

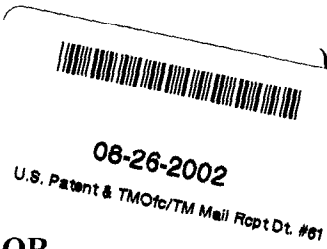
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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

HAAS OUTDOOF  
Opposer

VS.

JORDAN OUTDOOR  
ENTERPRISES, LTD.  
Applicant



Opposition No. 123,651  
Serial No. 76/123,118  
Mark: ADVANTAGE TIMBER HD  
combined with  
Opposition No. 123,413  
Serial No. 76/123,158  
Mark: REALTREE HARDWOODS HD

02 AUG 29 PM 8:49  
TRADEMARK TRIAL AND  
APPEAL BOARD

NOTICE OF RELIANCE

NOTICE is hereby given that the party identified below offers into evidence, and will rely upon, portions of the deposition of Darrell Daigre taken on May 3, 2002, at the instance of the Applicant, namely pages 3 through 16, 19 through 21, together with the following deposition exhibits identified therein: Exhibit 2, 3, 4, 5, 10 and 11. Copies of this testimony and documents are attached hereto. The general relevance of this testimony and exhibits are the significance of the term "High Definition" in the industry and its use by the Opposer and third parties. Copies of this testimony and documents are attached hereto. Pursuant to TMRP 2.120(j), the parties have stipulated to use of this deposition by Opposer in this matter and Opposer requests that the TTAB approve such introduction.

This 22<sup>nd</sup> day of August, 2002.

Respectfully submitted,  
HAAS OUTDOORS, INC.

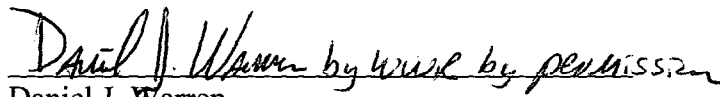
By Its Attorneys  
WATKINS LUDLAM WINTER & STENNIS, P.A.

By:

  
\_\_\_\_\_  
W. WHITAKER RAYNER

W. Whitaker Rayner  
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### CERTIFICATE OF MAILING

I hereby certify that this correspondence is being deposited with the United States Postal Service with sufficient postage as first class mail in an envelope addressed to the United States Patent and Trademark Office, BOX TTAB, 2900 Crystal Drive, Arlington, Virginia 22202-3513 and to the Applicant's Attorney of Record, Daniel J. Warren, Esquire, Sutherland, Asbill & Brennan, LLP, 999 Peachtree Street, NE, Atlanta, GA 30309-3996.

This the 22<sup>nd</sup> day of August, 2002.

  
\_\_\_\_\_  
W. WHITAKER RAYNER

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

---

HAAS OUTDOORS, INC.,  
PLAINTIFF,

v.

Opposition No. 123,651  
Serial No. 76/123,118  
Mark: ADVANTAGE TIMBER HD

JORDAN OUTDOOR ENTERPRISES, LTD.,  
DEFENDANT

Opposition No. 123,413  
Serial No. 76/123,158  
Mark: REALTREE HARDWOODS HD

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TRANSCRIPT OF DEPOSITION

OF

DARRELL DAIGRE

---

TAKEN ON: May 3, 2002

TIME: 9:16 a.m.

PLACE: Conference Room, Helveston, Story Law Firm, West  
Point, MS

AT THE INSTANCE OF: The Defendant

APPEARANCES:

For the Plaintiff:

Hon. W. Whitaker Rayner

For the Defendant:

Hon. Daniel J. Warren

---

JAMES A. MOODY, RPR  
Freelance Court Reporter  
P.O. Box 918

Aberdeen, MS 39730

Phones: (662) 369-7264 or 4828 or 1813

1 MR. WARREN: A couple of housekeeping things before  
2 we get going. Whit, we signed that yesterday. You'll get a  
3 copy of that by mail. That's the confidentiality agreement.  
4 Here are copies of our file records. And here is the  
5 confidential stuff. So I think we're complete now, but let me  
6 know.

7 MR. RAYNER: At least on those things we can agree  
8 on.

9 MR. WARREN: Right. Do you have anything that was  
10 to be marked confidential?

11 MR. RAYNER: That we've given you, no. And I don't  
12 think there's anything that we have that we're withholding  
13 that's confidential. Other than those that we've raised  
14 objections to.

15 MR. WARREN: Right. And I think we can work our way  
16 around that today.

17 MR. WARREN: This will be the Rule 30(b) (6)  
18 deposition of Haas Outdoors, Inc. Mr. Darrell Daigre is the  
19 representative of the company. The deposition will be taken  
20 pursuant to the Federal Rules of Civil Procedure as well as  
21 the rules of the Trademark Trial and Appeal Board.

22 DARRELL DAIGRE, SWORN

23 EXAMINATION

24 BY MR. WARREN:

25 Q Mr. Daigre, a couple of basics, first. If you don't

1 understand something I say, please stop me and I'll try to  
2 rephrase it. If you do answer the question I'm going to  
3 assume that you understood what I asked.

4 A Sure.

5 Q If you need to take a break, need another cup of coffee,  
6 whatever, just let me know. I've got a few questions to ask  
7 out here and hopefully we'll be out of here pretty quickly.

8 A Good.

9 Q Just so we're on the same page, the issue in this --  
10 issues in these oppositions concerns whether or not the term  
11 HD at the end of the marks REALTREE HARDWOODS HD and ADVANTAGE  
12 TIMBER HD, the issue is whether or not that HD needs to be  
13 disclaimed apart from the mark as a whole. Is that your  
14 understanding of what's at stake here?

15 A I'm not sure I follow what you're saying. Let me get  
16 some clarity there.

17 Q All right. My understanding of the issue in this case is  
18 whether or not Haas Outdoors objects to the inclusion of the  
19 term HD on the grounds that it's descriptive.

20 A Of high definition?

21 Q Correct.

22 A Correct.

23 Q Okay. The issue here is not whether or not -- the issue  
24 is not whether --

25 A It's not a REALTREE-ADVANTAGE issue at all.

1 Q That's the question.

2 A Yes, sir.

3 Q The issue isn't whether or not --

4 A Absolutely not.

5 Q -- Jordan --

6 A It's about HD and high definition.

7 Q When I refer to your company, I'll just say Haas.

8 A Haas.

9 Q And when I refer to my client, Jordan Outdoor  
10 Enterprises, I'll simply say Jordan.

11 A Good.

12 **(The document was marked as Deposition Exhibit 1.)**

13 Q Let me show you what has been marked as Deposition  
14 Exhibit 1. This is the Rule 30(b)(6) deposition notice to  
15 Haas Outdoors, Inc. Can you tell me if you've seen this  
16 before?

17 A Yes, I have.

18 Q And it's my understanding that you have been designated  
19 as the witness for each of the 11 categories; is that correct?

20 A Yes, sir.

21 Q Then let's go straight to the first category. No. 1, the  
22 facts and information related to the uses of "HD" by Haas or  
23 any third party in connection with camouflage patterns,  
24 camouflage products or otherwise.

25 Has Haas ever used the mark HD in advertising?

1 A Not the mark. We've used the descriptive term high  
2 definition in advertising and in collateral material over the  
3 years.

4 Q In this case let's be specific as far as whether or not  
5 we're talking about HD or high definition.

6 A Well, it's my position they're the same.

7 Q I understand that. I understand your position. I just  
8 want to make -- just so the record is clear, I'm going to ask  
9 certain questions about HD and certain questions about high  
10 definition, and you'll be able to answer to all of that.

11 A Okay. Fair enough.

12 Q I'm not going to cut you off.

13 A Fair enough.

14 Q Has Haas ever used simply HD in advertising?

15 A No.

16 Q Has Haas ever used HD for a product name? Like a  
17 product, I mean camouflage.

18 A No.

19 Q Does Haas have any current plans to use HD?

20 A The acronym, no.

21 Q In advertising?

22 A Not the acronym HD.

23 Q Or for a product name?

24 A No.

25 Q Has Haas ever been asked by one of its licensees to use

1 HD in any of their advertising or a product name?

2 A We have been -- repeat that question. You say the  
3 licensee?

4 Q Yes.

5 A Yes, we have been asked by licensees for our HD products.

6 Q Could you expand on that, please?

7 A Well, I can't. I just -- it's -- it's -- we have  
8 licensees from time to time that want to know where the  
9 Breakup HD film is, where our Breakup HD films are, our  
10 reproduction processes for our hard goods. So yes, that has  
11 happened.

12 Q All. Breakup, that's one of your --

13 A That's one of our patterns.

14 Q -- patterns?

15 A That's our newest pattern.

16 Q Breakup is the name of your new camouflage pattern?

17 A It's a name of an existing pattern, yes.

18 Q And you're saying licensees have asked for your Breakup  
19 HD pattern?

20 A That's correct.

21 Q Can you tell me who those licensees are?

22 A I have no idea at this -- I could certainly find out for  
23 you.

24 Q Who told you that people have asked for a Breakup HD --

25 A Our licensing department.

1 Q Who's your licensing --

2 A Sammy Knight, Richard Howard.

3 Q Other than the examples you just listed, are you aware of  
4 anyone using the mark HD for a camouflage pattern?

5 A Yeah. ADVANTAGE and REALTREE.

6 Q Anyone other than Jordan?

7 A No.

8 Q Are you familiar with anyone using the mark HD in the  
9 hunting industry in general?

10 A HD, no. High definition, yes.

11 **(The document was marked as Deposition Exhibit 2.)**

12 Q Your attorneys provided a couple of advertisements that  
13 appear to use HD in them. Let me show you a couple of these.  
14 I show you Deposition Exhibit 2 and ask if you've seen this  
15 before?

16 A Yes, I have.

17 Q Tell me what this is.

18 A It's apparently a McKenzie 3-D Target, HD 3-D Target.

19 Q And this comes from Bass Pro Online?

20 A Yeah. It's an archery target that's for sale in Bass  
21 Pro's e-commerce site, apparently.

22 Q For the record, could you read the first two sentences of  
23 that description?

24 A Uh-huh. "McKenzie HD Targets. The highest definition,  
25 durability, and detail of any 3-D targets. Midsection scoring

1 area of tough, high-density specially-formulated urethane foam  
2 with Spectra fibers and DuraCore insert is unsurpassed for  
3 stopping field point and broadhead penetration from high-speed  
4 3-D bows, high-performance hunting bows, and carbon arrows."

5 Q Now, in those two sentences they talk about highest  
6 definition, durability, detail. Later on they talk about high  
7 density. When they call this a McKenzie HD Target, you'd have  
8 to speculate as to which of those four HDs they're talking  
9 about, wouldn't you?

10 MR. RAYNER: Object to the form of the question to  
11 the extent you said there's 4 HDs.

12 BY MR. WARREN:

13 Q Well, we've got high definition or highest definition,  
14 highest durability, highest detail, and high density. That's  
15 what I mean by the four HDs.

16 A Well, you'd have to ask McKenzie what their intentions  
17 were. My contention would be that it would be a high  
18 definition issue. Because knowing the category, what they're  
19 trying to accomplish is to mimic and reproduce these animals  
20 to the highest form and definition as they possibly can.

21 Q Well, now, this is not a camouflage product; correct?

22 A No, it's not. In fact, that's a good question. The  
23 whole HD process is more of a reproduction issue than it is a  
24 camouflage issue, because in essence what we do and what  
25 REALTREE does is, we produce our camouflage products on many

1 different substrates. It's a printing technology as much as  
2 anything. And that's -- that's where the big issue is. As  
3 the world becomes digital and we become digital, which we both  
4 are, then what we're trying to achieve is the highest  
5 resolutions, the highest densities, and the highest  
6 reproduction values as we can. And high definition is a term  
7 in the digital world that demonstrates or illustrates the  
8 highest resolution achievable. So that's -- you know, that's  
9 the big issue here as we become digital and as the printing  
10 processes allow us to do things that we couldn't do previous  
11 to now technologically speaking. And, you know, high  
12 definition is a term that we've used and intend to use in the  
13 future. It's descriptive of what we do, not who we are.

14 **(The document was marked as Deposition Exhibit 3.)**

15 Q Let me show you the next exhibit, Deposition Exhibit 3,  
16 and ask if you've seen this before?

17 A Uh-huh.

18 Q Tell me what this is.

19 A It's a gun case.

20 Q And where is this from?

21 A Apparently from gamecalls.net Internet site.

22 Q Why don't you go ahead and read that description?

23 A "Koplin's 'Quarter Zip' Woodand Camouflage Gun & Scope  
24 Case. The ultimate protection for your gun. Airline  
25 approved. Super strong, HD polyurethane shell. Available in

1 46" and 52" lengths."

2 Q Now, in this context, an HD polyethylene shell, what are  
3 they talking about here?

4 A I'm assuming high definition.

5 Q Now, in the connect of polyethylene, wouldn't high  
6 density make more sense?

7 A I don't know what polyethylene is.

8 Q It's the material. Well, you would have to speculate as  
9 far as what the HD means in this case; correct?

10 A I'm not following your line of questioning.

11 Q Well, in other words, you'd have to speculate in this  
12 case whether or not HD polyethylene shell means high density,  
13 high definition, heavy duty. It could mean any number of  
14 things is my point.

15 A Perhaps, yeah.

16 **(The document was marked as Deposition Exhibit 4.)**

17 Q Let me show you Deposition Exhibit 4 and ask if you've  
18 seen that?

19 A Okay.

20 Q Can you tell me what this is?

21 A Apparently it's a pair of binoculars from Surplus  
22 Outpost.

23 Q Again if you could just read that into the record, the  
24 description.

25 A "Current Navy Seal issue, super in low light, waterproof,

1 fog proof, shock resistant, range-finding reticle,  
2 illuminated, HD-satbilized compass, 385 field of view, 30-year  
3 warranty."

4 Q Do you have any idea what satbilized means?

5 A Actually it's satbilized, and I have no idea what that  
6 means. I'm assuming it's some high-definition process that's  
7 built into that compass.

8 Q I've looked up satbilized, and there is no definition as  
9 far as I can tell. I'm wondering if it's something you might  
10 know. Is that a camo product? I can't really tell from --

11 A I can't tell either.

12 Q Well, in this case, since we don't know what satbilized  
13 means, it's probably safe to assume we'd have to speculate  
14 what the HD in front of satbilized means; is that correct?

15 A Well, it's in reference to a compass. And I'm sure that  
16 it's a high-definition compass, it's highly legible, would be  
17 my interpretation.

18 Q But again we don't know what satbilized means?

19 A I think it's probably -- it's not satbilized. It's  
20 satbilized, and I think it's probably stabilized, and it's a  
21 typo -- but again we're assuming things there. I don't know.

22 **(The document was marked as Deposition Exhibit 5.)**

23 Q All right. Let me show you something we've produced in  
24 this case that's marked as Deposition Exhibit 5. Have you  
25 seen this before?

1 A Yes.

2 Q And just so the record is clear, this is simply a list of  
3 acronyms from [www.acronymfinder.com](http://www.acronymfinder.com).

4 A Uh-huh.

5 Q I'd like to go through the list and just if you would let  
6 me know whether or not you have heard the acronym HD, refer to  
7 some of these names, marks. No, terms. I'm sorry.

8 For example, have you heard of the acronym HD used for  
9 heavy duty?

10 A I don't have a recollection of that.

11 Q How about high density?

12 A No.

13 Q Hard drive?

14 A I don't know that I've ever heard of anybody refer to  
15 hard drive as HD, no.

16 Q Harley Davidson?

17 A No.

18 Q Heavy decoy?

19 A No.

20 Q High definition?

21 A Absolutely.

22 Q In the context of this matter?

23 A Right.

24 Q High dispersion?

25 A No.

1 Q Home Depot?

2 A Nope. And that's a tough question, because there are  
3 acronyms. But no, I don't ever have any recollection of  
4 anybody referencing any of those terms as HD.

5 Q All right. The second category here relates to the facts  
6 and information relating to damage, if any, to Haas if the  
7 marks ADVANTAGE TIMBER HD and/or REALTREE HARDWOODS HD are  
8 registered by the U. S. Patent and Trademark Office. How  
9 would Haas be damaged by this registration?

10 A The potential for damage is that it precludes us from  
11 using the term HD in a digital printing environment where the  
12 world is going to have expectations for us to provide  
13 high-definition products by virtue of what we do. So that's  
14 -- you know, that's my largest concern, is that we're  
15 precluded from being able to describe our products as high  
16 definition as we have done in the past.

17 Q Haas currently uses high definition in its advertising;  
18 correct.

19 A I'm sorry?

20 Q Haas currently uses the term --

21 A Yes. Well, we have, yes.

22 Q And it uses it in what you would consider its descriptive  
23 sense; is that correct?

24 A Correct.

25 Q Since Jordan has been using HD in its advertising, has

1 Haas lost any sales to an extent you know?

2 A I wouldn't know. We haven't seen any downturn in sales  
3 that I'm aware of.

4 Q Does it put Haas in any kind of competitive disadvantage?

5 A It certainly does. And it has the opportunity to do much  
6 more so in the future as HD becomes a much more used and  
7 prolific term. As it already is. Again if you take it  
8 outside of the camo industry and put it into where it really  
9 belongs, and that's the reproductive category, in the printing  
10 industry, because that's what we are.

11 Q Are you talking about high definition or are you talking  
12 about HD?

13 A I'm talking about high definition. And HD is certainly  
14 just a term. It's an acronym of H -- of high definition. In  
15 a couple of years all homes are going to have HDTV. That's  
16 not heavy-duty television. That's high-definition TV. It's a  
17 term that's prolific, that's going to continue to proliferate.  
18 And it's something that is simply an acronym of high  
19 definition. My opinion.

20 Q Now, why would Haas want to use a term that's in fairly  
21 heavy use by Jordan today?

22 A Well, it's only in use by Jordan today for the last year  
23 or for less than a year. Actually my recollection is, you  
24 know, last fall was when it was first introduced. And we've  
25 been in opposition of their use of that term since it hit the

1   airways.

2   Q    Now, Haas didn't use the description high definition for  
3   its patterns before Jordan started high definition and HD; is  
4   that correct?

5   A    I don't have any idea. We've used the term high  
6   definition for many, many years. And I don't know in what  
7   instances, but certainly as we are in the R & D processes,  
8   high definition is what we try to achieve. That's what we do.  
9   The higher the definition the better the product is for our  
10   end user. Now, where we've used it in the public domain, in  
11   advertising, in collateral and communication materials, I'd  
12   have to go back and do some recon. Certainly it was in some  
13   of the things that we have done in the last two years. That I  
14   think we've achieved. We've put our hands on some -- in fact,  
15   that's probably the campaign there.

16           **(The document was marked as Deposition Exhibit 6.)**

17   Q    Well, let me show you a couple of your ads and just have  
18   you identify them for the record. Let me show you Deposition  
19   Exhibit 6, and why don't you tell me what that is?

20   A    It's an ad for Haas or for Mossy Oak Forest Floor, one of  
21   our camo patterns.

22   Q    And let me represent to you that this was in the Deer  
23   Specialty Yearbook Edition 2001, inside cover. Does that  
24   sound accurate?

25   A    Probably, yeah.

1 BY MR. WARREN:

2 Q There wasn't any need to describe your patterns in terms  
3 of high definition, at least in 2000 and 2001?

4 A Apparently not.

5 Q And certainly none of the ads used the term HD?

6 A That's correct

7 **(The document was marked as Deposition Exhibit 10.)**

8 Q Let me show you what has been marked as Defendant's  
9 Exhibit 10 and ask you to identify that.

10 That's a Forest Floor ad, 2001. Probably ran in --  
11 sometime from March through December of last year?

12 Q And this ad does use the term high definition?

13 A Okay.

14 Q Is that correct?

15 A Well, I don't see it yet, but -- yes. High-definition  
16 foliage pattern.

17 Q When you say -- use the term high definition, you are  
18 using it in its descriptive sense; is that correct?

19 A That's correct.

20 Q You are describing the nature of the pattern?

21 A That's correct.

22 **(The document was marked as Deposition Exhibit 11.)**

23 Q Let me show you what has been marked as Deposition  
24 Exhibit 11 and ask you to identify that, please.

25 A That's an ad for Shadow Grass pattern.

1 Q And does this ad use the term high definition?

2 A Yes, it does.

3 Q And what's the date on this ad?

4 A Sometime 2001. Could be from -- anywhere from February,  
5 March, to the end of the year. Probably run several times.

6 Q And again does this use the term high definition in its  
7 descriptive sense?

8 A Yes, it does.

9 Q I should have brought the last -- there was one more ad  
10 that your counsel provided, and in fact it had your picture on  
11 it. If we look at Deposition Exhibits 10, 11, and the one  
12 that I didn't bring that had your picture on it, does Haas  
13 have any other ads that include the term high definition?

14 A Probably. I'd have to check. Yes, I'm pretty sure that  
15 we do.

16 Q Could you describe them for me? Because I think I've  
17 only seen three so far.

18 A I'd have to -- I'd have to do some file searches. We've  
19 got hundreds of ads. I couldn't start describing them all.

20 MR. WARREN: Whit, if there is any further ad using  
21 high definition, we would like to see those.

22 MR. RAYNER: We will certainly produce them.

23 BY MR. WARREN:

24 Q At least based upon what we've seen so far that state  
25 high definition, and that's Exhibits 10, 11, and the one with

1 your picture on it --

2 A Uh-huh.

3 Q -- as far as we can tell here, Haas never used the term  
4 high definition in its advertising before September 6, 2000;  
5 is that correct?

6 A Again I'd have to do some file searches. I'm not sure  
7 what the exact dates are. I will say, though, that it's a  
8 technology issue that drives the use of this term as much as  
9 anything. Because the ability to print high definition  
10 camouflage on substrates and fabric was not available to us  
11 until recently. That's evidenced in the REALTREE campaign.  
12 It's brand new technology. It's not something that existed in  
13 1986 or 1996.

14 Q I understand that. My only question is, at least on the  
15 evidence we've seen so far there's no record of Haas using the  
16 term high definition to describe its camouflage pattern prior  
17 to September 2000; is that correct?

18 A Oh. I don't know. Again I'd have to check. I don't  
19 know. September of 2000 is a long time ago. I don't know.

20 Q And in fact, at least from the ads we've seen, Haas  
21 seemed to be describing its pattern with respect to the  
22 three-dimensional effect at that time period; is that correct?

23 A That was an aspect of our promotion. Certainly not --  
24 that's not where we planted our flag historically.

25 Q The third item here is the facts and information relating

# Bass Pro Shops **Outdoors Online**

1-800-B

Helpful Links

Fishing Fly Fishing Saltwater Hunting Camping & Auto Marine & Electronics Apparel Footwear Gifts

Home  
 SHOPPING CART: 0 ITEMS MERCHANDISE TOTAL: \$ 0.00

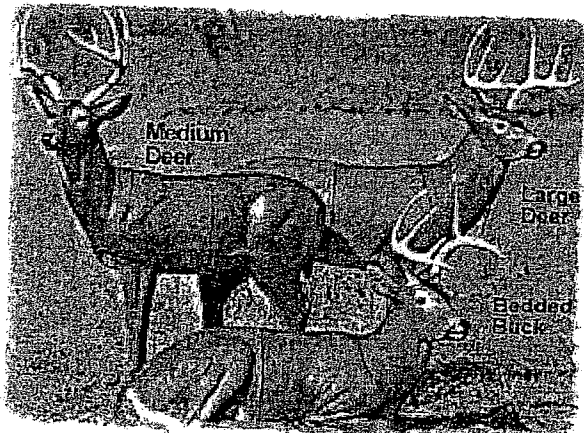
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For use with field and target points only.



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	\$179.99	38-670-160-00	LARGE DEER-BEDDED	15" SHOULDER 48" BODY LENGTH
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	\$199.99	38-670-162-00*	LARGE DEER-ALERT	37" SHOULDER 50" BODY LENGTH

\* This Item is low in stock and may need to be back ordered.

ADD TO CART

**DEPOSITION EXHIBIT**

★ = Bass Pro Shops® Branded Items

2

Print an Order Form  
 Privacy & Security

Our Commitment  
 Online Ordering Tips

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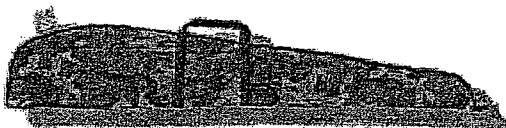
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and 52" lengths.  
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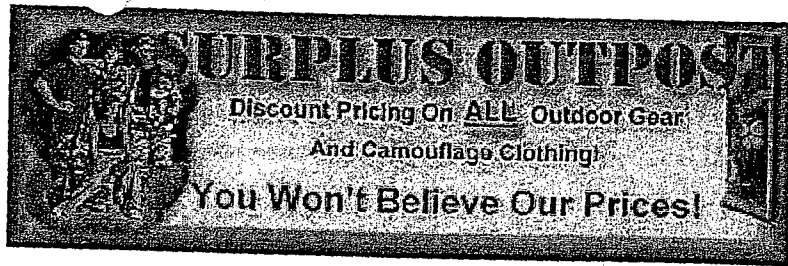
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3

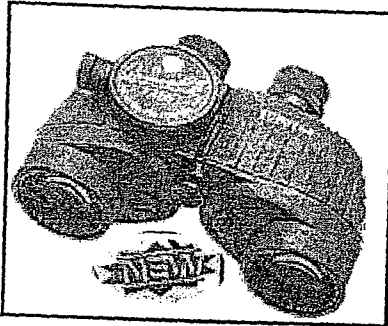
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H 000003

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D000001

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HD	Hodgkin's Disease	
HD	Hoe Down (party)	
HD	Hold	
HD	Home Depot, Inc. (NYSE symbol)	
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HD	Honorary Degree	
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**"Around here, there are only two seasons  
in a year: hunting season and  
waiting for  
hunting season."**

— Bob Dixon, Senior  
Vice President, Mossy Oak

**COMMITTED.** THAT'S ONE SURE WAY TO DESCRIBE THE FOLKS HERE AT MOSSY OAK. YOU SEE, WE JUST CAN'T GET ENOUGH TIME IN THE FIELD. EVER. LIFE, AS WE KNOW IT, REVOLVES AROUND SHOOTING HOURS. BUT EVEN THOUGH THE SEASON MAY END, OUR COMMITMENT DOESN'T. HUNTING IS A CONSTANT PART OF OUR LIVES, FROM IMPROVING HABITAT IN THE OFF-SEASON TO WORKING CLOSELY WITH TOP CONSERVATION GROUPS. LIKEWISE, THE SAME CONTINUOUS COMMITMENT IS WHAT DRIVES US TO DEVELOP REVOLUTIONARY CAMO PATTERNS LIKE FOREST FLOOR.™ RESPECTED HUNTERS EVERYWHERE ARE CALLING IT THE MOST EFFECTIVE HIGH-DEFINITION FOLIAGE PATTERN EVER CREATED. WHICH, WHEN YOU PUT IT THAT WAY, SURE DOESN'T MAKE WAITING FOR HUNTING SEASON ANY EASIER.



IT'S NOT A PASSION. IT'S AN OBSESSION.

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**“The only thing worse than sitting in a cold, windy duck blind is not sitting in a cold windy duck blind.”**

— Bill Sugg, Executive Vice President, Mossy Oak



**DEDICATION.** FUNNY THING ABOUT WATERFOWLING: THE AMOUNT OF SUFFERING IS OFTEN DIRECTLY RELATED TO THE QUALITY OF THE HUNTING. THAT BEING THE CASE, IT TAKES SOME DEDICATION. BUT NO ONE EVER ACCUSED US AT MOSSY OAK® OF BEING LESS THAN DEDICATED. WE'LL TAKE A FREEZING BLIND OVER A WARM SOFA ANY DAY. NOT SURPRISINGLY, THE DEDICATION WE LEARN FROM HUNTING SEEPS INTO THE REST OF OUR LIVES AS WELL. IT'S WHAT CONSTANTLY DRIVES US TO CREATE HIGH-DEFINITION CAMO PATTERNS LIKE SHADOW GRASS.™ ANY SERIOUS WATERFOWLER WILL TELL YOU THAT IT'S THE MOST EFFECTIVE ALL-DISTANCE CAMO IN THE MARSH. A COLD, WINDY MARSH, PREFERABLY.



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