

Request for Reconsideration after Final Action

The table below presents the data as entered.

Input Field	Entered
SERIAL NUMBER	88237511
LAW OFFICE ASSIGNED	LAW OFFICE 109
MARK SECTION	
MARK	https://tmng-al.uspto.gov/resting2/api/img/88237511/large
LITERAL ELEMENT	PILAR
STANDARD CHARACTERS	YES
USPTO-GENERATED IMAGE	YES
MARK STATEMENT	The mark consists of standard characters, without claim to any particular font style, size or color.
OWNER SECTION (current)	
NAME	Paris Gourmet of New York Inc.
STREET	145 Grand Street
CITY	Carlstadt
STATE	New Jersey
ZIP/POSTAL CODE	07072
COUNTRY/REGION/JURISDICTION/U.S. TERRITORY	United States
OWNER SECTION (proposed)	
NAME	Paris Gourmet of New York Inc.
STREET	145 Grand Street
CITY	Carlstadt
STATE	New Jersey
ZIP/POSTAL CODE	07072
COUNTRY/REGION/JURISDICTION/U.S. TERRITORY	United States
EMAIL	rdstyle@tmdocket.us
EVIDENCE SECTION	
EVIDENCE FILE NAME(S)	
ORIGINAL PDF FILE	evi_64200130-20200319091401107537_.Request_for_Reconsideration_Arguments.docx.pdf
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DESCRIPTION OF EVIDENCE FILE	Arguments and supporting evidence against the refusal
CORRESPONDENCE INFORMATION (current)	
NAME	Matthew D. Asbell
PRIMARY EMAIL ADDRESS FOR CORRESPONDENCE	nyustmp@ladas.com
SECONDARY EMAIL ADDRESS(ES) (COURTESY COPIES)	NOT PROVIDED
DOCKET/REFERENCE NUMBER	1T18706622
CORRESPONDENCE INFORMATION (proposed)	
NAME	Matthew D. Asbell
PRIMARY EMAIL ADDRESS FOR CORRESPONDENCE	nyustmp@ladas.com
SECONDARY EMAIL ADDRESS(ES) (COURTESY COPIES)	masbell@ladas.com; jzwisler@ladas.com
DOCKET/REFERENCE NUMBER	1T18706622
SIGNATURE SECTION	
RESPONSE SIGNATURE	/JCZ/
SIGNATORY'S NAME	John Carl Zwisler
SIGNATORY'S POSITION	Associate Attorney, Ladas & Parry LLP
SIGNATORY'S PHONE NUMBER	212 708 1800
DATE SIGNED	03/19/2020
AUTHORIZED SIGNATORY	YES
CONCURRENT APPEAL NOTICE FILED	NO
FILING INFORMATION SECTION	
SUBMIT DATE	Thu Mar 19 09:18:50 ET 2020
TEAS STAMP	USPTO/RFR-XX.XX.X.XXX-202 00319091850889899-8823751 1-71050f86d6b70ea1cd275c6 510c99182e994e1d6fbd6702a 5a66fdc630de11-N/A-N/A-20 200319091401107537

Request for Reconsideration after Final Action

To the Commissioner for Trademarks:

Application serial no. **88237511** PILAR(Standard Characters, see <https://tmng-al.uspto.gov/resting2/api/img/88237511/large>) has been amended as follows:

EVIDENCE

Evidence in the nature of Arguments and supporting evidence against the refusal has been attached.

Original PDF file:

[evi_64200130-20200319091401107537 . Request for Reconsideration Arguments.docx.pdf](#)

Converted PDF file(s) (5 pages)

[Evidence-1](#)

[Evidence-2](#)

[Evidence-3](#)

[Evidence-4](#)

[Evidence-5](#)

Original PDF file:

[evi_64200130-20200319091401107537 . Exhibits A-G.pdf](#)

Converted PDF file(s) (79 pages)

[Evidence-1](#)

[Evidence-2](#)

[Evidence-3](#)

[Evidence-4](#)

[Evidence-5](#)

[Evidence-6](#)

[Evidence-7](#)

[Evidence-8](#)

[Evidence-9](#)

[Evidence-10](#)

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[Evidence-73](#)
[Evidence-74](#)
[Evidence-75](#)
[Evidence-76](#)
[Evidence-77](#)
[Evidence-78](#)
[Evidence-79](#)

OWNER AND/OR ENTITY INFORMATION

Applicant proposes to amend the following:

Current: Paris Gourmet of New York Inc., a corporation of New York, having an address of
145 Grand Street
Carlstadt, New Jersey 07072
United States

Proposed: Paris Gourmet of New York Inc., a corporation of New York, having an address of
145 Grand Street
Carlstadt, New Jersey 07072
United States
Email Address: rdstyle@tmdocket.us

Correspondence Information (current):

Matthew D. Asbell

PRIMARY EMAIL FOR CORRESPONDENCE: nyustmp@ladas.com

SECONDARY EMAIL ADDRESS(ES) (COURTESY COPIES): NOT PROVIDED

The docket/reference number is 1T18706622.

Correspondence Information (proposed):

Matthew D. Asbell

PRIMARY EMAIL FOR CORRESPONDENCE: nyustmp@ladas.com

SECONDARY EMAIL ADDRESS(ES) (COURTESY COPIES): masbell@ladas.com; jzwisler@ladas.com

The docket/reference number is 1T18706622.

Requirement for Email and Electronic Filing: I understand that a valid email address must be maintained by the owner/holder and the owner's/holder's attorney, if appointed, and that all official trademark correspondence must be submitted via the Trademark Electronic Application System (TEAS).

SIGNATURE(S)

Request for Reconsideration Signature

Signature: /JCZ/ Date: 03/19/2020

Signatory's Name: John Carl Zwisler

Signatory's Position: Associate Attorney, Ladas & Parry LLP

Signatory's Phone Number: 212 708 1800

The signatory has confirmed that he/she is a U.S.-licensed attorney who is an active member in good standing of the bar of the highest court of a U.S. state (including the District of Columbia and any U.S. Commonwealth or territory); and he/she is currently the owner's/holder's attorney or an associate thereof; and to the best of his/her knowledge, if prior to his/her appointment another U.S.-licensed attorney not currently associated with his/her company/firm previously represented the owner/holder in this matter: the owner/holder has revoked their power of attorney by a signed revocation or substitute power of attorney with the USPTO; the USPTO has granted that attorney's withdrawal request; the owner/holder has filed a power of attorney appointing him/her in this matter; or the owner's/holder's appointed U.S.-licensed attorney has filed a power of attorney appointing him/her as an associate attorney in this matter.

The applicant is not filing a Notice of Appeal in conjunction with this Request for Reconsideration.

Mailing Address: Matthew D. Asbell

LADAS & PARRY LLP

1040 AVENUE OF THE AMERICAS

NEW YORK, New York 10018-3738

Mailing Address: Matthew D. Asbell

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Serial Number: 88237511

Internet Transmission Date: Thu Mar 19 09:18:50 ET 2020

TEAS Stamp: USPTO/RFR-XX.XX.X.XXX-202003190918508898


99-88237511-71050f86d6b70ea1cd275c6510c9

9182e994e1d6fbd6702a5a66fdc630de11-N/A-N

/A-20200319091401107537

REMARKS

The Examining Attorney has issued a Final Office Action refusing the registration of the Applicant's mark on the Principal Register, stating that there is an alleged likelihood of confusion under Section 2(d) of the Trademark Act between the Applicant's mark and

Registration No. 5346832 for  (PILAR and Design) ("Cited Registration") in the name of M Dias Branco S.A. Indústria e Comércio de Alimentos ("Cited Registrant").

Applicant respectfully disagrees and respectfully requests that the refusal be withdrawn and the mark be published for opposition. Applicant notes that it is simultaneously filing a Notice of Appeal of this refusal concurrently with this Request for Reconsideration.

There is no mechanical test for determining likelihood of confusion and "each case must be decided on its own facts." *In re E. I. du Pont de Nemours & Co.*, 476 F.2d 1357 (C.C.P.A. 1973). In other words, "trademark law must necessarily be flexible responding to particular circumstances disclosed by particular fact situations . . . [E]ach case must be decided on the basis of all relevant facts which include the marks and the goods as well as the marketing environment in which a purchaser normally encounters them" *Interstate Brands Corp. v. Celestial Seasonings, Inc.*, 196 U.S.P.Q. 321, 324 (T.T.A.B. 1997), *aff'd*, 198 U.S.P.Q. 151 (C.C.P.A. 1978).

The relevant factors for determining a likelihood of confusion include, *inter alia*:

- The similarity or dissimilarity and nature of the goods or services as described in an application or registration or in connection with which a prior mark is in use;
- The conditions under which and buyers to whom sales are made; i.e., "impulse" vs. careful, sophisticated purchasing;
- The similarity or dissimilarity of the marks in their entirety as to appearance, sound, connotation, and commercial impression;
- The number and nature of similar marks in use on similar goods or services; and
- The length of time during and conditions under which there has been concurrent use without evidence of actual confusion.

In re E.I. DuPont de Nemours and Co., 476 F.2d 1357, 177 U.S.P.Q. 563 (C.C.P.A. 1973).

In some cases, a determination that there is no likelihood of confusion may be appropriate, even where the marks are similar, because similarity is outweighed by other factors. When determining whether there is a likelihood of confusion, the Examining Attorney should apply all of the *duPont* factors relevant to the overall determination. Not all of the factors are relevant and only those relevant factors for which there is evidence in the record must be considered. *DuPont*, 476 F.2d at 1361-62.

Applicant first addresses the differences in the goods and target consumers.

As the Goods are Dissimilar and Target Different Consumers, There Can Be No Likelihood of Confusion

Although the goods at issue are both related in a broad sense to the food and beverage industry, it is well-accepted that the mere fact that two marks may be encountered in a common industry does not create a sufficient relationship to find a likelihood of confusion. *See e.g., Hi-Country Foods Corp. v Hi Country Beef Jerky*, 4 U.S.P.Q. 2d 1169, 1171 (T.T.A.B. 1987) (food products are not “related goods” merely because they are sold in a supermarket); *Elec. Data Sys. Corp. v. EDSA Micro Corp.*, 23 U.S.P.Q. 2d 1460, 1463-64 (T.T.A.B. 1992) (EDS and EDSA are not confusingly similar even though both are used for computer software products). In the Final Action issued on September 23, 2019, the Examining Attorney cited several registrations covering, in particular, spices and pasta, in order to support the contention that the goods in Applicant’s application and the Cited Registration may emanate from the same source and are thus related. However, Applicant respectfully submits that the Examining Attorney did not provide any evidence to support that consumers would encounter the goods at issue at the same location. Applicant submits that grocery stores are strategically laid out for consumers to easily find the goods they require as well as to encourage the purchasing of particular products. *See Exhibit A*. In view of this, the spice goods offered under Applicant’s mark would primarily be included in a designated spice aisle within stores, while the goods under the Cited Registration would not. Moreover, Applicant submits that the Cited Registrant appears to offer primarily sweet biscuits and cookies. *See* Cited Registrant’s specimen of record, which includes six separate images of various biscuits and cookies and is included as *Exhibit B*. Applicant submits that these goods are often found in bakery sections of food stores, dessert aisles, or at checkout points. *See Exhibit A*. Conversely, Applicant’s spice goods would presumably be offered in separate spice, ethnic, or world sections of food stores. Applicant submits that consumers would therefore not encounter the goods at issue at the same location. Further, Applicant notes that similar arguments were included in the Cited Registrant’s response to an Office Action dated August 23, 2016 and found persuasive.

Moreover, the goods offered in connection with the respective marks are distinguishable and are directed towards different consumers. Applicant submits that saffron is considered “the world’s most expensive spice.” *See Exhibit C*. Conversely, Cited Registrant’s goods are biscuits, cookies, and pasta goods, which are generally considered inexpensive. Because a portion of the goods covered under Applicant’s application are indeed expensive, Applicant submits that its consumers would presume that the remainder of its goods are also expensive. Therefore, consumers of Applicant’s goods would take time in selecting the costly spice goods offered under its mark as opposed to the inexpensive goods offered under the Cited Registration. In addition, Applicant’s goods are not made for immediate consumption and are used by consumers to prepare finished food products as opposed to Cited Registrant’s goods, which primarily appear to be pre-packaged cookies for immediate consumption. Moreover, the goods at issue are targeted towards different consumers. Because spices are used for cooking, as opposed to immediate consumption, Applicant’s goods are targeted towards individuals that are knowledgeable about or are interested in cooking. *See Exhibit D*. Applicant submits that its target consumers are therefore adults that seek high quality spices for cooking needs. Conversely, Cited Registrant’s goods are fully prepared sweet biscuits and cookies that are made to be eaten directly from the package. Applicant submits that Cited Registrant’s target consumers

are therefore children, who predominantly enjoy these types of goods. This is supported by the images of children included on Cited Registrant's goods. See **Exhibit B**. TMEP 1207.01 (d)(vii) (circumstances suggesting care in purchasing may minimize the likelihood of confusion); *In re N.A.D., Inc.*, 754 F.2d 996, 999-1000, 224 USPQ 969, 971 (Fed. Cir. 1985) (concluding that, because only sophisticated purchasers exercising great care would purchase the relevant goods, there would be no likelihood of confusion merely because of the similarity between the marks NARCO and NARKOMED); *Hewlett-Packard Co. v. Human Performance Measurement Inc.*, 23 U.S.P.Q. 2d 1390, 1396 (T.T.A.B. 1992) (no likelihood of confusion between HPM and HP for medical equipment when potential purchasers were "highly educated, sophisticated purchasers who know their equipment needs and would be expected to exercise a great deal of care in its selection").


Even when the underlying goods and services derive from related fields, the duplication of all or part of a mark within another mark has not been found sufficient to create a likelihood of confusion in numerous cases. *See, e.g., The Conde Nast Publication, Inc. v. Miss Quality, Inc.*, 507 F.2d 1404, 1407 (C.C.P.A. 1975) (COUNTRY VOGUE for women's dresses found not confusingly similar to VOGUE for ladies' fashion magazine); *Application of P. Ferrero & CSPA*, 479 F.2d 1395, 1397 (C.C.P.A. 1973) (based on review of the marks in their entirety TIC TAC for candy was sufficiently different from TIC TAC TOE for ice cream so as to avoid concern of likelihood of confusion); *General Mills Inc.*, 24 U.S.P.Q. 2d at 1276-78 (FIBER 7 FLAKES found not confusingly similar to FIBER ONE for identical goods). Although, the goods in the Cited Registration and Applicant's application are both related in a broad sense to the food and beverage industry, there are sufficient differences in costs and consumers of Applicant's and Cited Registrant's goods, such that there can be no likelihood of confusion.

Applicant next addresses the differences in the marks.

As the Marks are Dissimilar, There Can be No Likelihood of Confusion

Under the anti-dissection rule, the use of dominant identical components in common does not necessarily mean that two marks are similar. *See General Mills Inc. v. Kellogg Co.*, 824 F.2d 622, 627 (8th Cir.1987). Rather than consider the similarities between the component parts of the marks, it is proper to evaluate the impression that each mark in its entirety is likely to have on a purchaser exercising the attention usually given by purchasers of such products. *Id.*, at 226; *see also, Duluth News-Tribune, a Div. of Northwest Publications Inc. v. Mesabi Pub. Co.*, 84 F.3d 1093 (8th Cir. 1996). Moreover, additions or deletions to marks may be sufficient to avoid a likelihood of confusion if: (1) the marks in their entireties convey significantly different commercial impressions; or (2) the matter common to the marks is not likely to be perceived by purchasers as distinguishing source because it is merely descriptive or diluted. *See, e.g., Citigroup Inc. v. Capital City Bank Group, Inc.*, 637 F.3d 1344, 1356, 98 USPQ2d 1253, 1261 (Fed. Cir. 2011). Further, the comparison on composite marks, which consist of a design element as well as words or letters, must be done on a case-by-case basis without reliance on mechanical rules of construction. *See TMEP 1207.01(c)(ii)*, citing *Specialty Brands, Inc. v. Coffee Bean Distributors, Inc.*, 748 F.2d 669, 223 USPQ 1281 (Fed. Cir. 1984).



Here, the mark under the Cited Registration,  (PILAR and Design), consists of the word PILAR in a stylized form as well as a separate design element. Conversely, the mark under Applicant's application does not include any stylization or design. The mark under the Cited Registration appears in a stylized form that is recognizable by the red and yellow coloring and hexagonal shape apart from the term PILAR set forth therein. Further, as noted by Cited Registrant in a response to an Office Action dated August 23, 2016, "it is apparent that the prominent feature of [Cited Registrant's mark] is the design and color portions of the mark." Because the marks sufficiently differ in appearance, there can be no confusion. Applicant notes that similar arguments were found persuasive to allow the mark under the Cited Registration to proceed to publication when it was initially refused in view of Reg. No. 4881186 for PILAR for frozen fruit and vegetables. In addition to the differences in the appearances of the marks at issue, Applicant submits that there are sufficient differences in the overall commercial impressions of the marks. Applicant notes that its application covers *inter alia* saffron, which is a spice derived from collecting the threads of the Crocus Sativus flower. See Exhibit E. Further, the word pilar is defined as "of or relating to hair" while the word thread is defined as a "flexible structure that relates to hair". See Exhibit E. Therefore, the term PILAR in Applicant's mark engenders the relatedness between the threads of the Crocus Sativus flower and hair. Consumers must use thought or perception to derive the meaning of Applicant's PILAR mark, whereas the meaning is not related to the goods covered by the Cited Registration namely cookies and pasta. As such, when properly viewed in their entireties, the Applicant's mark and the mark under the Cited Registration readily differ from each other in appearance, meaning, and commercial impression such that there can be no likelihood of confusion.

Applicant next addresses third party registrations for PILAR-formative marks for related goods.

Third Party Registrations Demonstrate that Consumers are Conditioned to Distinguish Between the Marks

Third-party registrations are considered relevant to show that a mark or a portion of a mark is so commonly used that the public will look to other elements to distinguish the source of the goods or services. Third-party use of a term may also be offered as evidence of a term's weakness and dilution with respect to a particular field and weighs in favor of narrowing the scope of its protection against subsequent applications. See *Pizza Inn, Inc. v. Russo*, 221 USPQ 281, 283 (TTAB 1983). Here, the Trademark Office has allowed the registration of several marks containing PILAR for use in connection with goods that are related to those listed in the Cited Registration. These include but are not limited to the following:

Registration No.	Mark	Goods	Class	Owner
5363121	PAPA'S PILAR RUM NEVER A SPECTATOR	Liquor, namely, rum	33	Hemingway, Ltd.
4354802	PAPA'S PILAR			

3803638	LA PILAR	Wine; Fruit wine; Grape wine	33	Cognac One, LLC
DON PILAR	DON PILAR	Tequila	33	AGAVES & TEQUILAS DON PILAR, INC.

Copies of these registrations are attached hereto as **Exhibit G**.

Given these third party marks and usages that co-exist, consumers have necessarily adapted to acknowledging even slight differences among PILAR-formative marks for food and beverage goods. *See, e.g., Burns Philip Food, Inc. v. Modern Prods., Inc.*, 24 U.S.P.Q. 2d 1157, 1158-59 (T.T.A.B. 1992) (other SPICE-prefixed marks put in evidence for purposes of determining that there was no likelihood of confusion between SPICE GARDEN mark and SPICE ISLANDS mark for the very same goods); *Victor Comptometer Corp. v. Shakespeare Co.*, 184 U.S.P.Q. 634, 637-38 (T.T.A.B. 1974) (given evidence of third party marks that include term WONDER, the marks WONDERCOVER and WONDERBALL, both for golf balls, are not likely to cause confusion).

Applicant next addresses the concurrent use of Applicant's and Registrant's respective marks.

Applicant and the Cited Registrant Have Used Their Respective Marks Concurrently for Nearly Three Years without Evidence of Actual Confusion

One of the factors to consider in the likelihood of confusion analysis is "the length of time during and conditions under which there has been concurrent use without evidence of actual confusion." *DuPont*, 476 F.2d at 1361-62.

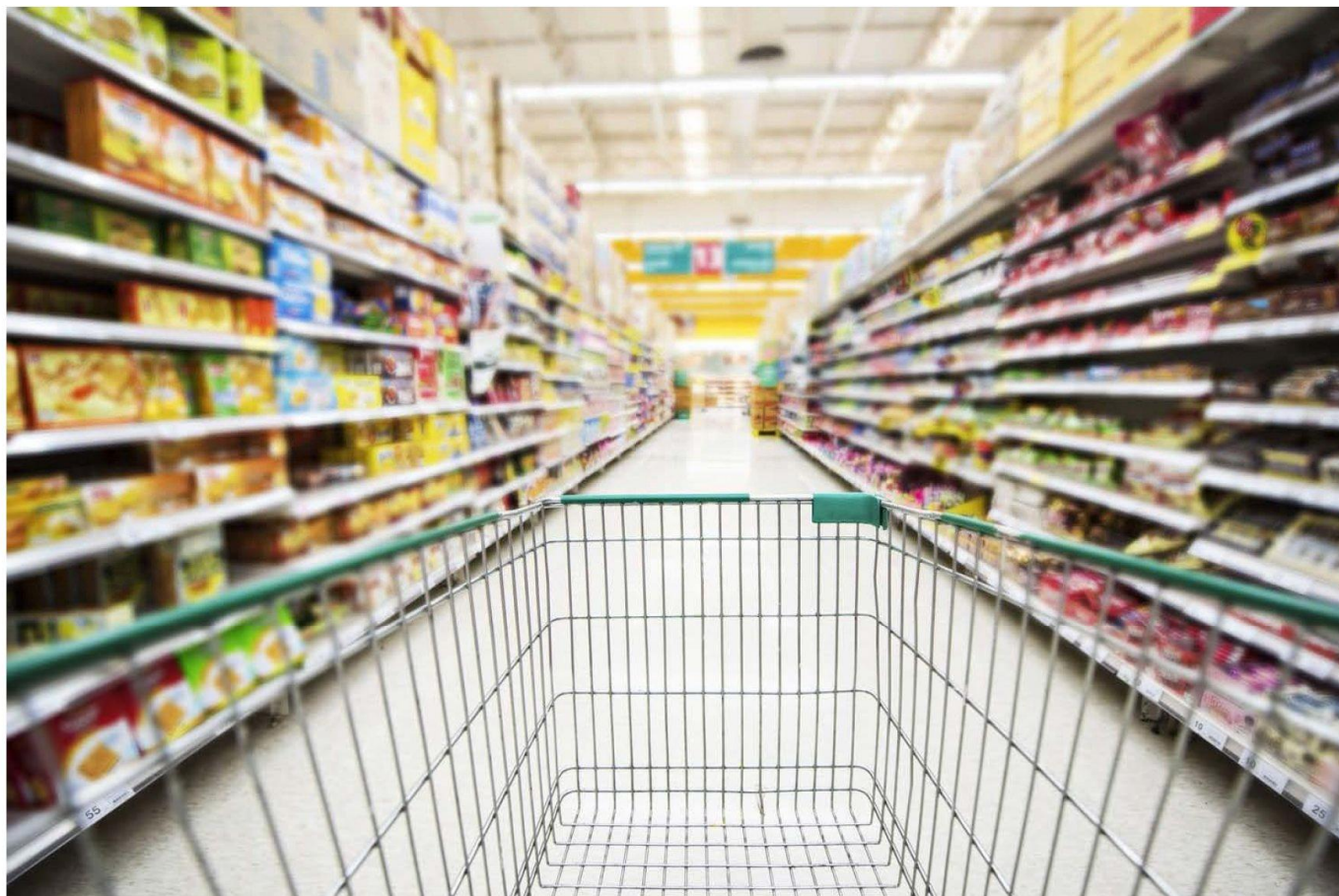
The Cited Registrant claims a date of first use of July 9, 2017. Applicant claims a date of first use of May 15, 2009. Applicant submits that the marks have coexisted for nearly three years and further submits that it is not aware of any instances of actual confusion between the marks during the period of coexistence.

Applicant respectfully submits that the Examining Attorney's formal and informal points of objection have been resolved and requests prompt publication. If the Examining Attorney has any questions, or if it would otherwise facilitate registration of the application, they are requested to contact Applicant's attorney.

Exhibit A

Wellness • Perspective

If you think grocery stores are playing tricks on you, they really are



(bugphai/Getty Images/iStockphoto)

By **Christy Brissette**

January 9, 2018

Have you ever gone into your grocery store just to pick up a bunch of broccoli and walked out with a cart full of snack foods? It's happened to all of us, and it's no accident on the supermarket's part. The way these stores are organized and the strategies they use for getting you to buy specific items are designed to get you to spend more money, and usually not on the healthiest foods.

If you're trying to eat as healthfully as possible and keep your budget in check, what tricks should you be on the lookout for? Here are the top ways your supermarket uses consumer psychology to influence your purchases and your health.

Before you even walk in the store, supermarkets have you set up to buy things you don't need. Shopping carts are getting bigger and bigger, and the increase in size is deliberate; the larger your cart, the [more likely you are to impulse-purchase foods to fill it up](#).

Once you're set up with an oversize cart and walk in the door, you'll be greeted with an arrangement of seasonal items. We're talking frosted cookies in December, chocolate bunnies in April — you name it. These items act as a speed bump, getting you to slow down and contemplate which treats you might need for upcoming holidays (or to treat yourself). Even if you don't buy these items immediately, the supermarket has put them on your mind. You'll find them placed throughout the store, making it easy for you to grab the cookies or candy you've been thinking about since you walked in.

[\[10 ways to save money on organic groceries\]](#)

Move past the seasonal treats and you'll find yourself in the produce section. Produce is placed first in your path not to encourage you to buy more of it, [but to make you feel super healthy](#). Once you have healthful options such as fruits and vegetables in your cart, you feel good about what you're buying. That means you're more likely to give in to the less healthful products you find throughout the store.

30 mouth-watering recipes approved by health experts





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Dietitian Ellie Krieger, Nourish Schools co-founder Casey Seidenberg and certified health education specialist Elaine Gordon offer picks for meals from breakfast to dessert.

Stores often go beyond strategic layout and also use scents to encourage you to buy certain products. Sometimes those scents go hand-in-hand with samples — such as when you can smell sausage cooking from the meat section — and sometimes grocery stores use machines to [pump scents](#) such as apple pie or chocolate chip cookies through the air, drawing you toward the bakery section. It's called "scent marketing," and yes, it works.

The scents from sampling do double duty — they draw you in and encourage you to try the product, and they make you hungry. Once you try a product, you're [much more likely to purchase it](#). But even if you don't buy the product being sampled, smelling the food and tasting a tiny bit leaves you wanting more, so you're more likely to cave and pick up foods that weren't on your list. How do you avoid giving in? Never go to the store on an empty stomach. Being hungry while shopping always leads to buying things you don't need — and that are not healthful.

Grocery store shelves are also strategically laid out to sway your purchases. Companies pay top dollar to be placed at eye level, especially when they're marketing to children. Placing kid-geared (read: sugary and not so healthful) cereals where kids can see them is a [major marketing tactic used by manufacturers](#). They know that if children can get attached to a product and beg their parents enough, chances are good that the product will end up in the cart. Get used to saying no to the sugary cereals and offer your kids the healthier options that are typically at an adult's eye level.

All of the sales tactics that can get you to buy less-nutritious foods also provide opportunities for supermarkets to help you make healthier choices. Placing more nutritious products at eye level or sampling fruits and vegetables can boost their sales.

Some supermarkets have rolled out "[Guiding Stars](#)" or other similar programs to help you identify healthful options — and these programs have worked. "Buy one get one free" promotions or huge sales on highly processed foods can trick you into buying them to get a deal, but the same goes for healthful foods. Grocery stores are also using [savings programs](#) to encourage shopping for

healthful products, because great value sells incredibly well.

When you're done shopping, there's one more place that supermarkets can trick you: the checkout aisle. They are typically filled with inexpensive snacks, such as candy bars and chips.

Supermarkets bank on you buying these things impulsively to eat in the car. The good news is that some grocery stores are now providing more healthful snack options at their checkouts. Shop in those checkout lanes (they're usually marked) and opt for fruit and nuts that are kept in stock.

My best advice for staying on track while grocery shopping? Plan your meals for the week, write out a list of healthful items and stick to it.

Christy Brissette is a dietitian, foodie and president of 80TwentyNutrition.com. Follow her on Twitter [@80twentyrule](https://twitter.com/80twentyrule).

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Exhibit B









Exhibit C

A
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The words "Business Insider".

Why saffron is the world's most expensive spice

—
Thi

Harvesting saffron requires a lot of physical labor to get the flowers from the field to final packaging. The harvesting process plus its distinct flavor, smell, and color make it the most expensive spice in the world. It's used in kitchens across the world, as a fabric and skin dye, and may soon be used more widely for medicinal purposes. Following is a transcript of the video.

Narrator: This is saffron and just one pound of it can cost you \$5,000. It is easily the world's most expensive spice. The next most expensive spice? Vanilla, at about \$600 a pound. So, what makes saffron so wildly expensive? For starters, saffron is a complicated spice to harvest.

Arash Ghalehgholabbebahani: My name is Arash Ghalehgholabbebahani. I am a postdoctoral research associate at University of Vermont. To harvest the saffron, you need a lot of hand works to pick up the flowers, separate — saffron is dehydrated or dry stigma. The stigma is the female part of flower. You

have to separate that stigma, dry that. And for all of these procedures, you need hand works, laborers. I prefer to harvest the flowers by hand because I don't like to damage the other parts of the plants.

Narrator: Saffron comes from the saffron crocus flower. And each flower has three red stigmas — that's the saffron.

Ghalehgolabbehbahani: The yield of saffron is really low. You have to hire a lot of laborers to harvest 4 pounds of saffron per acre. That's nothing.

Narrator: Ultimately, you'll need to hand-pick 170,000 flowers to create just one pound of saffron. The purple flowers only bloom over a 6-week period from late September to early December. There's also a specific time of day to harvest them.

Ghalehgolabbehbahani: When we have a higher relative humidity in the air, it can affect the saffron quality. Also, sunlight can break the chemical structure in the saffron. So, we prefer to harvest the saffron early morning every day

Narrator: 90% of the world's saffron is grown in arid fields in Iran. But harvesting all of that saffron comes at a price.

Ghalehgolabbehbahani: Why Iran is the main producer of saffron? Because workers are available and they are cheap. In some parts, it's like slavery, their behavior with laborers. I hate that, I should say. Based on my experience, they usually, workers came to the farm in Iran around 5, 6 a.m. and they left around 4 p.m.

Narrator: Most saffron harvesters are women, getting paid a maximum of \$5 a day. Saffron is not only grown in Iran. It's grown in Morocco, Spain, Italy, the Netherlands, Afghanistan, India, and even in the United States. Why the U.S.? Though many Americans have never eaten saffron, the US imported 25 tons of the stuff in 2013 and 46 tons in 2016.

Ghalehgolabbehbahani: I knew that saffron has a good resistance to the cold weather. If you cover Vermont state with a layer of plastic, you will have the same situation that we have in Iran.

Narrator: What's so great about saffron? Over centuries, it's proven useful in many situations. Saffron is most commonly used in cooking.

Ghalehgolabbehbahani: As an Iranian, every day we use saffron in our dishes. We cook with saffron a lot. So far I cannot find an alternative for the taste of saffron.

Narrator: It give dishes like paella its signature flavor and golden color. It's also used in broths, breads, and marinades. When saffron is broken down, it creates a yellow-gold dye.

Ghalehgolabbehbahani: Saffron contains some chemical components, which are really expensive like picrocrocin, crocin, and safranal. They are three main components or compounds which are responsible about the taste and color and smell of saffron. When we are talking about saffron quality, technically we're talking about these three chemical components. Saffron is inherently a valuable thing.

Narrator: Historically, people have tried passing turmeric, red marigold petals, and lily flower stigmas as saffron. But the flavor and dye is totally different. In large quantities, saffron can be a potent, happiness-inducing narcotic. And research suggests it may help reduce the symptoms for Alzheimer's disease, depression, and PMS. Who knew this little spice packed such a punch?

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Quick Guide to Every Herb and Spice in the Cupboard

by EMMA CHRISTENSEN
PUBLISHED: SEP 16, 2014

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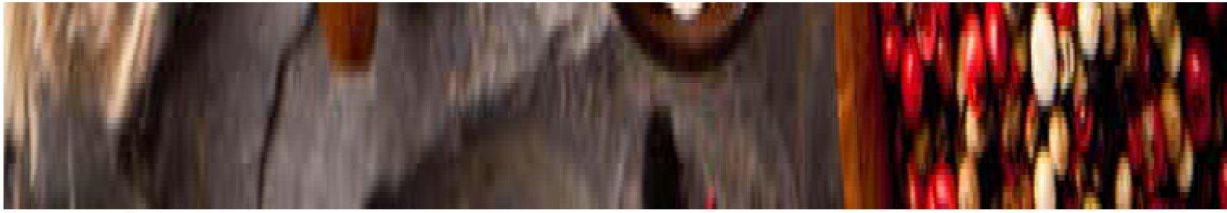
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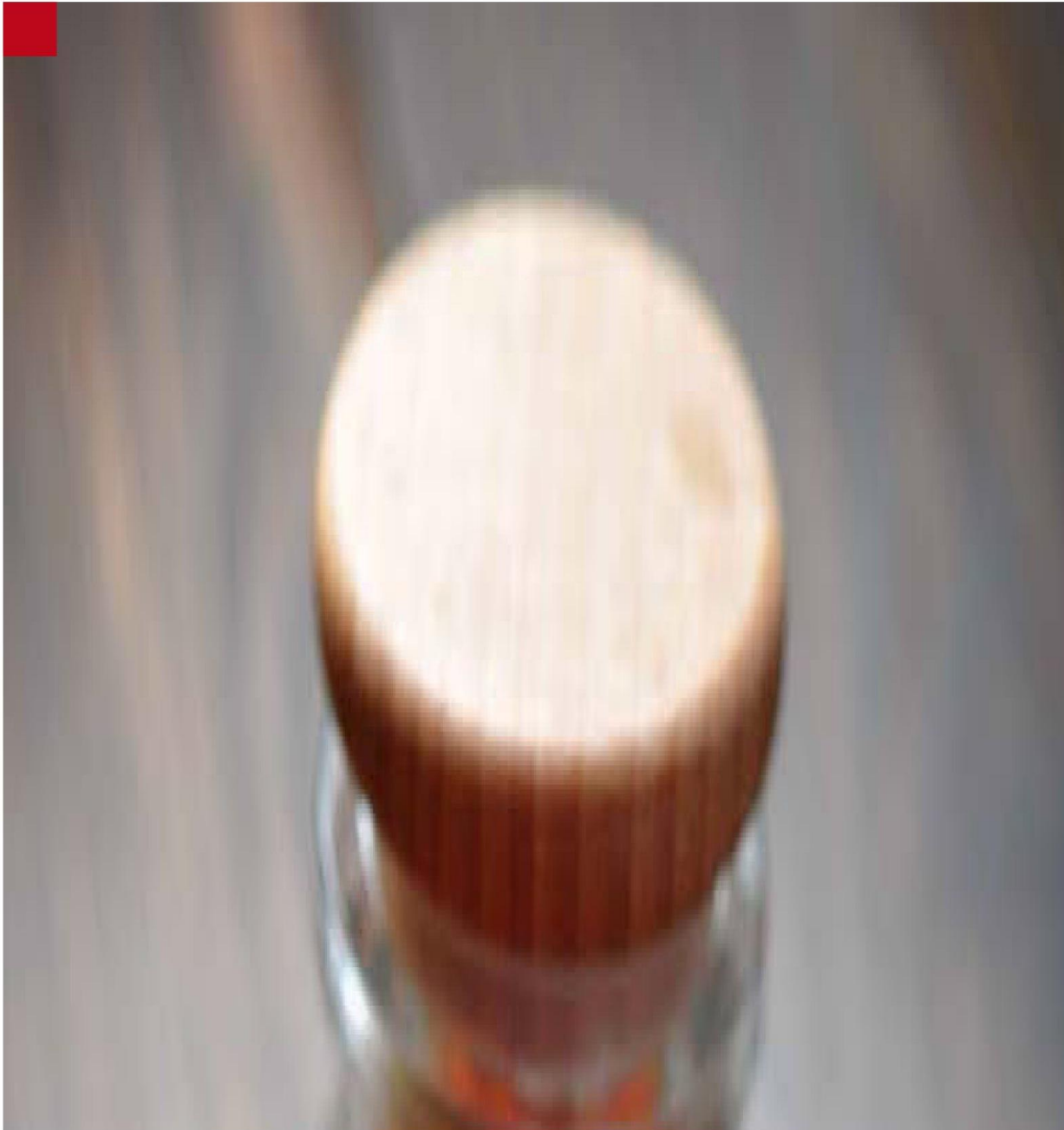


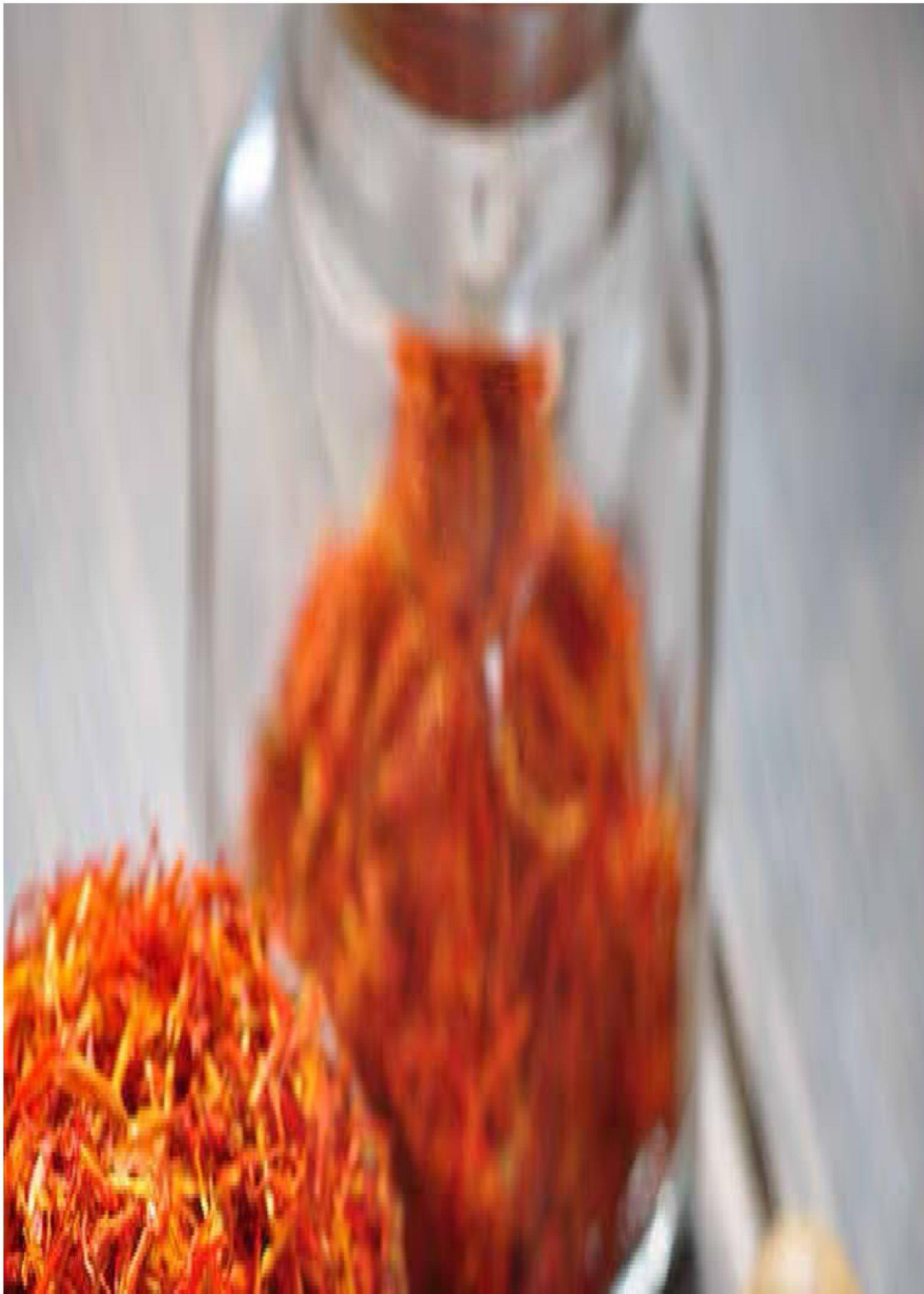




(Image credit: [Jag_cz](#))

Ever get coriander confused with cumin? Or wonder just what exactly curry powder is made out of? As much for our benefit as for yours, we've put together this quick reference guide to all the most common (and some uncommon) herbs and spices!









Saffron (Image credit: mama_mia)

For any herb or spice listed below, click on the name to read the full description. We'll continue adding to this list as we cover more of the seasonings we use in our cooking.

Dried Herbs & Spices

[Asafoetida \(Asafetida\)](#) – Used as a digestive aid in Indian cooking, asafoetida has a strong odor that mellows out into a garlic-onion flavor.

[Achiote \(Annatto\)](#) – Reddish-brown paste or powder ground from annatto seeds with an earthy flavor. Used primarily in Latin American dishes like mole sauce, cochinita pibil, and tamales.

[Allspice](#) – Similar to cloves, but more pungent and deeply flavored. Best used in spice mixes.

[Bay Leaf](#) – Adds a woodsy background note to soups and sauces.

[Caraway Seed](#) – These anise-tasting seeds are essential for soda bread, sauerkraut, and potato salad.

[Cardamom](#) – This warm, aromatic spice is widely used in Indian cuisine. It's also great in baked goods when used in combination with spices like clove and cinnamon.

[Cayenne Pepper](#) – Made from dried and ground red chili peppers. Adds a sweet heat to soups, braises, and spice mixes.

[Chia Seeds](#) – No, these seeds aren't just for growing crazy terracotta sculptures! Nearly flavorless, they can be ground into smoothies, cereals, and baked goods for extra nutrition and texture, or even used as a vegan egg substitute.

[Cinnamon](#) (also: [Vietnamese Cassia Cinnamon](#)) – Found in almost every world cuisine, cinnamon serves double duty as spice in both sweet and savory dishes.

[Cloves](#) – Sweet and warming spice. Used most often in baking, but also good with braised meat.

[Coriander Seed](#) – Earthy, lemony flavor. Used in a lot of Mexican and Indian dishes.

[Cumin](#) – Smoky and earthy. Used in a lot of Southwestern U.S. and Mexican cuisine,

as well as North African, Middle Eastern, and Indian.

Fennel Seed – Lightly sweet and licorice flavored. It's excellent with meat dishes, or even chewed on its own as a breath freshener and digestion aid!

Fenugreek – Although this herb smells like maple syrup while cooking, it has a rather bitter, burnt sugar flavor. Found in a lot of Indian and Middle Eastern dishes.

Garlic Powder – Garlic powder is made from dehydrated garlic cloves and can be used to give dishes a sweeter, softer garlic flavor.

Ginger – Ground ginger is made from dehydrated fresh ginger and has a spicy, zesty bite.

Gochugaru – This Korean red pepper spice is hot, sweet, and ever-so-slightly smoky.

Grains of Paradise – These taste like a cross between cardamom, citrus, and black pepper. They add a warming note to many North African dishes.

Kaffir Lime Leaves – Used to flavor curries and many Thai dishes. Can be sold fresh, dry, or frozen.

Loomi – Also called black lime, this is ground from dried limes. Adds a sour kick to many Middle Eastern dishes.

Mace – From the same plant as nutmeg, but tastes more subtle and delicate. Great in savory dishes, especially stews and homemade sausages.

Mahlab – Ground from sour cherry pits, this spice has a nutty and somewhat sour flavor. It's used in a lot of sweet breads throughout the Middle East.

Nutmeg – Sweet and pungent. Great in baked goods, but also adds a warm note to savory dishes.

Nutritional Yeast – Very different from bread yeast, this can be sprinkled onto or into sauces, pastas, and other dishes to add a nutty, cheesy, savory flavor.

Oregano – Robust, somewhat lemony flavor. Used in a lot of Mexican and Mediterranean dishes.

Paprika – Adds a sweet note and a red color. Used in stews and spice blends. There is also a spicy version labeled hot paprika.

Peppercorns – Peppercorns come in a variety of colors (black, white, pink, and green being the most popular). These are pungent and pack a mild heat.

Rosemary – Strong and piney. Great with eggs, beans, and potatoes, as well as grilled meats.

Saffron – Saffron has a subtle but distinct floral flavor and aroma, and it also gives foods a bright yellow color.

Sage – Pine-like flavor, with more lemony and eucalyptus notes than rosemary. Found in a lot of northern Italian cooking.

Smoked Paprika – Adds sweet smokiness to dishes, as well as a red color.

Star Anise – Whole star anise can be used to add a sweet licorice flavor to sauces and soups.

Sumac – Zingy and lemony, sumac is a Middle Eastern spice that's great in marinades and spice rubs.

Turmeric – Sometimes used more for its yellow color than its flavor, turmeric has a mild woody flavor. Can be used in place of saffron in a pinch or for those of us on a budget.

Thyme – Adds a pungent, woody flavor. Great as an all-purpose seasoning.

Vietnamese Cassia Cinnamon (also: Cinnamon) – Sweet and spicy. Can be used in both sweet baked goods and to add depth to savory dishes.

Sage, rosemary, and thyme (Image credit: mythja)

Fresh Herbs

Basil (also: *Thai Basil*) – Highly aromatic with a robust licorice flavor. Excellent in pestos, as a finishing touch on pasta dishes, or stuffed into sandwiches.

Chervil – Delicate anise flavor. Great raw in salads or as a finishing garnish.

Chives – Delicate onion flavor, great as a garnish.

Cilantro – From the coriander plant, cilantro leaves and stems have a pungent, herbaceous flavor. Used in Caribbean, Latin American, and Asian cooking.

Curry Leaves – These pungent leaves are not related to curry powder but impart a similar flavor. Used in Indian, Malaysian, Sri Lankan, Singaporean, and Pakistani cuisine. Used to flavor curries, soups, stews, and chutneys.

Dill – Light and feathery herb with a pungent herb flavor. Use it for pickling, with fish, and over potatoes.

Fenugreek – Although this herb smells like maple syrup while cooking, it has a rather bitter, burnt sugar flavor. Found in a lot of Indian and Middle Eastern dishes.

Lemon Thyme (also: *Thyme*) – Sweet lemon aroma and a fresh lemony-herbal flavor. This is excellent with poultry and in vinaigrettes.

Lovage – Tastes like a cross between celery and parsley. Great with seafood or to flavor stocks and soups.

Marjoram – Floral and woodsy. Try it in sauces, vinaigrettes, and marinades.

Mint – Surprisingly versatile for such an intensely flavored herb. Try it paired with lamb, peas, potatoes, and of course, with chocolate!

Oregano – Robust, somewhat lemony flavor. Used in a lot of Mexican and Mediterranean dishes.

Parsley – Available in flat-leaf (Italian) or curly varieties, this very popular herb is light and grassy in flavor.

Pink Pepper – Small and sweet, these berries are fantastic when marinated with olives or simply sprinkled on shortbread.

Rosemary – Strong and piney. Great with eggs, beans, and potatoes, as well as grilled

meats.

Sage – Pine-like flavor, with more lemony and eucalyptus notes than rosemary. Found in a lot of northern Italian cooking.

Summer Savory – Peppery green flavor similar to thyme. Mostly used in roasted meat dishes and stuffing, but also goes well with beans.

Shiso – A member of the mint family, this herb is used extensively in Japanese, Korean, and Southeast Asian cooking as a wrap for steaming fish and vegetables, in soups, and as a general seasoning.

Tarragon – Strong anise flavor. Can be eaten raw in salads or used to flavor tomato dishes, chicken, seafood, or eggs.

Thai Basil (also: **Basil**) – A spicy, edgier cousin to sweet Italian basil. A must-have for Thai stir-fries, Vietnamese pho, spring rolls, and other South Asian dishes.

Thyme (also: **Lemon Thyme**) – Adds a pungent, woody flavor. Great as an all-purpose seasoning.

Ras El-Hanout (Image credit: [Quanthem](#))

Spice Blends, Rubs & Mixes

Baharat – Black pepper, cumin, cinnamon, and cloves. Used to flavor soups, tomato sauces, lentils, rice pilafs, and couscous, and can be a rub for meats. (Middle Eastern)

Bebere – Hot peppers, black pepper, fenugreek, ginger, cardamom, coriander, cinnamon, and cloves. Other ingredients may include ajwain, cumin, allspice, nutmeg, paprika, onion, or garlic. Used to flavor slow-cooked stews. (African)

Bouquet Garni – Thyme, parsley, and bay leaf. Used to flavor broths and soups. (Classic French)

Chili Powder – Ground chilis, cumin, oregano, cayenne, and lots of optional extras to make this seasoning uniquely yours. Use for chili, stew, beans, grilled meat, and tacos. (Mexican/Southwestern U.S.)

Chinese Five-Spice Powder – Star anise, Szechuan peppercorns, fennel, cassia, and clove. Adds sweetness and depth to savory dishes, especially beef, duck, and pork. (Chinese)

Curry Powder – Typically includes turmeric, coriander, cumin, fenugreek, and red pepper, but mixes can vary. Used primarily to quickly flavor curry sauces. (Indian)

Dukkah – Includes nuts (most often hazelnuts), sesame seeds, coriander, and cumin. Great spice rub for lamb, chicken, and fish. (Egyptian)

Garam Masala – Typically includes cinnamon, cardamom, cloves, cumin, coriander, nutmeg, and pepper. Sweeter than curry powder. Also used to season curry sauces. (Indian)

Herbes de Provence – Usually savory; contains rosemary, marjoram, thyme, and sometimes lavender. Use as a marinade or dry rub for roast chicken, fish, and vegetables. (French)

Old Bay – Celery salt, mustard, red and black pepper, bay leaves, cloves, allspice,

ginger, mace, cardamom, cinnamon, and paprika. Created in the Chesapeake Bay area of Maryland, it is traditionally used for shrimp and crab.

Pickling Spice – Most often includes bay leaf, yellow mustard seeds, black peppercorns, allspice, and coriander. Used for pickling vegetables in vinegar.

Pumpkin Pie Spice Mix – Cinnamon, nutmeg, ginger, and cloves. Used for seasoning pumpkin pie, but also great in other spiced baked goods.

Ras el Hanout – Cardamom, clove, cinnamon, paprika, coriander, cumin, mace, nutmeg, peppercorn, and turmeric. Use as a spice rub on meat or as a simple condiment. (North African/Moroccan)


Shichimi Togarashi – Although the ingredients vary, they typically include sansho or Sichuan pepper, dried citrus peel, sesame seeds, poppy seeds, hemp seeds, ginger, garlic, shiso, and nori. Used on noodles and grilled meats. (Japanese)

Za'atar Seasoning Blend – Thyme, sumac, and sesame seeds. All-purpose seasoning for many Middle Eastern dishes, like grilled meats, grilled vegetables, flatbread, and hummus. (Middle Eastern)

Are there any herbs or spices you've been wondering about? Let us know and we'll work on adding them to the list!

Updated from a post originally published in February 2010.

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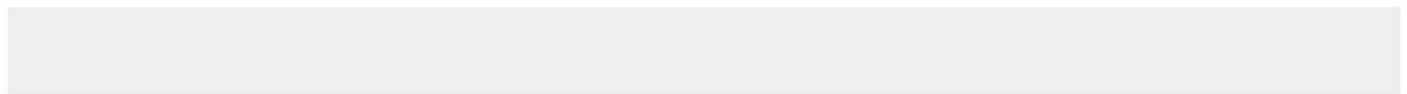
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[For other uses, see Saffron \(disambiguation\).](#)

Saffron (pronounced ⁱ/ˈsæfrən/ or ⁱ/ˈsæfrɒn/)^[1] is a [spice](#) derived from the flower of *Crocus sativus*, commonly known as the "saffron crocus". The vivid crimson stigmas and styles, called threads, are collected and dried for use mainly as a [seasoning](#) and colouring agent in food. Saffron has long been the world's most costly spice by weight.^{[2][3][4]} Although some doubts remain on its origin,^[5] it is believed that saffron originated in [Iran](#).^[6] However, Greece^[5] and Mesopotamia^[6] have also been suggested as the possible region of origin of this plant: Harold McGee^[7] states that it was domesticated in or near Greece during the Bronze Age. *C. sativus* is possibly a [triploid](#) form of *Crocus cartwrightianus*^{[8][9]}, which is itself native to Greece and Crete. Saffron crocus slowly propagated throughout much of [Eurasia](#) and was later brought to parts of [North Africa](#), [North America](#), and [Oceania](#).

Saffron's taste and [iodoform](#)- or [hay](#)-like fragrance result from the [phytochemicals](#), [picrocrocin](#) and [safranal](#).^{[10][11]} It also contains a [carotenoid](#) pigment, [crocin](#), which imparts a rich [golden-yellow hue](#) to dishes and textiles. Its recorded history is attested in a 7th-century BC [Assyrian](#) botanical treatise,^[12] and has been [traded and used](#) for over thousands of years. In the [21st century](#), [Iran](#) produces some 90% of the world total for saffron.^{[13][14]} At US \$5,000 per kg or higher, saffron is the world's most expensive spice.^{[13][14][15]}

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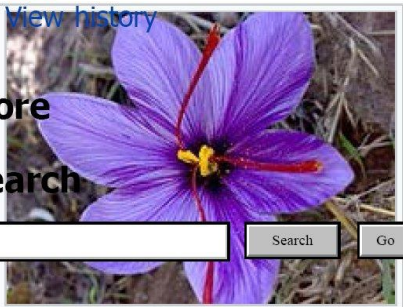
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Saffron crocus, *Crocus sativus*, with its vivid crimson stigmas and styles



Delicate saffron threads, plucked from crocus flowers and dried

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Etymology [edit]

Further information: *History of saffron*

A degree of uncertainty surrounds the origin of the English word "saffron". It might stem from the 12th-century *Old French* term *safran*, which comes from the Latin word *safranum*, from the Arabic *za'farān*,^[16] which comes from the Persian word *zarparan* meaning "gold strung" (implying either the golden stamens of the flower or the golden color it creates when used as flavor).^[17]

Species [edit]

Main article: *Crocus sativus*

Description [edit]

The domesticated saffron crocus, *Crocus sativus*, is an autumn-flowering *perennial plant* unknown in the wild. It probably descends from the eastern Mediterranean autumn-flowering *Crocus cartwrightianus*,^[18] which is also known as "wild saffron"^[19] and originated in *Crete* or *Central Asia*.^[20] *C. thomasii* and *C. pallasii* are other possible sources.^{[18][21]} As a genetically monomorphic clone,^[20] it slowly propagated throughout much of *Eurasia*.

It is a sterile *triploid* form, which means that three homologous sets of *chromosomes* make up each specimen's genetic complement; *C. sativus* bears eight chromosomal bodies per set, making for 24 in total.^[22] Being sterile, the purple flowers of *C. sativus* fail to produce viable seeds; reproduction hinges on human assistance: clusters of *corms*, underground, bulb-like, starch-storing organs, must be dug up, divided, and replanted. A corm survives for one season, producing via this vegetative division up to ten "cormlets" that can grow into new plants in the next season.^[23] The compact corms are small, brown globules that can measure as large as 5 cm (2 in) in diameter, have a flat base, and are shrouded in a dense mat of parallel fibres; this coat is referred to as the "corm tunic". Corms also bear vertical fibres, thin and net-like, that grow up to 5 cm (2 in) above the plant's neck.^[22]

The plant sprouts 5–11 white and non-*photosynthetic* leaves known as *cataphylls*. These membrane-like structures cover and protect 5 to 11 true leaves as they bud and develop on the crocus flower. The latter are thin, straight, and blade-like green foliage leaves, which are 1–3 mm (0.04–0.12 in), in diameter, which either expand after the flowers have opened ("hysteranthous") or do so simultaneously with their blooming ("synanthous"). *C. sativus* cataphylls are suspected by some to manifest prior to blooming when the plant is irrigated relatively early in the growing season. Its floral axes, or flower-bearing structures, bear *bracteoles*, or specialised leaves, that sprout from the flower stems; the latter are known as *pedicels*.^[22] After *aestivating* in spring, the plant



Crocus flowers which yield red saffron stigmas



Corms



Saffron harvest, [Torbat-e Heydarieh](#), [Razavi Khorasan Province](#), Iran

sends up its true leaves, each up to 40 cm (16 in) in length. Only in October, after most other flowering plants have released their seeds, do its brilliantly hued flowers develop; they range from a light pastel shade of lilac to a darker and more striated mauve.^[24] The flowers possess a sweet, honey-like fragrance. Upon flowering, the plants are 20–30 cm (8–12 in) in height and bear up to four flowers. A three-pronged [style](#) 25–30 mm (1.0–1.2 in) in length, emerges from each flower. Each prong terminates with a vivid crimson [stigma](#), which are the distal end of a [carpel](#).^{[23][22]}

Cultivation ^[edit]

The saffron crocus, unknown in the wild, probably descends from [Crocus cartwrightianus](#). It is a [triploid](#) that is "self-incompatible" and male sterile; it undergoes aberrant [meiosis](#) and is hence incapable of independent sexual reproduction—all propagation is by [vegetative multiplication](#) via manual "divide-and-set" of a starter clone or by interspecific hybridisation.^{[25][18]}

Crocus sativus thrives in the Mediterranean [maquis](#), an ecotype superficially resembling the North American [chaparral](#), and similar climates where hot and dry summer breezes sweep semi-arid lands. It can nonetheless survive cold winters, tolerating frosts as low as −10 °C (14 °F) and short periods of snow cover.^{[23][26]} Irrigation is required if grown outside of moist environments such as [Kashmir](#), where annual rainfall averages 1,000–1,500 mm (39–59 in); saffron-growing regions in Greece (500 mm or 20 in annually) and Spain (400 mm or 16 in) are far drier than the main cultivating Iranian regions. What makes this possible is the timing of the local wet seasons; generous spring rains and drier summers are optimal. Rain immediately preceding flowering boosts saffron yields; rainy or cold weather during flowering promotes disease and reduces yields. Persistently damp and hot conditions harm the crops,^[27] and rabbits, rats, and birds cause damage by digging up corms. [Nematodes](#), leaf [rusts](#), and corm rot pose other threats. Yet [Bacillus subtilis](#) inoculation may provide some benefit to growers by speeding corm growth and increasing stigma biomass yield.^[28]

The plants fare poorly in shady conditions; they grow best in full sunlight. Fields that slope towards the sunlight are optimal (i.e., south-sloping in the Northern Hemisphere). Planting is mostly done in June in the Northern Hemisphere, where corms are lodged 7–15 cm (3–6 in) deep; its roots, stems, and leaves can develop between October and February.^[22] Planting depth and corm spacing, in concert with climate, are critical factors in determining yields. Mother corms planted deeper yield higher-quality saffron, though form fewer flower buds and daughter corms. Italian growers optimise thread yield by planting 15 cm (6 in) deep and in rows 2–3 cm (0.8–1.2 in) apart; depths of 8–10 cm (3–4 in) optimise flower and corm production. Greek, Moroccan, and Spanish growers employ distinct depths and spacings that suit their locales.

C. sativus prefers friable, loose, low-density, well-watered, and well-drained clay-[calcareous](#) soils with high organic content. Traditional raised beds promote good drainage. Soil organic content was historically boosted via application of some 20–30 tonnes (20–30 long tons; 22–33 short tons) of manure per hectare. Afterwards, and with no further manure application, corms were planted.^[29] After a period of dormancy through the summer, the corms send up their narrow leaves and begin to bud in early autumn. Only in mid-autumn do they flower. Harvests are by necessity a speedy affair: after blossoming at dawn, flowers quickly wilt as the day passes.^[30] All plants bloom within a window of one or two weeks.^[31] Stigmas are dried quickly upon extraction and (preferably) sealed in airtight containers.^[32]

Harvesting ^[edit]

The high retail value of saffron is maintained on world markets because of labour-intensive harvesting

methods, which require some 200,000 saffron stigmas to be hand-picked from 70,000 crocus flowers for each 1 pound (0.45 kg) of saffron product.^{[13][15][33][34]} Forty hours of labour are needed to pick 150,000 flowers.^[35]

One freshly picked crocus flower yields an average 30 mg (0.0011 oz) of fresh saffron or 7 mg (0.00025 oz) dried; roughly 150 flowers yield 1 g (0.035 oz) of dry saffron threads; to produce 12 g (0.42 oz) of dried saffron, 1 lb (0.45 kg) of flowers are needed; 1 lb (0.45 kg) of fresh saffron yields 0.2 oz (5.7 g) of dried spice.^[29]

Spice [edit]

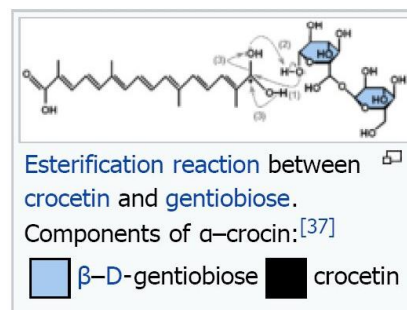
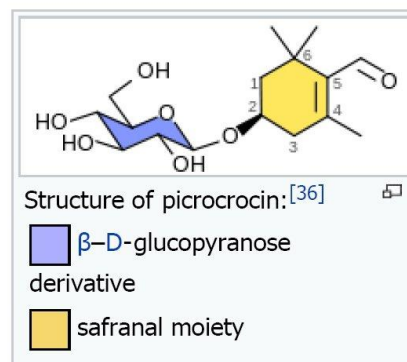
Phytochemistry and sensory properties [edit]

Saffron contains some 28 **volatile and aroma-yielding compounds**, dominated by **ketones** and **aldehydes**.^[38] An aroma chemical analysis showed that the main aroma-active compounds were **safranal** – the main compound responsible for saffron aroma – 4-ketoisophorone, and dihydrooxophorone.^{[37][38]} Saffron also contains nonvolatile **phytochemicals**,^[39] including **carotenoids**, including **zeaxanthin**, **lycopene**, and various α - and β -carotenes.^[37]

The yellow-orange colour of saffron is primarily the result of α -crocin.^[37] This **crocin** is **trans-crocetin di-(β -D-gentiobiosyl) ester**; it bears the **systematic (IUPAC) name** 8,8-diapo-8,8-carotenoic acid. This means that the crocin underlying saffron's aroma is a digentiobiose ester of the carotenoid crocetin.^[39] Crocins themselves are a series of **hydrophilic** carotenoids that are either **monoglycosyl** or diglycosyl **polyene** esters of crocetin.^[39] Crocetin is a **conjugated polyene dicarboxylic acid** that is **hydrophobic**, and thus oil-soluble. When crocetin is **esterified** with two water-soluble gentiobioses, which are **sugars**, a product results that is itself water-soluble. The resultant α -crocin is a carotenoid pigment that may make up more than 10% of dry saffron's mass. The two esterified gentiobioses make α -crocin ideal for colouring water-based and non-fatty foods such as rice dishes.^[40]

The bitter **glucoside picrocrocin** is responsible for saffron's **pungent flavour**.^[37] Picrocrocin (**chemical formula**: $C_{16}H_{26}O_7$; **systematic name**: 4-(β -D-glucopyranosyloxy)-2,6,6-trimethylcyclohex-1-ene-1-carboxaldehyde) is a union of an **aldehyde** sub-molecule known as **safranal** (systematic name: 2,6,6-trimethylcyclohexa-1,3-diene-1-carboxaldehyde) and a carbohydrate. It has insecticidal and pesticidal properties, and may comprise up to 4% of dry saffron. Picrocrocin is a truncated version of the carotenoid **zeaxanthin** that is produced via **oxidative cleavage**, and is the **glycoside** of the **terpene aldehyde** safranal.^[41]

When saffron is dried after its harvest, the heat, combined with enzymatic action, splits picrocrocin to yield **D-glucose** and a free safranal molecule.^[36] Safranal, a **volatile** oil, gives saffron much of its distinctive aroma.^{[10][42]} Safranal is less bitter than picrocrocin and may comprise up to 70% of dry saffron's volatile fraction in some samples.^[41] A second molecule underlying saffron's aroma is 2-hydroxy-4,4,6-trimethyl-2,5-cyclohexadien-1-one, which produces a scent described as saffron, dried hay-like.^[43] Chemists find this is the most powerful contributor to saffron's fragrance, despite its presence in a lesser quantity than safranal.^[43] Dry saffron is highly sensitive to fluctuating **pH** levels, and rapidly breaks down chemically in the presence of light and **oxidising** agents. It must, therefore, be stored away in air-tight containers to minimise contact with atmospheric oxygen. Saffron is somewhat more resistant to heat.



Grades and ISO 3632 categories [[edit](#)]



Red threads and yellow styles from Iran



High quality red threads from Austrian saffron



Kashmiri saffron package

Saffron is not all of the same quality and strength. Strength is related to several factors including the amount of style picked along with the red stigma. Age of the saffron is also a factor. More style included means the saffron is less strong gram for gram because the colour and flavour are concentrated in the red stigmas. Saffron from [Iran](#), [Spain](#) and [Kashmir](#) is classified into various grades according to the relative amounts of red stigma and yellow styles it contains. Grades of Iranian saffron are: "sargol" (red stigma tips only, strongest grade), "pushal" or "pushali" (red stigmas plus some yellow style, lower strength), "bunch" saffron (red stigmas plus large amount of yellow style, presented in a tiny bundle like a miniature sheaf) and "konge" (yellow style only, claimed to have aroma but with very little, if any, colouring potential). Grades of Spanish saffron are "coupé" (the strongest grade, like Iranian sargol), "mancha" (like Iranian pushal), and in order of further decreasing strength "rio", "standard" and "sierra" saffron. The word "mancha" in the Spanish classification can have two meanings: a general grade of saffron or a very high quality Spanish-grown saffron from a specific geographical origin. Real Spanish-grown La Mancha saffron has [PDO](#) protected status and this is displayed on the product packaging. Spanish growers fought hard for Protected Status because they felt that imports of Iranian saffron re-packaged in Spain and sold as "Spanish Mancha saffron" were undermining the genuine La Mancha brand. Similar was the case in Kashmir where imported Iranian saffron is mixed with local saffron and sold as "Kashmir brand" at a higher price.^[44] In Kashmir, saffron is mostly classified into two main categories called "mongra" (stigma alone) and "lachha" (stigmas attached with parts of the style).^[45] Countries producing less saffron do not have specialised words for different grades and may only produce one grade. Artisan producers in Europe and New Zealand have offset their higher labour charges for saffron harvesting by targeting quality, only offering extremely high-grade saffron.

In addition to descriptions based on how the saffron is picked, saffron may be categorised under the international standard ISO 3632 after laboratory measurement of crocin (responsible for saffron's colour), picrocrocin (taste), and safranal (fragrance or aroma) content.^[46] However, often there is no clear grading information on the product packaging and little of the saffron readily available in the UK is labelled with ISO category. This lack of information makes it hard for customers to make informed choices when comparing prices and buying saffron.

Under ISO 3632, determination of non-stigma content ("floral waste content") and other extraneous matter such as inorganic material ("ash") are also key. Grading standards are set by the [International Organization for Standardization](#), a federation of national standards bodies. ISO 3632 deals exclusively with saffron and establishes three categories: III (poorest quality), II, and I (finest quality). Formerly there was also category IV, which was below category III. Samples are assigned categories by gauging the spice's crocin and picrocrocin content, revealed by measurements of specific spectrophotometric [absorbance](#). Safranal is treated slightly differently and rather than there being threshold levels for each category, samples must give a reading of 20–50 for all categories.

These data are measured through [spectrophotometry](#) reports at certified testing laboratories worldwide. Higher absorbances imply greater levels of crocin, picrocrocin and safranal, and thus a greater colouring potential and therefore strength per gram. The absorbance reading of crocin is known as the "colouring strength" of that saffron. Saffron's colouring strength can range from lower than 80 (for all category IV saffron) up to 200 or greater (for category I). The world's finest samples (the selected, most red-maroon, tips of stigmas picked from the finest flowers) receive colouring strengths in excess of 250, making such saffron over three times more powerful than category IV saffron. Market prices for saffron types follow directly from these ISO categories. Sargol and coupé saffron would typically fall into ISO 3632 category I.

Pushal and Mancha would probably be assigned to category II. On many saffron packaging labels, neither the ISO 3632 category nor the colouring strength (the measurement of crocin content) is displayed.

However, many growers, traders, and consumers reject such lab test numbers. Some people prefer a more holistic method of sampling batches of threads for taste, aroma, pliability, and other traits in a fashion similar to that practised by experienced wine tasters.^[47] However, ISO 3632 grade and colouring strength information allow consumers to make instant comparisons between the quality of different saffron brands, without needing to purchase and sample the saffron. In particular, consumers can work out a value for money based on price per unit of colouring strength rather than price per gram, given the wide possible range of colouring strengths that different kinds of saffron can have.

Adulteration ^[edit]

Despite attempts at quality control and standardisation, an extensive history of saffron **adulteration**, particularly among the cheapest grades, continues into modern times. Adulteration was first documented in Europe's Middle Ages, when those found selling adulterated saffron were executed under the *Safranschou* code.^[48] Typical methods include mixing in extraneous substances like **beetroot**, **pomegranate** fibres, red-dyed silk fibres, or the saffron crocus's tasteless and odourless yellow stamens. Other methods included dousing saffron fibres with viscid substances like **honey** or vegetable oil to increase their weight. Powdered saffron is more prone to adulteration, with **turmeric**, **paprika**, and other powders used as diluting fillers. Adulteration can also consist of selling mislabelled mixes of different saffron grades. Thus, high-grade Kashmiri saffron is often sold and mixed with cheaper Iranian imports; these mixes are then marketed as pure Kashmiri saffron, a development that has cost Kashmiri growers much of their income.^{[49][50][51][52]} **Safflower** is a common substitute sometimes sold as saffron. The spice is reportedly counterfeited with **horse hair**, **corn silk**, or shredded paper. **Tartrazine** or **sunset yellow** have been used to colour counterfeit powdered saffron.^[13]

In recent years has been detected in the European markets saffron that has been adulterated by using the colouring extract of the **gardenia** fruits. This form of fraud is difficult to detect due to the presence of **flavonoids** and **crocin**s in the gardenia-extracts similar to those naturally occurring in saffron. Detection methods have been developed by using **HPLC** and **mass spectrometry** to determine the presence of **geniposide**, a compound present in the fruits of gardenia, but not in saffron.^[53]

Types ^[edit]

The various saffron crocus cultivars give rise to thread types that are often regionally distributed and characteristically distinct. Varieties (not varieties in the botanical sense) from Spain, including the tradenames "Spanish Superior" and "Creme", are generally mellower in colour, flavour, and aroma; they are graded by government-imposed standards. Italian varieties are slightly more potent than Spanish. Greek saffron produced in the town of **Krokos** is **PDO** protected due to its particularly high-quality colour and strong flavour.^[54] Various "boutique" crops are available from New Zealand, France, Switzerland, England, the United States, and other countries—some of them organically grown. In the US, Pennsylvania Dutch saffron—known for its "earthy" notes—is marketed in small quantities.^{[55][56]}

Consumers may regard certain cultivars as "premium" quality. The "Aquila" saffron, or *zafferano dell'Aquila*, is defined by high safranal and crocin content, distinctive thread shape, unusually pungent aroma, and intense colour; it is grown exclusively on eight hectares in the Navelli Valley of Italy's **Abruzzo** region, near **L'Aquila**. It was first introduced to Italy by a Dominican friar from inquisition-era Spain.^[when?] But the biggest saffron cultivation in Italy is in **San Gavino Monreale**, Sardinia, where it is grown on 40 hectares, representing 60% of Italian production; it too has unusually high crocin, picrocrocine, and safranal content. Another is the "Mongra" or "Lacha" saffron of Kashmir (*Crocus sativus* 'Cashmirianus'), which is among the most difficult for consumers to obtain. Repeated droughts, blights, and crop failures in Kashmir combine with an Indian export ban, contribute to its prohibitive overseas prices. Kashmiri saffron is recognisable by its dark maroon-purple hue; it is among the world's darkest, which hints at strong flavour, aroma, and colouring effect.

Production [edit]



Saffron market, Iran

Almost all saffron grows in a belt from Spain in the west to [Kashmir](#) in the east. In 2014, 250 t (250,000 kg) were produced worldwide.^[15] [Iran](#) is responsible for 90–93% of global production, with much of their produce exported.^[14]

In the [21st century](#), cultivation in [Greece](#) and [Afghanistan](#) increased.^[15] [Morocco](#) and [India](#) were minor producers.^[15] In Italy, saffron is produced primarily in [Southern Italy](#), especially in the [Abruzzo](#) region,^{[57][58][59]} but it also grown in significant numbers in [Basilicata](#),^{[60][61]} [Sardinia](#),^{[62][63]} and [Tuscany](#) (especially in [San Gimignano](#)).^{[64][65]} Prohibitively high labour costs and abundant Iranian imports mean that only select locales continue the tedious harvest in Austria, Germany, and Switzerland—among them the Swiss village of

[Mund](#), whose annual output is a few kilograms.^[11] Microscale production of saffron can be found in Australia (mainly the state of Tasmania),^[66] Canada, Central Africa, China, Egypt, parts of England^[67] France, Israel, Mexico, New Zealand, Sweden ([Gotland](#)), Turkey (mainly around the town of [Safranbolu](#)), the United States (California and Pennsylvania).^{[3][39]} Greece is a saffron producer with a history of 3 centuries of cultivation of a saffron called *Krokos Kozanis*, having started exports to the United States in 2017.^[68]

Trade [edit]

Main article: [Saffron \(trade\)](#)

Saffron prices at wholesale and retail rates range from US\$500 to US\$5,000 per pound, or US\$1,100–11,000/kg. In Western countries, the average retail price in 1974 was \$1,000 per pound, or US\$2,200 per kilogram.^[3] In February 2013, a retail bottle containing 0.06 ounces (1.7 g) could be purchased for \$16.26 or the equivalent of \$4,336 per pound or as little as about \$2,000/pound in larger quantities. A pound contains between 70,000 and 200,000 threads. Vivid crimson colouring, slight moistness, elasticity, and lack of broken-off thread debris are all traits of fresh saffron.

Uses [edit]



Saffron threads soaked in hot water prior to use in food preparation

Main article: [Saffron \(use\)](#)

Saffron's aroma is often described by connoisseurs as reminiscent of metallic honey with grassy or hay-like notes, while its taste has also been noted as hay-like and sweet. Saffron also contributes a luminous yellow-orange colouring to foods. Saffron is widely

used in Persian,^[69] Indian, European, and Arab cuisines. Confectioneries and liquors also often include saffron. Saffron is used in dishes ranging from the jewelled rice and *khores* of Iran,^{[70][71]} the Milanese *risotto* of Italy, the *paella* of Spain, the *bouillabaisse* of France, to the *biryani* with various meat accompaniments in South Asia. One of the most esteemed use for saffron is in the preparation of the *Golden Ham*, a precious

Dried saffron

Nutritional value per 1 tbsp (2.1 g)		
Energy	27 kJ (6.5 kcal)	
Carbohydrates	1.37 g	
Dietary fibre	0.10 g	
Fat	0.12 g	
Saturated	0.03 g	
Trans	0.00 g	
Monounsaturated	0.01 g	
Polyunsaturated	0.04 g	
Protein	0.24 g	
Vitamins	Quantity	%DV[†]

dry-cured [ham](#) made with saffron from [San Gimignano](#). Common saffron substitutes include [safflower](#) (*Carthamus tinctorius*, which is often sold as "Portuguese saffron" or "açafraão"), [annatto](#), and [turmeric](#) (*Curcuma longa*).

Saffron has a long history of use in [traditional medicine](#).^{[72][73]} Saffron has also been used as a fabric [dye](#), particularly in China and India, and in perfumery.^[74] It is used for religious purposes in India.^[75]

Nutrition [\[edit\]](#)

Dried saffron is 65% [carbohydrates](#), 6% [fat](#), 11% [protein](#) (table) and 12% water. In one [tablespoon](#) (2 grams; a quantity much larger than is likely to be ingested in normal use) [manganese](#) is present as 29% of the [Daily Value](#), while other [micronutrients](#) have negligible content (table).

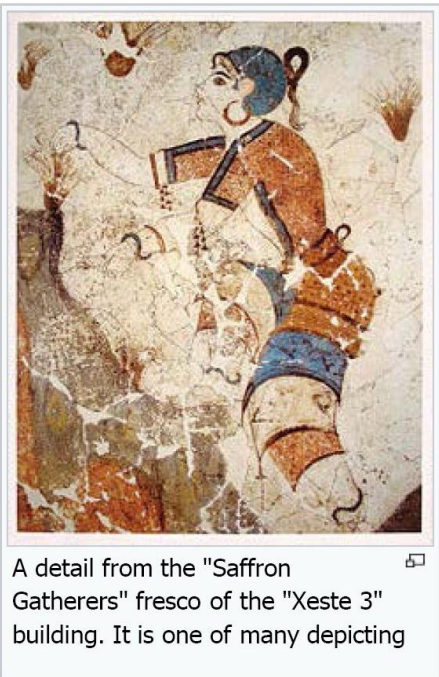
Research [\[edit\]](#)

[Genes](#) and [transcription factors](#) involved in the pathway for carotenoid synthesis responsible for the colour, flavour and aroma of saffron were under study in 2017.^[37]

One limited [meta-analysis](#) concluded that saffron supplementation improved symptoms in people with [major depressive disorders](#).^[76] Another review of preliminary human research indicated that it may have effects on mild to moderate [depression](#).^[77]

History [\[edit\]](#)

Main article: *History of saffron*



Some doubts remain on the origin of saffron,^[5] but it is believed that saffron originated in Iran.^[6] However, Greece^[5] and Mesopotamia^[6] have also been suggested as the possible region of origin of this plant. *C. sativus* is possibly a [triploid](#) form of *Crocus cartwrightianus*.^{[9][8]} Saffron crocus slowly propagated throughout much of [Eurasia](#) and was later brought to parts of [North Africa](#), [North America](#), and [Oceania](#).

Eastern [\[edit\]](#)

Saffron was detailed in a 7th-century BC Assyrian botanical reference compiled under [Ashurbanipal](#).^[12] Documentation of saffron's use over the span of 3,500 years has been uncovered.^[78] Saffron-based pigments have indeed been found in 50,000-year-old depictions of prehistoric places in northwest

Vitamin A	11 IU	
Thiamine (B ₁)	0 mg	0%
Riboflavin (B ₂)	0.01 mg	1%
Niacin (B ₃)	0.03 mg	0%
Vitamin B ₆	0.02 mg	2%
Folate (B ₉)	2 µg	1%
Vitamin B ₁₂	0 µg	0%
Vitamin C	1.7 mg	2%
Vitamin D	0 µg	0%
Vitamin D	0 IU	0%
Minerals	Quantity	%DV[†]
Calcium	2 mg	0%
Copper	0.01 mg	1%
Iron	0.23 mg	2%
Magnesium	6 mg	2%
Manganese	0.6 mg	29%
Phosphorus	5 mg	1%
Potassium	36 mg	1%
Selenium	0.1 µg	0%
Sodium	3 mg	0%
Zinc	0.02 mg	0%
Other constituents	Quantity	
Water	0.25 g	
Full Link to USDA database entry ↗		
Units		
µg = micrograms • mg = milligrams		
IU = International units		
† Percentages are roughly approximated using US recommendations for adults.		
Source: USDA Nutrient Database ↗		

saffron; they were found at the Bronze Age settlement of [Akrotiri](#), on the Aegean island of Santorini.

Iran.^{[79][80]} The Sumerians later used wild-growing saffron in their remedies and magical potions.^[81]

Saffron was an article of long-distance trade before the Minoan palace culture's 2nd millennium BC peak. Ancient Persians cultivated Persian saffron (*Crocus sativus* 'Hausknechtii') in [Derbent](#), [Isfahan](#), and [Khorasan](#) by the 10th century BC. At such sites, saffron threads were woven into textiles,^[79] ritually offered to divinities, and used in dyes, perfumes, medicines, and body washes.^[82] Saffron threads would thus be scattered across beds and mixed into hot teas as a curative for bouts of melancholy. Non-Persians also feared the Persians' usage of saffron as a drugging agent and aphrodisiac.^[83] During his Asian campaigns, [Alexander the Great](#) used Persian saffron in his infusions, rice, and baths as a curative for battle wounds. Alexander's troops imitated the practice from the Persians and brought saffron-bathing to Greece.^[84]

Conflicting theories explain saffron's arrival in South Asia. Kashmiri and Chinese accounts date its arrival anywhere between 2500 and 900 years ago.^{[85][86][87]} Historians studying ancient Persian records date the arrival to sometime prior to 500 BC,^[40] attributing it to a Persian transplantation of saffron corms to stock new gardens and parks.^[88] Phoenicians then marketed Kashmiri saffron as a dye and a treatment for melancholy. Its use in foods and dyes subsequently spread throughout South Asia. Buddhist monks wear saffron-coloured robes; however, the robes are not dyed with costly saffron but [turmeric](#), a less expensive dye, or [jackfruit](#).^[89] Monks' robes are dyed the same colour to show equality with each other, and turmeric or ochre were the cheapest, most readily available dyes. [Gamboge](#) is now used to dye the robes.^[90]

Some historians believe that saffron came to China with Mongol invaders from Persia.^[91] Yet saffron is mentioned in ancient Chinese medical texts, including the forty-volume pharmacopoeia titled *Shennong Bencaojing* (神农本草经: "Shennong's Great Herbal", also known as *Pen Ts'ao* or *Pun Tsao*), a tome dating from 300–200 BC. Traditionally credited to the fabled *Yan* ("Fire") Emperor (炎帝) [Shennong](#), it discusses 252 phytochemical-based medical treatments for various disorders.^[92] Nevertheless, around the 3rd century AD, the Chinese were referring to saffron as having a Kashmiri provenance. According to Chinese herbalist Wan Zhen, "[t]he habitat of saffron is in Kashmir, where people grow it principally to offer it to the Buddha." Wan also reflected on how it was used in his time: "The flower withers after a few days, and then the saffron is obtained. It is valued for its uniform yellow colour. It can be used to aromatise wine."^[87]

South East Mediterranean [edit]

The [Minoans](#) portrayed saffron in their palace frescoes by 1600–1500 BC; they hint at its possible use as a therapeutic drug.^{[78][93]} Ancient Greek legends told of sea voyages to [Cilicia](#), where adventurers sought what they believed were the world's most valuable threads.^[26] Another legend tells of *Crocus* and *Smilax*, whereby *Crocus* is bewitched and transformed into the first saffron crocus.^[79] Ancient perfumers in Egypt, physicians in [Gaza](#), townspeople in [Rhodes](#),^[94] and the Greek *hetaerae* courtesans used saffron in their [scented waters](#), perfumes and potpourris, mascaras and ointments, divine offerings, and medical treatments.^[83]



Buddhist adepts wearing saffron-coloured robes, pray in the Hundred Dragons Hall, [Buddha Tooth Relic Temple and Museum](#), Singapore.

In late **Ptolemaic Egypt**, **Cleopatra** used saffron in her baths so that lovemaking would be more pleasurable.^[95] Egyptian healers used saffron as a treatment for all varieties of gastrointestinal ailments.^[96] Saffron was also used as a fabric dye in such **Levantine** cities as **Sidon** and **Tyre** in **Lebanon**.^[97] **Aulus Cornelius Celsus** prescribes saffron in medicines for wounds, cough, colic, and scabies, and in the **mithridatium**.^[98]

Western Europe [edit]

Saffron was a notable ingredient in certain Roman recipes such as **jusselle** and **conditum**.^{[99][100][101][102]} Such was the Romans' love of saffron that Roman colonists took it with them when they settled in southern **Gaul**, where it was extensively cultivated until Rome's fall. With this fall, European saffron cultivation plummeted. Competing theories state that saffron only returned to France with 8th-century AD Moors or with the **Avignon** papacy in the 14th century AD.^[103] Similarly, the spread of Islamic civilisation may have helped reintroduce the crop to Spain and Italy.^[104]

The 14th-century **Black Death** caused demand for saffron-based **medicaments** to peak, and Europe imported large quantities of threads via Venetian and Genoan ships from southern and Mediterranean lands such as Rhodes. The theft of one such shipment by noblemen sparked the fourteen-week-long **Saffron War**.^[105] The conflict and resulting fear of rampant saffron piracy spurred corm cultivation in **Basel**; it thereby grew prosperous.^[106] The crop then spread to **Nuremberg**, where endemic and insalubrious adulteration brought on the *Safranschou* code—whereby culprits were variously fined, imprisoned, and executed.^[107] Meanwhile, cultivation continued in southern France, Italy, and Spain.^[108]

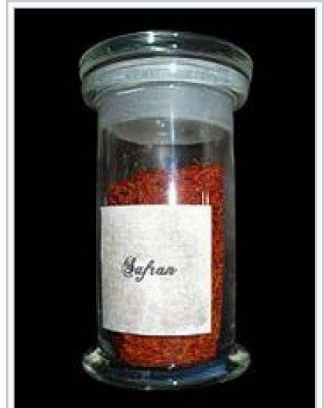
The **Essex** town of **Saffron Walden**, named for its new specialty crop, emerged as a prime saffron growing and trading centre in the 16th and 17th centuries but cultivation there was abandoned; saffron was re-introduced around 2013 as well as other parts of the UK (Cheshire).^{[67][109]}

The Americas [edit]

Europeans introduced saffron to the Americas when immigrant members of the **Schwenkfelder Church** left Europe with a trunk containing its corms. Church members had grown it widely in Europe.^[55] By 1730, the **Pennsylvania Dutch** cultivated saffron throughout eastern Pennsylvania. Spanish colonies in the Caribbean bought large amounts of this new American saffron, and high demand ensured that saffron's list price on the Philadelphia commodities exchange was equal to gold.^[110] Trade with the Caribbean later collapsed in the aftermath of the War of 1812, when many saffron-bearing merchant vessels were destroyed.^[111] Yet the Pennsylvania Dutch continued to grow lesser amounts of saffron for local trade and use in their cakes, noodles, and chicken or trout dishes.^[112] American saffron cultivation survives into modern times, mainly in **Lancaster County, Pennsylvania**.^[55]

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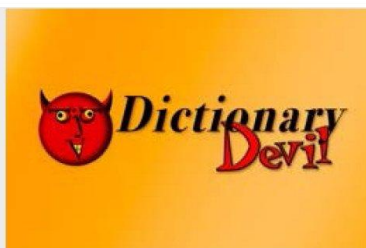
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amalgamate, assimilate, blend, combine, commingle, embody, fuse, incorporate, integrate, merge

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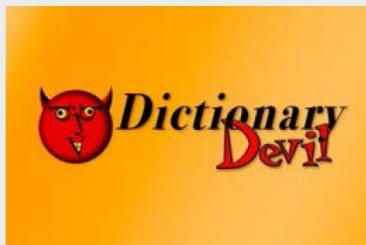
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Exhibit G

United States of America

United States Patent and Trademark Office



Reg. No. 5,363,121

Registered Dec. 26, 2017

Int. Cl.: 21, 25, 33

Trademark

Hemingway, Ltd. (WASHINGTON CORPORATION)
276 Fifth Avenue, Suite 600
New York, NEW YORK 10001

CLASS 21: Beverage glassware, namely, drinking glasses, shot glasses, high ball glasses, old fashioned glasses, wine goblets, carafes, pitchers, cocktail shakers, flasks, ice buckets, mugs, cups; plates; trays, namely, serving trays, butlers' trays; beverage earthenware, namely, earthenware mugs, earthenware pitchers; water bottles sold empty; beverage-glass coasters made of glass; beverage-glass coasters made of wood; beverage-glass coasters made of stone;

Principal Register

beverage-glass coasters made of slate

FIRST USE 5-20-2017; IN COMMERCE 5-20-2017

CLASS 25: Clothing, namely, shirts, polo shirts, t-shirts, tank tops, sweatshirts, sweaters, shorts, jackets, bandanas, headwear, hats, caps, scarves, socks, shoes, sandals

FIRST USE 5-20-2017; IN COMMERCE 5-20-2017

CLASS 33: Liquor, namely, rum

FIRST USE 5-20-2017; IN COMMERCE 5-20-2017

The mark consists of the wording "PAPA'S PILAR RUM" and wording "NEVER A SPECTATOR" in concentric circles with a stylized lion's head design in the center of the inner circle.

OWNER OF U.S. REG. NO. 4354802, 4335769

No claim is made to the exclusive right to use the following apart from the mark as shown:
"RUM"

SER. NO. 87-342,202, FILED 02-20-2017



Joseph Matal

Performing the Functions and Duties of the
Under Secretary of Commerce for
Intellectual Property and Director of the
United States Patent and Trademark Office

REQUIREMENTS TO MAINTAIN YOUR FEDERAL TRADEMARK REGISTRATION

WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.

Requirements in the First Ten Years*

What and When to File:

- *First Filing Deadline:* You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. See 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.
- *Second Filing Deadline:* You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between the 9th and 10th years after the registration date.* See 15 U.S.C. §1059.

Requirements in Successive Ten-Year Periods*

What and When to File:

- You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.*

Grace Period Filings*

The above documents will be accepted as timely if filed within six months after the deadlines listed above with

the payment of an additional fee.

***ATTENTION MADRID PROTOCOL REGISTRANTS:** The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the United States Patent and Trademark Office (USPTO). The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. See 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. See 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see <http://www.wipo.int/madrid/en/>.

NOTE: Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at <http://www.uspto.gov>.

NOTE: A courtesy e-mail reminder of USPTO maintenance filing deadlines will be sent to trademark owners/holders who authorize e-mail communication and maintain a current e-mail address with the USPTO. To ensure that e-mail is authorized and your address is current, please use the Trademark Electronic Application System (TEAS) Correspondence Address and Change of Owner Address Forms available at <http://www.uspto.gov>.

United States of America
United States Patent and Trademark Office

PAPA'S PILAR

Reg. No. 4,354,802

Registered June 18, 2013

Int. Cl.: 33

TRADEMARK

PRINCIPAL REGISTER

HEMINGWAY, LTD. (WASHINGTON CORPORATION)
276 FIFTH AVENUE, SUITE 600
NEW YORK, NY 10001

FOR: LIQUOR, NAMELY, RUM, IN CLASS 33 (U.S. CLS. 47 AND 49).

FIRST USE 3-22-2013; IN COMMERCE 3-22-2013.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

SN 85-481,217, FILED 11-28-2011.

KIMBERLY FRYE, EXAMINING ATTORNEY



Steven M. Hirsch
Acting Director of the United States Patent and Trademark Office

**REQUIREMENTS TO MAINTAIN YOUR FEDERAL
TRADEMARK REGISTRATION**

**WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE
DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.**

Requirements in the First Ten Years*

What and When to File:

First Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. See 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.

Second Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between the 9th and 10th years after the registration date.*
See 15 U.S.C. §1059.

Requirements in Successive Ten-Year Periods*

What and When to File:

You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.*

Grace Period Filings*

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

**The United States Patent and Trademark Office (USPTO) will NOT send you any future notice or
reminder of these filing requirements.**

***ATTENTION MADRID PROTOCOL REGISTRANTS:** The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the USPTO. The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. See 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. See 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see <http://www.wipo.int/madrid/en/>.

NOTE: Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at <http://www.uspto.gov>.

United States of America

United States Patent and Trademark Office

LA PILAR

Reg. No. 3,803,638

Registered June 15, 2010

Int. Cl.: 33

TRADEMARK

PRINCIPAL REGISTER

COGNAC ONE, LLC (NEW YORK LIMITED LIABILITY COMPANY)
SUITE 330
29 EAST 61ST STREET
NEW YORK, NY 10065

FOR: WINE; FRUIT WINE; GRAPE WINE, IN CLASS 33 (U.S. CLS. 47 AND 49).

FIRST USE 2-0-2009; IN COMMERCE 2-0-2009.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

SN 77-379,181, FILED 1-24-2008.

ZACHARY BELLO, EXAMINING ATTORNEY



David J. Kappas

Director of the United States Patent and Trademark Office

Int. Cl.: 33

Prior U.S. Cls.: 47 and 49

United States Patent and Trademark Office

Reg. No. 3,513,068

Registered Oct. 7, 2008

TRADEMARK
PRINCIPAL REGISTER

Don Pilar

AGAVES Y TEQUILAS DON PILAR, S. DE R. L.
DE C.V. (MEXICO LIMITED LIABILITY COM-
PANY)

2808 SAN JUAN BLVD.
BELMONT, CA 94002

FOR: TEQUILA, IN CLASS 33 (U.S. CLS. 47 AND
49).

FIRST USE 1-20-2008; IN COMMERCE 5-1-2008.

THE NAME(S), PORTRAIT(S), AND/OR SIGNA-
TURE(S) SHOWN IN THE MARK IDENTIFIES JOSE

PILAR CONTRERAS, WHOSE CONSENT(S) TO
REGISTER IS MADE OF RECORD.

THE MARK CONSISTS OF THE WORDS "DON
PILAR" RENDERED IN A STYLIZED HANDWRIT-
TEN TYPEFACE.

THE FOREIGN WORDING IN THE MARK
TRANSLATES INTO ENGLISH AS "SIR PILAR".

SN 77-031,834, FILED 10-30-2006.

TRACY CROSS, EXAMINING ATTORNEY