ESTTA Tracking number: **ESTTA367729**

Filing date: **09/10/2010**

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

Proceeding	91186148
Party	Plaintiff Publix Asset Management Company
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Submission	Opposition/Response to Motion
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Signature	/James B. Lake/
Date	09/10/2010
Attachments	Irby Declaration Redacted_ExB_2.pdf (7 pages)(10148238 bytes)

PUBLIX
GreenWise
MARKET
Produce
Vegetarian
Produce

GreenWise
GreenWise
GreenWise
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GreenWise
GreenWise
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GreenWise

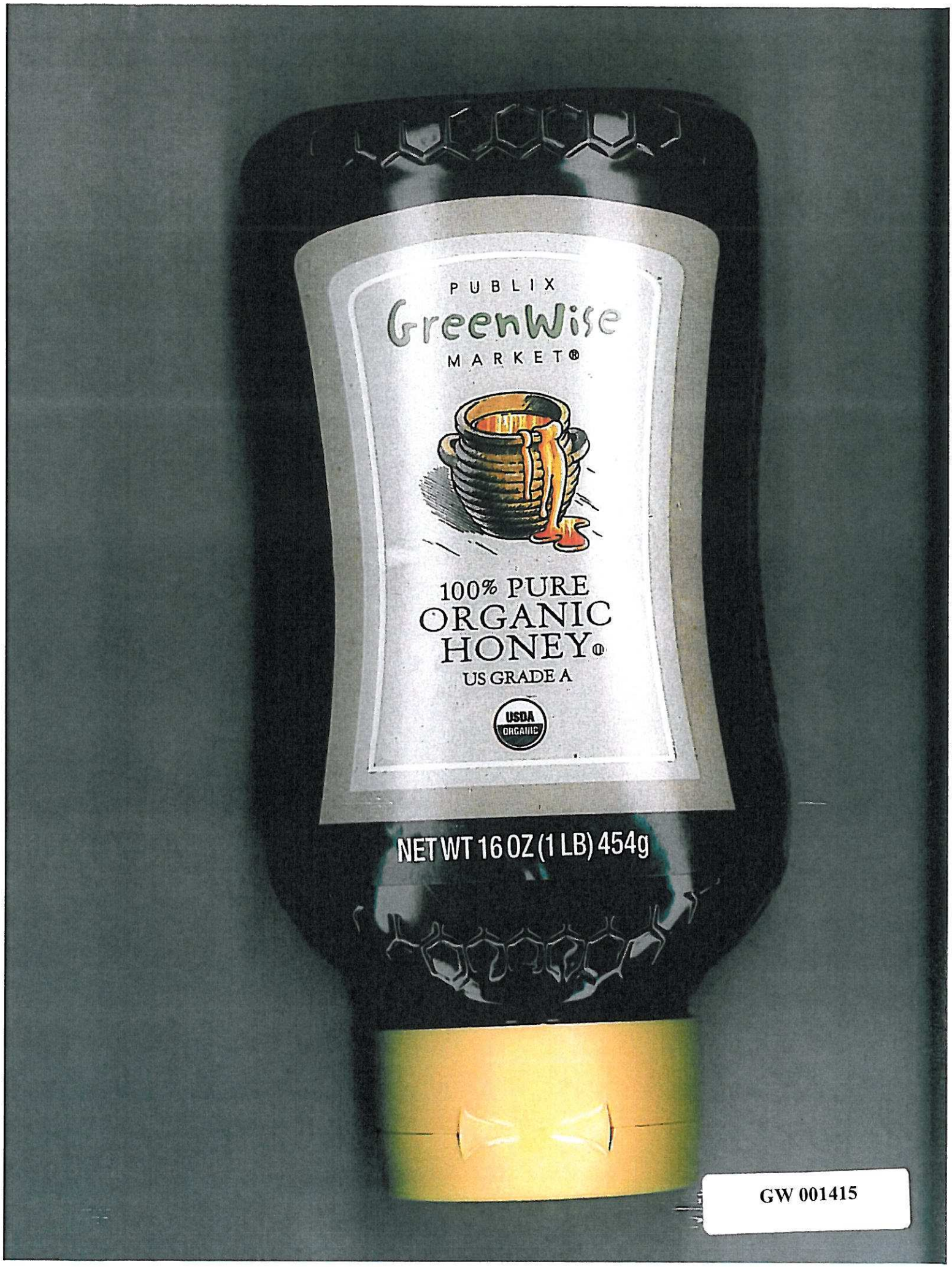
GreenWise
Dairy


GreenWise
Cereal
GreenWise
Cereal
Natural & Organic
49
Potting Mix
Miracle Gro
Potting Mix
3.29

GW 001374


GreenWise
GreenWise
GreenWise
Natural & Organic
Cereal
Milk Alternatives
Natural & Organic
2.79
GARDEN OF EATIN
SOY CALCIUM
RASPBERRY GINGER
MAPLE RAISIN

GW 001375


PUBLIX
GreenWise
MARKET®
100% PURE
ORGANIC
HONEY
US GRADE A
USDA
ORGANIC
NET WT 16 OZ (1 LB) 454g

GW 001415

CONTAINS 100% JUICE

Nutrition Facts

Serving Size 8 fl oz (240mL)
Servings Per Container 8

Amount Per Serving	
Calories 140	
	% Daily Value*
Total Fat 0g	0%
Sodium 35mg	1%
Total Carbohydrate 35g	12%
Sugars 35g	
Protein 0g	
Vitamin C	100%

Not a significant source of calories from fat, saturated fat, trans fat, cholesterol, dietary fiber, vitamin A, calcium and iron.

* Percent Daily Values are based on a 2,000 calorie diet

INGREDIENTS: FILTERED WATER, ORGANIC APPLE JUICE CONCENTRATE, ORGANIC GRAPE JUICE CONCENTRATE, ORGANIC CRANBERRY JUICE CONCENTRATE, ORGANIC RASPBERRY JUICE CONCENTRATE, NATURAL FLAVOR, ORGANIC STRAWBERRY JUICE CONCENTRATE, ORGANIC ARONIA JUICE CONCENTRATE, ASCORBIC ACID (VITAMIN C).

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PUBLIX GreenWise MARKET®

ORGANIC CRANBERRY JUICE
A FLAVORED BLEND WITH
5 OTHER JUICES

DO NOT USE IF PLASTIC RING AROUND CAP IS BROKEN OR MISSING.

REFRIGERATE AFTER OPENING TO PRESERVE FRESHNESS AND FLAVOR. CHILL AND SHAKE WELL BEFORE USING.

THIS CONTAINER IS RECYCLABLE IN COMMUNITIES WHERE PLASTIC IS COLLECTED. CHECK TO SEE IF FACILITIES EXIST IN YOUR AREA.

PUBLIX GUARANTEE :
We will never knowingly disappoint you. If for any reason your purchase does not give you complete satisfaction, the full purchase price will be cheerfully refunded immediately upon request.

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Publix GreenWise Market® Juice is made

with organically grown fruits, contains

no pesticides or chemicals, and meets

all USDA standards to be certified

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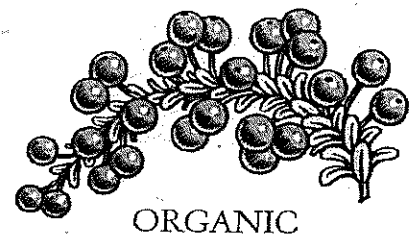

ORGANIC
CRANBERRY JUICE
A FLAVORED BLEND WITH 5 OTHER JUICES
FROM CONCENTRATE • PASTEURIZED

NET 64 FL OZ (2 QTS) 1.89 L

GW 001417