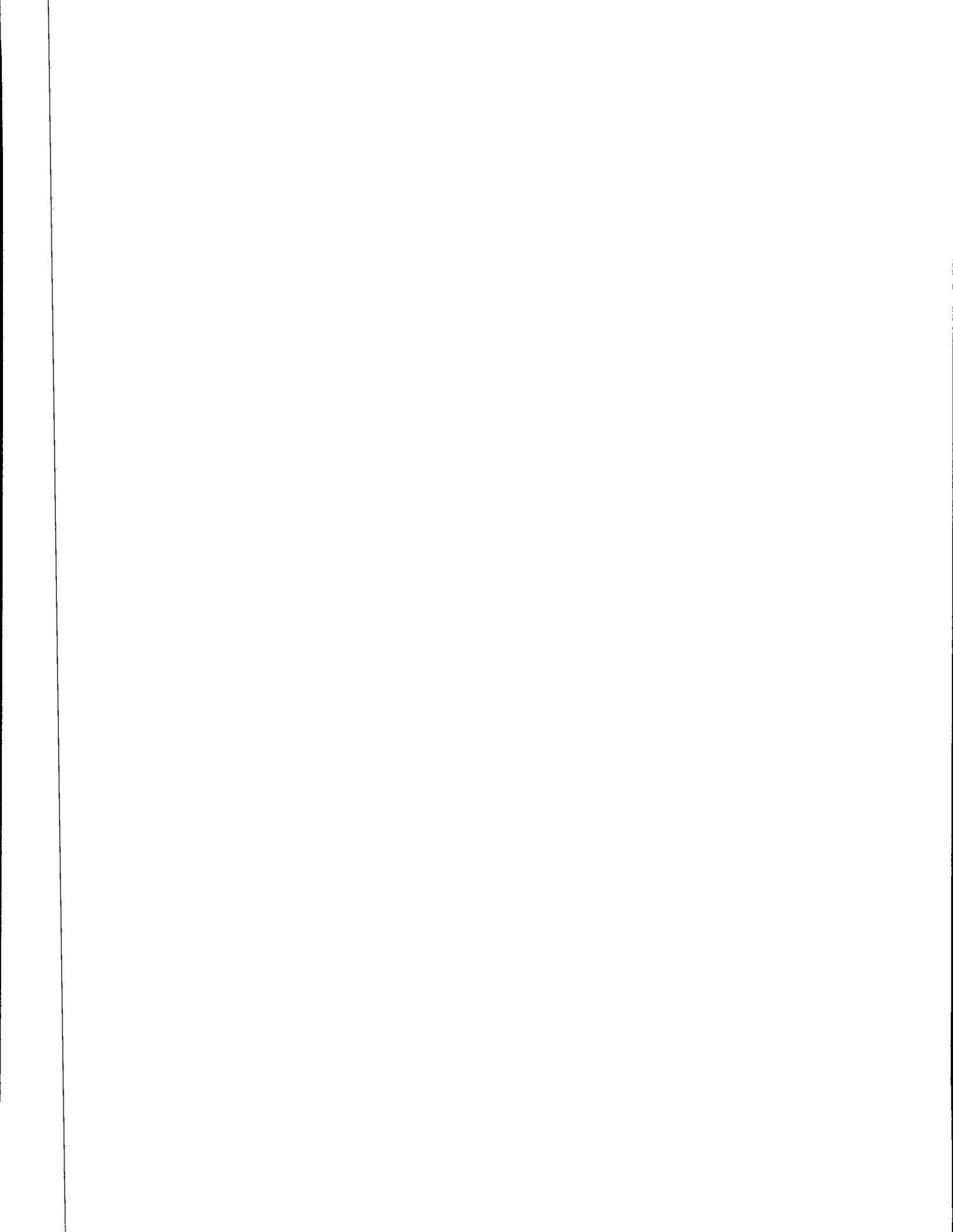
San Dimas Guitar Company
6138 S. 39th West Avenue
Tulsa, OK 74132

**Summary of Jackson/Charvel
Serial Number Log
Registrant's Exhibit R1
(TTAB Can. No. 92042614)**

Model Year	Serial Number Range	Count	Total for Year
1994	950001	1	
1994	950002	1	
1994	950008 through 95028	21	23
1995	950003 950007	5	
<i>Subtract 10 units which the log shows as 1996</i>			-10
1995	9500032 951488	1457	1452 * See Note
1996	951489 951500	11	
1996	960001 960050	50	
1996	960056 960083	27	
<i>Add 10 units which the log shows as 1996</i>			10
1996	960097	1	
1996	960101 960102	2	
1996	960104 960115	11	
1996	960118 960186	68	
1996	960188 960193	6	186 * See Note
1997	960197 960217	23	
1997	960222 960223	2	
1997	960225	1	26
1998	960228 960230	3	Strats and Tellys (Not San Dimas)
1998	960232 960237	6	9 Strats and Tellys (Not San Dimas)
1999	960238 960252	15	15 Strats and Tellys (Not San Dimas)
2000	960253 960262	10	10 Strats and Tellys (Not San Dimas)
2001	960263	1	1 Strat (Not San Dimas)
2002	960265	1	1 Strat (not San Dimas)

Note: serial number recorded to 1996 (per log): 951450, 1451, 1452, 1453, 1455, 1463, 1464, 1465, 1466, 1467

*Data taken from the Jackson/Charvel (Bolt-on) Serial Number Log
Bates numbers JC 0546 through JC 0621*



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

In the Matter of
Trademark Registration No. 2,772,766
For the Mark SAN DIMAS GUITARS THE
CALIFORNIA GUITAR COMPANY
Registration Date: October 7, 2003

JACKSON/CHARVEL MANUFACTURING,
INC.,

Petitioner,

Cancellation No. 92042614

v.

PRINS, LLOYD A.,

Registrant-Respondent

AFFIDAVIT OF LLOYD A. PRINS

I, Lloyd A. Prins of 6138 S. 39th West Avenue, Tulsa, OK 74132 am the owner of the San Dimas Guitar Company, a privately held. I make this testimony on my own personal knowledge and submit the following:

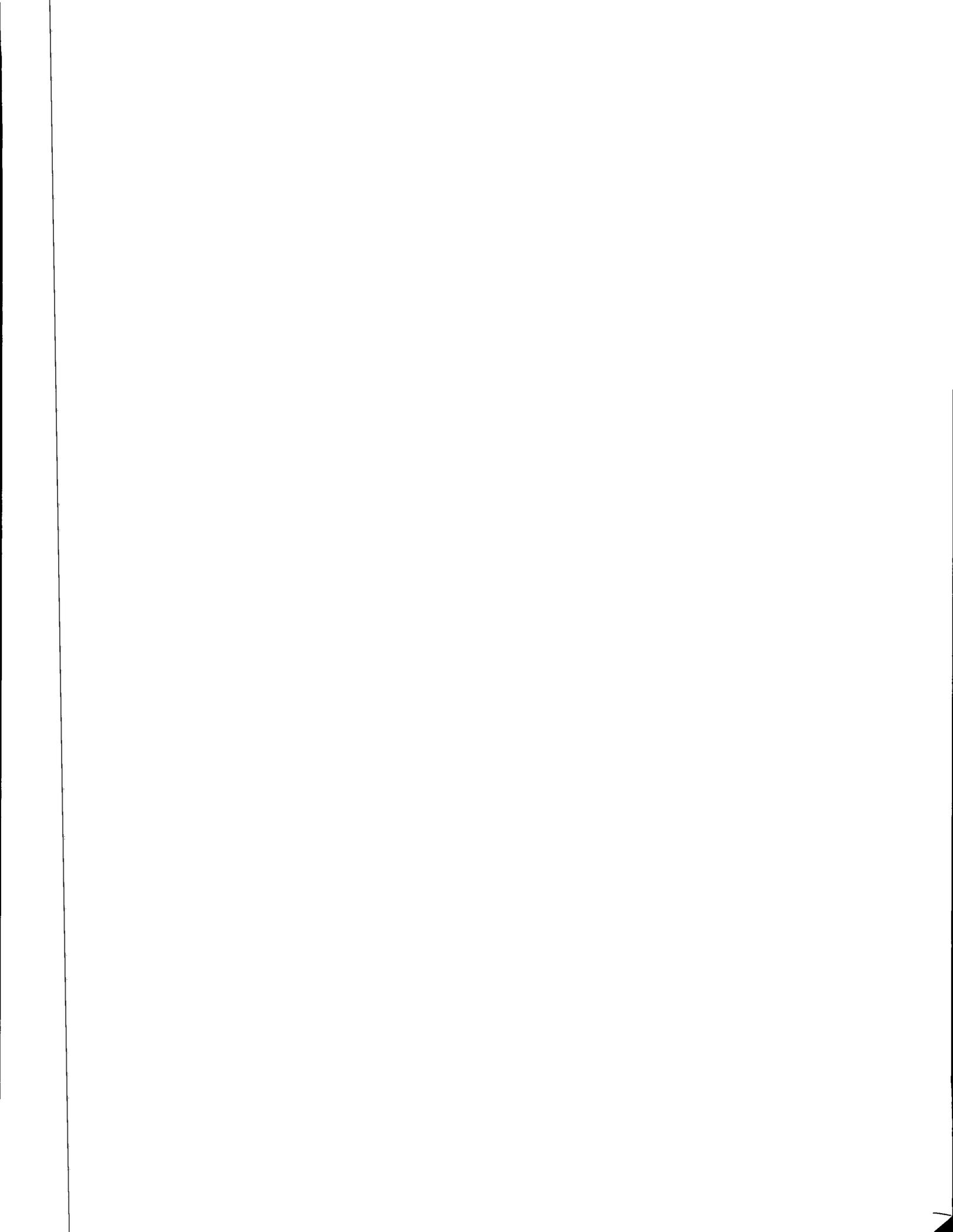
1. On October 19, 2002 during a telephone conversation with a retail customer, I offered for sale my first San Dimas guitar for sale. The guitar was a double-cutaway model, metallic silver in color with the name "San Dimas" embossed across the front of the headstock.
2. After considering my offer, my customer contacted me on October 24, 2002, and agreed to purchase this first San Dimas guitar. The sale was recorded and documented on a retail sales invoice.
3. Upon receiving payment in full, on November 9, 2002 I personally packaged and shipped the first San Dimas guitar to my customer in North Dakota. Across the box's top flap and

front panel I applied an adhesive label that read "San Dimas Guitars The California
Guitar Company

The undersigned, being warned that willful false statements and the like are punishable
by fine or imprisonment, or both, under 18 U.S.C. 1001, and that such willful false
statements and the like may jeopardize the validity of the document resulting therefrom,
declares that all statements made of his/her knowledge are true; and all statements made
on information and belief are believed to be true.

Date: July 11, 2006

By: 
Lloyd A. Prins
San Dimas Guitar Company
6138 S. 39th West Avenue
Tulsa, OK 74132
(909) 241-7997



C. Jackson/Charvel objects to Prins' Interrogatories to the extent that they seek competitively sensitive information or information of a confidential nature, including but not limited to customer information. To the extent that confidential information is sought, Jackson/Charvel may, subject to its other objections, provide such information but only upon entry of and pursuant to an appropriate Confidentiality Agreement and Protective Order.

D. Jackson/Charvel objects to Prins' Interrogatories to the extent that they seek personal information, such as their home addresses, of current employees of Jackson/Charvel or personal information, such as social security numbers and dates of birth, of former employees of Jackson/Charvel or its predecessors-in-interest.

E. Jackson/Charvel objects to Prins' Interrogatories to the extent that they are overly broad and/or unduly burdensome.

F. Jackson/Charvel objects to Prins' Interrogatories to the extent that they are vague, ambiguous and/or otherwise incapable of reasonable ascertainment.

G. Jackson/Charvel objects to the term "Petitioner" or "Petitioner's" as used in Prins' Interrogatories as vague, ambiguous, and undefined. Any answer to Prins' Interrogatories provided by Jackson/Charvel specifically incorporates Jackson/Charvel's predecessors-in-interest, including Akai Musical Instruments Corporation ("Akai") and International Music Company ("IMC"), ("Predecessors-in-Interest") in the definitions of the terms "Petitioner" and "Petitioner's." It should be understood that Jackson/Charvel's answers to Prins' Interrogatories, wherein the terms "Petitioner" or "Petitioner's" were used, that employ the term "Jackson/Charvel" also include Jackson/Charvel's Predecessors-in-Interest.

H. Jackson/Charvel objects to Prins' Interrogatories to the extent that they seek information that is irrelevant and/or not reasonably calculated to lead to the discovery of admissible evidence.

I. Jackson/Charvel objects to Prins' Interrogatories to the extent that they seek information that can be obtained from other sources that are more convenient, less burdensome, and/or less expensive.

J. Jackson/Charvel objects to Prins' Interrogatories to the extent that they assume facts not in evidence.

K. Jackson/Charvel expressly reserves its right to supplement its answers.

L. Jackson/Charvel's answers to the Interrogatories are based on information available to Jackson/Charvel at the time, and Jackson/Charvel reserves the right to revise, correct, supplement, or clarify its objections and responses given subsequently identified information.

M. Jackson/Charvel objects to Prins' Interrogatories to the extent that they request that Jackson/Charvel describe, list, or characterize documents otherwise requested pursuant to Rule 34 of the Federal Rules of Civil Procedure. The documents speak for themselves. Requests for written descriptions of documents are unduly burdensome to Jackson/Charvel, and the burden of deriving or ascertaining the answer to such Interrogatories is substantially the same for Prins as Jackson/Charvel.

N. Jackson/Charvel objects to Prins' Interrogatories to the extent that they request the attachment of documents. Jackson/Charvel has contemporaneously responded to Document Requests served by Prins and objects to any additional requirement for identifying or attaching documents to these Interrogatories as unduly burdensome.

O. Pursuant to Rule 33 (d) of the Federal Rules of Civil Procedure, Jackson/Charvel specifically reserves the right to answer any Interrogatories by producing certain documents or business records when the answers to Interrogatories can be adduced by reviewing such documents or business records and the burden of deriving or ascertaining the

answers to Interrogatories from such documents or business records is substantially the same for Prins as for Jackson/Charvel.

P. Jackson/Charvel does not waive any of its objections by providing any of the following answers, but instead expressly answers subject to those objections.

INDIVIDUAL RESPONSES AND OBJECTIONS

Subject to and without waiving the foregoing General Responses and Objections, Jackson/Charvel responds to the Interrogatories as follows:

1. Identify each and every person, company, or entity that may offer expert testimony in the above captioned proceeding and state after each person:
 - A. His/her qualifications and current curriculum;
 - B. The subject matter on which the expert may be called to testify;
 - C. The substance of the facts and opinions to which the expert may be called to testify;
 - D. A summary of the grounds for each opinion; and

ANSWER: Jackson/Charvel incorporates by reference its General Responses and Objections. Without waiving its General Responses and Objections, Jackson/Charvel answers that it has not yet determined whether it will offer expert testimony in the above-captioned proceeding. Jackson/Charvel will seasonably update its Interrogatory answer pursuant to Rule 26(e) of the Federal Rules of Civil Procedure if and when it makes such a determination.

2. Identify each and every person who may offer factual testimony in the above captioned proceeding and state after each person the subject and/or subjects which he/she may be called to testify.

ANSWER: Jackson/Charvel incorporates by reference its General Responses and Objections. Jackson/Charvel specifically objects that this Interrogatory is overly broad. Without waiving its specific objections or its General Responses and Objections,

Jackson/Charvel answers that the following employees may offer testimony on the use of the SAN DIMAS trademark by Jackson/Charvel or its Predecessors-in-Interest, the association of Jackson/Charvel as the source of origin for goods marketed in conjunction or connection with the SAN DIMAS trademark, and the secondary meaning achieved by Jackson/Charvel's SAN DIMAS trademark among consumers and the industry:

Donnie Wade
Tim Wilson
Mike Shannon
Manny Ledesma
Greg Burnett
Carlos Leone
Alberto Robles
Juan Antonio Gonzalez
Juan Pablo Santana
Felipe Muro Fonseca
Edel Diaz
John Walker
Jeff Cary
Richard McDonald
Brian McDonald
Andy Rossi
Mark Van Vleet

The foregoing individuals are employed by Jackson/Charvel or Fender Musical Instruments Corporation and may be contacted through undersigned counsel.

Jackson/Charvel answers further that the following individuals or entities may offer testimony on the use of the SAN DIMAS trademark by Jackson/Charvel or its Predecessors-in-Interest, the association of Jackson/Charvel as the source of origin for goods marketed in conjunction or connection with the SAN DIMAS trademark, and the secondary meaning achieved by Jackson/Charvel's SAN DIMAS trademark among consumers and the industry:

Steve Blucher
Steve Kaufman
Bret Dennis
Todd Taliaforo

Mike Johnson
Tommy Moore

Any customers purchasing SAN DIMAS brand guitars from Jackson/Charvel or its Predecessors-in-Interest identified on customer lists or sales invoices

The foregoing individuals are not currently employed by Jackson/Charvel or Fender Musical Instruments Corporation. Investigation continues concerning the current addresses of these individuals.

3. Identify each and every person whom Petitioner claims to have knowledge of the facts and claims as set forth in its Petition to Cancel. For each person, the answer should include what knowledge it is Petitioner claims each person has.

ANSWER: Jackson/Charvel incorporates by reference its General Responses and Objections.

Jackson/Charvel specifically objects that this Interrogatory is overly broad. Without waiving Jackson/Charvel's specific objections or its General Responses and Objections, see answer to Interrogatory No. 2.

4. Identify each and every document and tangible thing that Petitioner claims support the facts and claims set forth in its Petition to Cancel.

ANSWER: Jackson/Charvel incorporates by reference its General Responses and Objections.

Jackson/Charvel specifically objects that this Interrogatory is overly broad and unduly burdensome.

5. Set forth in detail any efforts undertaken by Petitioner or any of its employees, or by any vendor, person, company or entity acting for the Petitioner, for the purpose of obtaining information concerning the Registrant's activities related to the San Dimas mark.

ANSWER: Jackson/Charvel incorporates by reference its General Responses and Objections.

Jackson/Charvel specifically objects that this Interrogatory is irrelevant and not reasonably calculated to lead to the discovery of admissible evidence. Jackson/Charvel further objects that the phrase "Registrant's activities related to the San Dimas mark" is vague, ambiguous, and

undefined. Without waiving its specific objections or its General Responses and Objections, Jackson/Charvel answers that its employees or agents reviewed Prins' website, as well as communications by and/or correspondence from Prins regarding his use of the SAN DIMAS mark. Jackson/Charvel's in-house counsel, Mark Van Vleet, also sent Prins correspondence concerning his infringing use of the SAN DIMAS mark without authorization from Jackson/Charvel.

6. Set forth in narrative form any investigations, internal or otherwise, conducted by Petitioner, where the Registrant was either directly or indirectly the focus of such investigation(s).
 - A) State what type of investigation was conducted including dates, times and places;
 - B) Identify any person who participated in such investigations and/or interviews and indicate whether the person was the interviewer, interviewee, observer or served any other role;
 - C) Identify all documents that were generated in the course of such investigation. Include hand-written notes, minutes, follow-up memos, and employee discipline reports; and
 - D) Summarize the findings of such investigation.

ANSWER: Jackson/Charvel incorporates by reference its General Responses and Objections. Jackson/Charvel specifically objects that the term "investigations" is vague and undefined. Jackson/Charvel further objects that this Interrogatory is irrelevant and not reasonably calculated to lead to the discovery of admissible evidence to the extent it concerns anything other than Prins' unauthorized use of the SAN DIMAS trademark. In addition, Jackson/Charvel objects to this Interrogatory to the extent it seeks information covered by the attorney-client or attorney work product privileges. Without waiving Jackson/Charvel's specific objections or its General Responses and Objections, see answer to Interrogatory No. 5. Jackson/Charvel further answers

that, in investigating Prins' unauthorized use of the SAN DIMAS trademark, its in-house counsel, Mark Van Vleet, sent letters to Prins. These letters are in Prins' possession.

7. Set forth in narrative form, any and all documentary evidence, photographs or testimony Petitioner intends to rely on that disputes the accuracy or facts of Registrants claim to the use of the San Dimas trademark.

ANSWER: Jackson/Charvel incorporates by reference its General Responses and Objections. Jackson/Charvel specifically objects that this Interrogatory is overly broad and unduly burdensome. Jackson/Charvel further objects to "setting forth in narrative form" "documentary evidence" or "photographs" as nonsensical and unduly burdensome. In addition, "the accuracy or facts of Registrants [sic] claim to the use of the San Dimas trademark" is undefined, and any such "claim" does not appear in any pleadings in this proceedings. Therefore, Jackson/Charvel is not required to offer testimony to "dispute" any such "claim." Without waiving Jackson/Charvel's specific objections or its General Responses and Objections, Jackson/Charvel will offer testimony to support the allegations in its Petition for Cancellation, the allegations of which are clearly contain in such Petition. Answering further, see answer to Interrogatory No. 2.

8. Completely list and describe all documents and other tangible things (including but not limited to tapes, photographs, diaries, logs, schedules, data files, etc) that Petitioner intends to use in the preparation the above referenced proceeding.

ANSWER: Jackson/Charvel incorporates by reference its General Responses and Objections. Jackson/Charvel specifically objects that this Interrogatory is overly broad and unduly burdensome.

9. Set forth in narrative form the facts and circumstances relate to the Petitioner's purchase of the Jackson/Charvel Division from Akai Musical Instruments Corporation. Include the purchase price, the date of purchase, a complete list of all assets purchased, all trademarks purchased and the value of good will included in the purchase.

ANSWER: Jackson/Charvel incorporates by reference its General Responses and Objections.

Jackson/Charvel specifically objects that this Interrogatory is overly broad, irrelevant, and not reasonably calculated to lead to the discovery of admissible evidence to the extent it concerns anything other than the purchase of the SAN DIMAS trademark. Jackson/Charvel further objects that this Interrogatory requests confidential information. Without waiving Jackson/Charvel's specific objections or its General Responses and Objections, Jackson/Charvel answers that on October 25, 2002, Jackson/Charvel purchased specific assets of the Jackson/Charvel Division of Akai, which included, among other things, rights to the SAN DIMAS trademark.

10. Set forth in detail all trademarks, registered or unregistered, for which the Petitioner claims ownership. For registered trademarks provide registration. For non-registered marks, provide a description of mark, date of first use, the geographic locations where product(s) is/was sold using the non-registered mark, and date of last use.

ANSWER: Jackson/Charvel incorporates by reference its General Responses and Objections.

Jackson/Charvel specifically objects that this Interrogatory is overly broad, irrelevant, and not reasonably calculated to lead to the discovery of admissible evidence to the extent it concerns anything other than Jackson/Charvel's SAN DIMAS trademark. Jackson/Charvel further objects that this Interrogatory assumes facts not in evidence, in that it assumes a "date of last use." Without waiving Jackson/Charvel's specific objections or its General Responses and Objections, see answer to Interrogatory No. 12. Answering further, Jackson/Charvel states that it is selling

and has sold SAN DIMAS brand guitars in interstate commerce throughout the United States and in foreign countries. Jackson/Charvel continues to use the trademark SAN DIMAS.

11. Set forth in narrative form the facts and circumstances related to all trademark for which the Petitioner is not currently using but plans to use in the future. Identify all persons who have knowledge of such plans and identify all documents and tangible things that support this answer.

ANSWER: Jackson/Charvel incorporates by reference its General Responses and Objections.

Jackson/Charvel specifically objects that this Interrogatory is overly broad, unduly burdensome, irrelevant, and not reasonably calculated to lead to the discovery of admissible evidence.

12. Set forth in detail the facts and circumstances that resulted in Petitioner's first use of the San Dimas mark. Include in the answer:
 - A) The date of first use of the San Dimas trademark;
 - B) The physical address of each manufacturing plant where San Dimas trademarked products were produced;
 - C) A specimen of the San Dimas mark and how it was used in association with the sale of product;
 - D) A listing of all employees (present and past) who were involved in the design, manufacturing, marketing and selling;
 - E) Each product's serial numbers;
 - F) Each product's date of manufacturing;
 - G) Each product's work order or production control number;
 - H) The geographic location where San Dimas trademarked items were sold; and
 - I) Any and all persons credited with originating the San Dimas trademark concept.

ANSWER: Jackson/Charvel incorporates by reference its General Responses and Objections. Jackson/Charvel specifically objects that this Interrogatory is overly broad and unduly burdensome to the extent it requests "a listing of all employees (past and present) who were involved in the design, manufacturing, marketing and selling" of SAN DIMAS brand guitars. Jackson/Charvel further objects that this Interrogatory is overly broad and unduly burdensome to the extent it requests (i) "[e]ach product's serial numbers;" (ii) "[e]ach product's date of manufacturing;" and (iii) and "[e]ach product's work order or production control number." In addition, Jackson/Charvel objects to this Interrogatory to the extent it requests inclusion of "[a] specimen of the San Dimas mark." (Examples of the SAN DIMAS trademark are included in documents produced in response to Prins' Document Requests.) Furthermore, Jackson/Charvel objects that the phrase "credited with originating the San Dimas trademark concept" is vague, ambiguous, and undefined.

Without waiving Jackson/Charvel's specific objections or its General Responses and Objections, the first use of Jackson/Charvel's SAN DIMAS trademark was on or about June 22, 1993. Answering further, Jackson/Charvel states that the physical addresses where SAN DIMAS brand products were and/or are produced are: (i) 4452 E. Airpark Drive, Ontario, California, 91761 and (ii) 311 Cessna Cir., Corona, California, 92880. Current or former Jackson/Charvel employees involved in the production of SAN DIMAS brand products were and/or are: Tommy Moore, Tommy Moore II, Todd Taliafaro, Mike Johnson, Steve Kaufman, and Tim Wilson. (See also answer to Interrogatory No. 2.) Jackson/Charvel marketed, sold, and continues to market and sell SAN DIMAS brand guitars in interstate commerce throughout the United States and in foreign countries. Jackson/Charvel used and/or continues to use its SAN DIMAS mark, *inter alia*, in advertising for its products, in catalogs, on materials associated with

the products, and on point-of-sale displays for its products. In addition, both Jackson/Charvel sales staff and customers use the SAN DIMAS trademark as a source identifier for its products.

13. Set forth in detail the method by which Petitioner used the San Dimas mark to distinguish products sold under this mark from Petitioner's non-San Dimas products. Limit answer to products manufactured prior to October 2002.

ANSWER: Jackson/Charvel incorporates by reference its General Responses and Objections. Jackson/Charvel specifically objects that this Interrogatory vague and ambiguous. Without waiving its specific objections or its General Responses and Objections, Jackson/Charvel states that it used the SAN DIMAS trademark in both word and logo form in connection with the marketing and sale of certain Jackson/Charvel products. For ways in which the SAN DIMAS trademark was used, see answer for Interrogatory No. 12. The use of the SAN DIMAS trademark in connection with certain products and not others itself could be said to distinguish the different Jackson/Charvel products. However, Jackson/Charvel's use of the SAN DIMAS trademark was as an indicator of source for Jackson/Charvel, therefore acting as a way for consumers to distinguish Jackson/Charvel products from those of *other companies*, not necessarily as a way to distinguish between different Jackson/Charvel products. Jackson/Charvel's and its customers' use of the SAN DIMAS trademark therefore facilitated inter-brand competition between Jackson/Charvel and other companies by allowing consumers to identify Jackson/Charvel products through association with the SAN DIMAS trademark.

14. Set forth in individual year summaries, the year-end total dollar sales for all Jackson/Charvel guitars and basses for each year 1993 to present.
 - A) For each year's total dollar sales, identify how many total dollars came through the sale of San Dimas trademarked product.

ANSWER: Jackson/Charvel incorporates by reference its General Responses and Objections. Jackson/Charvel specifically objects that this Interrogatory is overly broad, irrelevant, and not

reasonably calculated to lead to the discovery of admissible evidence to the extent it concerns anything other than SAN DIMAS brand products. Jackson/Charvel further objects that this Interrogatory seeks confidential information. Jackson/Charvel may, subject to its other objections, provide such information but only upon entry of and pursuant to an appropriate Confidentiality Agreement and Protective Order.

15. Set forth in individual year summaries, the year-end total number of Jackson/Charvel guitars and basses sold for each year 1993 to present.
 - A) For each year's total number identify how many total dollars came through the sale of San Dimas trademarked product.

ANSWER: Jackson/Charvel incorporates by reference its General Responses and Objections. Jackson/Charvel specifically objects that this Interrogatory is overly broad, irrelevant, and not reasonably calculated to lead to the discovery of admissible evidence to the extent it concerns anything other than SAN DIMAS brand products. Jackson/Charvel further objects that this Interrogatory seeks confidential information. Jackson/Charvel may, subject to its other objections, provide such information but only upon entry of and pursuant to an appropriate Confidentiality Agreement and Protective Order.

16. Set for in specific detail the legal argument on which Petitioner claims ownership and rights to exclusive use of the San Dimas mark.

ANSWER: Jackson/Charvel incorporates by reference its General Responses and Objections. Jackson/Charvel specifically objects that this Interrogatory assumes facts not in evidence; Jackson/Charvel is seeking cancellation of Registration No. 2,772,766. Without waiving its specific objections or its General Responses and Objections, Jackson/Charvel states that its legal theory concerning why Registration No. 2,722,766 should be cancelled is described in its Petition for Cancellation. Under Section 2(d) of the Lanham Act, a mark should not be

registered if it "consists of or comprises a mark which so resembles a . . . mark or trade name previously used in the United States by another and not abandoned, as to be likely, when used on or in connection with the goods of the applicant, to cause confusion, or to cause mistake, or to deceive" Jackson/Charvel's prior and continuous use of the SAN DIMAS mark, therefore, compels cancellation of Prins' Registration No. 2,722,766.

17. Specific to the Charvel products promoted in a 1995 catalog and again in a 1996 catalog, set forth in detail the facts and circumstances surrounding the introduction and cessation of these products. Include in the answer a description of the specimen trademark; describe how this trademark was used in association with the sale of these products; and state whether these products were replicas of an earlier era product and if not, how they differed.

A) Identify any and all persons who originated this concept, those who were responsible for its introduction, and those who were responsible for its cessation.

ANSWER: Jackson/Charvel incorporates by reference its General Responses and Objections. Jackson/Charvel specifically objects that this Interrogatory is overly broad, unduly burdensome, vague, ambiguous, and assumes facts not in evidence (e.g., "cessation"). Jackson/Charvel further objects to the term "specimen trademark" and the phrase "products promoted in a 1995 catalog and again in a 1996 catalog" as vague, ambiguous, and undefined. In addition, Jackson/Charvel objects that the term "this concept" is vague, ambiguous, and undefined. Furthermore, Jackson/Charvel objects that "whether these products were replicas of an earlier era product and if not, how they differed" is irrelevant and not reasonably calculated to lead to the discovery of admissible evidence. Without waiving its specific objections or its General Responses and Objections, Jackson/Charvel states that products in connection with its SAN DIMAS trademark were first conceived and produced in 1993; displayed and sold at, *inter alia*, the NAMM tradeshow in 1994; and advertised in catalogs and sold in 1995 and 1996. After 1996,

Jackson/Charvel continued to sell SAN DIMAS brand products through 2002. In 2003, Jackson/Charvel displayed and sold at the NAMM tradeshow the 25th Anniversary SAN DIMAS brand guitar. See answers to Interrogatory Nos. 12 and 13 concerning use of the SAN DIMAS trademark and answer to Interrogatory No. 12 concerning individuals involved in the introduction of the SAN DIMAS mark. Because Jackson/Charvel has continuously used the SAN DIMAS mark since 1993, there are no individuals involved in the marks "cessation."

18. Set forth in narrative form the facts and circumstances that led to Petitioner's first knowledge of Registrant's use of the San Dimas trademark.

ANSWER: Jackson/Charvel incorporates by reference its General Responses and Objections. Without waiving its General Responses and Objections, Jackson/Charvel discovered Prins' trademark application (Serial No. 78190509) when a Jackson/Charvel employee reviewed the U.S. Patent and Trademark Office website. Upon learning of Prins' application, Jackson/Charvel sent a cease and desist letter to Prins. This letter is in Prins' possession.

19. Set forth in narrative form the facts and circumstances related to the Petitioner's use of the San Dimas trademark commencing with the twenty-fifth anniversary Charvel guitar.
- A) Include the dates and times for all meetings;
 - B) Identify all persons who participated in these meetings;
 - C) Identify any product prototypes built, where they were built and identify all persons involved in building them; and
 - D) Identify the location of the manufacturing plant where any and all products are built.

ANSWER: Jackson/Charvel incorporates by reference its General Responses and Objections. Jackson/Charvel specifically objects that this Interrogatory is overly broad, unduly burdensome,

and irrelevant, as the introduction of the 25th Anniversary SAN DIMAS brand guitar occurred after the filing date of Prins' use-based application.

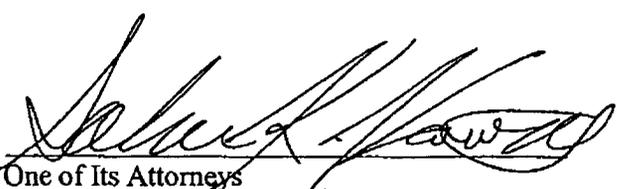
20. Is it Petitioner's response to each request for admission served with these interrogatories an unqualified admission? If not, for each response that is not an unqualified admission:
- A) State the number of the request;
 - B) State the facts on which Petitioner bases its response; and
 - C) State the names, addresses and telephone numbers of all persons who have knowledge of those facts.

ANSWER: Jackson/Charvel incorporates by reference its General Responses and Objections. Jackson/Charvel specifically objects that this Interrogatory is vague, ambiguous, and confusing. Without waiving its specific objections or its General Responses and Objections, Jackson/Charvel's Interrogatory answers are answers pursuant to Rule 33 of the Federal Rules of Civil Procedure; they are not unqualified admissions.

DATED: October 28, 2004

JACKSON/CHARVEL MANUFACTURING, INC.

By:

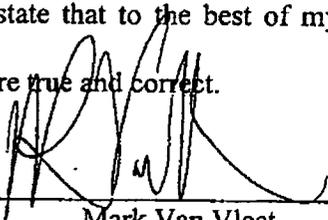

One of Its Attorneys

Oscar L. Alcantara
Salvador K. Karottki
GOLDBERG, KOHN, BELL, BLACK,
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55 East Monroe Street, Suite 3700
Chicago, Illinois 60603
(312) 201-4000
Attorneys for Jackson/Charvel Manufacturing, Inc.

VERIFICATION OF INTERROGATORY ANSWERS

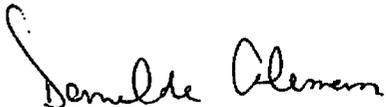
I, Mark Van Vleet, Vice President and General Counsel for Fender Musical Instruments Corporation, hereby declare that I have read the foregoing Petitioner's Answers to Respondent's First Set of Interrogatories, and state that to the best of my current knowledge, information, and belief, the facts stated therein are true and correct.

DATED: October 28, 2004

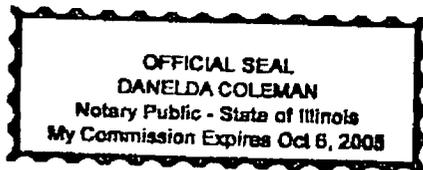


Mark Van Vleet

SWORN TO BEFORE ME this
28th day of October, 2004



NOTARY PUBLIC

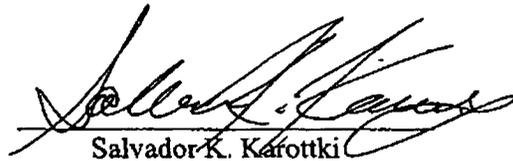


CERTIFICATE OF SERVICE

I, Salvador K. Karottki, an attorney, hereby certify that I caused **Petitioner's Answers to Respondent's First Set of Interrogatories** to be served upon:

Lloyd A. Prins
San Dimas Guitar Company
2323 Via Saldivar
Glendale, California 91208

by causing a copy of same to be sent via Federal Express (overnight courier) on October 28, 2004.


Salvador K. Karottki

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

In the Matter of)	
Trademark Registration No. 2,772,766)	
For the Mark SAN DIMAS GUITARS THE)	
CALIFORNIA GUITAR COMPANY (Design))	
Registration Date: October 7, 2003)	
)	
JACKSON/CHARVEL MANUFACTURING,)	Cancellation No. 92042614
INC.,)	
Petitioner,)	
)	
v.)	
)	
PRINS, LLOYD A.,)	
Registrant-Respondent.)	

**PETITIONER'S SUPPLEMENTAL ANSWERS TO RESPONDENT'S
FIRST SET OF INTERROGATORIES**

Petitioner Jackson/Charvel Manufacturing, Inc. ("Jackson/Charvel"), by its undersigned attorneys and pursuant to Rule 26(e)(2) of the Federal Rules of Civil Procedure, hereby seasonably supplements its answers to Respondent Lloyd A. Prins' ("Prins") Interrogatory Numbers 3, 18, 19, and 20, as follows:

GENERAL RESPONSES AND OBJECTIONS

A. Jackson/Charvel objects to Prins' Interrogatories, including any instructions and definitions (herein collectively referred to as the "Interrogatories"), to the extent that they impose upon it discovery obligations beyond the scope allowed under the Federal Rules of Civil Procedure and the Rules of Practice and Procedure before the Trademark Trial and Appeal Board.

B. Jackson/Charvel objects to Prins' Interrogatories to the extent that they require disclosure of information subject to the work product immunity, the attorney-client privilege, and/or any other applicable privilege or doctrine.

EXHIBIT NO. 112
5.4.06
Walker
Sandy Munter, RPR

C. Jackson/Charvel objects to Prins' Interrogatories to the extent that they seek competitively sensitive information or information of a confidential nature, including but not limited to customer information. To the extent that confidential information is sought, Jackson/Charvel may, subject to its other objections, provide such information but only upon entry of and pursuant to an appropriate Confidentiality Agreement and Protective Order.

D. Jackson/Charvel objects to Prins' Interrogatories to the extent that they seek personal information, such as their home addresses, of current employees of Jackson/Charvel or personal information, such as social security numbers and dates of birth, of former employees of Jackson/Charvel or its predecessors-in-interest.

E. Jackson/Charvel objects to Prins' Interrogatories to the extent that they are overly broad and/or unduly burdensome.

F. Jackson/Charvel objects to Prins' Interrogatories to the extent that they are vague, ambiguous and/or otherwise incapable of reasonable ascertainment.

G. Jackson/Charvel objects to the term "Petitioner" or "Petitioner's" as used in Prins' Interrogatories as vague, ambiguous, and undefined. Any answer to Prins' Interrogatories provided by Jackson/Charvel specifically incorporates Jackson/Charvel's predecessors-in-interest, including Akai Musical Instruments Corporation ("Akai") and International Music Company ("IMC"), ("Predecessors-in-Interest") in the definitions of the terms "Petitioner" and "Petitioner's." It should be understood that Jackson/Charvel's answers to Prins' Interrogatories, wherein the terms "Petitioner" or "Petitioner's" were used, that employ the term "Jackson/Charvel" also include Jackson/Charvel's Predecessors-in-Interest.

H. Jackson/Charvel objects to Prins' Interrogatories to the extent that they seek information that is irrelevant and/or not reasonably calculated to lead to the discovery of admissible evidence.

I. Jackson/Charvel objects to Prins' Interrogatories to the extent that they seek information that can be obtained from other sources that are more convenient, less burdensome, and/or less expensive.

J. Jackson/Charvel objects to Prins' Interrogatories to the extent that they assume facts not in evidence.

K. Jackson/Charvel expressly reserves its right to supplement its answers.

L. Jackson/Charvel's answers to the Interrogatories are based on information available to Jackson/Charvel at the time, and Jackson/Charvel reserves the right to revise, correct, supplement, or clarify its objections and responses given subsequently identified information.

M. Jackson/Charvel objects to Prins' Interrogatories to the extent that they request that Jackson/Charvel describe, list, or characterize documents otherwise requested pursuant to Rule 34 of the Federal Rules of Civil Procedure. The documents speak for themselves. Requests for written descriptions of documents are unduly burdensome to Jackson/Charvel, and the burden of deriving or ascertaining the answer to such Interrogatories is substantially the same for Prins as Jackson/Charvel.

N. Jackson/Charvel objects to Prins' Interrogatories to the extent that they request the attachment of documents. Jackson/Charvel has contemporaneously responded to Document Requests served by Prins and objects to any additional requirement for identifying or attaching documents to these Interrogatories as unduly burdensome.

O. Pursuant to Rule 33 (d) of the Federal Rules of Civil Procedure, Jackson/Charvel specifically reserves the right to answer any Interrogatories by producing certain documents or business records when the answers to Interrogatories can be adduced by reviewing such documents or business records and the burden of deriving or ascertaining the

answers to Interrogatories from such documents or business records is substantially the same for Prins as for Jackson/Charvel.

P. Jackson/Charvel does not waive any of its objections by providing any of the following answers, but instead expressly answers subject to those objections.

INDIVIDUAL RESPONSES AND OBJECTIONS

Subject to and without waiving the foregoing General Responses and Objections, Jackson/Charvel responds to the Interrogatories as follows:

3. Identify each and every person whom Petitioner claims to have knowledge of the facts and claims as set forth in its Petition to Cancel. For each person, the answer should include what knowledge it is Petitioner claims each person has.

ANSWER: Jackson/Charvel incorporates by reference its General Responses and Objections.

Without waiving Jackson/Charvel's General Responses and Objections, Jackson/Charvel answers that the following individuals may have knowledge of the facts and claims relevant to this Proceeding:

- Greg Burnett (Group Lead, Final Assembly): Mr. Burnett has knowledge of the production and manufacturing of Jackson/Charvel's SAN DIMAS brand products from 1993 through the present.
- Jeff Cary: Mr. Carey has knowledge of the use of the SAN DIMAS mark and the advertisement, production, sale, and distribution of SAN DIMAS brand products in or after October 2002, as well as communications with customers concerning Jackson/Charvel's SAN DIMAS brand products.
- Edel Diaz (District Sales Manager, Specialty Sales): Mr. Diaz has knowledge of the sales of SAN DIMAS brand products by Jackson/Charvel, as well as communications with customers concerning Jackson/Charvel's SAN DIMAS brand products.
- Felipe Muro Fonseca (Polysander – Level 5 Custom Shop): Mr. Fonseca has knowledge of the production and manufacturing of Jackson/Charvel's SAN DIMAS brand products from 1993 through the present.
- Juan Antonio Gonzalez (Shipping & Receiving Clerk): Mr. Gonzalez has knowledge of the production and manufacturing of Jackson/Charvel's SAN DIMAS brand products from 1993 through the present.

- **Manny Ledesma (Buffing Supervisor – Level 8A Group Lead):** Mr. Ledesma has knowledge of the production and manufacturing of Jackson/Charvel's SAN DIMAS brand products from 1993 through the present.
- **Carlos Leone (Polisher – Level 6B Group Lead):** Mr. Leone has knowledge of the production and manufacturing of Jackson/Charvel's SAN DIMAS brand products from 1993 through the present.
- **Brian McDonald (Sales Analyst):** Mr. McDonald has knowledge of the use of the SAN DIMAS mark and the advertisement, production, sale, and distribution of SAN DIMAS brand products in or after October 2002, as well as communications with customers concerning Jackson/Charvel's SAN DIMAS brand products.
- **Richard McDonald (Senior Vice President, Product Marketing):** Mr. McDonald has knowledge of the use of the SAN DIMAS mark and the advertisement, production, sale, and distribution of SAN DIMAS brand products in or after October 2002, as well as communications with customers concerning Jackson/Charvel's SAN DIMAS brand products.
- **Alberto Robles (Polisher – Level 4 Sander/Finisher):** Mr. Robles has knowledge of the production and manufacturing of Jackson/Charvel's SAN DIMAS brand products from 1993 through the present.
- **Andy Rossi (Senior Vice President, Sales & Marketing):** Mr. Rossi has knowledge of the use of the SAN DIMAS mark and the advertisement, production, sale, and distribution of SAN DIMAS brand products in or after October 2002, as well as communications with customers concerning Jackson/Charvel's SAN DIMAS brand products.
- **Juan Pablo Santana (Master Builder):** Mr. Santana has knowledge of the production and manufacturing of Jackson/Charvel's SAN DIMAS brand products from 1993 through the present.
- **Mike Shannon (Master Builder):** Mr. Shannon has knowledge of the production, manufacturing, and distribution of Jackson/Charvel's SAN DIMAS brand products from 1993 through the present.
- **Mark Van Vleet (General Counsel):** Mr. Van Vleet has knowledge of Jackson/Charvel Manufacturing, Inc.'s acquisition of the SAN DIMAS mark from Akai Musical Instruments Corporation in October 2002, as well as communications with Prins.
- **Donnie Wade (Marketing Manager):** Mr. Wade has knowledge of the history, production, advertisement, and sale of Jackson/Charvel's SAN DIMAS brand products from 1993 through the present, as well as communication with customers concerning Jackson/Charvel's SAN DIMAS brand products.
- **John Walker (Marketing Manager):** Mr. Walker has knowledge of the use of the SAN DIMAS mark and the advertisement, production, sale, and distribution of SAN DIMAS brand products in or after October 2002, as well as communications with customers concerning Jackson/Charvel's SAN DIMAS brand products.

- Tim Wilson (General Manager): Mr. Wilson has knowledge of the production, manufacturing, and distribution of Jackson/Charvel's SAN DIMAS brand products from 1993 through the present.

The foregoing individuals are employed by Jackson/Charvel or Fender Musical Instruments Corporation and may be contacted through undersigned counsel.

Jackson/Charvel answers further that the following individuals or entities may have knowledge of the facts and claims relevant to this Proceeding:

- Steve Blucher: Mr. Blucher may have knowledge of Akai Musical Instruments Corporation's use of the SAN DIMAS mark from the perspective of a vendor.
- Bret Dennis: Mr. Dennis may have knowledge concerning the history of SAN DIMAS brand guitars and consumers' association of that brand with Jackson/Charvel.
- Mike Johnson: Mr. Johnson may have knowledge of the marketing, manufacturing, and sale of Jackson/Charvel's SAN DIMAS brand products prior to October 2002.
- Steve Kaufman: Mr. Kaufman may have knowledge of the origin, design, implementation, and use of Jackson/Charvel's SAN DIMAS mark.
- Tommy Moore: Mr. Moore has knowledge of the origin, design, implementation, and use of Jackson/Charvel's SAN DIMAS mark.
- Tommy Moore II: Mr. Moore II has knowledge of the origin, design, implementation, and use of Jackson/Charvel's SAN DIMAS mark.
- Todd Taliaforo: Mr. Taliaforo may have knowledge of the marketing, manufacturing, and sale of Jackson/Charvel's SAN DIMAS brand products prior to October 2002.
- Any customers purchasing SAN DIMAS brand guitars from Jackson/Charvel Manufacturing, Inc. or its Predecessors-in-Interest identified on customer lists or sales invoices.

The foregoing individuals are not currently employed by Jackson/Charvel or Fender Musical Instruments Corporation. Investigation continues concerning the current addresses of these individuals.

18. Set forth in narrative form the facts and circumstances that led to Petitioner's first knowledge of Registrant's use of the San Dimas mark.

ANSWER: Jackson/Charvel incorporates by reference its General Responses and Objections. Without waiving its General Responses and Objections, Jackson/Charvel states that in or around June 2003 Edel Diaz, a Jackson/Charvel employee, heard industry rumors that Prins intended to use or was using the SAN DIMAS mark in connection with musical instruments. Mr. Diaz informed other Jackson/Charvel employees, such as Donnie Wade, of these rumors. Mr. Wade then informed other Jackson/Charvel employees, such as Brian McDonald and Mark Van Vleet. Mr. Van Vleet then search the U.S. Patent and Trademark Office website and located Prins' trademark application (Serial No. 78190509), which was a use-based application. Upon learning of Prins' application, Mr. Van Vleet sent a cease and desist letter to Prins. This letter is in Prins' possession. Jackson/Charvel did not actually learn of Prins' use of the SAN DIMAS mark until 2004.

19. Set forth in narrative form the facts and circumstances related to the Petitioner's use of the San Dimas trademark commencing with the twenty-fifth anniversary Charvel guitar.

- A) Include the dates and times for all meetings;
- B) Identify all persons who participated in these meetings;
- C) Identify any product prototypes built, where they were built and identify all persons involved in building them; and
- D) Identify the location of the manufacturing plant where any and all products are built.

ANSWER: Jackson/Charvel incorporates by reference its General Responses and Objections. Jackson/Charvel specifically objects that this Interrogatory is overly broad, unduly burdensome, and irrelevant, as the introduction of the 25th Anniversary SAN DIMAS brand guitar occurred

after the filing date of Prins' use-based application and after the Prins' amendment to the Supplemental Register. Jackson/Charvel further objects to the term "commencing" as it assumes facts not in evidence, because Jackson/Charvel's use of the SAN DIMAS mark did not "commence" with the introduction of the 25th Anniversary SAN DIMAS brand guitar but rather in 1993. Without waiving its specific objections or its General Responses and Objections, Jackson/Charvel states that in 2002, prior to knowing about Prins' use or intended use of a SAN DIMAS mark, Donnie Wade proposed manufacturing and selling a "25th Anniversary" Jackson/Charvel SAN DIMAS brand guitar in 2004 to celebrate the inaugural sale of a Charvel guitar in 1979. Donnie Wade, John Walker, Richard McDonald, Brian McDonald, Jeff Cary, and Tim Wilson participated in meetings during 2002 and 2003 concerning the 25th Anniversary SAN DIMAS brand guitar. Jackson/Charvel began production of the Jackson/Charvel 25th Anniversary SAN DIMAS brand guitar, serial no. -1, in its Ontario, California, facility in June 2003 and completed the production in July 2003. Mike Shannon, along with other Jackson/Charvel manufacturing employees, were involved in the production of the initial prototype. The addresses where SAN DIMAS brand products were and/or are produced are: (i) 4452 E. Airpark Drive, Ontario, California, 91761 and (ii) 311 Cessna Cir., Corona, California, 92880.

20. Is it Petitioner's response to each request for admission served with these interrogatories an unqualified admission? If not, for each response that is not an unqualified admission:
- A) State the number of the request;
 - B) State the facts on which Petitioner bases its response; and
 - C) State the names, addresses and telephone numbers of all persons who have knowledge of those facts.

ANSWER: Jackson/Charvel incorporates by reference its General Responses and Objections. Jackson/Charvel specifically objects that this Interrogatory is vague, ambiguous, and confusing. Without waiving its specific objections or its General Responses and Objections, Jackson/Charvel answers that it denied each of the six (6) Requests for Admission "served with these [I]nterrogatories."

- Admission Request 1: Jackson/Charvel denied this Request because Jackson/Charvel, including under any prior ownership, used to operate a manufacturing facility in San Dimas, California, in the 1980s. However, Jackson/Charvel did not manufacture SAN DIMAS brand guitars at that facility.
- Admission Request 2: Jackson/Charvel objected to and denied this Request because it is vague, ambiguous, nonsensical, and not reasonably capable of discernment.
- Admission Request 3: Jackson/Charvel denied this Request because Jackson/Charvel's use "of the term 'San Dimas'" was not limited to advertising material prior to 2002. Jackson/Charvel used "the term 'San Dimas'" on products, in advertising for its products, in catalogs, on materials associated with the products, and on point-of-sale displays for its products. In addition, both Jackson/Charvel sales staff and customers used the term "San Dimas" as a source identifier for Jackson/Charvel's products. For individuals with knowledge of these facts, see answer to Interrogatory No. 3. All Jackson/Charvel employees can be reached through counsel.
- Admission Request 4: Jackson/Charvel denied this Request because Jackson/Charvel continued to sell SAN DIMAS brand products after 1996 and continued to use the term "San Dimas," *inter alia*, on products, in catalogs, and on materials associated with the products. In addition, both Jackson/Charvel sales staff and customers used the term "San Dimas" as a source identifier for Jackson/Charvel's products after 1996. For individuals with knowledge of these

facts, see answer to Interrogatory No. 3. All Jackson/Charvel employees can be reached through counsel.

- Admission Request 5: See Response to Admission Request 4.
- Admission Request 6: Jackson/Charvel objected to and denied this Request because it is vague, ambiguous, and nonsensical.

DATED: July 6, 2005

JACKSON/CHARVEL MANUFACTURING, INC.

By: 

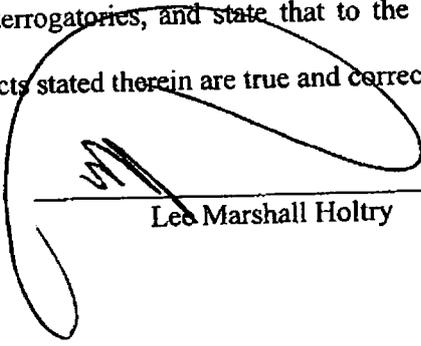
One of Its Attorneys

Oscar L. Alcantara
Salvador K. Karottki
GOLDBERG, KOHN, BELL, BLACK,
ROSENBLUM & MORITZ, LTD.
55 East Monroe Street, Suite 3700
Chicago, Illinois 60603
(312) 201-4000
Attorneys for Jackson/Charvel Manufacturing, Inc.

VERIFICATION OF SUPPLEMENTAL INTERROGATORY ANSWERS

I, Lee Marshall Holtry, Associate General Counsel for Fender Musical Instruments Corporation, hereby declare that I have read the foregoing Petitioner's Supplemental Answers to Respondent's First Set of Interrogatories, and state that to the best of my current knowledge, information, and belief, the facts stated therein are true and correct.

DATED: July 5, 2005



Lee Marshall Holtry

SWORN TO BEFORE ME this
5 day of July, 2005


NOTARY PUBLIC

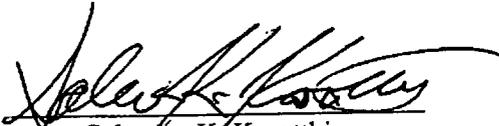
 OFFICIAL SEAL
KAREN J. NACE
NOTARY PUBLIC - State of Arizona
MARICOPA COUNTY
My Comm. Expires March 20, 2007

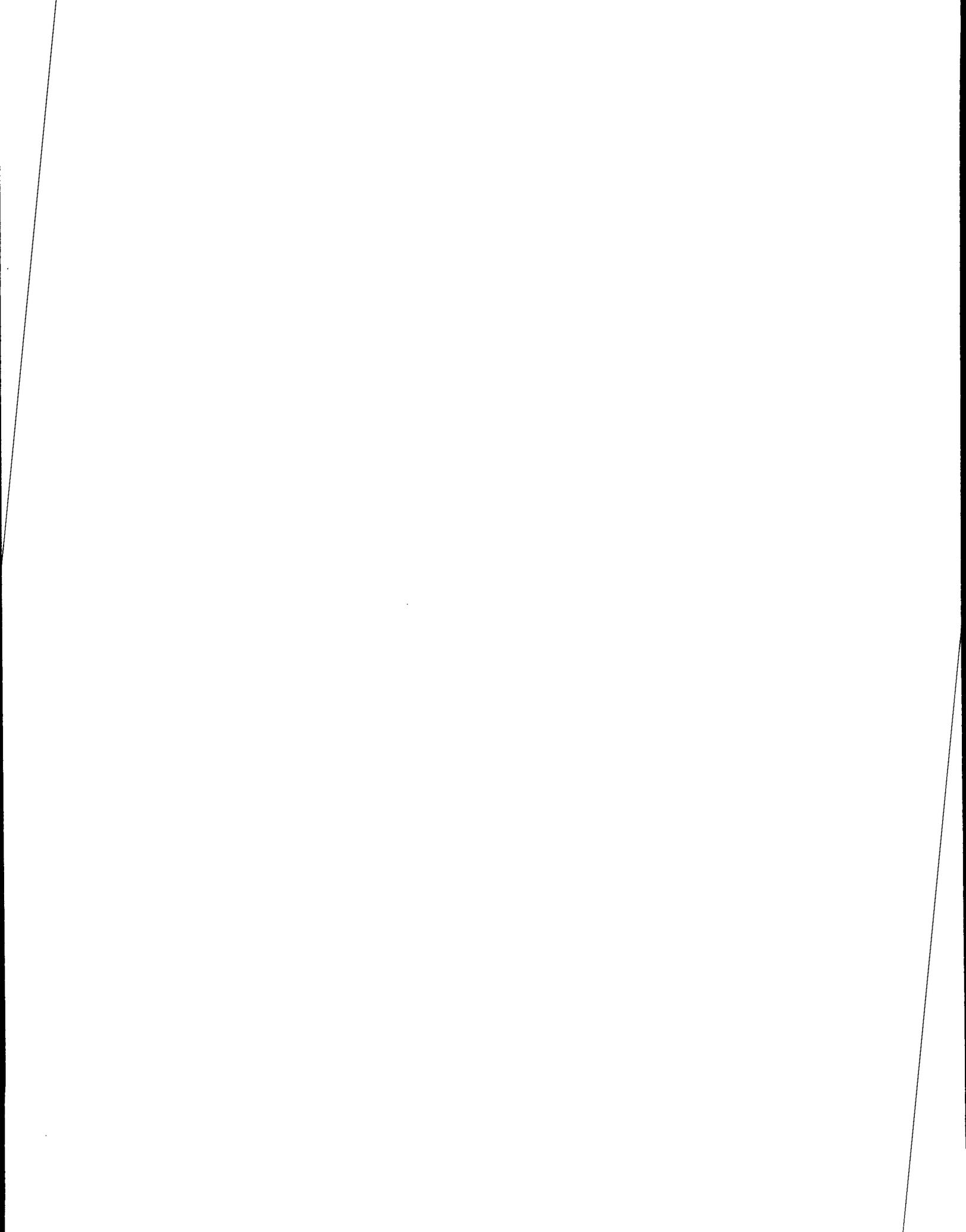
CERTIFICATE OF SERVICE

I, Salvador K. Karotki, an attorney, hereby certify that I caused **Petitioner's Supplemental Answers to Respondent's First Set of Interrogatories** to be served upon:

Lloyd A. Prins
San Dimas Guitar Company
2323 Via Saldivar
Glendale, California 91208

by causing a copy of same to be sent via Federal Express (overnight courier) on July 6, 2005.


Salvador K. Karotki





Navigation

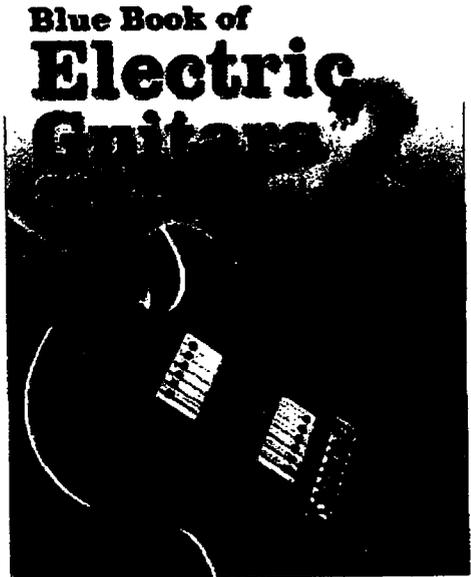
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CHARVEL

Instruments currently produced overseas and distributed by the Fender Musical Instrument Corporation. Trademark previously produced in Korea. The Charvel trademark established in 1978 by the Charvel Manufacturing Company. Distributed by Jackson/Charvel Guitar Company (Akai Musical Instruments) of Fort Worth, Texas. Charvel instruments were previously manufactured in the U.S. between 1978 to 1985. Later (post-1985) production was in U.S., Japan, and Korea.

In the late 1970s, Wayne Charvel's Guitar Repair shop in Azusa, California acquired a reputation for making custom high quality bodies and necks. Grover Jackson began working at the shop in 1977, and a year later bought out Charvel and moved the company to San Dimas. Jackson debuted the Charvel custom guitars at the 1979 NAMM show, and the first catalog depicting the bolt-neck beauties and custom options arrived in 1981.

The standard models from Charvel Manufacturing carried a list price between \$880 to \$955, and the amount of custom options was staggering. In 1983, the Charvel company began offering neck-through models under the Jackson trademark.

Grover Jackson licensed the Charvel trademark to the International Music Corporation (IMC) in 1985; the company was sold to them a year later. In late 1986 production facilities were moved to Ontario, California. Distribution eventually switched from Charvel/Jackson to the Jackson/Charvel Guitar company, currently a branch of the Akai Musical Instruments company. As the years went by and the Charvel line expanded, its upper end models were phased out and moved into the Jackson line (which had been the Charvel/Jackson Company's line of custom made instruments) and were gaining more popularity. For example, the Charvel Avenger (Mfg. 1991 to 1992), became the Jackson Rhoads EX Pro (Mfg. 1992 to date). For further details, see the Jackson guitars section in this edition.

In 1988, Charvel sent a crew of luthiers to Japan for a year or so to crosstrain the Japanese builders on building methods for custom-built guitars. The resulting custom instruments had a retail list price between \$1,000 to \$1,300. U.S. custom-built guitars have a four digit serial number, the Japanese custom-built models have a six digit serial number. Numbers may be prefaced with a "C," which may stand for Custom-made (this point has not been completely verified).

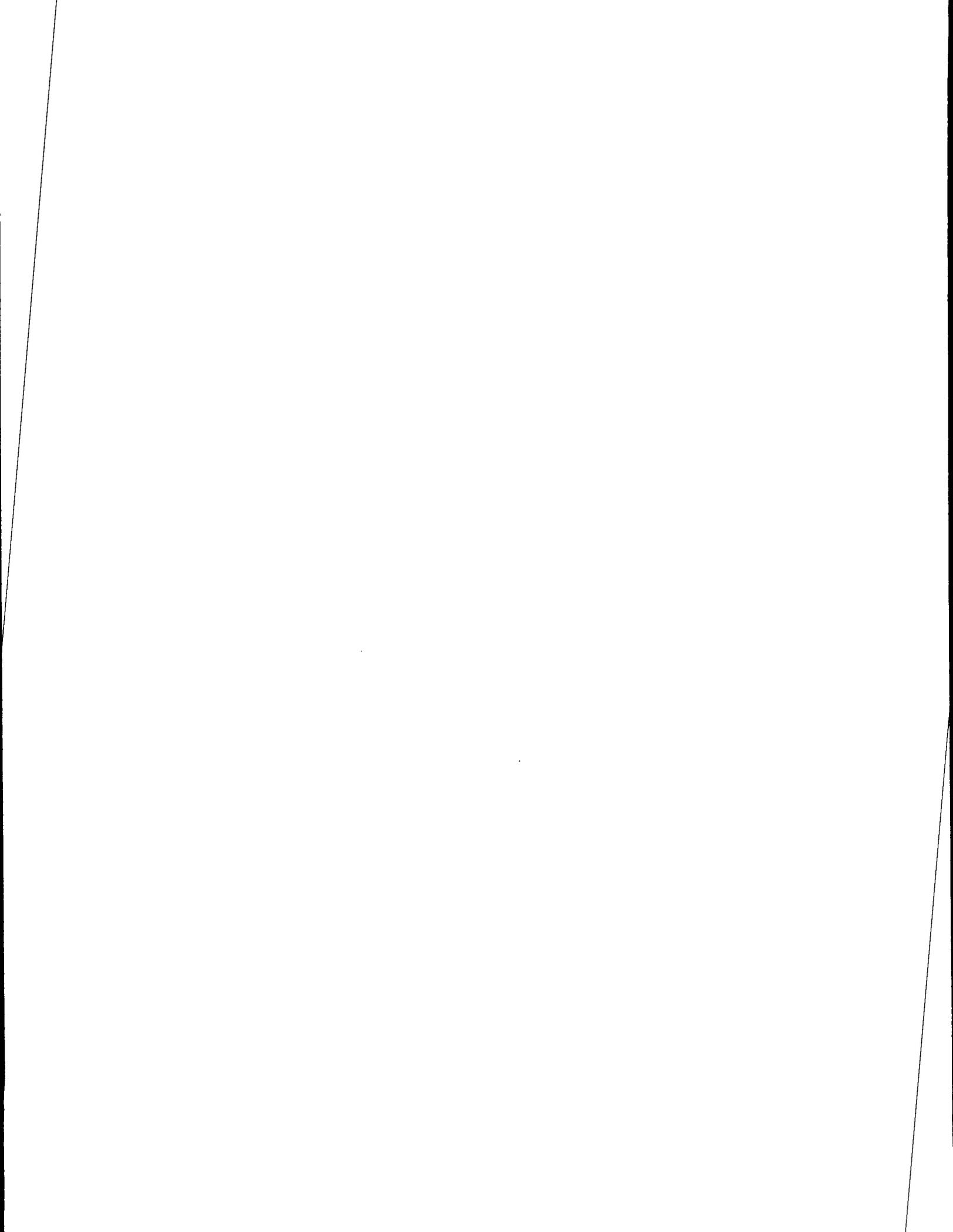
By the early 1990s, the only Charvel models left were entry level 'Strat'-style electrics and dreadnought and jumbo-style (full bodied and cut-a-ways) acoustic guitars. In the late 1990s, even the electrics were phased out in favor of the acoustic and acoustic/electric models. During 1999, instruments with the Charvel trademark had ceased production, and Wayne Charvel began building a new line of instruments utilizing the Wayne Guitars trademark.

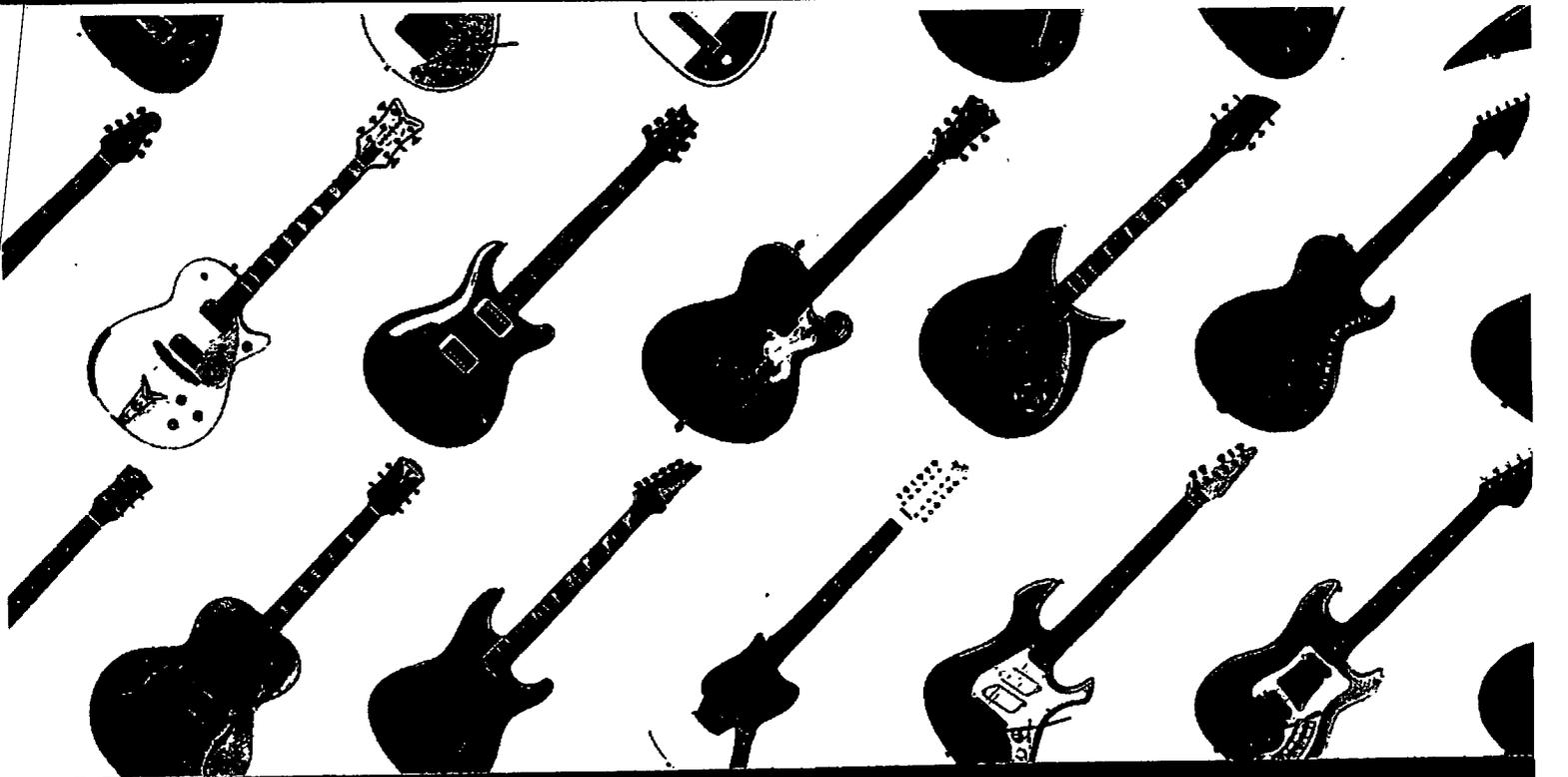
Jackson purchased the rights to Charvel and by 2002 were producing guitars once again. In the fall of 2002, Fender (FMIC) purchased the Jackson/Charvel corporation. Currently Jackson/Charvel still produces guitars in their manufacturing facilities and are distributed by FMIC, (Early Charvel history courtesy Baker Rorick, Guitar Shop magazine; additional information courtesy Roland Lozier, Lozier Piano & Music).

MODEL IDENTIFICATION

ELECTRIC: CMS SERIES

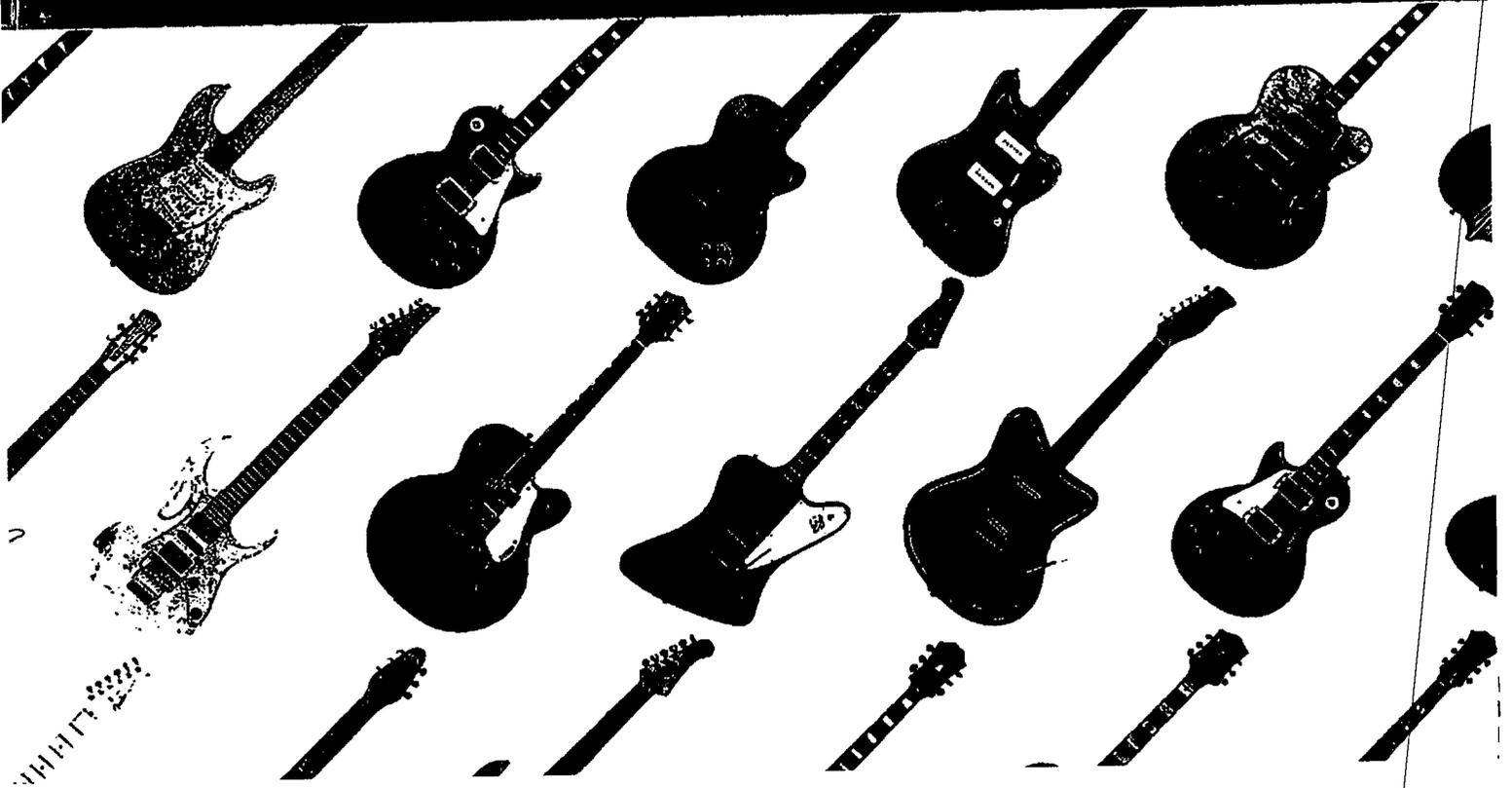
ELECTRIC: CLASSIC SERIES





ELECTRIC

THE ILLUSTRATED ENCYCLOPEDIA

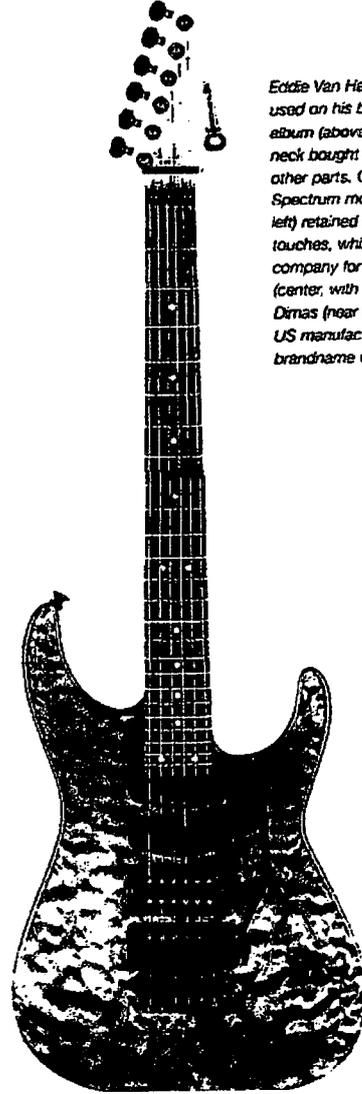
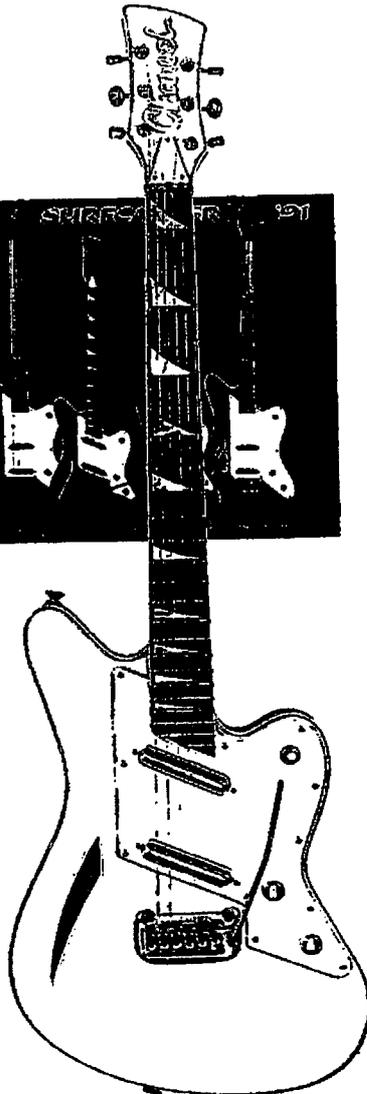
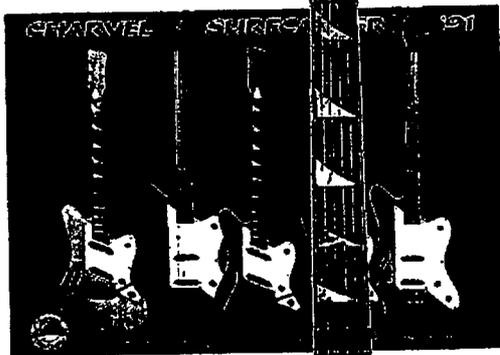
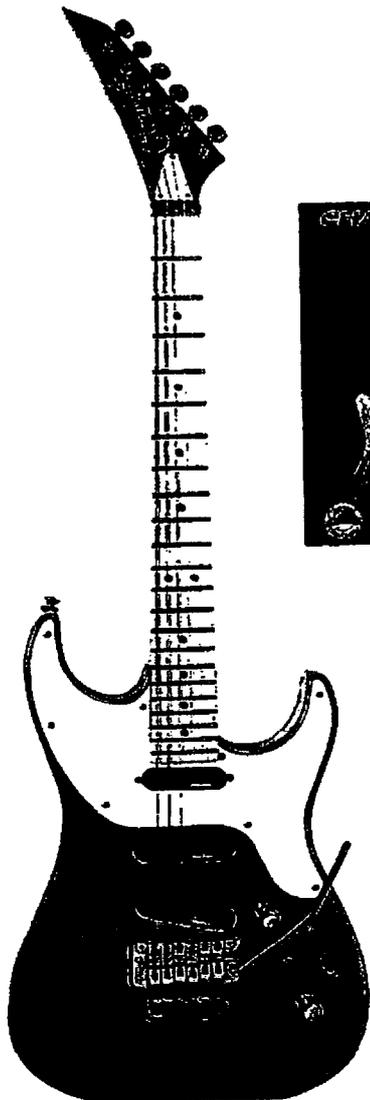
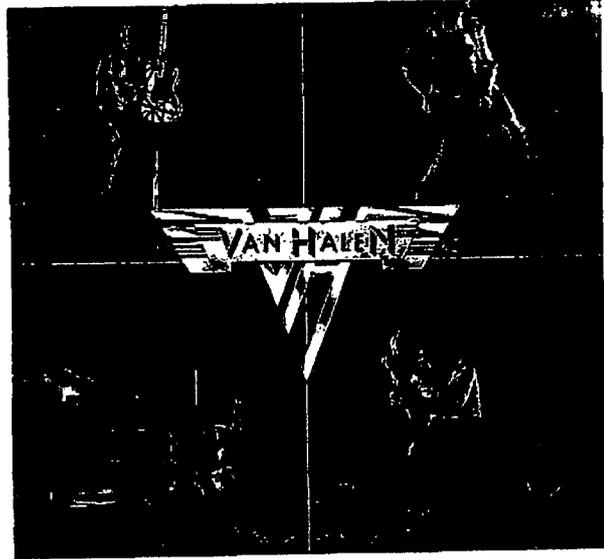


From the *Electric Guitars – Illustrated Encyclopedia*

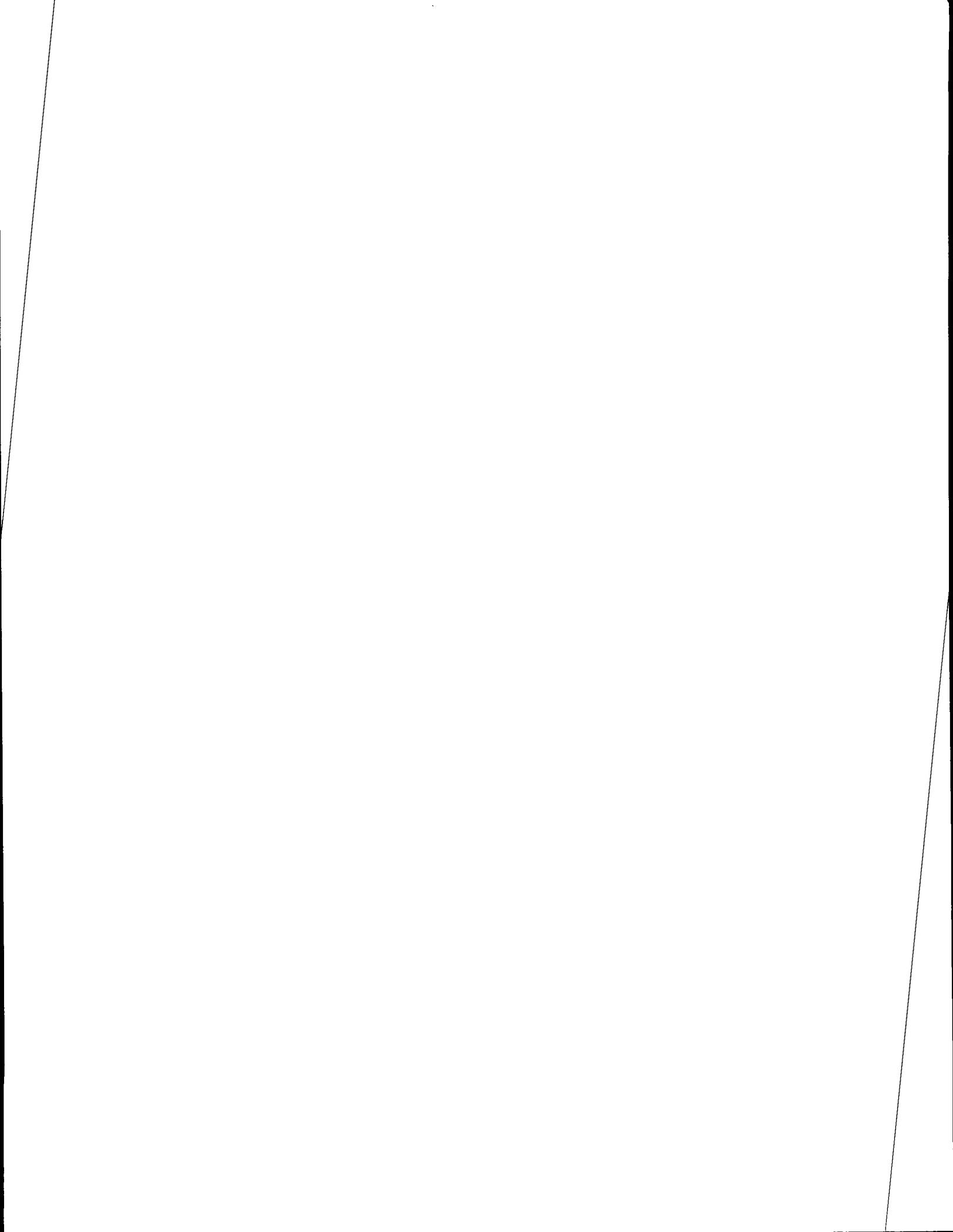
end Japanese mass-manufacture – were intended to fill every niche. A Korean-made line, new for 1989, was branded Charvette By Charvel and clearly aimed at entry-level players. However, by 1991 all instruments regardless of origin were branded Charvel once more. Some new 1990 models catered for traditional as well as extreme tastes: the Strat-style STs and Tele-like TE contrasted the Avenger's offset-V shape that echoed Jackson's Randy Rhoads.

One of the first determined moves into original yet retro-flavored design came in 1991 with the Surfcaster semi-solidbody, something of a mutated Jazzmaster-meets-Rickenbacker-meets-Danelectro. The Surfcaster had started life as a custom Jackson model, but the Charvel versions initially came in six-string (vibrato or fixed-bridge) and 12-string models. Then the CX series took over from the Charvettes, maintaining Charvel's low-end presence. A new overtly Fender-style headstock was soon amended to a design intended to calm trademark lawyers.

In 1994 Charvel's San Dimas series was introduced, named for the location of the old Charvel facility. This marked a return to US manufacture (though three years earlier there had been a limited-edition remake of the original late-1970s model), while the budget CHS series was launched in 1995. However, the acquisition of Jackson/Charvel by the Japanese electronic musical instrument company Akai in 1997 marked the end of Charvel-brand instruments.



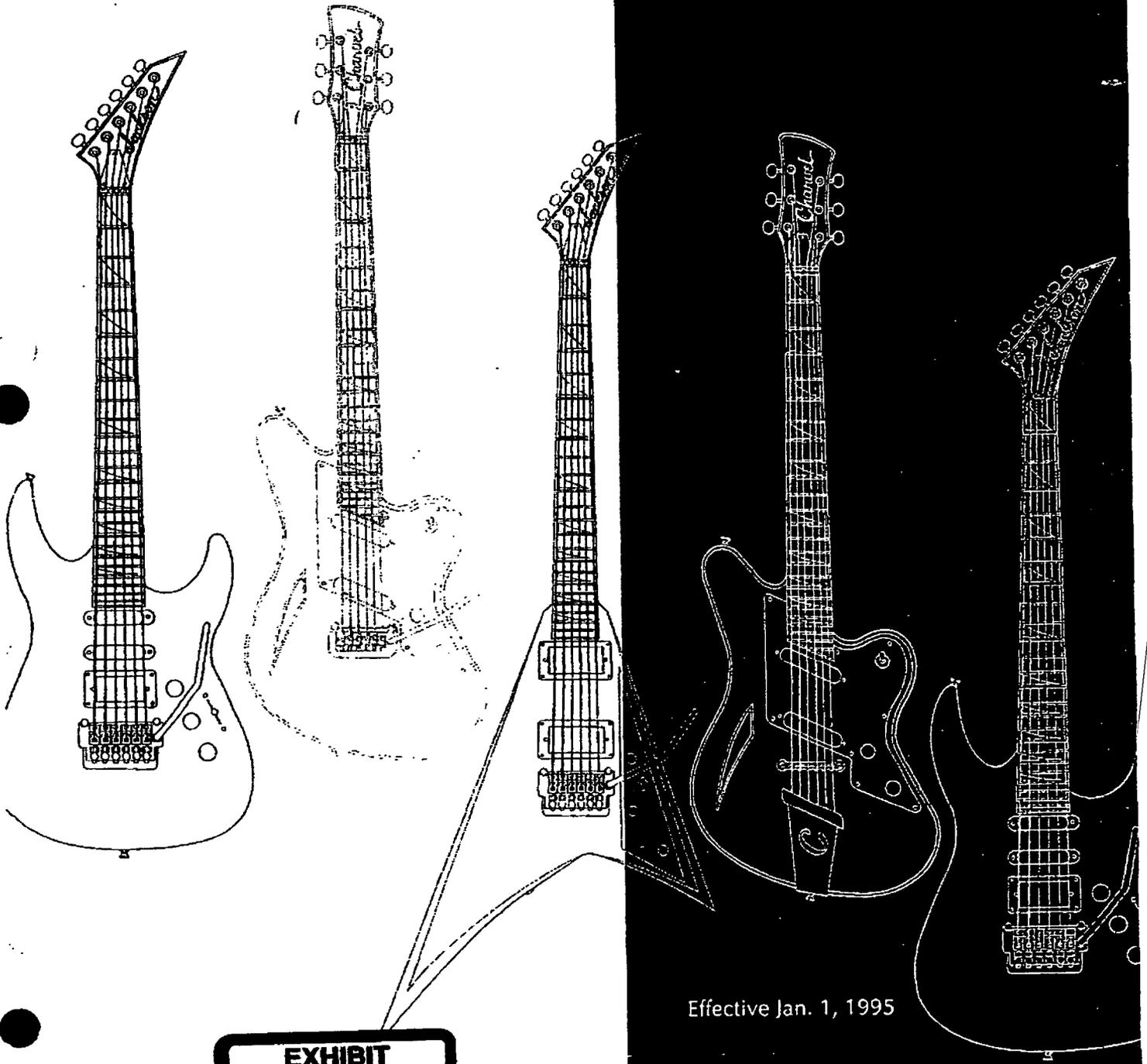
Eddie Van Halen built the guitar he used on his band's 1978 debut album (above) using a body and neck bought from Charvel among other parts. Charvel's Contemporary Spectrum model (1989 example, far left) retained some Fender-style touches, while retro flavor hit the company for this 1991 Surfcaster (center, with 1992 ad). The 1994 San Dimas (near left) marked a return to US manufacture for Charvel, but the brandname was dead by 1997.



Jackson

CH HARVEL

1995
Retail
Price List &
Specifications



Effective Jan. 1, 1995

EXHIBIT
R. H. Wade
Stacy J. Smith

JC 00001

JACKSON PROFESSIONAL SERIES GUITARS

Model Name	Retail Price	Color Options	Body Material	Neck/Fingerboard
Soloist Pro	\$ 1,595.00	MBK,DMB,BC	Poplar	Quartersawn Maple / Bound Ebor
Soloist XL	\$ 1,295.00	PW,MBK,DMB,DMR,DMG	Poplar	Quartersawn Maple / Rosewood
Soloist Std	\$ 995.00	BLK,DMB,DMV,GRR	Poplar	Quartersawn Maple / Rosewood
Rhoads Pro	\$ 1,595.00	BLK,BP,BC	Poplar	Quartersawn Maple / Bound Ebony
Rhoads Std	\$ 995.00	BLK,DMB,SW,DMR	Poplar	Quartersawn Maple / Rosewood
Rhoads EX	\$ 695.00	BLK,CB,SW,STN,GRR	Poplar	Eastern Maple / Rosewood
King V Pro -Mustaine	\$ 1,595.00	BLK,SSM,CSB	Poplar	Quartersawn Maple / Bound Ebony
King V Std	\$ 745.00	BLK,CB,SW	Poplar	Eastern Maple / Rosewood
Kelly Pro	\$ 1,595.00	BLK,BC,SGM	Poplar	Quartersawn Maple / Bound Ebony
Kelly XL	\$ 995.00	BLK,DMV,BP,DMG	Poplar	Quartersawn Maple / Rosewood
Kelly XL Rev	\$ 995.00	BLK,DMV,BP,DMG	Poplar	Quartersawn Maple / Rosewood
Kelly Std	\$ 795.00	BLK,DMB,DMR,DMV,BP	Poplar	Eastern Maple / Rosewood
Stealth EX	\$ 695.00	BLK,DMB,DMR,STN	Basswood	Eastern Maple / Rosewood
Stealth EX - Lefty	\$ 795.00	BLK,DMB,STN	Basswood	Eastern Maple / Rosewood
Stealth HX	\$ 595.00	BLK,DMB,DMR,DMV	Basswood	Eastern Maple / Rosewood
Fusion HH	\$ 895.00	BLK,TR,BC	Mahogany	Eastern Maple / Bound Rosewood
Fusion Std	\$ 795.00	BLK,DMR,CB,PW, DMG	Basswood	Eastern Maple / Rosewood
Fusion EX	\$ 695.00	BLK,DMB,DMR,SW	Basswood	Eastern Maple / Rosewood
Dinky XL (Trans)	\$ 1,095.00	TG,TB,TR,TV	Maple Top	Eastern Maple / Bound Rosewood
Dinky XL	\$ 995.00	MBK,PW,DMB,GRR	Basswood	Eastern Maple / Bound Rosewood
Dinky Reverse	\$ 795.00	BLK,DMV,CB,STN, DMG	Basswood	Eastern Maple / Maple or Rosewood
Dinky Reverse (Trans)	\$ 895.00	NGB,NRB,NPB	Basswood	Eastern Maple / Rosewood
Dinky RV-H	\$ 895.00	DMB,DMG,GRR	Poplar	Eastern Maple / Rosewood
Dinky RV-S	\$ 895.00	BLK,CB,DMG,NAT	Basswood / Mahogany	Eastern Maple / Rosewood
Dinky HX	\$ 695.00	DMB,DMR,DMG,BLK	Poplar	Eastern Maple / Rosewood
Dinky EX	\$ 695.00	BLK,DMB,DMR,SW	Basswood	Eastern Maple / Rosewood
JTX Std	\$ 695.00	BLK,TPP,DMR,SW	Ash	Eastern Maple / Rosewood

JACKSON PERFORMER SERIES GUITARS

Model Name	Retail Price	Color Options	Body Material	Neck/Fingerboard
PS-1	\$ 495.00	BLK,DMB,BGM,RVM,BC	Alder	Eastern Maple / Rosewood
PS-2	\$ 545.00	BLK,DMB,BGM,RVM,BC	Alder	Eastern Maple / Rosewood
PS-3	\$ 545.00	BLK,DMB,BGM,RVM,BC	Alder	Eastern Maple / Rosewood
PS-3T	\$ 595.00	BLK,DMB,BGM,RVM,BC	Alder	Eastern Maple / Rosewood
PS-4	\$ 595.00	BLK,DMB,BGM,RVM,BC	Alder	Eastern Maple / Rosewood
PS-5	\$ 545.00	BLK,DMB,BGM,RVM,BC	Alder	Eastern Maple / Rosewood

JACKSON PROFESSIONAL SERIES BASSES

Model Name	Retail Price	Color Options	Body Material	Neck/Fingerboard
JPB-7	\$ 795.00	BLK,DMB,DMR,DMG, BP	Basswood	Eastern Maple / Rosewood
JPB-8	\$ 895.00	BLK,DMB	Basswood	Eastern Maple / Rosewood
	\$ 995.00	NPB,TS	Maple	Eastern Maple / Rosewood
JPB-9	\$ 1,095.00	Natural	Padauk / Maple	Pao Ferro
Concert V	\$ 995.00	MBK,DMB,BC	Poplar	Eastern Maple / Bound Rosewood
Concert XL	\$ 895.00	MBK,DMB,DMR,BC	Poplar	Eastern Maple / Bound Rosewood
Concert EX	\$ 595.00	BLK,CB,STN	Poplar	Eastern Maple / Rosewood

JACKSON/CHARVEL COLOR GLOSSARY

BLK Black	GRR Gradation Red	DMB Dark Metallic Blue	BP Blue Purple
MBK Metallic Black	DMR Dark Metallic Red	CB Candy Blue	DMG Dark Metallic Green
TBK Transparent Black	TR Transparent Red	TB Transparent Blue	BGM Blue Green Metallic
BC Black Cherry (Metallic)	NRB Natural Red Sunburst	TRQ Turquoise	RVM Red Violet Metallic
TS Tobacco Sunburst	SGL Starglo Sunburst	TO Transparent Orange	SB Sapphire Blue

Construction	Inlays	Bridge	Neck Pickup	Middle Pickup	Bridge Pickup	Case Number	Case Price
Neck Thru	Pearl Sharkfin	JT-590	J-200	J-200	J-50M	JCC921	\$ 119.95
Neck Thru	Pearl Sharkfin	JT-580LP	J-100VS	J-100VS	J-92C	JCC921	\$ 119.95
Neck Thru	Pearl Dot	JT-580LP	J-100VS	J-100VS	J-92C	JCC921	\$ 119.95
Neck Thru	Pearl Sharkfin	JT-590	J-50N	*	J-50M	JCC901	\$ 139.95
Neck Thru	Pearl Dot	JT-580LP	J-50N	*	J-50M	JCC901	\$ 139.95
Bolt On	Pearloid Dot	JT-580	J-50N	*	J-50M	JCC901	\$ 139.95
Neck Thru	Pearl Sharkfin	APM3300	L-500XL	*	J-80	JCC901	\$ 139.95
Bolt On	Pearl Dot	JT-580	J-50N	*	J-92C	JCC901	\$ 139.95
Neck Thru	Pearl Sharkfin	JT-590	J-50N	*	J-92C	JCC902	\$ 139.95
Bolt On	Pearl Sharkfin	JT-580LP	J-50N	*	J-92C	JCC902	\$ 139.95
Bolt On	Pearl Sharkfin	JT-580LP	J-50N	*	J-92C	JCC902	\$ 139.95
Bolt On	Pearl Dot	JT-580LP	J-50N	*	J-92C	JCC902	\$ 139.95
Bolt On	Offset Dot	JT-580	J-110	J-110	J-75	JCC921	\$ 119.95
Bolt On	Offset Dot	JT-580	J-110	J-110	J-75	JCC921	\$ 119.95
Bolt On	Offset Dot	JB-390	J-75	J-75	J-75	JCC921	\$ 119.95
Bolt On	Offset Pearl Dot	JT-580LP	J-50N	*	J-92C	JCC921	\$ 119.95
Bolt On	Offset Pearl Dot	JT-580LP	J-200R	J-200R	J-85	JCC921	\$ 119.95
Bolt On	Offset Dot	JT-580	J-110	J-110	J-75	JCC921	\$ 119.95
Bolt On	Pearl Sharkfin	JT-580LP	J-100VS	J-100VS	J-92C	JCC921	\$ 119.95
Bolt On	Pearl Sharkfin	JT-580LP	J-100VS	J-100VS	J-92C	JCC921	\$ 119.95
Bolt On	Offset Pearl Dot	JT-580LP	J-80C	*	J-85	JCC921	\$ 119.95
Bolt On	Offset Pearl Dot	JT-580LP	J-80C	*	J-85	JCC921	\$ 119.95
Bolt On	Rev. Shark	JB-390	JH-6	J-100	JH-6	JCC921	\$ 119.95
Bolt On	Rev. Shark	JT-580LP	J-80C	*	J-85	JCC921	\$ 119.95
Bolt On	Offset Dot	JB-390	J-75	*	J-75	JCC921	\$ 119.95
Bolt On	Pearl Dot	JT-580	J-55	J-110	J-55	JCC921	\$ 119.95
Bolt On	Pearl Dot	JT-580	J-100VS	*	J-55	JCC922	\$ 119.95

Construction	Inlays	Bridge	Neck Pickup	Middle Pickup	Bridge Pickup	Case Number	Case Price
Bolt On	Dot	JT-480	J-135	J-135	J-70	JCC921	\$ 119.95
Bolt On	Dot	JT-500	J-135	J-135	J-70	JCC921	\$ 119.95
Bolt On	Dot	JB-390	J-70	*	J-70	JCC901	\$ 119.95
Bolt On	Dot	JT-500	J-70	*	J-70	JCC901	\$ 119.95
Bolt On	Dot	JT-500	J-70	J-135	J-70	JCC921	\$ 119.95
Bolt On	Dot	JB-340	*	J-35P	J-165	JCC931	\$ 129.95

Construction	Inlays	Bridge	Neck Pickup	Middle Pickup	Bridge Pickup	Case Number	Case Price
Bolt On	Offset Dot	JB-340	*	J-20	J-150VS	JCC932	\$ 129.95
Bolt On	Offset Dot	JB-440	*	J-175	J-175	JCC932	\$ 129.95
Bolt On	Offset Dot	JB-440	*	J-175	J-175	JCC932	\$ 129.95
Neck Thru	Offset Dot	JB-510	*	J-175	J-175	JCC932	\$ 129.95
Bolt On	Pearl Sharkfin	APM-2450	*	J-25	J-155	JCC931	\$ 129.95
Bolt On	Pearl Sharkfin	JB-440	*	J-20	J-150VS	JCC931	\$ 129.95
Bolt On	Pearloid Dot	JB-340	*	J-20	J-150VS	JCC931	\$ 129.95

AV Dark Metallic Violet	MAG Magenta (Metallic)	SW Snow White	GR Garnet Red
TV Transparent Violet	SGM Sparkle Green Metallic	PW Pearl White	FG Forest Green
TPP Transparent Pearl Purple	TG Transparent Green	STN Stone	
NPB Natural Purple Sunburst	NGB Natural Green Sunburst	GLD Gold (Metallic)	
SM Sparkle Silver Metallic	NAT Natural	CSB Cherry Sunburst	

JC 00003

CHARVEL SAN DIMAS SERIES GUITARS

Model Name	Retail Price	Color Options	Body Material	Neck/Fingerboard
San Dimas I	\$ 1,395.00 \$ 1,495.00*	Natural Oil	Lacewood / Mahogany KOA*	Birdseye Maple / Rosewood
San Dimas II	\$ 1,295.00 \$ 1,395.00*	Natural Oil	Lacewood / Mahogany KOA*	Birdseye Maple / Rosewood
San Dimas III	\$ 1,495.00	TR, TG, TP, VS	Mahogany Body / Quilted Maple Top	Birdseye Maple / Pao Ferro
San Dimas IV	\$ 1,695.00	TR, TG, TP, VS	KOA Body / Quilted Maple Top Edge Binding	Birdseye Maple / Pao Ferro
San Dimas STD	\$ 995.00	SB, GR, SW, BLK, FG	Alder	Quartersawn Maple / Rosewood
San Dimas Trad.	\$ 995.00	SB, GR, SW, BLK, FG	Alder	Quartersawn Maple / Rosewood or Maple

CHARVEL ELECTRIC GUITARS AND BASSES

Model Name	Retail Price	Color Options	Body Material	Neck/Fingerboard
LS-1 Guitar	\$ 995.00	BLK, GLD, DMB	Mahogany	Mahogany / Rosewood
LSX-I	\$ 895.00	NPB, NGB, NRB	Maple / Ash	Eastern Maple / Rosewood
LSX-II	\$ 795.00	BLK, TR	Mahogany	Eastern Maple / Rosewood
LSX-III	\$ 695.00	TSB, TB, TR	Ash	Eastern Maple / Rosewood
TX Custom	\$ 795.00	TSB, BLK, TRQ	Ash	Eastern Maple / Maple or Rosewood
Surfcaster HT (Trans)	\$ 995.00	TSB, NGB, NRB	Maple / Mahogany	Eastern Maple / Bound Rosewood
Surfcaster HT	\$ 895.00	BLK, TRQ, MV	Basswood	Eastern Maple / Bound Rosewood
Surfcaster 12 (Trans)	\$ 1,150.00	TR, TO, SGL	Maple / Mahogany	Eastern Maple / Bound Rosewood
Surfcaster 12	\$ 1,050.00	BLK, TRQ, MAG	Basswood	Eastern Maple / Bound Rosewood
Surfcaster STD	\$ 695.00	DMV, CB, BLK, TRQ	Basswood	Eastern Maple / Rosewood
ATX Guitar (Trans)	\$ 995.00	TBLK, TSB, TV	Maple / Mahogany	Eastern Maple / Rosewood
ATX Guitar	\$ 895.00	BLK, DMB, DMR	Maple / Mahogany	Eastern Maple / Rosewood

CHS SERIES

Model Name	Retail Price	Color Options	Body Material	Neck/Fingerboard
CHS-1	\$ 345.00	BLK, DMB, BR, SW	Alder	Eastern Maple / Rosewood
CHS-2	\$ 345.00	BLK, DMB, BR, SW	Alder	Eastern Maple / Rosewood
CHS-3	\$ 395.00	BLK, DMB, BR, SW	Alder	Eastern Maple / Rosewood
CHS-4	\$ 395.00	BLK, DMB, BR, SW	Alder	Eastern Maple / Rosewood

CHARVEL ACOUSTIC INSTRUMENTS

Model Name	Retail Price	Color Options	Body Material	Fingerboard
625	\$ 365.00	MBK, NAT, TSB, CSB	Spruce	Rosewood
625D	\$ 475.00	MBK, NAT, TSB, CSB	Spruce	Rosewood
625C	\$ 595.00	MBK, NAT, TSB, CSB	Spruce	Bound Rosewood
625F	\$ 650.00	TSB, TR, TBLK	Figured Maple	Bound Rosewood
625C-12	\$ 695.00	MBK, NAT, TSB	Spruce	Bound Rosewood
725	\$ 495.00	NATURAL	Solid Spruce	Rosewood
725E	\$ 595.00	NATURAL	Solid Spruce	Rosewood
750E	\$ 695.00	NATURAL	Solid Maple	Rosewood
150SC	\$ 595.00	NAT, TSB	Solid Spruce	Bound Rosewood
150SEC	\$ 695.00	NAT, TSB	Solid Spruce	Bound Rosewood
125S	\$ 595.00	NAT, TSB	Solid Spruce	Bound Rosewood
125SE	\$ 695.00	NAT, TSB	Solid Spruce	Bound Rosewood
550	\$ 225.00	NAT, MAHOGANY	Spruce / Mahogany	Rosewood
550E	\$ 325.00	NATURAL	Spruce	Rosewood
550C	\$ 265.00	NAT, MAHOGANY	Spruce / Mahogany	Rosewood
550CE	\$ 365.00	NATURAL	Spruce	Rosewood
CM-100	\$ 895.00	NATURAL	American Cedar	Rosewood

Tuning Keys	Hardware	Bridge	Neck Pickup	Middle Pickup	Bridge Pickup	Case Number	Case Price
Gotoh Custom	Gold	Floyd Rose Original	Dimarzio (Custom)	*	Dimarzio (Custom)	JCC921 USA	\$ 119.95
Sperzel Locking	Black	Wilkinson	Dimarzio (Custom)	*	Dimarzio (Custom)	JCC921 USA	\$ 119.95
Gotoh Custom	Black	Floyd Rose Original	Dimarzio Chopper	Dimarzio Fast Track	Dimarzio Tone Zone	JCC921 USA	\$ 119.95
Gotoh Custom	Gold	Floyd Rose Original	Dimarzio Fast Track	Dimarzio Fast Track	Dimarzio Tone Zone	JCC921 USA	\$ 119.95
Sperzel Locking	Chrome	Custom Steel Fulcrum	Dimarzio Vintage	Dimarzio Vintage	Dimarzio (Custom)	JCC921 USA	\$ 119.95
Sperzel Locking	Black	Custom Steel Fulcrum	Dimarzio Vintage	Dimarzio Vintage	Dimarzio (Custom)	JCC921 USA	\$ 119.95

Construction	Inlays	Bridge	Neck Pickup	Middle Pickup	Bridge Pickup	Case Number	Case Price
Set Neck	Abalone Dot	JB-390	J-50M	*	J-92C	JCC922	\$ 119.95
Bolt On	Pearl Dot	Wilkinson	J-50M	*	J-92C	JCC922	\$ 119.95
Bolt On	Pearl Dot	JT-580LP	J-50M	*	J-92C	JCC922	\$ 119.95
Bolt On	Pearl Dot	Wilkinson	J-50M	*	J-92C	JCC922	\$ 119.95
Bolt On	Pearl Dot	J-380	J-100	J-100RW	J-120	JCC922	\$ 119.95
Bolt On	Pearl Sharkfin	J-390	Chandler LST	*	J-92C	JCC922	\$ 119.95
Bolt On	Pearl Sharkfin	J-390	Chandler LST	*	J-92C	JCC922	\$ 119.95
Bolt On	Pearl Sharkfin	J-370	Chandler LST	*	Chandler LST	JCC922	\$ 119.95
Bolt On	Pearl Sharkfin	J-370	Chandler LST	*	Chandler LST	JCC922	\$ 119.95
Bolt On	Dot		Chandler LST	Chandler LST	Chandler LST	JCC922	\$ 119.95
Bolt On	Pearl Dot	Rosewood	*	*	Fishman	JCC922	\$ 119.95
Bolt On	Pearl Dot	Rosewood	*	*	Fishman	JCC922	\$ 119.95

Construction	Inlays	Bridge	Neck Pickup	Middle Pickup	Bridge Pickup	Case Number	Case Price
Bolt On	Dot	JT-480	J-125	J-125	J-125	CGB-10	\$ 69.95
Bolt On	Dot	JT-480	J-125	J-125	J-60	CGB-10	\$ 69.95
Bolt On	Dot	JT-480	J-60	*	J-60	CGB-10	\$ 69.95
Bolt On	Dot	JB-340	*	J-27P	J-157	CGB-12	\$ 79.95

Back/Sides	Inlays	Electronics	Pickup	Scale	Frets	Case Number	Case Price
Mahogany	Abalone Dot	None	None	25.6 Inches	21	CC-50	\$ 99.95
Mahogany	Abalone Dot	3 Band EQ	Transducer	25.6 Inches	21	CC-50	\$ 99.95
Rosewood	Abalone Dot	3 Band EQ	Transducer	25.6 Inches	22	CC-50	\$ 99.95
Rosewood	Abalone Dot	3 Band EQ	Transducer	25.6 Inches	22	CC-50	\$ 99.95
Rosewood	Abalone Dot	3 Band EQ	Transducer	25.6 Inches	22	CC-50	\$ 99.95
Mahogany	Pearl Dot	None	None	25.6 Inches	20	CC-60	\$ 99.95
Mahogany	Pearl Dot	3 Band EQ	Transducer	25.6 Inches	20	CC-60	\$ 99.95
Maple	Pearl Dot	3 Band EQ	Transducer	25.6 Inches	20	CC-60	\$ 99.95
Rosewood	Abalone Dot	None	None	25.6 Inches	22	CC-50	\$ 99.95
Rosewood	Abalone Dot	3 Band EQ	Transducer	25.6 Inches	22	CC-50	\$ 99.95
Mahogany	Abalone Dot	None	None	25.6 Inches	22	CC-50	\$ 99.95
Mahogany	Abalone Dot	3 Band EQ	Transducer	25.6 Inches	20	CC-50	\$ 99.95
Mahogany	Pearloid Dot	None	None	25.6 Inches	20	CC-50	\$ 99.95
Mahogany	Pearloid Dot	3 Band EQ	Transducer	25.6 Inches	20	CC-50	\$ 99.95
Mahogany	Pearloid Dot	None	None	25.6 Inches	20	CC-50	\$ 99.95
Mahogany	Pearloid Dot	3 Band EQ	Transducer	25.6 Inches	20	CC-50	\$ 99.95
Mahogany	Pearloid Dot	None	None	25.5 Inches	20	CC-50	\$ 99.95

CHARVEL STUDENT AMPLIFIERS

Model Name	Retail Price	Dimensions	Channels	Headphone Output
CH200	\$ 135.00	14x12x7	Two	Yes - Front Panel
CH200R	\$ 165.00	14x12x7	Two	Yes - Rear Panel
CH200B	\$ 150.00	14x16x7.5	One	Yes - Front Panel
CH400 Stereo Chorus	\$ 375.00	23.5x10x15	Two	Yes - Front Panel
CH600 Stereo Chorus	\$ 475.00	23.5x10x16.5	Two	Yes - Front Panel

JACKSON U.S.A. SERIES - MADE IN AMERICA

For those players who want the best that money can buy, but are not interested in having an instrument custom built to their specifications, we offer the Jackson U.S.A. Series. These instruments use the same high quality materials and construction techniques found in our custom shop instruments, but because all of the specifications have been standardized, we can offer them at considerably lower prices than our one-of-a-kind custom creations.

	Solid USA	Khond USA	Dinky USA	JJ Custom	Concert Bass USA
Body	Poplar	Poplar	Bass Woods	Mapogany	Poplar
Neck	Quartersawn Maple	Quartersawn Maple	Birdseye Maple	Quartersawn Maple	Quartersawn Maple
Fingerboard	Bound Ebony	Bound Ebony	Birdseye Maple or Ebony	Rosewood	Bound Ebony
Construction	Neck Thru	Neck Thru	Bolt On	Bolt On	Neck Thru
Inlays	Pearl Sharkfin	Pearl Sharkfin	Pearl Sharkfin	Pearl Dot	Pearl Sharkfins
Bridge	JT-590	JT-590	JT-590	GTB-100	JT-340
Neck Pickup	J100 VS	L-500	J100 VS	Duncan SH-1	EMC JB
Middle Pickup	J100 VS	L-500	J100 VS	Duncan SH-6	EMC JB
Bridge Pickup	L-500XL	L-500XL	L-500XL	Duncan SH-6	EMC JB
Case Number	JCC921 USA	JCC901 USA	JCC921 USA	JCC921 USA	JCC911
Case Price	\$ 119.95	\$ 119.95	\$ 119.95	\$ 119.00	\$ 129.95
RETAIL					
Group A Finish	\$ 1,795.00	\$ 1,795.00	\$ 1,595.00	Solid \$ 1,195.00	\$ 1,895.00
Group B Finish	\$ 1,895.00	\$ 1,895.00	\$ 1,695.00	Quilt Top \$ 1,395.00	\$ 1,995.00
Group C Finish	\$ 2,095.00	\$ 2,095.00	\$ 1,895.00		\$ 2,195.00

Group A Finishes	Group B Finishes	Group C Finishes
Black, Teal Blue, Emerald Green, Violet Metallic, Silver White Pearl	Flamingo, Ivy, Ferie Dess, Coral Sea	Skulls, Flames, Multi-Colored Dragon

JACKSON CUSTOM SHOP REPLACEMENT NECKS - MADE IN AMERICA

Jackson Custom Shop necks are commonly acknowledged as the best that money can buy. Each neck is made using the same compound fingerboard radius as found on our Custom Shop Guitars. The compound radius is one of the biggest improvements to have ever happened to the electric guitar. It allows for clean bends on the upper frets while preserving a comfortable radius for

Part Number	Retail Price	Headstock	Fingerboard	Neck Wood
93 - 101	\$ 300.00	Vintage Strat	Maple	Quartersawn Maple
93 - 102	\$ 350.00	Vintage Strat	Rosewood	Quartersawn Maple
93 - 103	\$ 400.00	Vintage Strat	Ebony	Quartersawn Maple
93 - 104	\$ 325.00	Vintage Strat	Maple	Quartersawn Maple
93 - 105	\$ 375.00	Vintage Strat	Rosewood	Quartersawn Maple
93 - 106	\$ 425.00	Vintage Strat	Ebony	Quartersawn Maple
93 - 107	\$ 300.00	Jackson	Maple	Quartersawn Maple
93 - 108	\$ 350.00	Jackson	Rosewood	Quartersawn Maple
93 - 109	\$ 400.00	Jackson	Ebony	Quartersawn Maple

Reverb	Power	Warranty	E.Q.	Cabinet Type	Effects Loop	Output Type	Weight
No	20 Watts	1 Year	4 Band	Open	Yes	Solid State	12 LBS.
Yes	20 Watts	1 Year	4 Band	Open	Yes	Solid State	15 LBS.
No	20 Watts	1 Year	4 Band	Ported	Yes	Solid State	20 LBS.
Yes	20+20 Watts	1 Year	3 Band	Open	Yes	Solid State	33 LBS.
Yes	30+30 Watts	1 Year	3 Band	Open	Yes	Solid State	35 LBS.

JACKSON PLAYERS CHOICE SERIES - MADE IN AMERICA

The Jackson factory has more experience building custom instruments than any other builder in America. It is this rich history of creating custom instruments for professional musicians that has helped us develop the Players Choice Series. These guitars utilize the most frequently requested specifications by our endorsers and past customers so that you benefit by their experience. These guitars are priced about ten percent lower than if you were to order them as Custom Shop instruments.

	Original Rhoads	Rhoads 10 Strings	Phil Collen	Exotic Dinky	Flamed Dinky	Kings V
Body	Poplar	Quilted Maple	Basswood	Koa/Quilted Maple	Flamed Maple	Poplar
Neck	Quartersawn Maple					
Fingerboard	Bound Ebony	Bound Ebony	Bound Ebony	Pao Ferro	Bound Ebony	Bound Ebony
Construction	Neck Thru	Neck Thru	Neck Thru	Bolt On	Bolt On	Neck Thru
Inlays	Pearl Sharkfin	Pearl Sharkfin	Pearl Sharkfin	Abalone Dot	Pearl Sharkfin	Pearl Sharkfin
Bridge	JT-990	SPECIAL	JT-590	JT-590	JT-590	JT-590
Neck Pickup	Duncan JB	Duncan JB	J-100VS	Duncan Stack	J-100VS	Duncan JB
Middle Pickup				Duncan Stack	J-100VS	
Bridge Pickup	Duncan Custom	Duncan SH6	J-90C	Duncan Custom	J-100VS	Duncan Custom
Case Number	JCC901 USA	JHC901 USA	JHC907 USA	JCC921 USA	JCC921 USA	JCC901 USA
Case Price	\$ 199.95	\$ 199.95	\$ 199.95	\$ 119.00	\$ 199.95	\$ 199.95
Retail Price	\$ 2,200.00	\$ 2,500.00	\$ 2,300.00	\$ 2,400.00	\$ 2,200.00	\$ 2,200.00
Standard Finishes	BLACK	TRANS BLACK	MBK, FW,SSM	JPT,SB,TR,TB	TBK,TPTB,TS	BLACK

chording. All replacement necks come with a coat of lacquer sealer to protect them from moisture. Jackson headstock necks have the face of the headstock finished in gloss black.

Scale Length	Nut Width	Inlays	Radius	Frets	Fret Size	Nut Type
25.5 Inches	1-5/8 Inches	Black Dots	Compound	22	Narrow/Tall	Composite
25.5 Inches	1-5/8 Inches	Pearl Dots	Compound	22	Narrow/Tall	Composite
25.5 Inches	1-5/8 Inches	Pearl Dots	Compound	22	Narrow/Tall	Composite
25.5 Inches	1-5/8 Inches	Black Dots	Compound	22	Narrow/Tall	Ready for Floyd Rose #2
25.5 Inches	1-5/8 Inches	Pearl Dots	Compound	22	Narrow/Tall	Ready for Floyd Rose #2
25.5 Inches	1-5/8 Inches	Pearl Dots	Compound	22	Narrow/Tall	Ready for Floyd Rose #2
25.5 Inches	1-11/16 Inches	Black Dots	Compound	24	Jumbo	Ready for Floyd Rose #3
25.5 Inches	1-11/16 Inches	Pearl Dots	Compound	24	Jumbo	Ready for Floyd Rose #3
25.5 Inches	1-11/16 Inches	Pearl Dots	Compound	24	Jumbo	Ready for Floyd Rose #3

JACKSON CUSTOM SHOP INSTRUMENTS - MADE IN AMERICA

Construction Style	Base Price	Neck/Fingerboard
Bolt on Neck Guitar	\$ 2,100.00	Quartersawn Maple / Optional
Bolt On Neck Guitar with Figured Maple Top	\$ 2,300.00	Quartersawn Maple / Optional
Bolt On Neck Guitar with Figured Maple Arched Top	\$ 2,500.00	Quartersawn Maple / Optional
Bolt On Neck Bass	\$ 2,000.00	Quartersawn Maple / Optional
Bolt On Neck Bass with Figured Maple Top	\$ 2,200.00	Quartersawn Maple / Optional
Neck Thru Guitar	\$ 2,400.00	Quartersawn Maple / Optional
Neck Thru Guitar with Figured Maple Top	\$ 2,700.00	Quartersawn Maple / Optional
Neck Thru Guitar with Figured Maple Arched Top	\$ 2,900.00	Quartersawn Maple / Optional
Neck Thru Body Bass	\$ 2,300.00	Quartersawn Maple / Optional
Neck Thru Body Bass with Figured Maple Top	\$ 2,600.00	Quartersawn Maple / Optional
Neck Thru Body Bass with Figured Maple Arched Top	\$ 2,800.00	Quartersawn Maple / Optional

GENERAL INFORMATION

Ordering a custom instrument is a life long dream for most guitarists. Now you can get exactly the instrument you have always wanted, and know that it will live up to your expectations. The Jackson California Facility has been continuously creating custom guitars longer than any other factory in America. Building a custom instrument by hand takes a considerable amount of time, so please keep this in mind when you order. Typical construction times can be as long as thirty weeks. Good things are worth waiting for, so please be patient with us after you place your order. We give a "Lifetime Warranty" on our Custom Shop Guitars. In order to do this we must be allowed the time to build your instrument properly.

STANDARD SPECIFICATIONS FOR CUSTOM SHOP INSTRUMENTS

Choice of body wood - Ash / Alder / Basswood / Poplar

Choice of fingerboard - Maple / Rosewood / Ebony

Choice of fret size - Small / Medium Jumbo / Jumbo / Extra Jumbo / Narrow and Tall

Choice of neck profile and nut width .

Choice of Pearl inlays (Rosewood & Ebony fingerboards only) - Sharkfins / Blocks / Dots

Neck thru body instruments come standard with neck finished to match body (oil finish is extra).

Bolt on neck instruments may be ordered with choice of neck finish - Oil / Satin / Gloss.

Deduct \$100.00 from base price for no Tremolo or Vintage Tremolo guitars.

Base guitar prices include your choice of: 3 Jackson P.U.S. , 3 controls, and selector switch.

Basic bass price includes 2 Jackson pickups and 3 controls.

No extra charge for matching color from opaque color sample.

Choice of chrome or black hardware.

All custom shop instruments have fully shielded control compartments.

Sculptured heels are optional at no extra charge.

Neck thru body instruments available with matching headstocks for no additional charge.

Guitars are available with your choice of 22 or 24 frets.

Pearl headstock inlay standard on all custom shop instruments.

Jackson die cast precision tuning machines are standard on all custom shop instruments.

Jackson custom shop instruments have a lifetime warranty to the original owner.

Choice of over 50 colors and finishes.

Headstock and fiberboard binding are optional with no additional charge.

Construction times vary depending on the complexity of the instrument.

Typical construction time is 16 to 20 weeks.

Scale Length	Inlays	Bridge	Neck Pickup	Middle Pickup	Bridge Pickup	Case Price
25.5 Inches	Optional	JT-590	Optional	Optional	Optional	Included With Base Price
25.5 Inches	Optional	JT-590	Optional	Optional	Optional	Included With Base Price
25.5 Inches	Optional	JT-590	Optional	Optional	Optional	Included With Base Price
34.0 Inches	Optional	JB-440	Optional	Optional	Optional	Included With Base Price
34.0 Inches	Optional	JB-440	Optional	Optional	Optional	Included With Base Price
25.5 Inches	Optional	JT-590	Optional	Optional	Optional	Included With Base Price
25.5 Inches	Optional	JT-590	Optional	Optional	Optional	Included With Base Price
25.5 Inches	Optional	JT-590	Optional	Optional	Optional	Included With Base Price
34.0 Inches	Optional	JB-440	Optional	Optional	Optional	Included With Base Price
34.0 Inches	Optional	JB-440	Optional	Optional	Optional	Included With Base Price
34.0 Inches	Optional	JB-440	Optional	Optional	Optional	Included With Base Price

JACKSON CUSTOM SHOP OPTIONS

Solid colors, Candy colors, Metallics, Pearls	Included in base price
Metal Flake & Holo Flake	Additional \$200.00
Fluorescent	Additional \$100.00
Sunburst on Figured Maple top	Included in base price
Sunburst on Ash or Alder body	Additional \$100.00
Graphics	See graphics list
Custom Graphics	Submit sample for quotation

JACKSON CUSTOM SHOP NECK OPTIONS

Matching headstock (bolt on neck instruments)	Additional \$100.00
Custom color logo	Additional \$50.00
Finished neck (neck thru body instruments)	Additional \$200.00
Sharkfin inlays (Maple fingerboards only)	Additional \$200.00
Ballped fingerboard - per fret	Additional \$30.00 each
Custom inlays	Send drawing for quote
Figured Maple neck (bolt on neck instruments)	Additional \$200.00
Reverse headstock or reverse position sharkfin inlays	Additional \$100.00
Pero Ferro or figured Maple fingerboard	Additional \$100.00
Five string bass	Additional 10%

JACKSON CUSTOM SHOP BODY OPTIONS

Left handed instrument	Additional 10%
Figured Maple body	Additional \$400.00
Mahogany body	Additional \$100.00
Koa body	Additional \$300.00
Body binding (per side)	Additional \$100.00
Pickguard	Additional \$50.00
Custom body shape	Send drawing for quote
Gold hardware	Additional \$100.00
Original Floyd Rose Tremolo	Additional \$150.00
Truss rod cover engraving or headstock lettering	Additional \$75.00

JACKSON CUSTOM SHOP ELECTRONIC OPTIONS

Pickups supplied by customer - normal wiring	No additional charge
Dimarzio, Seymour Duncan or EMG pickups	Add retail price of selected pickups
Volume or tone control	Additional \$30.00 each
5 way switch coil splitter or kill switch	Additional \$30.00 each
E-1200 mid boost	Additional \$65.00
E-1500 Parametric mid boost	Additional \$65.00
2000 Active bass system	Additional \$65.00

JACKSON CUSTOM SHOP FINISH OPTIONS

CUSTOM COLORS

SOLIDS:	Black Ferrari Red Porsche Red Fiesta Red Canary Yellow Dodger Blue Dark Blue	Baby Blue Turquoise Ivory Snow White Seafoam Green Hot Pink Light Purple	Dark Purple Magenta Bubblegum Pink Shell Pink Orange Teal
METALLICS:	Black Silver Gun Metal Grey Gold Shoreline Gold	Red Wine Red Electric Blue Dark Blue Silver Blue	Purple Lavender Burgundy Mist Violet Teal Green
FLUORESCENTS:	Pink Orange	Red Yellow	Green Blue
CANDY:	Candy Red Candy Blue	Candy Purple Candy Green	Candy Burgundy Candy Orange
PEARL:	White Red	Platinum Blue	Gold Copper
SUNBURSTS:	Cherry	Tobacco	Vintage

CUSTOM SHOP GRAPHICS

GROUP I: \$200.00	Bevels Painted Textured Pearl Pin Stripes	Errie Dess Denim Bullet Holes	Coral Sea Splatter Rising Sun
GROUP II: \$300.00	Bengal Tiger (Front) Rising Sun / Japanese Letters Skull & Cross Bones Spiral Checkerboard	Checker Board Treasure Map Lightning Sky Saturn	Zebra (Front) Snakeskin (Front) Turquoise Stone Grid (Front)
GROUP III: \$400.00	Bengal Tiger (Front & Back) Snakeskin (Front & Back) Zebra (Front & Back)	Hot Rod Flames B&W Dragon Sunset	Leopard (Front) Crunch Broken Glass
GROUP IV: \$500.00	Multicolored Dragon Leopard (Front & Back) City Skyline Don't Smoke	Spheres Skulls Pop Art Warbird	Standing Woman Reclining Woman Pile of Skulls Tie Die

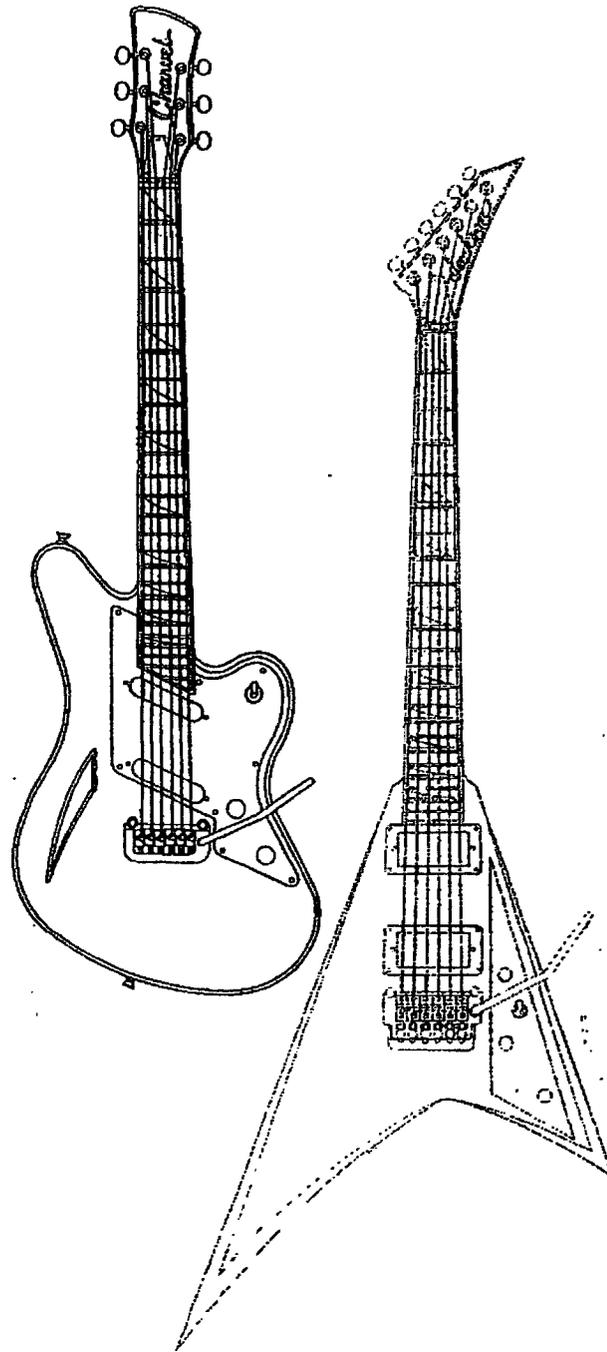
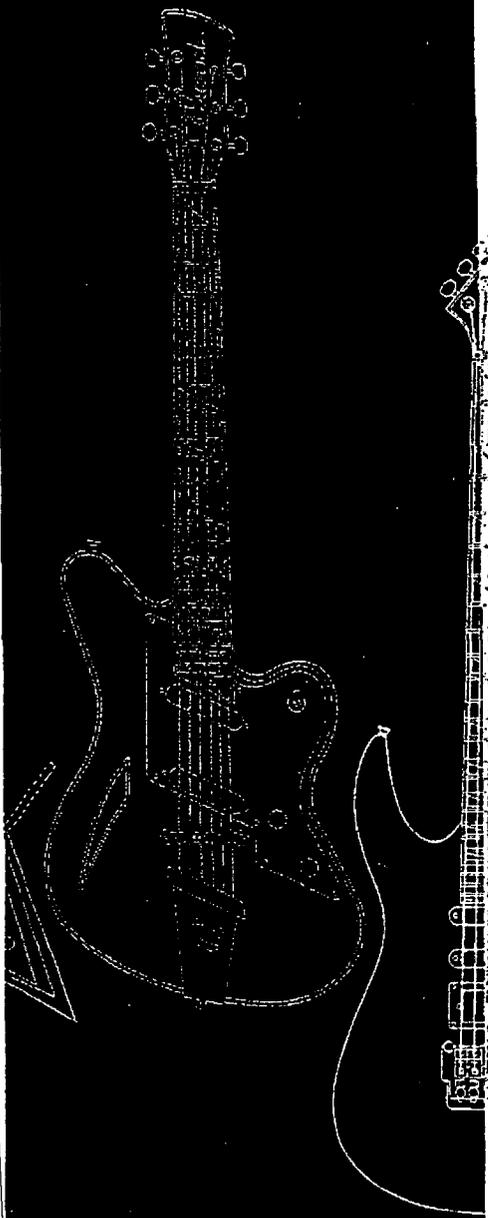
CUSTOM SHOP OPTIONS

CUSTOM GRAPHICS:

Prices for custom graphics are determined by the amount of time it will take one of our graphic artists to airbrush your desired graphic. To receive a quote on a specific graphic, please supply us with an accurate rendering of the graphic.

CUSTOM FINGERBOARD INLAYS:

If you desire special fingerboard inlays for your instrument, we will need an accurately scaled drawing of the design you wish. Quotes for custom inlays usually take 10 working days.

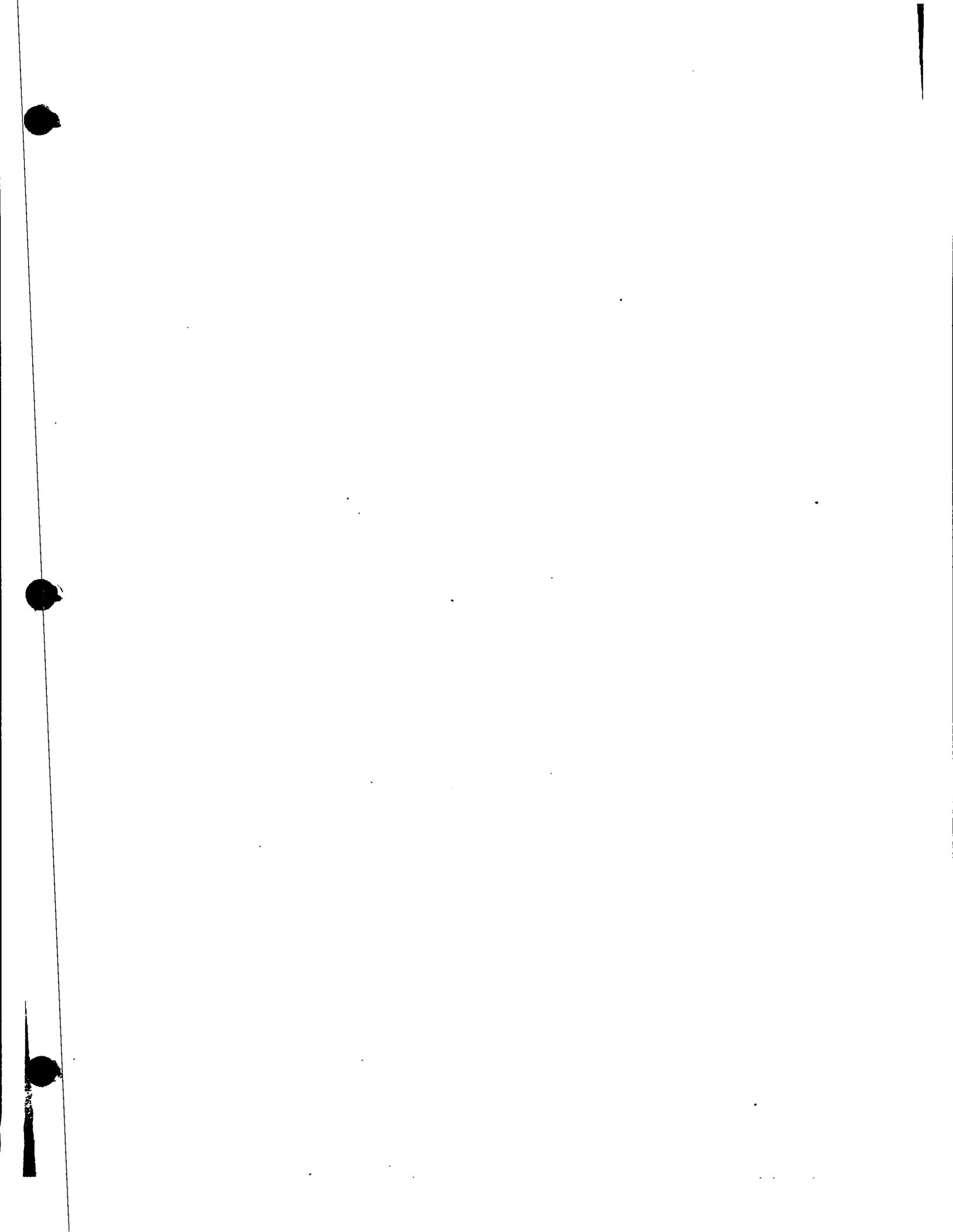


**Jackson / Charvel
Guitar Company**

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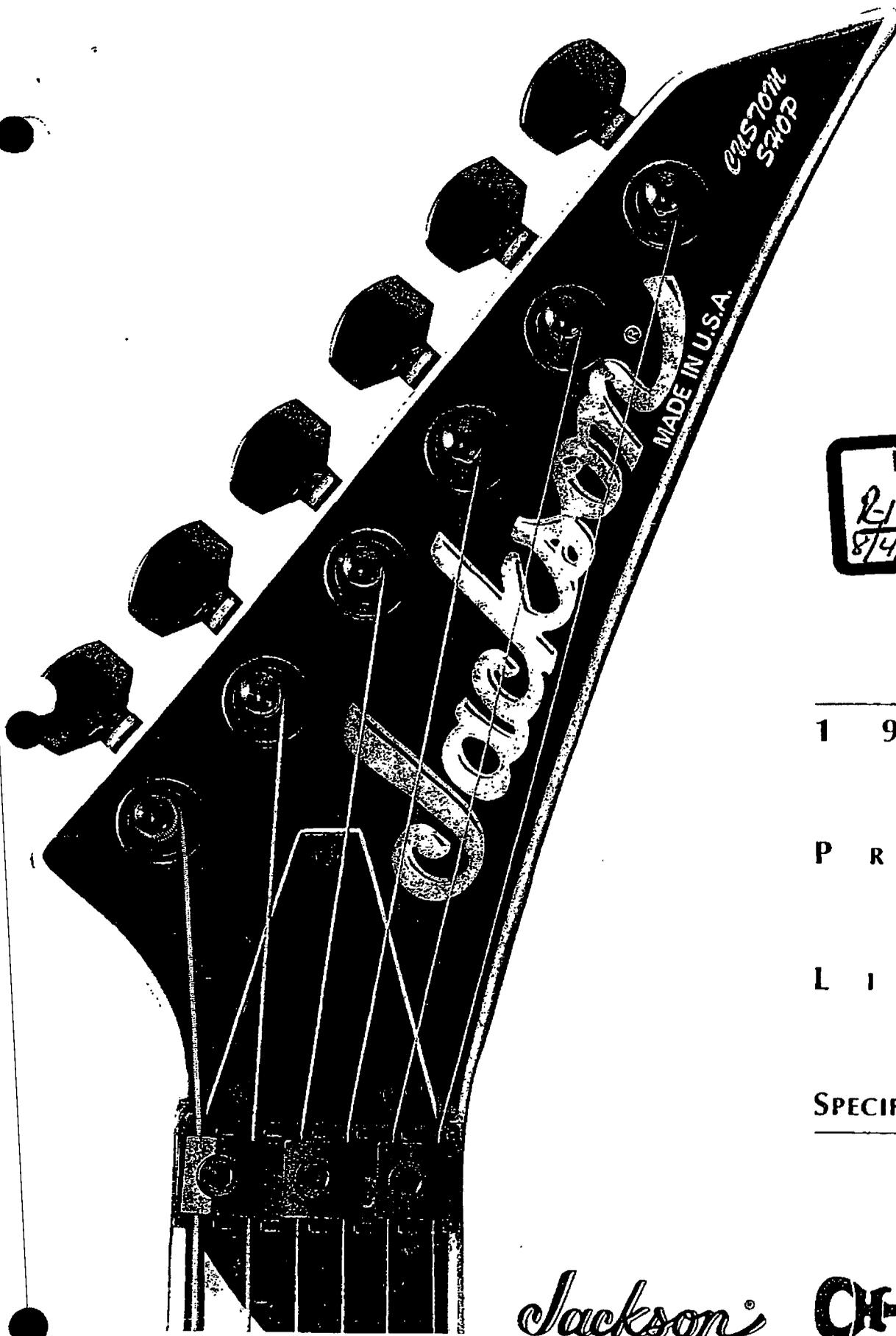


EXHIBIT
R-17, Wade
8/4/06 T. Smith

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P R I C E

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SPECIFICATIONS

Jackson® 

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JC 00012

JACKSON

JACKSON USA AND PROFESSIONAL SERIES GUITARS

USA MODELS SHOWN IN BOLD

Model Name	Retail	Finish	Body	Neck / Fingerboard / In
RR1	\$1,795.00	*MBK, GMG, CBL, DCR	Poplar	Maple / Ebony / Sharkfin
RR2	\$1,295.00	BLK, GMG, CBL	Poplar	Maple / Ebony / None
RR3 (Transparent)	\$ 945.00	TV, TB	Poplar / Gravure	Maple / Rosewood / Sharkfin
" (Solid)	\$ 895.00	BLK, CBL	Poplar	"
RR4 (Transparent)	\$ 795.00	TV, TB	Poplar / Gravure	Maple / Rosewood / Dot
" (Solid)	\$ 745.00	BLK, CBL	Poplar	"
SL1	\$1,795.00	*MBK, GMG, BGP, DCR	Poplar	Maple / Ebony / Sharkfin
SL2	\$1,395.00	BLK, GMG, BGP, YGP, DCR	Poplar	Maple / Ebony / None
SL2S	\$1,495.00	"	"	Maple / Ebony / Sharkfin
AT1 (Transparent)	\$1,645.00	TB, TG, CSB, TBK	Mahogany / Maple	Maple / Ebony / None
" (Solid)	\$1,495.00	BGP, BLK, DCR	Poplar	"
AT1T (Transparent)	\$1,595.00	TB, TG, CSB, TBK	Mahogany / Maple	Maple / Ebony / None
" (Solid)	\$1,445.00	BGP, BLK, DCR	Poplar	"
DK1 (Transparent)	\$1,695.00	*TBK, BB, PB, TSB	Poplar / Maple	Maple / Ebony / Sharkfin
" (Solid)	\$1,595.00	BLK, DCR, BGP	Poplar	"
PCI	\$2,195.00	ASB, NAT	Koa / Quilt Top	Maple / Quilt Maple / None
DX1 (Transparent)	\$1,045.00	TV, TB	Basswood / Gravure	Maple / Rosewood / Sharkfin
" (Solid)	\$ 995.00	BLK, CBL, SWP	Basswood	"
DX2 (Transparent)	\$ 795.00	TV, TB	Basswood / Gravure	Maple / Rosewood / Dot
" (Solid)	\$ 745.00	BLK, CBL	Basswood	"
DR2	\$1,445.00	GPH, CBS or (BLK, UVB, DCR)	Ash or (Poplar)	Maple / Ebony / None
DR3 (Transparent)	\$ 945.00	TV, TB	Basswood / Gravure	Maple / Rosewood / Sharkfin
" (Solid)	\$ 895.00	MV, BLK, GPH, CBS	Ash	"
DR5	\$ 745.00	BLK, UV or (GPH, CBS)	Basswood or (Ash)	Maple / Rosewood / Dot
KV1	\$1,795.00	BKE or (NAT)	Poplar or (Korina)	Maple / Ebony / Sharkfin
KV2	\$ 795.00	BLK, UV	Poplar	Maple / Rosewood / Dot
KE1 (Transparent)	\$1,745.00	TBK	Poplar	Maple / Ebony / Sharkfin
" (Solid)	\$1,645.00	BLK, SWP	Poplar / Maple	"
KE3 (Transparent)	\$ 995.00	TB, TV, TBK	Poplar / Gravure	Maple
" (Solid)	\$ 945.00	BLK, MV	Poplar	Rosewood / Sharkfin
KE4	\$ 795.00	GPH, CBS or (BLK, MV)	Ash or (Poplar)	Maple / Rosewood / Dot
SDK1	\$1,295.00	GPH or (OGP, GMG, BLK, CBL, DCR)	Ash or (Poplar)	Maple / Rosewood or (Maple / Dot)
SDK2	\$ 725.00	GPH, RPS or (BLK, CBL, GMG)	Ash or (Poplar)	Maple / Rosewood or (Maple / Dot)
JJ1	\$1,295.00	BLK, SS, NAT	Poplar / Korina	Maple / Rosewood / Dice
FB 2	\$ 795.00	BLK, MG, VW	Poplar	Maple / Rosewood / Dot
FB2T	\$ 725.00	BLK, MG, VW	Poplar	Maple / Rosewood / Dot
TH1	\$ 795.00	CBS, GPH, RPS or (BLK, MV)	Ash or (Basswood)	Maple / Rosewood / Dot
TH1 LEFTY	\$ 895.00	"	"	"
TH2	\$ 725.00	CBS, GPH, RPS or (BLK, MV)	Ash or (Basswood)	Maple / Rosewood / Dot
SS1	\$ 795.00	BGS, RPS, BLK, CBL	Ash / Basswood	Maple
SS2	\$ 695.00	BLK, CBL, RP	Basswood	Maple / Dot
FX1	\$ 895.00	BLK, CBL, RP	Basswood	Maple / Rosewood / Dot
OC1	\$ 725.00	GMG, MV, VW	Basswood	Maple / Rosewood / Dot
KB1 - BASS	\$ 795.00	BLK, CBL	Poplar	Maple / Rosewood / Dot
EL1 - BASS	\$ 795.00	BLK, CBL	Basswood	Maple / Rosewood / Dot

* The following graphics available on RR1, SL1, & DK1 Models.

Skulls - Add 300.00
 Lightning Sky - Add 100.00
 Eerie Dess Swirl - Add 100.00

Function	Bridge	Neck Pickup	Middle Pickup	Bridge Pickup	Case Number	Case Price
Neck Thru	Floyd Rose Original	Duncan SH-2	N/A	Duncan TB-4	JCC901 USA	\$139.95
Bolt On	JT-580LP	JP-11	N/A	JJB-0	JCC901 USA	\$139.95
Bolt On	JT-580LP	DD103N	N/A	DD103B	JCC901	\$139.95
"	"	"	N/A	"	"	"
Bolt On	JT-580	JA213	N/A	JA214	JCC901	\$139.95
"	"	"	N/A	"	"	"
Neck Thru	Floyd Rose Original	Duncan STK-1	Duncan STK-1	Duncan TB-4	JCC921 USA	\$119.95
Neck Thru	JT-580LP	JP-11	N/A	JP-10	JCC921 USA	\$119.95
"	"	"	N/A	"	"	"
Bolt On	Wilkinson VS-100	JVA-1	N/A	JVA-1	JCC921 USA	\$119.95
"	"	"	N/A	"	"	"
Bolt On	Wilkinson GB100	JVA-1	N/A	JVA-1	JCC921 USA	\$119.95
"	"	"	N/A	"	"	"
Bolt On	Floyd Rose Original	Duncan STK-1	Duncan STK-1	Duncan TB-4	JCC921 USA	\$119.95
"	"	"	N/A	"	"	"
Bolt On	Floyd Rose Original	Floyd Rose Sustainer	Dimarzio HS-2	Dimarzio Super 3	JCC921 USA	\$119.95
Bolt On	JT-580LP	SC101	SC101	DD102B	JCC921	\$119.95
"	"	"	N/A	"	"	"
Bolt On	JT-580	JA213	JA112	JA214	JCC921	\$119.95
"	"	"	"	"	"	"
Bolt On	JT-580LP	Duncan SH-2	N/A	Duncan SH-12	JCC921 USA	\$119.95
Bolt On	JT-580LP	DD103N	N/A	DD103B	JCC921	\$119.95
"	"	"	N/A	"	"	"
Bolt On	JT-580	JA213	N/A	JX-2	JCC921	\$119.95
Neck Thru	Kahler APM3310	Duncan SH-4	N/A	Duncan TB-5	JCC901 USA	\$139.95
Bolt On	JT-580	JA213	N/A	JA214	JCC901	\$139.95
Neck Thru	Kahler APM3310	N/A	N/A	Duncan TB-4	JCC902 USA	\$139.95
"	"	"	N/A	"	"	"
Bolt On	JT-580LP	DD103N	N/A	DD103B	JCC902	\$139.95
"	"	"	N/A	"	"	"
Bolt On	JT580	JA213	N/A	JX-2	JCC902	\$139.95
Bolt On	Orig. Floyd	JP11	JS4	JP10 JB	JCC921 USA	\$119.95
Bolt On	JT-580	JX-2	JA112	JX-2B	JCC921	\$119.95
Bolt On	Wilkinson GTB100	Duncan SH-2	N/A	Duncan SH-4	JCC922 USA	\$119.95
Bolt On	JT-580	JA213	N/A	JA214	JHC915	\$139.95
Bolt On	JB-390	JA213	N/A	JA214	JHC915	\$139.95
Bolt On	JT-580	JA213	JA112	JA214	JCC921	\$119.95
"	"	"	N/A	"	"	"
Bolt On	Steel Fulcrum	JA213	JA112	JA214	JCC921	\$119.95
Bolt On	Wilkinson VS100	JA213	N/A	JA214	JCC921	\$119.95
Bolt On	JB390	JA213	N/A	JA214	JCC921	\$119.95
Bolt On	JT580LP	JHR1	JHR1	JP10	JCC921	\$119.95
Bolt On	Wilkinson GTB100	Chandler LST	N/A	JA214	JCC922	\$119.95
Bolt On	N/A	N/A	J20	J150VS	JHC911	\$139.95
Bolt On	JB460	N/A	J20	J150VS	JCC931	\$129.95

JACKSON PERFORMER SERIES GUITARS

Model Name	Retail	Finish	Body	Neck/Fingerboard
PS-1	\$495.00	BLK, DMB, BGM, RVM, BC	Alder	Eastern Maple / Rosewood
PS-2	\$545.00	BLK, DMB, BGM, RVM, BC	Alder	Eastern Maple / Rosewood
PS-3	\$545.00	BLK, DMB, BGM, RVM, BC	Alder	Eastern Maple / Rosewood
PS-3T	\$595.00	BLK, DMB, BGM, RVM, BC	Alder	Eastern Maple / Rosewood
PS-4	\$595.00	BLK, DMB, BGM, RVM, BC	Alder	Eastern Maple / Rosewood
PS-5	\$545.00	BLK, DMB, BGM, RVM, BC	Alder	Eastern Maple / Rosewood

JACKSON STUDENT SERIES

Model Name	Retail	Finish	Body	Neck/Fingerboard
JS 20	\$ 325.00	BLK, MTB, MTR	Alder	Maple / Rosewood / Dot

JACKSON CUSTOM SHOP INSTRUMENTS - MADE IN AMERICA

Construction Style	Base Price	Neck/Fingerboard
Bolt on Neck Guitar	\$ 2,300.00	Quartersawn Maple / Optional
Bolt On Neck Guitar with Figured Maple Top	\$ 2,500.00	Quartersawn Maple / Optional
Bolt On Neck Guitar with Figured Maple Arched Top	\$ 2,750.00	Quartersawn Maple / Optional
Bolt On Neck Bass	\$ 2,200.00	Quartersawn Maple / Optional
Bolt On Neck Bass with Figured Maple Top	\$ 2,400.00	Quartersawn Maple / Optional
Neck Thru Guitar	\$ 2,750.00	Quartersawn Maple / Optional
Neck Thru Guitar with Figured Maple Top	\$ 2,950.00	Quartersawn Maple / Optional
Neck Thru Guitar with Figured Maple Arched Top	\$ 3,100.00	Quartersawn Maple / Optional
Neck Thru Body Bass	\$ 2,500.00	Quartersawn Maple / Optional
Neck Thru Body Bass with Figured Maple Top	\$ 2,850.00	Quartersawn Maple / Optional
Neck Thru Body Bass with Figured Maple Arched Top	\$ 3,050.00	Quartersawn Maple / Optional

CHARVEL

CHARVEL SAN DIMAS SERIES GUITARS - MADE IN AMERICA

Model Name	Retail	Finish	Body	Neck/Fingerboard
San Dimas I	\$ 1,595.00	Natural	Koa	Birdseye Maple / Rosewood
"	\$ 1,495.00	"	Mahogany	"
San Dimas II	\$ 1,495.00	Natural	Koa	Birdseye Maple / Rosewood
"	\$ 1,395.00	"	Mahogany	"
San Dimas III	\$ 1,595.00	TR, TG, TP, VS	Mahogany / Quilt Maple	Birdseye Maple / Rosewood
San Dimas IIIW	\$ 1,595.00	TR, TG, TP, VS	Alder / Flame Maple	Birdseye Maple / Rosewood
San Dimas Trad.	\$ 1,095.00	SB, GR, SW, BLK, FG	Alder	Quartersawn Maple / Rosewood
San Dimas TL-1	\$ 1,395.00	BLK, TSB, BSC	Ash	Quartersawn Maple / Maple

CHS ELECTRICS

Model Name	Retail	Finish	Body	Neck/Fingerboard
SCI	\$ 1,045.00	TV, TSB, TB	Mahogany / Maple	Maple / Rosewood / Sharkfin
"	\$ 945.00	BLK, MG, MV	Basswood	"
CHS-1	\$ 345.00	BLK, DMB, BR, SW	Alder	Eastern Maple / Rosewood
CHS-2	\$ 345.00	BLK, DMB, BR, SW	Alder	Eastern Maple / Rosewood
CHS-3	\$ 395.00	BLK, DMB, BR, SW	Alder	Eastern Maple / Rosewood
CHS-4	\$ 395.00	BLK, DMB, BR, SW	Alder	Eastern Maple / Rosewood

Construction	Bridge	Neck Pickup	Middle Pickup	Bridge Pickup	Case Number	Case Price
Bolt On	JT-480	J-135	J-135	J-70	JCC921	\$119.95
Bolt On	JT-500	J-135	J-135	J-70	JCC921	\$119.95
Bolt On	JB-390	J-70	N/A	J-70	JCC901	\$119.95
Bolt On	JB-500	J-70	N/A	J-70	JCC901	\$119.95
Bolt On	JB-500	J-70	J-135	J-70	JCC921	\$119.95
Bolt On	JB-340	N/A	J-35P	J-165	JCC931	\$129.95

Construction	Bridge	Neck Pickup	Middle Pickup	Bridge Pickup	Case Number	Case Price
Bolt On	SG-23	J-14	J-14	JE10	N/A	N/A

Scale Length	Inlays	Bridge	Neck Pickup	Middle Pickup	Bridge Pickup	Case Price
25.5 Inches	Optional	JT-590	Optional	Optional	Optional	Included With Base Price
25.5 Inches	Optional	JT-590	Optional	Optional	Optional	Included With Base Price
25.5 Inches	Optional	JT-590	Optional	Optional	Optional	Included With Base Price
34.0 Inches	Optional	JB-440	Optional	Optional	Optional	Included With Base Price
34.0 Inches	Optional	JB-440	Optional	Optional	Optional	Included With Base Price
25.5 Inches	Optional	JT-590	Optional	Optional	Optional	Included With Base Price
25.5 Inches	Optional	JT-590	Optional	Optional	Optional	Included With Base Price
25.5 Inches	Optional	JT-590	Optional	Optional	Optional	Included With Base Price
34.0 Inches	Optional	JB-440	Optional	Optional	Optional	Included With Base Price
34.0 Inches	Optional	JB-440	Optional	Optional	Optional	Included With Base Price
34.0 Inches	Optional	JB-440	Optional	Optional	Optional	Included With Base Price

Construction	Bridge	Neck Pickup	Middle Pickup	Bridge Pickup	Case Number	Case Price
Bolt On	Floyd Rose Original	Dimarzio Custom	N/A	Dimarzio Custom	JCC921	\$ 119.95
"	"	"	"	"	"	\$ 119.95
Bolt On	Wilkinson VS100	Dimarzio Custom	N/A	Dimarzio Custom	JCC921	\$ 119.95
"	"	"	"	"	"	\$ 119.95
Bolt On	Floyd Rose Original	Dimarzio Chopper	Dimarzio Fast Track	Dimarzio Tone Zone	JCC921	\$ 119.95
Bolt On	Wilkinson VS100	Dimarzio Chopper	Dimarzio Fast Track	Dimarzio Tone Zone	JCC921	\$ 119.95
Bolt On	Custom Steel Fulcrum	Dimarzio Vintage	Dimarzio Vintage	Dimarzio Vintage	JCC921	\$ 119.95
Bolt On	Wilkinson Power Bridge	TLF12	N/A	TLR10	JCC922	\$ 119.95

Construction	Bridge	Neck Pickup	Middle Pickup	Bridge Pickup	Case Number	Case Price
Bolt On	GTB100	Chandler LST	N/A	JNA-1	JCC922	\$ 119.95
"	"	"	"	"	"	"
Bolt On	JT-480	J-125	J-125	J-125	CGB-10	\$ 69.95
Bolt On	JT-480	J-125	J-125	J-60	CGB-10	\$ 69.95
Bolt On	JT-480	J-60	N/A	J-60	CGB-10	\$ 69.95
Bolt On	JB-340	N/A	J-27P	J-157	CGB-12	\$ 79.95

CHARVEL ACOUSTIC INSTRUMENTS

Model Name	Retail	Finish	Body	Neck/Fingerboard
625	\$ 365.00	MBK, NAT, TSB, CSB	Spruce	Rosewood
625D	\$ 475.00	MBK, NAT, TSB, CSB	Spruce	Rosewood
625C	\$ 645.00	MBK, NAT, TSB, CSB	Spruce	Bound Rosewood
625C-12	\$ 695.00	MBK, NAT, TSB	Spruce	Bound Rosewood
150SC	\$ 645.00	NAT, TSB	Solid Spruce	Bound Rosewood
150SEC	\$ 745.00	NAT, TSB	Solid Spruce	Bound Rosewood
125S	\$ 595.00	NAT, TSB	Solid Spruce	Bound Rosewood
125SE	\$ 695.00	NAT, TSB	Solid Spruce	Bound Rosewood
550	\$ 275.00	NAT, MAHOGANY	Spruce / Mahogany	Rosewood
550E	\$ 350.00	NATURAL	Spruce	Rosewood
550C	\$ 295.00	NAT, MAHOGANY	Spruce / Mahogany	Rosewood
550CE	\$ 375.00	NATURAL	Spruce	Rosewood

CHARVEL STUDENT AMPLIFIERS

Model Name	Retail	Dimensions	Channels	Headphone Output
CH200	\$ 135.00	14x12x7	Two	Yes - Front Panel
CH200R	\$ 165.00	14x12x7	Two	Yes - Front Panel
CH200B	\$ 150.00	14x16x7.5	One	Yes - Front Panel
CH400 Stereo Chorus	\$ 375.00	23.5x10x15	Two	Yes - Front Panel
CH600 Stereo Chorus	\$ 475.00	23.5x10x16.5	Two	Yes - Front Panel

JACKSON COLOR GLOSSARY

LTG	Lightning Sky	EDS	Eerie Dess Swirl
BLK	Black	GMG	Gun Metal Gray
BGP	Blue Green Pearl	DCR	Deep Candy Red
YGP	Yellow/Gold Pearl	CBS	Cobalt Blue Satin
BSC	Butterscotch	TBK	Trans Black
MV	Metallic Violet	TV	Trans Violet
MBK	Metallic Black	OGP	Orange / Gold Pearl
MG	Mint Green	SKL	Skulls
PB	Purple Burst	BB	Blue Burst
TB	Trans Blue	TG	Trans Green
CSB	Cherry Sunburst	UVB	Ultra Violet Burst
GPH	Graphite	TSB	Tobacco Sunburst
SWP	Snow White Pearl	CBL	Cobalt Blue
RPS	Red Pearl Satin	BKP	Black Pearl
VW	Vintage White	UV	Ultra Violet
RP	Red Pearl	DMB	Deep Metallic Blue
MTR	Metallic Red	RVM	Red Violet Metallic
MTB	Metallic Blue	BGM	Blue Green Metallic
SS	Silver Sparkle	BC	Black Cherry

Back/Sides	Electronics	Pickup	Scale	Frets	Case Number	Case Price
Mahogany	None	None	25.6 Inches	21	CC-50	\$ 99.95
Mahogany	3 Band EQ	Transducer	25.6 Inches	21	CC-50	\$ 99.95
Rosewood	3 Band EQ	Transducer	25.6 Inches	22	CC-50	\$ 99.95
Rosewood	3 Band EQ	Transducer	25.6 Inches	22	CC-50	\$ 99.95
Rosewood	None	None	25.6 Inches	22	CC-50	\$ 99.95
Rosewood	3 Band EQ	Transducer	25.6 Inches	22	CC-50	\$ 99.95
Mahogany	None	None	25.6 Inches	22	CC-50	\$ 99.95
Mahogany	3 Band EQ	Transducer	25.6 Inches	20	CC-50	\$ 99.95
Mahogany	None	None	25.6 Inches	20	CC-50	\$ 99.95
Mahogany	3 Band EQ	Transducer	25.6 Inches	20	CC-50	\$ 99.95
Mahogany	None	None	25.6 Inches	20	CC-50	\$ 99.95
Mahogany	3 Band EQ	Transducer	25.6 Inches	20	CC-50	\$ 99.95

erb	Power	Warranty	E.Q.	Cabinet Type	Effects Loop	Output Type	Weight
s	20 Watts	1 Year	4 Band	Open	Yes	Solid State	12 LBS.
s	20 Watts	1 Year	4 Band	Open	Yes	Solid State	15 LBS.
s	20+20 Watts	1 Year	4 Band	Ported	Yes	Solid State	20 LBS.
s	2+20 Watts	1 Year	3 Band	Open	Yes	Solid State	33 LBS.
s	20+30 Watts	1 Year	3 Band	Open	Yes	Solid State	35 LBS.

JACKSON CUSTOM SHOP FINISH OPTIONS

CUSTOM COLORS

SOLIDS:

Black	Baby Blue	Dark Purple
Ferrari Red	Turquoise	Magenta
Porsche Red	Ivory	Bubblegum Pink
Fiesta Red	Snow White	Shell Pink
Canary Yellow	Seafoam Green	Orange
Dodger Blue	Hot Pink	Teal
Dark Blue	Light Purple	

METALLICS:

Black	Red	Purple
Silver	Wine Red	Lavender
Gun Metal Grey	Electric Blue	Burgundy Mist
Gold	Dark Blue	Violet
Shoreline Gold	Silver Blue	Teal Green

FLUORESCENTS:

Pink	Red	Green
Orange	Yellow	Blue

CANDY:

Candy Red	Candy Purple	Candy Burgundy
Candy Blue	Candy Green	Candy Orange

PEARL:

White	Platinum	Gold
Red	Blue	Copper

SUNBURSTS:

Cherry	Tobacco	Vintage
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CUSTOM SHOP OPTIONS - CALL FOR QUOTE.

CUSTOM GRAPHICS:

Prices for custom graphics are determined by the amount of time it will take one of our graphic artists to airbrush your desired graphic. To receive a quote on a specific graphic, please supply us with an accurate rendering of the graphic.

CUSTOM FINGERBOARD INLAYS:

If you desire special fingerboard inlays for your instrument, we will need an accurately scaled drawing of the design you wish. Quotes for custom inlays usually take 10 working days.

GENERAL INFORMATION

Ordering a custom instrument is a life long dream for most guitarists. Now you can get exactly the instrument you have always wanted, and know that it will live up to your expectations. The Jackson California Facility has been continuously creating custom guitars longer than any other factory in America. Building a custom instrument by hand takes a considerable amount of time, so please keep this in mind when you order. Typical construction times can be as long as thirty weeks. Good things are worth waiting for, so please be patient with us after you place your order. We give a "Lifetime Warranty" on our Custom Shop Guitars. In order to do this we must be allowed the time to build your instrument properly.

STANDARD SPECIFICATIONS FOR CUSTOM SHOP INSTRUMENTS

Choice of body wood - Ash / Alder / Basswood / Poplar

Choice of fingerboard - Maple / Rosewood / Ebony

Choice of fret size - Small / Medium Jumbo / Jumbo / Extra Jumbo / Narrow and Tall

Choice of neck profile and nut width

Choice of Pearl inlays (Rosewood & Ebony fingerboards only) - Sharkfins / Blocks / Dots

Neck thru body instruments come standard with neck finished to match body (oil finish is extra).

Bolt on neck instruments may be ordered with choice of neck finish - Oil / Satin / Gloss.

Deduct \$100.00 from base price for no Tremolo or Vintage Tremolo guitars.

Base guitar prices include your choice of: 3 Jackson P.U.S., 3 controls, and selector switch.

Basic bass price includes 2 Jackson pickups and 3 controls.

No extra charge for matching color from opaque color sample.

Choice of chrome or black hardware

All custom shop instruments have fully shielded control compartments.

Sculptured heels are optional at no extra charge.

Neck thru body instruments available with matching headstocks for no additional charge.

Guitars are available with your choice of 22 or 24 frets.

Pearl headstock inlay standard on all custom shop instruments.

Jackson die cast precision tuning machines are standard on all custom shop instruments.

Jackson custom shop instruments have a lifetime warranty to the original owner.

Choice of over 50 colors and finishes

Headstock and fiberboard binding are optional with no additional charge.

Construction times vary depending on the complexity of the instrument.

Typical construction time is 16 to 20 weeks.

JACKSON CUSTOM SHOP OPTIONS

Solid colors, Candy colors, Metallics, Pearls
Metal Flake & Holo Flake
Fluorescent
Sunburst on Figured Maple top
Sunburst on Ash or Alder body
Custom Graphics

Included in base price
Additional \$200.00
Additional \$100.00
Included in base price
Additional \$100.00
Call for quote

JACKSON CUSTOM SHOP NECK OPTIONS

Matching headstock (bolt on neck instruments)
Custom color logo
Oil finished neck (neck thru body instruments)
Ebony Sharkfin inlays (Maple fingerboards only)
Scalloped fingerboard - per fret
Custom inlays
Figured Maple neck (bolt on neck instruments)
Reverse headstock or reverse position sharkfin inlays
Pao Ferro or figured Maple fingerboard
Five string bass

Additional \$100.00
Additional \$50.00
Additional \$200.00
Additional \$200.00
Additional \$30.00 each
Send drawing for quote
Additional \$200.00
Additional \$100.00
Additional \$100.00
Additional 10%

JACKSON CUSTOM SHOP BODY OPTIONS

Left handed instrument
Figured Maple body
Mahogany body
Koa body
Body binding (per side)
Pickguard
Custom body shape
Gold hardware
Original Floyd Rose Tremolo
Truss rod cover engraving or headstock lettering

Additional 10%
Additional \$400.00
Additional \$100.00
Additional \$300.00
Additional \$100.00
Additional \$50.00
Send drawing for quote
Additional \$100.00
Additional \$150.00
Additional \$75.00

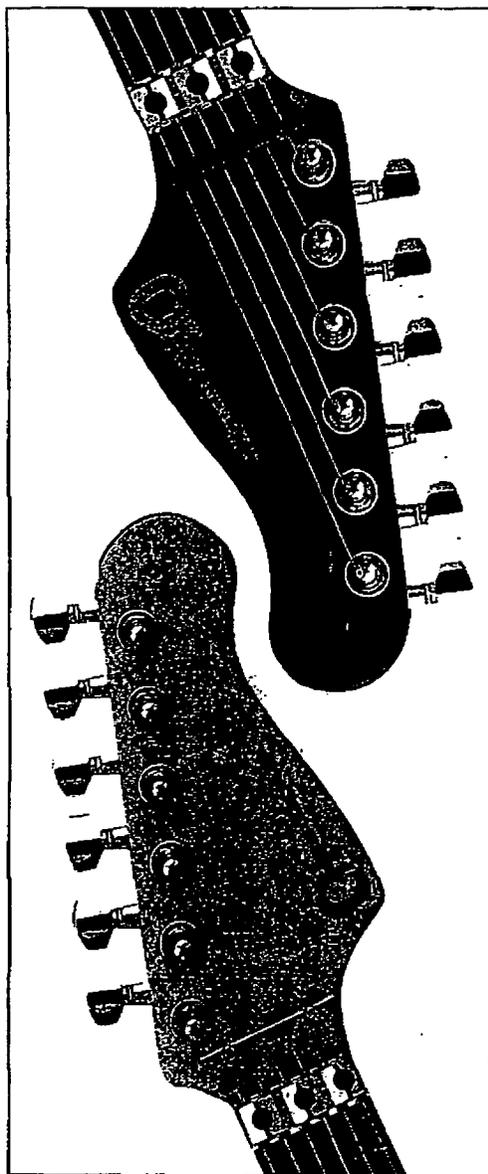
JACKSON CUSTOM SHOP ELECTRONIC OPTIONS

Pickups supplied by customer - normal wiring
Dimarzio, Seymour Duncan or EMG pickups
Extra volume or tone control
Mini switch coil splitter or kill switch
JE-1200 mid boost
JE-1500 Parametric mid boost
JE-2000 Active bass system

No additional charge
Add retail price of selected pickups
Additional \$30.00 each
Additional \$30.00 each
Additional \$65.00
Additional \$65.00
Additional \$65.00

JACKSON 1996 NEW MODELS • CROSS REFERENCE CHART
USA MODELS SHOWN IN BOLD>

MODEL	REPLACES	
SL1	Soloist USA / Pro	Duncan TB-4 / STK-1 / STK-1 / Orig. Floyd / ebony-shark / 24 fret
SL2	Soloist XL	JP10 - JP 11 / JT580 LP / ebony-none (sharkfin optional) / 24 fret
RR1	Rhoads USA / Pro	Duncan TB-4 / SH-2 / Orig. Floyd / ebony-shark / 22 fret
RR2	Rhoads Std.	JJB-0 / JP-11 / JT580LP / ebony-none / H-H / 22 fret
RR3	New Model	Duncan Design DD103B-DD103N/ TRS-101/ rosewood-shark
RR4	Rhoads EX	JA214 / JA213 / JT580 / rosewood / dot
KV1	King V Pro	Duncan TB-4 / SH-4 /Kahler 3310 / ebony-shark / 24 fret / LSR gears
KV2	King V Std.	JA214 - JA213 / JT580 / rosewood - dot
KE1	Kelly Pro	Duncan TB-4 / Kahler 3310 / ebony-shark / 24 fret
KE3	Kelly XL	Duncan Design DD103B / DD103N / JT580LP / rosewood-shark
KE4	Kelly Std.	J-X2 / JA213 / JT580 / rosewood-dot
FB2	NEW MODEL	JA214 / JA213 / JT580 /rosewood dot
FB2T	NEW MODEL	same as above only with Tunamatic bridge
AT1	NEW MODEL	JVA1 / JVA1 / Wilkinson VS100 / straight pull / 22 fret
AT1 T	NEW MODEL	same as above with TUNAMATIC
SS1	NEW MODEL	JA214 / JA213 / straight pull / Wilkinson VS100 / archtop
SS2	NEW MODEL	JA214 / JA213 / straight pull / Tunamatic-stop bar
TH1	Stealth EX	JA214 / JA112 / JA213 / reg. Jackson/ JT-580
TH2	NEW MODEL	JA214 / JA213 / straight pull / fulcrum tremolo
SDK1	NEW MODEL	JP11 / JS4 / JP10 / straight pull / Orig. Floyd / 22 fret
SDK2	NEW MODEL	JX2 / JA112 / JX2 / straight pull / TRS-101
DK1	Dinky USA	Duncan TB-4 / STK-1 / STK-1 / ebony /shark / Original Floyd Rose / 22 fret
PC1	NEW MODEL	DiMarzio Super 3 / HS-2 / Floyd Rose Sustainer / Orig. Floyd / 24 fret
DR2	NEW MODEL	Duncan SH-12 / SH2 / ebony-none / JT580LP / 22 fret
DR3	Dinky RVS	Duncan Design DD103B / DD103N / rosewood-rev. shark / JT580LP
DR5	Dinky Rev..	JX-2 / JA213 / rosewood-offset dot / JT580 / Gravure
DX1	Dinky XL	Duncan Design DD102B / SC101 / SC101 / rosewood-shark / JT580LP
DX2	Dinky EX	JA214 / JA112 / JA213 / JT580 / rosewood / dot
JJ1	JJ Cst:	Duncan SH-4 / SH-2 / 22 fret / dice inlay / Wilkinson GTB100
SC1	Surf HT	JVA-1 / Lipstick / Wilkinson GTB100
OC1	Surf Std	JA214 / Lipstick / Wilkinson GTB100
KB1	Kelly Bass	J150VS / J20 / JB340 bridge
EL1	NEW MODEL	J150VS / J20 / JB460 bridge
FX1	Fusion Standard	JP10 / JHR-1 / JHR-1 / JT580LP / 24.75 scale length



Jackson / Charvel Guitar Company
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1-817-336-5114

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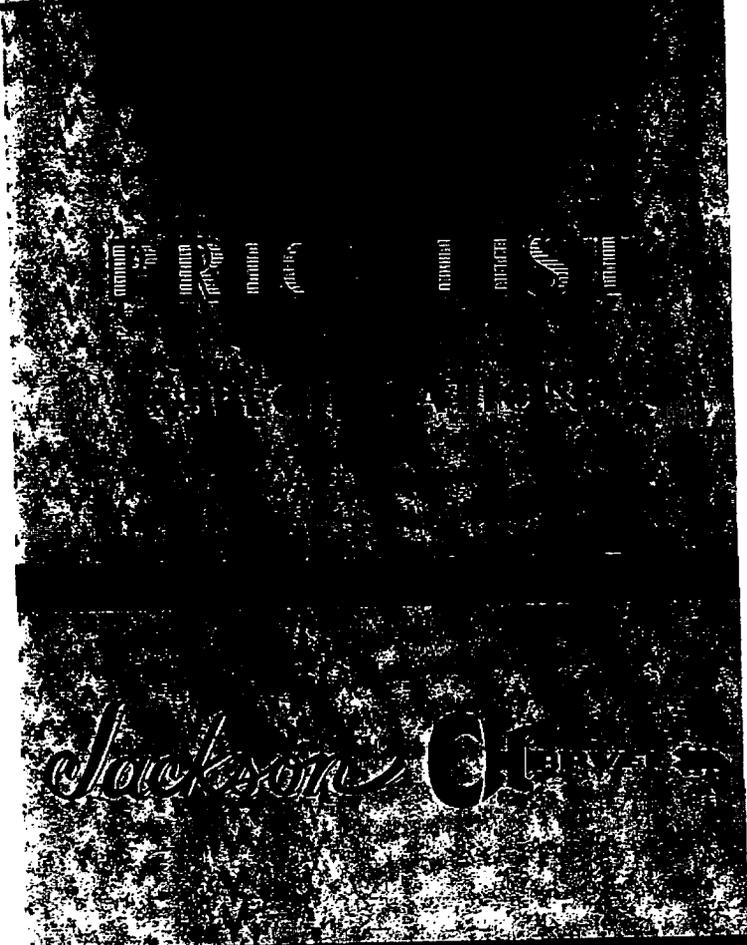
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Jackson[®]
MADE IN U.S.A.

CUSTOM
SHOP



EFFECTIVE JANUARY 1, 1997

San Dimas 041

EXHIBIT
R-19 Wade
8/4/06 T. Smith

JACKSON

JACKSON USA AND PROFESSIONAL SERIES GUITARS

USA MODELS SHOWN IN BOLD

Model Name	Retail	Finish	Body	Neck / Fingerboard / Inlay
RR1	\$ 1,795.00	*MBK, GMG, CBL, DCR	Poplar	Maple / Ebony / Sharkfin
RR2	\$ 1,295.00	BLK, GMG, CBL	Poplar	Maple / Ebony / None
RR3 (Transparent)	\$ 945.00	TV, TB, TBK	Poplar / Gravure	Maple / Rosewood / Sharkfin
" (Solid)	\$ 895.00	BLK, CBL	Poplar	"
RR4 (Transparent)	\$ 795.00	TV, TB, TBK	Poplar / Gravure	Maple / Rosewood / Dot
" (Solid)	\$ 745.00	BLK, CBL	Poplar	"
SLS (Flame Maple)	\$ 1,695.00	TOB	Mahogany	Mahogany / Rosewood
SLS (Mahogany)	\$ 1,675.00	TSB, BLK	Mahogany	Mahogany / Rosewood
SL1	\$ 1,795.00	*MBK, GMG, BGP, DCR	Poplar	Maple / Ebony / Sharkfin
SL2	\$ 1,395.00	BLK, GMG, BGP, DCR	Poplar	Maple / Ebony / None
SL2S	\$ 1,495.00	"	"	Maple / Ebony / Sharkfin
AT1 (Transparent)	\$ 1,645.00	TB, TG, CSB, TBK	Mahogany / Maple	Maple / Ebony / None
" (Solid)	\$ 1,495.00	BGP, BLK, DCR	Poplar	"
AT1T (Transparent)	\$ 1,595.00	TB, TG, CSB, TBK	Mahogany / Maple	Maple / Ebony / None
" (Solid)	\$ 1,445.00	BGP, BLK, DCR	Poplar	"
AT2T (Transparent)	\$ 945.00	TP, CSB	Basswood/Gravure	Maple / Rosewood / Dot
AT2T (Solid)	\$ 895.00	BLK, DMV	Basswood	Maple / Rosewood / Dot
DK1 (Transparent)	\$ 1,795.00	TBK, BB, PB, TSB	Poplar / Maple	Maple / Ebony / Sharkfin
" (Solid)	\$ 1,695.00	*BLK, DCR, BGP	Poplar	"
PC1	\$ 2,095.00	NAT, CHL, MOC, SOL, EUP	Koa / Quilt Top	Maple / Quilt Maple / None
DX1 (Transparent)	\$ 1,045.00	TV, TB, TSB	Basswood / Gravure	Maple / Rosewood / Sharkfin
" (Solid)	\$ 995.00	BLK, CBL, SWP	Basswood	"
DX2 (Transparent)	\$ 795.00	TV, TB, CSB	Basswood / Gravure	Maple / Rosewood / Dot
" (Solid)	\$ 745.00	BLK, CBL	Basswood	"
JRS1	\$ 1,245.00	TR, TBK, TWH, BLK, EB	Ash	Quartersawn Maple / Maple
JRS2 (Transparent)	\$ 795.00	TWH, TBK	Ash	Maple / Rosewood or Maple / Dot
JRS2 (Solid)	\$ 745.00	BLK, EB, BR	Ash	Maple / Rosewood or Maple / Dot
DR2	\$ 1,445.00	GPH, CBS or (BLK, UVB, DCR)	Ash or (Poplar)	Maple / Ebony / None
DR3 (Transparent)	\$ 945.00	TV, TB	Basswood / Gravure	Maple / Rosewood / Sharkfin
" (Solid)	\$ 895.00	MV, BLK, or (GPH, CBS)	Basswood or (Ash)	"
DR5	\$ 745.00	GPH, CBS or (BLK, UV)	Ash or (Basswood)	Maple / Rosewood or Maple / Do
KV1	\$ 1,795.00	BKP or (NAT)	Poplar or (Korina)	Maple / Ebony / Sharkfin
KV2	\$ 795.00	BLK, UV	Poplar	Maple / Rosewood / Dot
KE1 (Transparent)	\$ 1,745.00	TBK	Poplar / Maple	Maple / Ebony / Sharkfin
" (Solid)	\$ 1,645.00	BLK, SWP	Poplar	"
KE1F (Transparent)	\$ 1,895.00	TBK	Poplar / Maple	Maple / Ebony / Sharkfin
KE1F (Solid)	\$ 1,795.00	BLK, SWP	Poplar	Maple / Ebony / Sharkfin
KE3 (Transparent)	\$ 995.00	TB, TV, TBK	Poplar / Gravure	Maple / Rosewood / Sharkfin
" (Solid)	\$ 945.00	BLK, MV	Poplar	"
KE4	\$ 795.00	GPH, CBS or (BLK, MV)	Ash or (Poplar)	Maple / Rosewood / Dot
SDK1	\$ 1,295.00	GPH or (OGP, GMG, BLK, CBL, DCR)	Ash or (Poplar)	Maple / Rosewood or Maple / E
SDK2	\$ 625.00	GPH, RP or (BLK, CBL, GMG)	Ash or (Poplar)	Maple / Rosewood or Maple / Dc
JJ1	\$ 1,295.00	BLK, SS, (NAT) HRF*	Poplar or (Korina)	Maple / Rosewood / Dice
JJ1W	\$ 1,295.00	BLK, SS, (NAT) HRF*	Poplar or (Korina)	Maple / Rosewood / Dice
JJP	\$ 1,195.00	TSB, BLK, WB	Mahogany	Mahogany / Rosewood / Dot
FB 2	\$ 795.00	BLK, MG, VW	Poplar	Maple / Rosewood / Dot
FB2T	\$ 725.00	BLK, MG, VW	Poplar	Maple / Rosewood / Dot
TH1	\$ 795.00	CBS, GPH, RP or (BLK, MV)	Ash or (Basswood)	Maple / Rosewood / Dot
TH1 LEFTY	\$ 895.00	"	"	"
TH2	\$ 725.00	CBS, GPH, RP or (BLK, MV)	Ash or (Basswood)	Maple / Rosewood / Dot
JZB-1	\$ 1,695.00	TP, ASB, TBK	Alder / Quilt Maple	Maple / Pau Ferro / None
JZB-2	\$ 1,295.00	BLK, EB, (TSB, CSB)	Alder or (Ash)	Maple / Rosewood or Maple / N
KB1 - BASS	\$ 795.00	BLK, CBL	Poplar	Maple / Rosewood / Dot
EL1 - BASS	\$ 745.00	BLK, CBL, RP	Basswood	Maple / Rosewood / Dot
EL1 (Transparent)	\$ 795.00	TP, TSB	Basswood / Gravure	Maple / Rosewood / Dot

* The following graphics available on RR1, SL1, & DK1 Models.

Skulls—Add \$400.00

Lightning Sky—Add \$125.00

struction	Bridge	Neck Pickup	Middle Pickup	Bridge Pickup	Case Number	Case Price
neck Thru	Floyd Rose Original	Duncan SH-2	N/A	Duncan TB-4	JCC901 USA	\$139.95
Bolt On	JT-580LP	JP-11	N/A	JJB-0	JCC901 USA	\$139.95
"	JT-580LP	DD103N	N/A	DD103B	JCC901	\$139.95
"	"	"	N/A	"	"	"
Bolt On	JT-580	JA213	N/A	JA214	JCC901	\$139.95
"	"	"	N/A	"	"	"
neck Thru	GTB-100	DiMarzio-DP100	N/A	DiMarzio-DP100	JCC921 USA	\$119.95
neck Thru	GTB-100	DiMarzio-DP100	N/A	DiMarzio-DP100	JCC921 USA	\$119.95
neck Thru	Floyd Rose Original	Duncan STK-1	Duncan STK-1	Duncan TB-4	JCC921 USA	\$119.95
neck Thru	JT-580LP	JP-11	N/A	JP-10	JCC921 USA	\$119.95
"	"	"	N/A	"	"	"
Bolt On	Wilkinson VS-100	JVA-1	N/A	JVA-1	JCC921 USA	\$119.95
"	"	"	N/A	"	"	"
Bolt On	Wilkinson GB100	JVA-1	N/A	JVA-1	JCC921 USA	\$119.95
"	"	"	N/A	"	"	"
Bolt On	JB390	JVA-1	N/A	JVA1	JCC921	\$119.95
Bolt On	JB390	JVA-1	N/A	JVA1	JCC921	\$119.95
Bolt On	Floyd Rose Original	Duncan STK-1	Duncan STK-1	Duncan TB-4	JCC921 USA	\$119.95
"	"	"	N/A	"	"	"
Bolt On	Floyd Rose Original	Floyd Rose Sustainer	DiMarzio HS-2	DiMarzio Super 3	JCC921 USA	\$119.95
Bolt On	JT-580LP	SC101	SC101	DD102B	JCC921	\$119.95
"	"	"	N/A	"	"	"
Bolt On	JT-580	JA213	JA112	JA214	JCC921	\$119.95
"	"	"	"	"	"	"
Bolt On	Wilkinson VS-100	N/A	N/A	Duncan Pearly Gates	JCC922 USA	\$119.95
Bolt On	Wilkinson VS-100	N/A	N/A	JA214	JCC922	\$119.95
Bolt On	Wilkinson VS-100	N/A	N/A	JA214	JCC922	\$119.95
Bolt On	JT-580LP	Duncan SH-Z	N/A	Duncan SH-12	JCC921 USA	\$119.95
Bolt On	JT-580LP	DD103N	N/A	DD103B	JCC921	\$119.95
"	"	"	N/A	"	"	"
Bolt On	JT-580	JA213	N/A	JX-2	JCC921	\$119.95
Neck Thru	Kahler APM3310	Duncan SH-4	N/A	Duncan TB-5	JCC901 USA	\$139.95
Bolt On	JT-580	JA213	N/A	JA214	JCC901	\$139.95
Neck Thru	Kahler APM3310	N/A	N/A	Duncan TB-4	JCC902 USA	\$139.95
"	"	"	N/A	"	"	"
Neck Thru	Original Floyd Rose	N/A	N/A	Duncan TB-4	JCC902 USA	\$139.95
Neck Thru	Original Floyd Rose	N/A	N/A	Duncan TB-4	JCC902 USA	\$139.95
Bolt On	JT-580LP	DD103N	N/A	DD103B	JCC902	\$139.95
"	"	"	N/A	"	"	"
Bolt On	JT580	JA213	N/A	JX-2	JCC902	\$139.95
Bolt On	Orig. Floyd	JP11	JS4	JP10	JCC921 USA	\$119.95
Bolt On	JT-580	JX-2	JA112	JX-2B	JCC921	\$119.95
Bolt On	Wilkinson GTB100	Duncan SH-2	N/A	Duncan SH-4	JCC922 USA	\$119.95
Bolt On	Wilkinson VS100	Duncan SH-2	N/A	Duncan SH-4	JCC922 USA	\$119.95
Bolt On	Tunamatic	N/A	N/A	DiMarzio-DP100	JCC922 USA	\$119.95
Bolt On	JT-580	JA213	N/A	JA214	JHC915	\$139.95
Bolt On	JB-390	JA213	N/A	JA214	JHC915	\$139.95
Bolt On	JT-580	JA213	JA112	JA214	JCC921	\$119.95
"	"	"	"	"	"	"
Bolt On	Steel Fulcrum	JA213	JA112	JA214	JCC921	\$119.95
Bolt On	JTB-4B	EMG 35P4	N/A	EMG35J	JCC931 USA	\$129.95
Bolt On	JTB-4B	J150	N/A	J150	JCC931	\$129.95
Bolt On	JB460	N/A	J20	J150VS	JHC911	\$139.95
Bolt On	JB460	N/A	JVM1	JVB1	JCC931 USA	\$129.95
Bolt On	JB460	N/A	JVM1	JVB1	JCC931	\$129.95

Eerie Dess Swirl—Add \$125.00

Hot Rod Flames—\$300.00 (for JJ1 only)

JACKSON PERFORMER SERIES GUITARS

Model Name	Retail	Finish	Body	Neck/Fingerboard
PS-1 (Solid)	\$ 495.00	BLK, DMB, DMG, RVM, BC	Alder	Maple / Rosewood / Dot
PS-1 (Transparent)	\$ 545.00	TP, TB, TR, TG	Alder w/Maple Veneer	Maple / Rosewood / Dot
PS-2 (Solid)	\$ 545.00	BLK, DMB, DMG, RVM, BC	Alder	Maple / Rosewood / Dot
PS-2 (Transparent)	\$ 595.00	TP, TB, TR, TG	Alder w/Maple Veneer	Maple / Rosewood / Dot
PS-3 (Solid)	\$ 545.00	BLK, DMB, BGM, RVM, BC	Alder	Maple / Rosewood / Dot
PS-3 (Transparent)	\$ 595.00	TP, TB, TR, TG	Alder w/Maple Veneer	Maple / Rosewood / Dot
PS-3T (Solid)	\$ 625.00	BLK, DMB, BGM, RVM, BC	Alder	Maple / Rosewood / Dot
PS-3T (Transparent)	\$ 675.00	TP, TB, TR, TG	Alder w/Maple Veneer	Maple / Rosewood / Dot
PS-4 (Solid)	\$ 595.00	BLK, DMB, BGM, RVM, BC	Alder	Maple / Rosewood / Dot
PS-4 (Transparent)	\$ 645.00	TP, TB, TR, TG	Alder w/Maple Veneer	Maple / Rosewood / Dot
PS-5 (Solid)	\$ 545.00	BLK, DMB, BGM, RVM, BC	Alder	Maple / Rosewood / Dot
PS-5 (Transparent)	\$ 595.00	TP, TB, TR, TG	Alder w/Maple Veneer	Maple / Rosewood / Dot
PS-6T (Solid)	\$ 625.00	BLK, DMB, BGM, RVM, BC	Alder	Maple / Rosewood / Dot
PS-6T (Transparent)	\$ 675.00	TP, TB, TR, TG	Alder w/Maple Veneer	Maple / Rosewood / Dot
PS-7 (Solid)	\$ 525.00	BLK, DMB, BGM, RVM, BC	Alder	Maple / Rosewood / Dot
PS-7 (Transparent)	\$ 575.00	TP, TB, TR, TG	Alder w/Maple Veneer	Maple / Rosewood / Dot

JACKSON JS SERIES

Model Name	Retail	Finish	Body	Neck/Fingerboard
JS 20	\$ 325.00	BLK, MTB, MTR	Alder	Maple / Rosewood / Dot
JS-40	\$ 395.00	BLK, MTB, MTR	Alder	Maple / Rosewood / Dot

CHARVEL ELECTRIC GUITARS

Model Name	Retail	Finish	Body	Neck/Fingerboard
CS10	\$ 289.00	BLK, BL, BR, WH	Alder	Maple / Rosewood / Dot
CS20	\$ 289.00	BLK, BL, BR, WH	Alder	Maple / Rosewood / Dot

CHARVEL ACOUSTIC INSTRUMENTS

Model Name	Retail	Finish	Body	Neck/Fingerboard
625	\$ 365.00	MBK, NAT, TSB, CSB	Spruce	Rosewood
625D	\$ 475.00	MBK, NAT, TSB, CSB	Spruce	Rosewood
625C	\$ 645.00	MBK, NAT, TSB, CSB	Spruce	Bound Rosewood
625C-12	\$ 695.00	MBK, NAT, TSB	Spruce	Bound Rosewood
550	\$ 275.00	NAT, MAHOGANY	Spruce / Mahogany	Rosewood
550E	\$ 350.00	NATURAL	Spruce	Rosewood
550C	\$ 295.00	NAT, MAHOGANY	Spruce / Mahogany	Rosewood
550CE	\$ 375.00	NATURAL	Spruce	Rosewood

JACKSON COLOR GLOSSARY

BLK	Black	WH	White	UV	Ultra Violet
BGP	Blue Green Pearl	BR	Bright Red	BC	Black Cherry
MG	Mint Green	EB	Electric Blue	MV	Metallic Violet
GPH	Graphite	GMG	Gun Metal Gray	MBK	Metallic Black
SWP	Now White Pearl	DCR	Deep Candy Red	MTR	Metallic Red
VW	Vintage White	OGP	Orange Gold Pearl	MTB	Metallic Blue
RP	Red Pearl	CBL	Cobalt Blue	DMB	Deep Metallic Blue
SS	Silver Sparkle	BKP	Black Pearl	RVM	Red Violet Metallic
BL	Blue			DMG	Deep Metallic Green

Construction	Bridge	Neck Pickup	Middle Pickup	Bridge Pickup	Case Number	Case Price
Bolt On	JT-480	J-135	J-135	J-70	JCC921	\$119.95
Bolt On	JT-480	J-135	J-135	J-70	JCC921	\$119.95
Bolt On	JT-500	J-135	J-135	J-70	JCC921	\$119.95
Bolt On	JT-500	J-135	J-135	J-70	JCC921	\$119.95
Bolt On	JB-390	J-70	N/A	J-70	JCC901	\$139.95
Bolt On	JB-390	J-70	N/A	J-70	JCC901	\$139.95
Bolt On	JB-500	J-70	N/A	J-70	JCC901	\$139.95
Bolt On	JB-500	J-70	N/A	J-70	JCC901	\$139.95
Bolt On	JB-500	J-70	J-135	J-70	JCC921	\$119.95
Bolt On	JB-500	J-70	J-135	J-70	JCC921	\$119.95
Bolt On	JB-340	N/A	J-35P	J-165	JCC931	\$129.95
Bolt On	JB-340	N/A	J-35P	J-165	JCC931	\$129.95
Bolt On	JB-500	J70	N/A	J70	JCC902	\$139.95
Bolt On	JB-500	J70	N/A	J70	JCC902	\$139.95
Bolt On	Wilkinson VS-50	J135	J135	J70	JCC921	\$119.95
Bolt On	Wilkinson VS-50	J135	J135	J70	JCC921	\$119.95

Construction	Bridge	Neck Pickup	Middle Pickup	Bridge Pickup	Case Number	Case Price
Bolt On	SG-23	J-14	J-14	JE10	N/A	N/A
Bolt On	RBB-10	JN100	N/A	JB100	N/A	N/A

Construction	Bridge	Neck Pickup	Middle Pickup	Bridge Pickup	Case Number	Case Price
Bolt On	GR-6 Steel Fulcrum	CSC-1	CSC-1	CSC-1	N/A	N/A
Bolt On	GR-6 Steel Fulcrum	CSC-1	CSC-1	CH-4	N/A	N/A

Back/Sides	Electronics	Pickup	Scale	Frets	Case Number	Case Price
Mahogany	None	None	25.6 Inches	21	CC-50	\$ 99.95
Mahogany	3 Band EQ	Transducer	25.6 Inches	21	CC-50	\$ 99.95
Rosewood	3 Band EQ	Transducer	25.6 Inches	22	CC-50	\$ 99.95
Rosewood	3 Band EQ	Transducer	25.6 Inches	22	CC-50	\$ 99.95
Mahogany	None	None	25.6 Inches	20	CC-50	\$ 99.95
Mahogany	3 Band EQ	Transducer	25.6 Inches	20	CC-50	\$ 99.95
Mahogany	None	None	25.6 Inches	20	CC-50	\$ 99.95
Mahogany	3 Band EQ	Transducer	25.6 Inches	20	CC-50	\$ 99.95

TB Trans Blue
TR Trans Red
TBK Trans Black
TV Trans Violet
TG Trans Green
VH Trans White
TP Trans Purple
CSB Cherry Sunburst
ASB Amber Sunburst

TSB Tobacco Sunburst
PB Purple Burst
BB Blue Burst
UVB Ultra Violet Burst
LTG Lightning Sky
SKL Skulls
HRF Hot Rod Flames

PCI Only:
CHL Chlorine
MOC Mocha
EUP Euphoria
NAT Au Naturel
SOL Solar

JACKSON CUSTOM SHOP INSTRUMENTS — MADE IN AMERICA

Construction Style	Base Price	Neck/Fingerboard
Bolt on Neck Guitar	\$ 2,300.00	Quartersawn Maple / Optional
Bolt On Neck Guitar with Figured Maple Top	\$ 2,500.00	Quartersawn Maple / Optional
Bolt On Neck Guitar with Figured Maple Arched Top	\$ 2,750.00	Quartersawn Maple / Optional
Bolt On Neck Bass	\$ 2,200.00	Quartersawn Maple / Optional
Bolt On Neck Bass with Figured Maple Top	\$ 2,400.00	Quartersawn Maple / Optional
Neck Thru Guitar	\$ 2,750.00	Quartersawn Maple / Optional
Neck Thru Guitar with Figured Maple Top	\$ 2,950.00	Quartersawn Maple / Optional
Neck Thru Guitar with Figured Maple Arched Top	\$ 3,100.00	Quartersawn Maple / Optional
Neck Thru Body Bass	\$ 2,500.00	Quartersawn Maple / Optional
Neck Thru Body Bass with Figured Maple Top	\$ 2,850.00	Quartersawn Maple / Optional
Neck Thru Body Bass with Figured Maple Arched Top	\$ 3,050.00	Quartersawn Maple / Optional

CUSTOM SHOP PRICES

CUSTOM SHOP BODY OPTIONS:

Left-Handed	Add 10% to Custom Shop base price.
5-String Bass	Add 10% to Custom Shop base price.
Wood Choices:	
Poplar, Alder, Basswood	N/C
Koa	\$300.00
Mahogany or Korina	\$100.00
Figured Maple (solid body)	\$500.00
Custom body shape	Call for quote
Body binding (per side)	\$100.00
Scalloped heels and/or horn	N/C

CUSTOM SHOP NECK OPTIONS:

Reverse headstock	N/C
Neck wood: Quartersawn Maple	N/C
Flamed or Birdseye Maple	\$200.00
Fingerboard:	
Maple, Rosewood, Ebony	N/C
Pau Ferro	\$100.00
Inlays: Dots, Sharkfin	N/C
Abalone Sharkfin	\$150.00
Reverse Sharkfin	\$100.00
Zig-Zag Sharkfin	\$100.00
Ebony Sharkfin on Maple	\$100.00
Eyeballs (Adrenalize)	\$ 75.00
Bow Ties	\$180.00
Anarchy Symbols	\$180.00
Crop Circles	\$250.00
Abalone Flames	\$900.00
Three dice at twelfth fret	\$ 40.00
Three dice at 3,5,7,9,12,15,17	\$250.00
Naked trucker mudflap woman	\$ 75.00 ea.
Iron Crosses	\$250.00
Custom inlays	Send drawing for quote
Nut Width: 1-5/8" or 1-11/16"	N/C
Scale length:	
25.5" for guitar, 34" for bass	N/C
24 - 3/4" short scale	\$250.00
Number of frets:	
22 or 24 (guitar), 21 (bass)	N/C
Fretless bass	\$200.00
Fret wire: Medium Jumbo, Jumbo, Rhoads (narrow and tall)	N/C
Scalloped frets:	\$10.00 per fret
Neck and/or headstock binding	N/C
Neck Binding over frets:	\$200.00
Neck Profile choices:	
Jackson speed neck	N/C
Traditional Charvel	N/C
Traditional "Boatneck"	N/C
Special profile	\$100.00

CUSTOM SHOP HARDWARE OPTIONS:

Straplocks:	\$ 40.00
Tuning gears: Sperzel	\$100.00
LSR tuners	\$150.00
Schaller	\$100.00
Gotoh	N/C
Chrome or Black parts:	N/C
Gold parts:	\$100.00
Pickguard:	\$ 50.00
Truss Rod Cover engraving:	\$ 75.00

CUSTOM SHOP ELECTRONICS OPTIONS:

All instruments have fully shielded control compartments. You may choose your pickups, controls and selector switch.

Pickups: Bill Lawrence	N/C
Armstrong	N/C
Jackson	N/C
Seymour Duncan or DiMarzio—call for price...some models available at no extra charge.	
EMG humbuckers	\$110.00
EMG single coil style	\$ 80.00 each
All other pickups—add retail price of pickups.	
NOTE: Jackson/Charvel Inc. reserves the right to charge extra for any unusual wirings that may not be listed here.	
Additional switches and active systems are available, add to base:	
Mini switch coil split, phase or kill switch	\$ 30.00 each
Floyd Rose Sustainer unit	\$600.00
Jackson JE1000 Peak Select	\$ 65.00
Jackson JE1200 Mid Boost	\$ 65.00
Jackson JE1500 Parametric Mid Boost	\$ 65.00
Any other active system	Add retail price

CUSTOM SHOP FINISH OPTIONS:

Body finishes:	
Solid color, Candy color, Metallic, Pearl	N/C
Metallflake, Holoflake or Phosphorescent	\$250.00
Color match from Opaque sample	\$100.00
Color match if you're not picky	No additional charge!
Sunbursts	\$100.00
Sunbursts on Figured Maple tops	N/C
Neck finishes:	
Oiled bolt-on or neck-through	N/C
Satin Urethane (bolt-on)	\$100.00
Painted neck (bolt-on)	\$150.00
Block lettering on headstock (provide text)	\$ 75.00
Pearl logo	N/C
Custom color logo	\$ 50.00

Scale Length	Inlays	Bridge	Neck Pickup	Middle Pickup	Bridge Pickup	Case Price
25.5 Inches	Optional	JT-590	Optional	Optional	Optional	Included With Base Price
25.5 Inches	Optional	JT-590	Optional	Optional	Optional	Included With Base Price
25.5 Inches	Optional	JT-590	Optional	Optional	Optional	Included With Base Price
34.0 Inches	Optional	JB-440	Optional	Optional	Optional	Included With Base Price
34.0 Inches	Optional	JB-440	Optional	Optional	Optional	Included With Base Price
25.5 Inches	Optional	JT-590	Optional	Optional	Optional	Included With Base Price
25.5 Inches	Optional	JT-590	Optional	Optional	Optional	Included With Base Price
25.5 Inches	Optional	JT-590	Optional	Optional	Optional	Included With Base Price
34.0 Inches	Optional	JB-440	Optional	Optional	Optional	Included With Base Price
34.0 Inches	Optional	JB-440	Optional	Optional	Optional	Included With Base Price
34.0 Inches	Optional	JB-440	Optional	Optional	Optional	Included With Base Price

GRAPHICS:

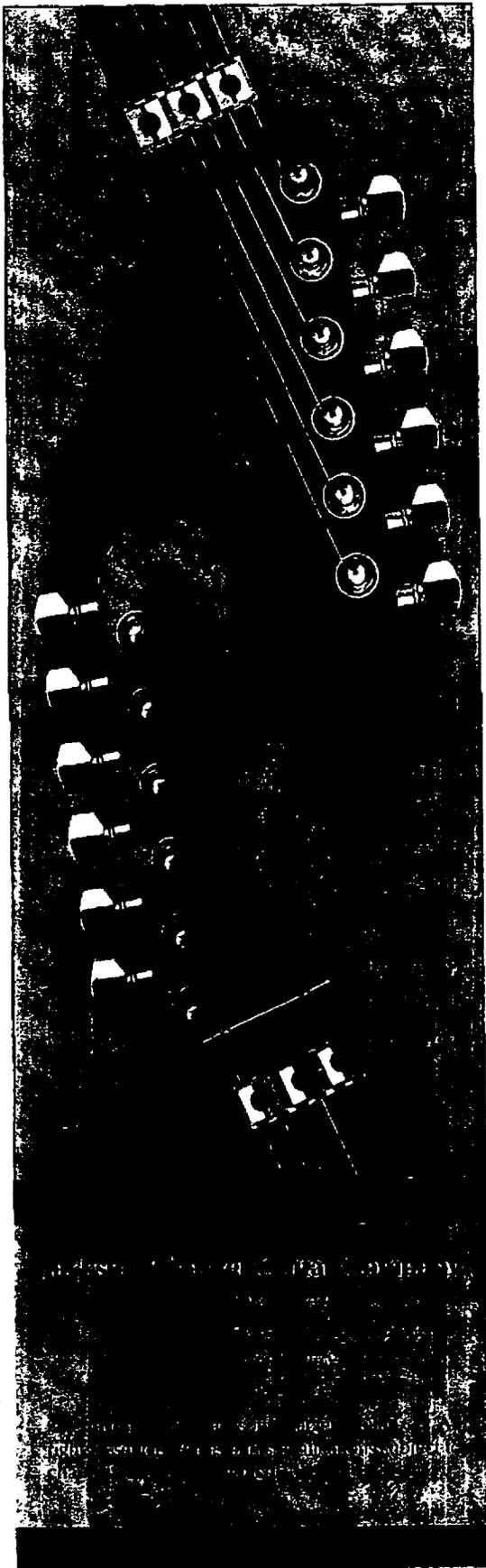
Lightning Sky	\$125.00
Eerie Dess	\$125.00
Pinstriping or painted bevels	\$200.00
Hot Rod Flames	\$300.00
Pile o' Skulls	\$400.00
Snakeskin (neck-thru front & back)	\$400.00
Adrenalize	\$400.00
Black w/White 1" polka dots (neck-thru front & back)	\$400.00
Bikini Babe	\$600.00
Leopard (neck-thru front & back)	\$800.00
Marilyn Monroe	\$2100.00

NOTE:

CUSTOM GUITARS TAKE 4-12 MONTHS FOR DELIVERY.
 All custom guitar prices include an SKB case.
 Hardshell cases are extra. Please call for quote.

GENERAL INFORMATION

Ordering a custom instrument is a life-long dream for most guitarists. Now you can get exactly the instrument you have always wanted, and know that it will live up to your expectations. The Jackson, California, Facility has been continuously creating custom guitars longer than any other factory in America. Building a custom instrument by hand takes a considerable amount of time, so please keep this in mind when you order. Typical construction times can be as long as thirty weeks. Good things are worth waiting for, so please be patient with us after you place your order. We give a "Lifetime Warranty" on our Custom Shop Guitars. In order to do this we must be allowed the time to build your instrument properly. Contact an authorized Jackson dealer to receive a price quote.



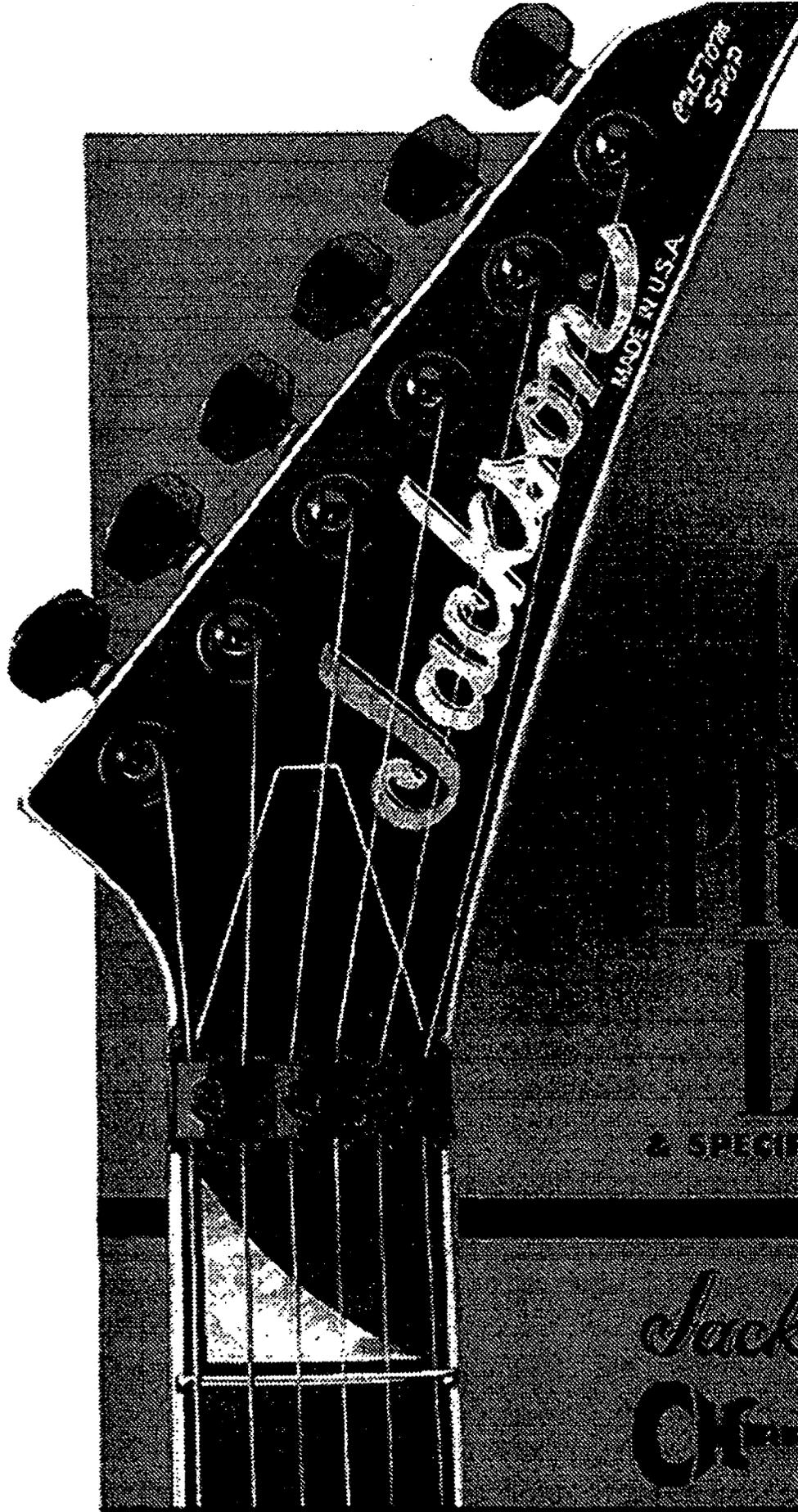
1950

1950

1950

EXHIBIT

12-20 Grade
William J. Smith



1998 PRICE LIST

& SPECIFICATIONS

Jackson
OR

JACKSON

JACKSON USA AND PROFESSIONAL SERIES GUITARS

USA MODELS SHOWN IN BOLD

Model Name	Retail	Finish	Body	Neck / Fingerboard / Inlay
RR1	\$ 1,795.00	*NBR, CIL, DCR	Poplar	Maple / Ebony / Sharkfin
RR1 (Transparent) (Solid)	\$ 875.00	TR, TBL	Poplar / Maple	Maple / Rosewood / Sharkfin
RVR	\$ 925.00	BLK, MBS	Poplar	Maple / Rosewood / Crop Circle
SL1	\$ 1,795.00	*NBR, CMQ, BOP, DCR	Poplar	Maple / Ebony / Sharkfin
SHS1	\$ 1,595.00	BLK, SLG, BGF*	Poplar	Maple / Ebony / Sharkfin
SL5	\$ 1,695.00	BCSB, TBL	Mahogany	Mahogany / Rosewood
DK1 (Transparent) (Solid)	\$ 1,795.00	TBK, BS, PB, TSB	Poplar / Maple	Maple / Ebony / Sharkfin
DK2 (Transparent) (Solid)	\$ 895.00	TBK, DCR, JGP	Poplar	Maple / Rosewood / Sharkfin
DX2	\$ 1,445.00	BLK, UVB, DCR	Ash or (Poplar)	Maple / Ebony / None
DK3 (Transparent) (Solid)	\$ 895.00	TB, TC, QSB, S (Sawtooth)	Poplar / Maple	Maple / Rosewood / Sharkfin
PC1	\$ 1,095.00	NAT, CIL, MBS, SOL, JGP	Mahogany / Quilt Top	Maple / Quilt Maple / None
PC3	\$ 875.00	TR, TA, TG	Poplar / Maple	Maple / Quilt Maple / None
KV1	\$ 1,195.00	BIP, SS (NAT)	Poplar or (Korina)	Maple / Ebony / Sharkfin
KV2	\$ 1,395.00	BLK, NAT, PF	Poplar	Maple / Ebony / Sharkfin
KV3 (Transparent) (Solid)	\$ 875.00	TB, TR, TSB	Poplar / Maple	Maple / Rosewood / Sharkfin
KR1 (Transparent) (Solid)	\$ 1,095.00	TBK	Poplar / Maple	Maple / Ebony / Sharkfin
KR2	\$ 1,395.00	BLK, SWP	Poplar	Maple / Ebony / Sharkfin
KE1	\$ 1,095.00	BIG, PF	Poplar	Maple / Ebony / Sharkfin
KE2 (Transparent) (Solid)	\$ 875.00	TR, TR	Poplar / Maple	Maple / Rosewood / Sharkfin
JJ1 (Transparent) (Solid)	\$ 1,395.00	BLK, MBS	Poplar	Maple / Rosewood / Sharkfin
JJ1 (Transparent) (Solid)	\$ 1,395.00	TR	Korina	Maple / Rosewood / None
SC1	\$ 995.00	BLK, SS (NAT)	Poplar or (Korina)	Maple / Rosewood / None
SC1	\$ 995.00	TBK, TI, TO, TR	Mahogany / Ash	Maple / Rosewood / Sharkfin

JACKSON CONCERT SERIES BASSES

Model Name	Retail	Finish	Body	Neck / Fingerboard / Inlay
C-0	\$ 445.00	BLK, DR, NIP	Poplar	Maple / Rosewood / Dot
C-0	\$ 595.00	BLK, DMR, DCR	Poplar	Maple / Rosewood / Dot
C-1A (Transparent) (Solid)	\$ 795.00	TR, TSB	Mahogany	Maple / Rosewood / Dot
C-1 (Transparent) (Solid)	\$ 725.00	BLK, DCR	Poplar	Maple / Rosewood / Dot
C-1 (Transparent) (Solid)	\$ 725.00	BLK, DMR, DCR	Poplar	Maple / Rosewood / Dot
C-2	\$ 695.00	BLK, DMR, DCR	Poplar	Maple / Rosewood / Dot
C-1A (Transparent) (Solid)	\$ 845.00	TSB, (TR, TI)	Mahogany (Ash)	Maple / Rosewood / Dot
C-1A (Transparent) (Solid)	\$ 995.00	BLK, DCR	Poplar	Maple / Rosewood / Dot

* Retail only America & PARSONS After Europe

JACKSON BASSES

Model Name	Retail	Finish	Body	Neck / Fingerboard / Inlay
JJ-1	\$ 1,095.00	BLK, MBS	Poplar	Maple / Rosewood / Dot
K3-1	\$ 695.00	BLK, MBS	Poplar	Maple / Rosewood / Dot
DK-1	\$ 595.00	RR, RG, BLK	Ebony	Maple / Rosewood / Dot
DK-1	\$ 595.00	RR, RG, BLK	Poplar	Maple / Rosewood / Dot

* The following graphics are only on RR1, SL1 & DK1 Models.

Shells - Add \$400.00

Lighting Sky - Add \$125.00

Edge Dress Sw - Add \$125.00

Instruction	Bridge	Neck Pickup	Middle Pickup	Bridge Pickup	Case Number	Case Price
Neck Thru	Floyd Rose Original	Duncan SII-2	N/A	Duncan TB-4	JCC901 USA	\$169.95
Bolt On	JT-550LP	DD103N	N/A	DD103B	JCC501	\$169.95
Bolt On	Tramont	N/A	N/A	Duncan Design ED103B	JHC912	\$159.95
Neck Thru	Floyd Rose Original	Duncan SII-1	Duncan SII-1	Duncan TB-4	JCC921 USA	\$119.95
Neck Thru	Floyd Rose Original	Duncan SSL5V	Duncan SSL5V	Duncan Pearly Gates	JCC921 USA	\$119.95
Neck Thru	GTB-101	Duncan SII-2	N/A	Duncan Pearly Gates	JCC921 USA	\$119.95
Bolt On	Floyd Rose Original	Duncan SII-1	Duncan SII-1	Duncan TB-4	JCC921 USA	\$119.95
Bolt On	JT-550LP	SC101	SC101	DD103B	JCC521	\$170.95
Bolt On	JT-550LP	Duncan SII-2	N/A	Duncan SII-12	JCC921 USA	\$119.95
Bolt On	JT-550LP	DD103N	N/A	DD103B	JCC501	\$169.95
Bolt On	Floyd Rose Original	Floyd Rose Scimitar	DiMarzio HS-2	DiMarzio Super 3	JCC921 USA	\$119.95
Bolt On	VS-100	SC101	SC101	DD1920	JCC521	\$119.95
Neck Thru	Kahle AFM310	Duncan SII-4	N/A	Duncan TB-5	JCC901 USA	\$169.95
Neck Thru	Floyd Rose Original	Duncan SII-4	N/A	Duncan TB-5	JCC901 USA	\$169.95
Bolt On	JT-550LP	DD103N	N/A	DD103B	JCC501	\$169.95
Neck Thru	Kahle AFM310	N/A	N/A	Duncan TB-4	JCC902 USA	\$169.95
Neck Thru	Floyd Rose Original	Duncan SII-2	N/A	Duncan TB-4	JCC902 USA	\$169.95
Bolt On	JT-550LP	DD103N	N/A	DD103B	JCC502	\$169.95
Bolt On	Wilkinson GTB100	Duncan SII-2	N/A	Duncan SII-4	JCC922 USA	\$119.95
Bolt On	WA-100	SLVRICR	N/A	IVA-1	JCC 322	\$119.95

Instruction	Bridge	Neck Pickup	Middle Pickup	Bridge Pickup	Case Number	Case Price
Bolt On	FB100	DS100P	N/A	JB100	JCC901	\$169.95
Bolt On	FB346	Duncan Design JB103N	N/A	Duncan Design JB103B	JCC911	\$179.95
Bolt On	FB346	Duncan Design SB101	N/A	Duncan Design SB101	JCC911	\$179.95
Bolt On	FB346	Duncan Design JB104N	N/A	Duncan Design JB104B	JCC911	\$179.95
Bolt On	FB350	Duncan Design SB101	N/A	Duncan Design SB101	JCC911	\$179.95
Bolt On	FB350	Duncan Design SB101*	N/A	Duncan Design SB101*	JCC911	\$179.95
Bolt On			N/A			

Instruction	Bridge	Neck Pickup	Middle Pickup	Bridge Pickup	Case Number	Case Price
Bolt On	JB440	N/A	N/A	Duncan Design SB101	JCC911 USA	\$179.95
Bolt On	JB440	Duncan Design PB101	120	Duncan Design JB102	JHC911	\$159.95
Bolt On	JB440	N/A	N/A	Amplifier PCB	JCC901	\$179.95
Bolt On	JB440	PB102	N/A	JB102B	JCC911	\$179.95

For Rod Flares—Add \$300.00 (for 3/1 only)

For Frame Flares—Add \$300.00 (for 11 Bass only)

For Chrom Flares—Add \$300.00 (for 3/15 only)

JACKSON PERFORMER SERIES GUITARS

Model Name	Retail	Finish	Body	Neck/Fingerboard
PS-1 (Solid)	\$ 555.00	BLK/DYB/DYB/RV/M/BC	Alor	Maple/Rosewood/Dot
PS-1 (Transparent)	\$ 545.00	TP, TB, TR, TG	Alder w/Maple Veneer	Maple/Rosewood/Dot
PS-2 (Solid)	\$ 545.00	BLK/DYB/DYB/RV/M/BC	Alor	Maple/Rosewood/Dot
PS-2 (Transparent)	\$ 535.70	TP, TB, TR, TG	Alder w/Maple Veneer	Maple/Rosewood/Dot
PS-3 (Solid)	\$ 545.00	BLK/DYB/DYB/RV/M/BC	Alor	Maple/Rosewood/Dot
PS-3 (Transparent)	\$ 535.00	TP, TB, TR, TG	Alder w/Maple Veneer	Maple/Rosewood/Dot
PS-4 (Solid)	\$ 545.00	BLK/DYB/DYB/RV/M/BC	Alor	Maple/Rosewood/Dot
PS-4 (Transparent)	\$ 535.00	TP, TB, TR, TG	Alder w/Maple Veneer	Maple/Rosewood/Dot
PS-5 (Solid)	\$ 545.00	BLK/DYB/DYB/RV/M/BC	Alor	Maple/Rosewood/Dot
PS-5 (Transparent)	\$ 535.00	TP, TB, TR, TG	Alder w/Maple Veneer	Maple/Rosewood/Dot
PS-6 (Solid)	\$ 545.00	BLK/DYB/DYB/RV/M/BC	Alor	Maple/Rosewood/Dot
PS-6 (Transparent)	\$ 535.00	TP, TB, TR, TG	Alder w/Maple Veneer	Maple/Rosewood/Dot
PS-7 (Solid)	\$ 545.00	BLK/DYB/DYB/RV/M/BC	Alor	Maple/Rosewood/Dot
PS-7 (Transparent)	\$ 535.00	TP, TB, TR, TG	Alder w/Maple Veneer	Maple/Rosewood/Dot

JACKSON JS SERIES

Model Name	Retail	Finish	Body	Neck/Fingerboard
JS-9	\$ 395.00	BLK/MTB, MTR	Alor	Maple/Rosewood/Dot
JS-10	\$ 395.00	BLK/MTB, MTR	Alor	Maple/Rosewood/Dot

CHARVEL ACOUSTIC INSTRUMENTS

Model Name	Retail	Finish	Body	Neck/Fingerboard
13C	\$ 365.00	NBK/NAT/NS/KESU	Spruce	Rosewood
63ED	\$ 475.00	NBK, NAT, TSB, CSB	Spruce	Rosewood
13SC	\$ 445.00	NBK/NAT/DS/CSB	Spruce	Rosewood
63SC12	\$ 695.00	NBK, NAT, TSB	Spruce	Bonded Rosewood
13B	\$ 335.00	NAT/MAHOAGNY	Spruce/Mahogany	Rosewood
13BE	\$ 330.00	NATURAL	Spruce	Rosewood
13BC	\$ 325.00	NAT/MAHOAGNY	Spruce/Mahogany	Rosewood
13OCB	\$ 335.00	NATURAL	Spruce	Rosewood

JACKSON COLOR GLOSSARY

BB	Bike Burst	DTR	Deep Texas Red	TA	Tan Amber
BC	Black Cherry	MB	Metallic Blue	TB	Titan Blue
BCCB	Black Cherry Subst.	NBK	Natural Black	TBK	Titan Black
BGP	Blue Green Pearl	MBS	Midnight Blue Sparkle	TC	Titan Green
BLK	Black	MR	Metallic Red	TI	Titan Ivory
CB	Cherry Auburn	NAT	Natural	TP	Titan Purple
CB	Candy Blue	PB	Purple Burst	TR	Titan Red
CCR	Deep Candy Red	PP	Purple Fave	TBS	Tobacco Subst.
DSM	Dark Metallic Green	RG	Royal Green	UV	Ultra Violet
DSMR	Dark Metallic Red	RR	Royal Red	CBL	Cosmic Blue
DSMV	Deep Metallic Violet	RVM	Red Violet Metallic		

Construction	Bridge	Neck Pickup	Middle Pickup	Bridge Pickup	Case Number	Case Price
Belk Co	JT-500	J-135	J-135	J-70	JCC921	\$119.95
Belk Co	JT-500	J-135	J-135	J-70	JCC921	\$119.95
Belk Co	JT-500	J-135	J-135	J-70	JCC921	\$119.95
Belk Co	JT-500	J-70	N/A	J-70	JCC901	\$169.95
Belk Co	JT-500	J-70	N/A	J-70	JCC901	\$169.95
Belk Co	JT-500	J-70	N/A	J-70	JCC901	\$169.95
Belk Co	JT-500	J-70	J-135	J-70	JCC921	\$119.95
Belk Co	JT-500	N/A	J-35P	J-135	JCC911	\$139.95
Belk Co	JT-500	N/A	J-35P	J-135	JCC911	\$139.95
Belk Co	JT-500	J-70	N/A	J-70	JCC901	\$169.95
Belk Co	JT-500	J-70	N/A	J-70	JCC902	\$169.95
Belk Co	Williams VS-50	J-135	J-135	J-70	JCC921	\$119.95
Belk Co	Williams VS-50	J-135	J-135	J-70	JCC921	\$119.95

Construction	Bridge	Neck Pickup	Middle Pickup	Bridge Pickup	Case Number	Case Price
Belk Co	5001	J-1	J-1	J-70	N/A	N/A
Belk Co	RBB-10	J-100	N/A	J-100	N/A	N/A

Body/Neck	Electronics	Pickup	Scale	Frets	Case Number	Case Price
Mahogany	None	None	25.6 inches	21	CC-45	\$399.95
Mahogany	3 Band EQ	Transducer	25.6 inches	21	CC-45	\$399.95
Mahogany	3 Band EQ	Transducer	25.6 inches	21	CC-45	\$399.95
Rosewood	3 Band EQ	Transducer	25.6 inches	21	CC-45	\$399.95
Mahogany	None	None	25.6 inches	21	CC-45	\$399.95
Mahogany	3 Band EQ	Transducer	25.6 inches	21	CC-45	\$399.95
Mahogany	None	None	25.6 inches	21	CC-45	\$399.95
Mahogany	3 Band EQ	Transducer	25.6 inches	21	CC-45	\$399.95

- PC's Body:
- CHL - Chrome
 - EUP - Euphoria
 - MOC - Mocha
 - NAT - Au Natural
 - SOL - Solar

JACKSON CUSTOM SHOP INSTRUMENTS — MADE IN AMERICA

Construction Style	Base Price	Neck/Fingerboard
Bolt On Neck Guitar	\$ 2,500.00	Quarter Saw Maple / Optional
Bolt On Neck Guitar with Figured Maple Top	\$ 2,500.00	Quarter Saw Maple / Optional
Bolt On Neck Guitar with Flamed Maple Arched Top	\$ 2,500.00	Quarter Saw Maple / Optional
Bolt On Neck Bass	\$ 2,200.00	Quarter Saw Maple / Optional
Bolt On Neck Bass with Flamed Maple Top	\$ 2,400.00	Quarter Saw Maple / Optional
Neck Thru Guitar	\$ 2,700.00	Quarter Saw Maple / Optional
Neck Thru Guitar with Flamed Maple Top	\$ 2,800.00	Quarter Saw Maple / Optional
Neck Thru Guitar with Figured Maple Arched Top	\$ 2,900.00	Quarter Saw Maple / Optional
Neck Thru Body Bass	\$ 2,400.00	Quarter Saw Maple / Optional
Neck Thru Body Bass with Figured Maple Top	\$ 2,500.00	Quarter Saw Maple / Optional
Neck Thru Body Bass with Flamed Maple Arched Top	\$ 2,600.00	Quarter Saw Maple / Optional

CUSTOM SHOP PRICES

CUSTOMER BODY OPTIONS:

Left-Handed	Add 10% to Custom Shop base price
5-String Bass	Add 10% to Custom Shop base price
Wood Choices:	
Poplar, Alder, Quartersawn	NC
Koa	\$300.00
Mahogany or Korina	\$100.00
Figured Maple (solid body)	\$500.00
Custom body shape	Call for quote
Body binding (per side)	\$100.00
Scalloped neck and/or horn	NC

CUSTOMER NECK OPTIONS:

Reverse headstock	NC
Neck wood: Quarter Saw Maple	NC
Flamed or Birdseye Maple	\$200.00
Fingerboard:	
Maple, Rosewood, Ebony	NC
Pow Fero	\$100.00
Plays: Octo, Sharkfin	NC
Abalone Sharkfin	\$150.00
Reverse Sharkfin	\$100.00
Zig Zag Sharkfin	\$100.00
Ebony Sharkfin on Maple	\$100.00
Eyelets (Additional set)	\$ 75.00
Bow Ties	\$180.00
Anarchy Symbols	\$180.00
Crop Circles	\$250.00
Abalone Flames	\$900.00
Three dice x twelfth fret	\$ 40.00
Three dice x 1,5,7,9,12,15,17	\$250.00
Naked rucker medallion w/orn	\$ 75.00 ea.
Key Crosses	\$250.00
Custom Inlays	Send drawing for quote
Neck Width: 1-5/8" or 1-11/16"	NC
Scale length:	
25.5" for guitar, 34" for bass	NC
24-3/4" short scale	\$250.00
Number of frets:	
22 or 24 (guitar), 21 (bass)	NC
Fretless bass	\$200.00
fret wire: Medium jumbo, jumbo, Rhoads (narrow and tall)	NC
Scalloped frets:	\$10.00 per fret
Neck and/or headstock binding	NC
Neck Binding over frets:	\$200.00
Neck Profile choices:	
Jackson speed neck	NC
Traditional Charvel	NC
Traditional "Boatneck"	NC
Special profile	\$100.00

CUSTOMER PICKUP OPTIONS:

Staplocks:	\$ 40.00
Tuning pegs: Sperzel	\$100.00
LSR tuners	\$150.00
Schaller	\$100.00
Cook	NC
Chrome or Black parts:	NC
Gold parts:	\$100.00
Pickguard:	\$ 50.00
Truss Rod Cover engraving:	\$ 75.00

CUSTOMER ELECTRONICS OPTIONS:

All instruments have fully shielded control compartments. You may choose your pickups, controls and selector switch.

Pickups: Bill Lawrence	NC
Armstrong	NC
Jackson	NC
Seymour Duncan or DiMarzio—	
call for price—some models avail-	
able at no extra charge.	
EMG humbuckers	\$110.00
EMG single coil style	\$ 60.00 each
All other pickups—add retail price of pickups.	
NOTE: Jackson Custom Shop, Inc. reserves	
the right to charge extra for any	
unusual wiring that may not be	
listed here.	
Additional switches and active	
systems are available, add to base	
Mini switch coil split, phase or kill switch	\$ 30.00 each
Floyd Rose Sustainer unit	\$100.00
Jackson #1000 Neck Select	\$ 65.00
Jackson #1300 Mid Boost	\$ 65.00
Jackson #1500 Parametric Mid Boost	\$ 65.00
Any other active system	Add retail price

CUSTOMER FINISH OPTIONS:

Body finishes:	
Solid color, Candy color, Metallic, Pearl	NC
Metallflake, Hologflake or Fluorescent	\$250.00
Color match (from) Opaque sample	\$100.00
Color match if you're not picky	No additional charge!
Sunburst	\$100.00
Sunburst on Figured Maple tops	NC
Neck finishes:	
Oil on bolt-on or neck-through	NC
Satin Urethane (bolt-on)	\$100.00
Painted neck (bolt-on)	\$150.00
Black lettering on headstock (provide text)	\$ 75.00
Paint logo	NC
Custom color logo	\$ 50.00

Body Length	Inlays	Bridge	Neck Pickup	Middle Pickup	Bridge Pickup	Case Price
30 inches	Optional	JT-570	Optional	Optional	Optional	Included With Base Price
31 inches	Optional	JT-570	Optional	Optional	Optional	Included With Base Price
32.5 inches	Optional	JT-570	Optional	Optional	Optional	Included With Base Price
34.0 inches	Optional	JB-410	Optional	Optional	Optional	Included With Base Price
34.0 inches	Optional	JT-570	Optional	Optional	Optional	Included With Base Price
35.5 inches	Optional	JT-570	Optional	Optional	Optional	Included With Base Price
35.5 inches	Optional	JT-570	Optional	Optional	Optional	Included With Base Price
35.5 inches	Optional	JT-570	Optional	Optional	Optional	Included With Base Price
36.0 inches	Optional	JT-570	Optional	Optional	Optional	Included With Base Price
36.0 inches	Optional	JB-410	Optional	Optional	Optional	Included With Base Price
36.0 inches	Optional	JB-410	Optional	Optional	Optional	Included With Base Price
36.0 inches	Optional	JB-410	Optional	Optional	Optional	Included With Base Price

GRAPHICS

Lightning Sky	\$125.00
Leaf Dec	\$125.00
Painting or paired bevels	\$200.00
Interlace Flames	\$250.00
Blue Ghost Flames	\$300.00
Hot Rod Flames	\$350.00
Fire & Skulls	\$400.00
Snake & Rock (on front & back)	\$450.00
Adrenalize	\$450.00
Black w/After 1" polka dots	\$450.00
Black thru front & back	\$450.00
Bilini Rose	\$600.00
Leopard (on front & back)	\$800.00
Marilyn Monroe	\$2100.00

NOTE

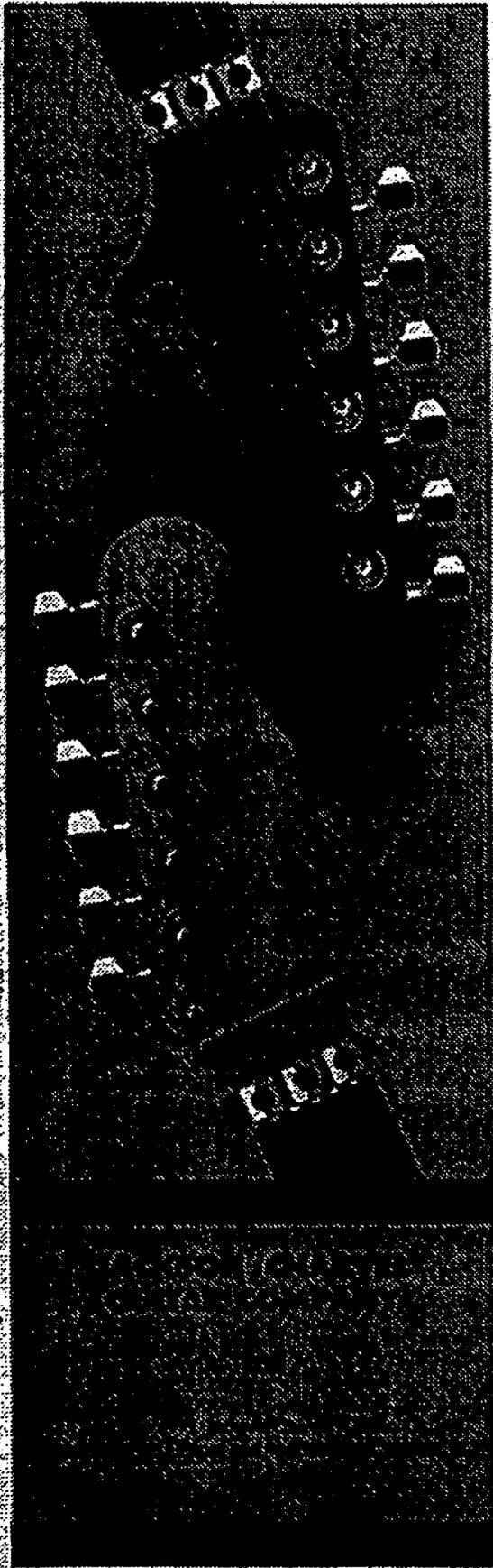
CUSTOM GUITARS TAKE 4-6 MONTHS FOR DELIVERY.

All custom guitar prices include a SKB case.

Hardshell cases are extra. Please call for quote.

GRAPHIC INTEGRATION

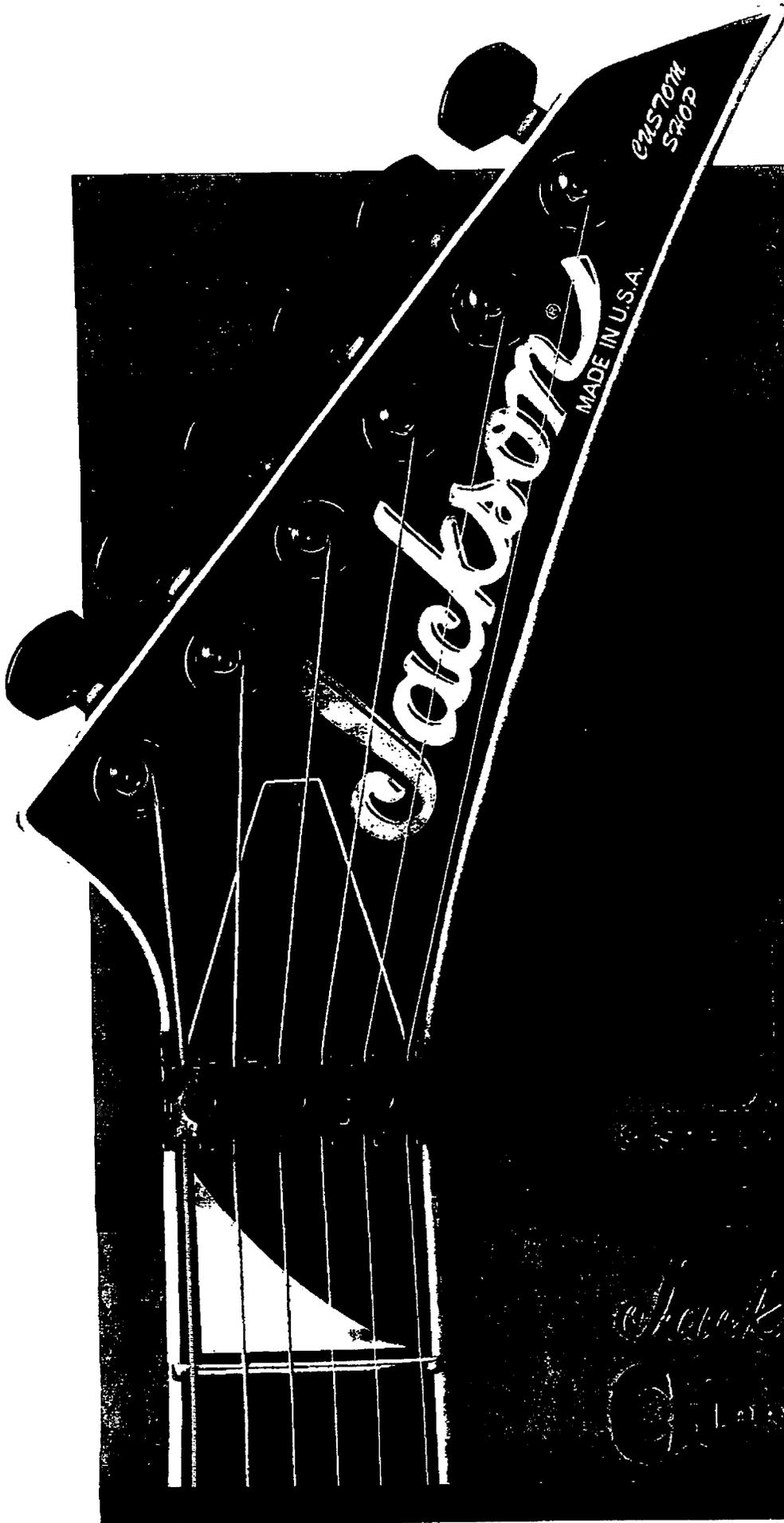
Ordering a custom instrument is a life-long dream for most guitarists. Now you can get exactly the instrument you have always wanted, and know that it will live up to your expectations. The Jackson, California, Facility has been continuously creating custom guitars longer than any other factory in America. Building a custom instrument by hand takes a considerable amount of time, so please keep this in mind when you order. Typical construction times can be as long as thirty weeks. Good things are worth waiting for, so please be patient with us after you place your order. We give a "Lifetime Warranty" to our Custom Shop Guitars. In order to do this we must be allowed the time to build your instrument properly. Contact an authorized Jackson dealer to receive a price quote.





EXHIBIT

K-21 Wade
8/4/04 J. Smith



Handwritten signature: Jackson
Handwritten signature: [illegible]

EFFECTIVE JANUARY 1, 1999

San Diego 000

JACKSON USA AND PROFESSIONAL SERIES GUITARS

USA MODELS SHOWN IN BOLD

Model Name	Retail	Finish	Body	Neck / Fingerboard / Inlay
RR1	\$ 1,895.00	MBK, CBL	Alder	Maple / Ebony / Sharkfin
RR3(R)(Transparent)	\$ 925.00	TR, TBL	Poplar / Maple	Maple / Rosewood / Sharkfin
" (Solid)	\$ 875.00	BLK, MBS	Poplar	"
RWR	\$ 975.00	BLK, MBS	Poplar	Maple / Rosewood / Crop Circle
SL1	\$ 1,795.00	MBK, BGP, DCR	Alder	Maple / Ebony / Sharkfin
DK2 (Transparent)	\$ 945.00	TR, TB, TA	Poplar / Maple	Maple / Rosewood / Sharkfin
" (Solid)	\$ 895.00	MBS, DMV	Poplar	"
DK2(L)*(Transparent)	\$ 1,025.00	TR, TB, TA	Poplar / Maple	Maple / Rosewood / Sharkfin
DK2(L)*(Solid)	\$ 975.00	MBS, DMV	Poplar	"
DR3 (Transparent)	\$ 895.00	TB, TG (TSB-Mahogany)	Poplar / Maple	Maple / Rosewood / Sharkfin
" (Solid)	\$ 845.00	BLK	Poplar	"
PC1	\$ 2,095.00	NAT, CHL, MOC, SOL, EUP	Mahogany / Quilt Top	Maple / Quilt Maple / None
PC3	\$ 925.00	TR, TA, TG	Poplar / Maple	Maple / Quilt Maple / None
KV1	\$ 1,795.00	BKP, BLK, (KOR)	Alder or (Korina)	Maple or (Korina) / Ebony / Shark
KV2	\$ 1,895.00	BLK, PP, (KOR)	Alder or (Korina)	Maple or (Korina) / Ebony / Shark
KV3 (Transparent)	\$ 925.00	TB, TR, CSB	Poplar / Maple	Maple / Rosewood / Sharkfin
" (Solid)	\$ 875.00	BLK, MBS, SWP, DMV	Poplar	"
KE1 (Transparent)	\$ 1,795.00	TBK	Alder / Maple	Maple / Ebony / Sharkfin
" (Solid)	\$ 1,695.00	BLK, SWP	Alder	"
KE2	\$ 1,895.00	BLK, PP	Alder	Maple / Ebony / Sharkfin
KE3(R)(Transparent)	\$ 925.00	TB, TR	Poplar / Maple	Maple / Rosewood / Sharkfin
" (Solid)	\$ 875.00	BLK, MBS	Poplar	"
JJ1 (Transparent)	\$ 1,395.00	TR	Korina	Maple / Rosewood / Dice
" (Solid)	\$ 1,295.00	BLK, SS, (KOR)	Poplar or (Korina)	Maple / Rosewood / Dice
SC1	\$ 1,045.00	TBK, TI, TO, TR	Mahogany / Ash	Maple / Rosewood / Sharkfin

JACKSON CONCERT SERIES BASSES

Model Name	Retail	Finish	Body	Neck / Fingerboard / Inlay
C20	\$ 445.00	BLK, MB, MR	Poplar	Maple / Rosewood / Dot
C4P	\$ 645.00	BLK, DMR, DCB	Poplar	Maple / Rosewood / Dot
C4P(L)*	\$ 745.00	BLK, DMR, DCB	Poplar	Maple / Rosewood / Dot
C4A (Transparent)	\$ 845.00	TR, TSB	Mahogany	Maple / Rosewood / Dot
" (Solid)	\$ 795.00	BLK, DCB	Poplar	"
C5P	\$ 745.00	BLK, DMR, DCB	Poplar	Maple / Rosewood / Dot
C5A (Transparent)	\$ 895.00	TSB, (TR, TI)	Mahogany (Ash)	Maple / Rosewood / Dot
" (Solid)	\$ 845.00	BLK, DCB	Poplar	"

* Left-handed Models

** Model uses Duncan Design BEQ-2 Active Circuit

JACKSON BASSES

Model Name	Retail	Finish	Body	Neck / Fingerboard / Inlay
JJ Bass	\$ 1,695.00	BLK, (INT-ADD \$200.00)	Poplar	Maple / Rosewood / Dot
KB-1	\$ 745.00	BLK, MBS	Poplar	Maple / Rosewood / Dot

JACKSON COLOR GLOSSARY

BC Black Cherry	CB Candy Blue	DTR Deep Trans Red	KOR Natural Korina
BCSB Burnt Cherry Sunburst	DCR Deep Candy Red	MB Metallic Blue	PB Purple Burst
BGP Blue Green Pearl	DMG Dark Metallic Green	MBK Metallic Black	PP Purple Pavo
BLK Black	DMR Dark Metallic Red	MBS Midnight Blue Sparkle	RVM Red Violet Metallic
CSB Cherry Sunburst	DMV Deep Metallic Violet	MR Metallic Red	TA Trans Amber

Construction	Bridge	Neck Pickup	Middle Pickup	Bridge Pickup	Case Number	Case Price
Neck Thru Bolt On	Floyd Rose Original JT-580LP	Duncan SH-2 DD103N	N/A	Duncan TB-4 DD103B	JCC901 USA JCC901	\$169.95 \$169.95
Bolt On	Tunamatic	N/A	N/A	Duncan Design DD103B	JHC912	\$159.95
Neck Thru Bolt On	Floyd Rose Original JT-580LP	Duncan STK-1 SC101	Duncan STK-1 SC101	Duncan TB-4 DD102B	JCC921 USA JCC921	\$119.95 \$119.95
Bolt On	JT-580LP	SC101	SC101	DD102B	JCC921	\$119.95
Bolt On	JT-580LP	DD103N	N/A	DD103B	JCC921	\$119.95
Bolt On	Floyd Rose Original VS-100	Floyd Rose Sustainer SC101	DiMarzio HS-2 SC101	DiMarzio Super 3 DD102B	JCC921 USA JCC921	\$119.95 \$119.95
Neck Thru	Kahler APM3310	Duncan SH-4	N/A	Duncan TB-5	JCC901 USA	\$169.95
Neck Thru Bolt On	Floyd Rose Original JT-580LP	Duncan SH-4 DD103N	N/A	Duncan TB-5 DD103B	JCC901 USA JCC901	\$169.95 \$169.95
Neck Thru	Kahler APM3310	N/A	N/A	Duncan TB-4	JCC902 USA	\$169.95
Neck Thru Bolt On	Floyd Rose Original JT-580LP	Duncan SH-2 DD103N	N/A	Duncan TB-4 DD103B	JCC902 USA JCC902	\$169.95 \$169.95
Bolt On	Wilkinson GTB100	Duncan SH-2	N/A	Duncan SH-4	JCC922 USA	\$119.95
Bolt On	WA 100	LS101	N/A	JVA-1	JCC 922	\$119.95

Construction	Bridge	Neck Pickup	Middle Pickup	Bridge Pickup	Case Number	Case Price
Bolt On	RBB10	JN100P	N/A	JB100J	JCC931	\$139.95
Bolt On	JB340	Duncan Design JB103N	N/A	Duncan Design JB103B	JCC931	\$139.95
Bolt On	JB340	Duncan Design JB103N	N/A	Duncan Design JB103B	JCC931	\$139.95
Bolt On	JB340	Duncan Design SB101**	N/A	Duncan Design SB101**	JCC931	\$139.95
Bolt On	JB350	Duncan Design SB101	N/A	Duncan Design SB101	JCC931	\$139.95
Bolt On	JB350	Duncan Design SB101**	N/A	Duncan Design SB101**	JCC931	\$139.95

Construction	Bridge	Neck Pickup	Middle Pickup	Bridge Pickup	Case Number	Case Price
Bolt On	Hip Shot	N/A	N/A	Duncan SMB4A	JCC931 USA	\$139.95
Bolt On	JB460	Duncan Design PB102	J20	Duncan Design JB102	JHC911	\$139.95

TB Trans Blue
TBK Trans Black
TG Trans Green
TI Trans Ivory
TP Trans Purple

TR Trans Red
TBS Tobacco Sunburst
UV Ultra Violet
CBL Cobalt Blue
INT Interference

PC1 Only:
CHL Chlorine
EUP Euphoria
MOC Mocha
NAT Au Naturel

SOL Solar

JACKSON PERFORMER SERIES GUITARS

Model Name	Retail	Finish	Body	Neck/Fingerboard
PS-1 (Solid)	\$ 545.00	BLK, DMB, DMG, RVM, BC	Alder	Maple / Rosewood / Dot
PS-1 (Transparent)	\$ 595.00	TP, TB, TR, TG	Alder w/Maple Veneer	Maple / Rosewood / Dot
PS-2 (Solid)	\$ 595.00	BLK, DMB, DMG, RVM, BC	Alder	Maple / Rosewood / Dot
PS-2 (Transparent)	\$ 645.00	TP, TB, TR, TG	Alder w/Maple Veneer	Maple / Rosewood / Dot
PS-3 (Solid)	\$ 595.00	BLK, DMB, BGM, RVM, BC	Alder	Maple / Rosewood / Dot
PS-3 (Transparent)	\$ 645.00	TP, TB, TR, TG	Alder w/Maple Veneer	Maple / Rosewood / Dot
PS-3T (Solid)	\$ 675.00	BLK, DMB, BGM, RVM, BC	Alder	Maple / Rosewood / Dot
PS-3T (Transparent)	\$ 725.00	TP, TB, TR, TG	Alder w/Maple Veneer	Maple / Rosewood / Dot
PS-4 (Solid) 387 ²	\$ 645.00	BLK, DMB, BGM, RVM, BC	Alder	Maple / Rosewood / Dot
PS-4 (Transparent)	\$ 695.00	TP, TB, TR, TG	Alder w/Maple Veneer	Maple / Rosewood / Dot
PS-5 (Solid)	\$ 595.00	BLK, DMB, BGM, RVM, BC	Alder	Maple / Rosewood / Dot
PS-5 (Transparent)	\$ 645.00	TP, TB, TR, TG	Alder w/Maple Veneer	Maple / Rosewood / Dot
PS-6T (Solid)	\$ 675.00	BLK, DMB, BGM, RVM, BC	Alder	Maple / Rosewood / Dot
PS-6T (Transparent)	\$ 725.00	TP, TB, TR, TG	Alder w/Maple Veneer	Maple / Rosewood / Dot
PS-7 (Solid)	\$ 575.00	BLK, DMB, BGM, RVM, BC	Alder	Maple / Rosewood / Dot
PS-7 (Transparent)	\$ 625.00	TP, TB, TR, TG	Alder w/Maple Veneer	Maple / Rosewood / Dot

JACKSON AX/S SERIES

Model Name	Retail	Finish	Body	Neck/Fingerboard Inlay
D10	\$ 425.00	BLK, MTB, MTR	Alder	Maple / Rosewood / Dot
D10 PRO	\$ 485.00	BLK, MTB, MTR	Alder	Maple / Rosewood / Sharkfin
K10	\$ 495.00	BLK, MTB, MTR	Alder	Maple / Rosewood / Dot
K10 PRO	\$ 555.00	BLK, MTB, MTR	Alder	Maple / Rosewood / Sharkfin
R10	\$ 495.00	BLK, MTB, MTR	Alder	Maple / Rosewood / Dot
R10 PRO	\$ 555.00	BLK, MTB, MTR	Alder	Maple / Rosewood / Shark

JACKSON USA SELECT SERIES / FINISHES

Model Name	Group A	Group B
	Blue Green Pearl (BGP) Black (BLK) Cobalt Blue (CBL) Electric Blue Metallic (EB) Ferrari Red (FR) Gun Metal Grey (GMG) Metallic Black (MBK) Pavo Purple (PP)	Black Cherry (BC) Candy Apple Green (CAG) Candy Apple Red (CAR) Candy Blue (CB) Deep Candy Red (DCR) Blue Purple Burst (BPB) Snow White Pearl (SWP) Yellow Gold Pearl (YGP)
RHOADS SELECT - RR1	\$ 1,895.00	\$ 1,945.00
SOLOIST SELECT - SL1	\$ 1,795.00	\$ 1,845.00
KELLY SELECT - KE2	\$ 1,895.00	\$ 1,945.00
KING V SELECT - KV2	\$ 1,895.00	\$ 1,945.00

JACKSON USA SELECT SERIES / GRAPHICS

Model Name	Group A	Group B	Group C
	Blue Ghost Flames (BGF) Red Ghost Flames (RGF)	Hot Rod Flames (HRF)	Interference Flames (INF)
RHOADS SELECT - RR1	\$ 2,195.00	\$ 2,145.00	\$ 2,220.00
SOLOIST SELECT - SL1	\$ 2,095.00	\$ 2,045.00	\$ 2,120.00
KELLY SELECT - KE2	\$ 2,195.00	\$ 2,145.00	\$ 2,220.00
KING V SELECT - KV2	\$ 2,195.00	\$ 2,145.00	\$ 2,220.00

Instruction	Bridge	Neck Pickup	Middle Pickup	Bridge Pickup	Case Number	Case Price
Bolt On	JT-480	J-135	J-135	J-70	JCC921	\$119.95
Bolt On	JT-480	J-135	J-135	J-70	JCC921	\$119.95
Bolt On	JT-500	J-135	J-135	J-70	JCC921	\$119.95
Bolt On	JT-500	J-135	J-135	J-70	JCC921	\$119.95
Bolt On	JB-390	J-70	N/A	J-70	JCC901	\$169.95
Bolt On	JB-390	J-70	N/A	J-70	JCC901	\$169.95
Bolt On	JB-500	J-70	N/A	J-70	JCC901	\$169.95
Bolt On	JB-500	J-70	N/A	J-70	JCC901	\$169.95
Bolt On	JB-500	J-70	J-135	J-70	JCC921	\$119.95
Bolt On	JB-500	J-70	J-135	J-70	JCC921	\$119.95
Bolt On	JB-340	N/A	J-35P	J-165	JCC931	\$139.95
Bolt On	JB-340	N/A	J-35P	J-165	JCC931	\$139.95
Bolt On	JB-500	J70	N/A	J70	JCC902	\$169.95
Bolt On	JB-500	J70	N/A	J70	JCC902	\$169.95
Bolt On	Wilkinson VS-50	J135	J135	J70	JCC921	\$119.95
Bolt On	Wilkinson VS-50	J135	J135	J70	JCC921	\$119.95

Construction	Bridge	Neck Pickup	Middle Pickup	Bridge Pickup	Case Number	Case Price
Bolt On	JB-480S	JE-10	N/A	JE-10	JCC921	\$ 119.95
Bolt On	JB-480	JA-10N	N/A	JA-10B	JCC921	\$ 119.95
Bolt On	JB-480S	JE-10	N/A	JE-10	JCC902	\$ 169.95
Bolt On	JB-480	JA-10N	N/A	JA-10B	JCC902	\$ 169.95
Bolt On	JB-480S	JE-10	N/A	JE-10	JCC901	\$ 169.95
Bolt On	JB-480	JA-10N	N/A	JA-10B	JCC901	\$ 169.95

Group C	Group D	Group E
Amber Sunburst (ASB)	Black w/White Bevels (BLK / BVWT)	Blue Metalflake (BMF)
Burnt Cherry Burst (BCB)	Ferrari Red w/Black Bevels (FR / BVFR)	Interference Cyan / Magenta (ICM)
Cherry Sunburst (CSB)	Snow White Pearl w/Black Bevels (SWP / BVBK)	Interference Fireglo (IFG)
Transparent Blue (TB)	Black w/Gold Pinstripes (BLK / GOLD PINS)	
Transparent Black (TBK)	Snow White Pearl w/Black Pinstripes (SWP / BLK PINS)	
Transparent Green (TG)		
Transparent Red (TR)		
Tobacco Sunburst (TSB)		
\$ 1,995.00	\$ 2,070.00	\$ 2,195.00
\$ 1,895.00	\$ N/A	\$ 2,095.00
\$ 1,995.00	\$ 2,070.00	\$ 2,195.00
\$ 1,995.00	\$ 2,070.00	\$ 2,195.00

Group D	Group E	Group F
Eerie Dess (EDS)	Lightning Sky (LTG)	Pile O' Skulls (SKL)
\$ 2,020.00	\$ 2,020.00	\$ 2,295.00
\$ 1,920.00	\$ 1,920.00	\$ 2,195.00
\$ 2,020.00	\$ 2,020.00	\$ 2,295.00
\$ 2,020.00	\$ 2,020.00	\$ 2,295.00

JACKSON JS SERIES

Model Name	Retail	Finish	Body	Neck/Fingerboard
JS 20	\$ 325.00	BLK, MTB, MTR	Alder	Maple / Rosewood / Dot
JS-1	\$ 325.00	BLK, MTB, MTR	Alder	Maple / Rosewood / Dot
JS-40	\$ 395.00	BLK, MTB, MTR	Alder	Maple / Rosewood / Dot

JACKSON CUSTOM SHOP INSTRUMENTS — MADE IN AMERICA

Construction Style	Base Price	Neck/Fingerboard
Bolt on Neck Guitar	\$ 2,300.00	Quartersawn Maple / Optional
Bolt On Neck Guitar with Figured Maple Top	\$ 2,500.00	Quartersawn Maple / Optional
Bolt On Neck Guitar with Figured Maple Arched Top	\$ 2,750.00	Quartersawn Maple / Optional
Bolt On Neck Bass	\$ 2,200.00	Quartersawn Maple / Optional
Bolt On Neck Bass with Figured Maple Top	\$ 2,400.00	Quartersawn Maple / Optional
Neck Thru Guitar	\$ 2,750.00	Quartersawn Maple / Optional
Neck Thru Guitar with Figured Maple Top	\$ 2,950.00	Quartersawn Maple / Optional
Neck Thru Guitar with Figured Maple Arched Top	\$ 3,100.00	Quartersawn Maple / Optional
Neck Thru Body Bass	\$ 2,500.00	Quartersawn Maple / Optional
Neck Thru Body Bass with Figured Maple Top	\$ 2,850.00	Quartersawn Maple / Optional
Neck Thru Body Bass with Figured Maple Arched Top	\$ 3,050.00	Quartersawn Maple / Optional

CUSTOM SHOP PRICES

CUSTOM SHOP BODY OPTIONS:

Left-Handed	Add 10% to Custom Shop base price.
5-String Bass	Add 10% to Custom Shop base price.
Wood Choices:	
Poplar, Alder, Basswood	N/C
Koa	\$300.00
Mahogany or Korina	\$100.00
Figured Maple (solid body)	\$500.00
Custom body shape	Call for quote
Body binding (per side)	\$100.00
Scalloped heels and/or horn	N/C

Fret wire: Medium Jumbo, Jumbo, Rhoads (narrow and tall)	N/C
Scalloped frets:	\$10.00 per fret
Neck and/or headstock binding	N/C

Neck Binding over frets:	\$200.00
Neck Profile choices:	
Jackson speed neck	N/C
Traditional Charvel	N/C
Traditional "Boatneck"	N/C
Special profile	\$100.00

CUSTOM SHOP NECK OPTIONS:

Reverse headstock	N/C
Neck wood: Quartersawn Maple	N/C
Flamed or Birdseye Maple	\$200.00
Fingerboard:	
Maple, Rosewood, Ebony	N/C
Pau Ferro	\$100.00
Inlays: Dots, Sharkfin	N/C
Abalone Sharkfin	\$150.00
Reverse Sharkfin	\$100.00
Zig-Zag Sharkfin	\$100.00
Ebony Sharkfin on Maple	\$100.00
Eyeballs (Adrenalize)	\$ 75.00
Bow Ties	\$180.00
Anarchy Symbols	\$180.00
Crop Circles	\$250.00
Abalone Flames	\$900.00
Three dice at twelfth fret	\$ 40.00
Three dice at 3,5,7,9,12,15,17	\$250.00
Naked trucker mudflap woman	\$ 75.00 ea.
Iron Crosses	\$250.00
Custom inlays	Send drawing for quote
Nut Width: 1-5/8" or 1-11/16"	N/C
Scale length:	
25.5" for guitar, 34" for bass	N/C
24 - 3/4" short scale	\$250.00
Number of frets:	
22 or 24 (guitar), 21 (bass)	N/C
Fretless bass	\$200.00

Straplocks:	\$ 40.00
Tuning gears: Sperzel	\$100.00
LSR tuners	\$150.00
Schaller	\$100.00
Gotoh	N/C
Chrome or Black parts:	N/C
Gold parts:	\$100.00
Pickguard:	\$ 50.00
Truss Rod Cover engraving:	\$ 75.00

CUSTOM SHOP ELECTRONICS OPTIONS:

All instruments have fully shielded control compartments. You may choose your pickups, controls and selector switch.

Pickups: Bill Lawrence	N/C
Armstrong	N/C
Jackson	N/C

Seymour Duncan or DiMarzio—call for price...some models available at no extra charge.

EMG humbuckers	\$110.00
EMG single coil style	\$ 80.00 each

All other pickups—add retail price of pickups.

NOTE: Jackson/Charvel Inc. reserves the right to charge extra for any unusual wirings that may not be listed here.

Function	Bridge	Neck Pickup	Middle Pickup	Bridge Pickup	Case Number	Case Price
Bolt On	SG-23	J-14	J-14	JE10	N/A	N/A
Bolt On	SG-23	JE10	N/A	JE10	N/A	N/A
Bolt On	RBB-10	JN100	N/A	JB100	N/A	N/A

Scale Length	Inlays	Bridge	Neck Pickup	Middle Pickup	Bridge Pickup	Case Price
25.5 Inches	Optional	JT-590	Optional	Optional	Optional	Included With Base Price
25.5 Inches	Optional	JT-590	Optional	Optional	Optional	Included With Base Price
25.5 Inches	Optional	JT-590	Optional	Optional	Optional	Included With Base Price
34.0 Inches	Optional	JB-440	Optional	Optional	Optional	Included With Base Price
34.0 Inches	Optional	JB-440	Optional	Optional	Optional	Included With Base Price
25.5 Inches	Optional	JT-590	Optional	Optional	Optional	Included With Base Price
25.5 Inches	Optional	JT-590	Optional	Optional	Optional	Included With Base Price
25.5 Inches	Optional	JT-590	Optional	Optional	Optional	Included With Base Price
34.0 Inches	Optional	JB-440	Optional	Optional	Optional	Included With Base Price
34.0 Inches	Optional	JB-440	Optional	Optional	Optional	Included With Base Price
34.0 Inches	Optional	JB-440	Optional	Optional	Optional	Included With Base Price

Additional switches and active systems are available, add to base:

Mini switch coil split, phase or kill switch	\$ 30.00 each
Floyd Rose Sustainer unit	\$600.00
Jackson JE1000 Peak Select	\$ 65.00
Jackson JE1200 Mid Boost	\$ 65.00
Jackson JE1500 Parametric Mid Boost	\$ 65.00
Any other active system	Add retail price

CUSTOM SHOP FINISH OPTIONS:

Body finishes:

Solid color, Candy color, Metallic, Pearl	N/C
Metallflake, Holoflake or Phosphorescent	\$250.00
Color match from Opaque sample	\$100.00
Color match if you're not picky	No additional charge!
Sunbursts	\$100.00
Sunbursts on Figured Maple tops	N/C

Neck finishes:

Oiled bolt-on or neck-through	N/C
Satin Urethane (bolt-on)	\$100.00
Painted neck (bolt-on)	\$150.00
Block lettering on headstock (provide text)	\$ 75.00
Pearl logo	N/C
Custom color logo	\$ 50.00

GRAPHICS:

Lightning Sky	\$125.00
Eerie Dess	\$125.00
Pinstriping or painted bevels	\$200.00
Interference Flames	\$200.00
Blue Ghost Flames	\$300.00
Hot Rod Flames	\$300.00
Pile o' Skulls	\$400.00
Snakeskin (neck-thru front & back)	\$400.00
Adrenalize	\$400.00
Black w/White 1" polka dots (neck-thru front & back)	\$400.00
Bikini Babe	\$600.00
Leopard (neck-thru front & back)	\$800.00
Marilyn Monroe	\$2100.00

NOTE:

CUSTOM GUITARS TAKE 4-12 MONTHS FOR DELIVERY.
All custom guitar prices include an SKB case.
Hardshell cases are extra. Please call for quote.

GENERAL INFORMATION

Ordering a custom instrument is a life-long dream for most guitarists. Now you can get exactly the instrument you have always wanted, and know that it will live up to your expectations. The Jackson, California, Facility has been continuously creating custom guitars longer than any other factory in America. Building a custom instrument by hand takes a considerable amount of time, so please keep this in mind when you order. Typical construction times can be as long as thirty weeks. Good things are worth waiting for, so please be patient with us after you place your order. We give a "Lifetime Warranty" on our Custom Shop Guitars. In order to do this we must be allowed the time to build your instrument properly. Contact an authorized Jackson dealer to receive a price quote.

