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

Proceeding	91200223
Party	Plaintiff Flame & Wax, Inc.
Correspondence Address	AMANDA J MOONEY GOODMAN MOONEY BERSTEIN LLP 8001 IRVINE CENTER DR STE 1170 IRVINE, CA 92618 UNITED STATES david@goodmanmooney.com, litigation@goodmanmooney.com
Submission	Plaintiff's Notice of Reliance
Filer's Name	Eric Goodman
Filer's e-mail	uspto@goodmanmooney.com
Signature	/Eric Goodman/
Date	11/17/2012
Attachments	Notice of Reliance on Discovery Responses D.pdf (67 pages)(3317775 bytes)

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

FLAME & WAX, INC.

Opposer,

For the mark: LAGUNA CANDLES

v.

LAGUNA CANDLES, INC.

Applicant.

Opposition No. 91200223

Serial No. 85/137.006 Published: May 17, 2011

OPPOSER'S NOTICE OF RELIANCE ON APPLICANT'S DISCOVERY RESPONSES

Opposer Flame & Wax, Inc. hereby makes of record and notifies Applicant of its reliance on the following:

- 1. Documents of Applicant produced in response to Opposer's written discovery request for production of documents submitted pursuant to Rule 2.120 of the Trademark Rules of Practice, 37 C.F.R. § 2.120, TBMP §704.11 and Fed. R. Evid. 401 and Fed. R. Evid. 801(d)(2), specifically:
 - a. Applicant's Documents Nos. 5198-5203, 5207, 5210, 5213-5221, 5229-5232, 5235-5239, 5241, 5245-5246, 5248, 5259-5263, 5270 and 5282, true and correct copies of which are attached hereto as Exhibit D.
- 2. Written responses of Applicant to Opposer's written discovery requests submitted pursuant to Rule 2.120(j) of the Trademark Rules of Practice, 37 C.F.R. § 2.120(j), TBMP §704.10 and Fed. R. Evid. 401 and Fed. R. Evid. 801(d)(2), specifically:
 - a. Applicant's Response to Opposer's First Set of Interrogatories to Applicant No. 5 dated and verified November 21, 2011, a true and correct copy of which is attached hereto as Exhibit E.

These documents are filed pursuant to Rule 2.120 of the Trademark Rules of Practice, and are

further submissible pursuant to the parties' Stipulation for the Introduction of Evidence and

Direct Testimony During Trial Testimony Periods, filed May 4, 2012 (see TTABVUE #9),

which provides that all documents produced during discovery in response to document request or

interrogatories are deemed authentic business records of the producing party.

Dated: November 16, 2012

Respectfully submitted,

/s/ Eric J. Goodman

Eric J. Goodman Amanda J. Mooney

GOODMAN MOONEY, LLP

8001 Irvine Center Drive, Suite 1170

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(949) 622-0020

ATTORNEYS FOR OPPOSER

FLAME &WAX, INC.

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CERTIFICATE OF SERVICE

I certify that on November 16, 2012, I served a copy of the above **NOTICE OF RELIANCE** to the following by U.S. Mail, postage prepaid and by electronic mail:

Kevin Welch, Esq. Law Offices of Kevin M. Welch P.O. Box 494 Hermosa Beach, CA 90254 0494

/s/ Eric J. Goodman Eric J. Goodman



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

FLAME & WAX, INC.) Opposition No.91200223 Serial No.: 85/137,006
Opposer, v.	APPLICANT LAGUNA CANDLES' RESPONSE TO OPPOSER FLAME & WAX, INC.'S FIRST REQUEST FOR
LAGUNA CANDLES,	PRODUCTION OF DOCUMENTS
Applicant.))
	,)

PROPOUNDING PARTY: Opposer Flame & Wax, Inc. ("Opposer")

RESPONDING PARTY: Applicant Laguna Candles ("Applicant")

Pursuant to Rule 34 of the Federal Rules of Civil Procedure and 37 CFR § 1.120,

Applicant Laguna Candles hereby responds to Opposer Flame & Wax, Inc.'s First Request For

Documents ("Request").

GENERAL OBJECTIONS

The following general objections apply to each of the particular Requests propounded by Flame & Wax, Inc., and are hereby incorporated within each response set forth below. No specific objection is intended to constitute, and should not be construed as constituting, a waiver of any general objection.

- 1. Laguna Candles objects and responds to the Requests on behalf of itself alone and not on behalf of his agents, persons or entities acting on its behalf, or on behalf of any such division or subsidiary, whether individually or collectively and/or all persons or entities in concert with it or under its direction and control.
- 2. Laguna Candles objects to the Requests to the extent that they seek to impose obligations different from, or in excess of, those created by the Federal Rules of Civil Procedure

and the Local Rules. Laguna Candles' responses are made pursuant to, and as limited by, the Federal Rules of Civil Procedure and the Trademark Trial and Appeal Board Rules.

- and/or documents protected by the attorney-client privilege, the joint defense or common interest privilege, the attorney work product doctrine, and/or any other privileges, protections or doctrines of similar effect. To the extent that Laguna Candles inadvertently produces any information and/or documents protected by the attorney-client privilege, the joint defense or common interest privilege, the attorney work product doctrine or any other privilege or protection, such production is not intended to be, and shall not operate as, a waiver of any applicable privilege with respect to that information and/or document, or any other information and/or document. Laguna Candles reserves the right to demand that Flame & Wax, Inc.'s return any inadvertently produced information and/or documents and copies thereof. Insofar as the production of any information by Laguna Candles in response to these Requests may be deemed to be a waiver of any privilege or right, such waiver shall be deemed to be a limited waiver with respect to that particular information and/or document only.
- 4. Laguna Candles objects to the Requests to the extent that: (i) Opposer seeks documents that are unreasonably cumulative or duplicative; (ii) Opposer seeks documents that are not currently in the possession, custody or control of Laguna Candles; (iii) Opposer seeks documents that may be obtained from other sources that are more convenient, less burdensome or less expensive; (iv) Opposer seeks documents that are neither relevant to the parties' claims or defenses in this action, nor reasonably calculated to lead to the discovery of admissible evidence; and (v) compliance with the Requests would be unduly burdensome, overly expensive, annoying or oppressive.
- 5. Laguna Candles' production of documents and/or information, do not in any way constitute an adoption of Flame & Wax, Inc.'s purported Definitions of words or phrases contained in the Requests. Laguna Candles objects to the Definitions, and to the purported instructions in such Definitions, to the extent they (i) are unclear, ambiguous, overly broad or

unduly burdensome; (ii) are inconsistent with the ordinary and customary meaning of the words or phrases they purport to define; (iii) seek to impose obligations different from, or in excess of, those created by the Federal Rules of Civil Procedure and the Trademark Trial and Appeal Board Rules; (iv) include assertions of purported facts that are inaccurate, or at the very least are disputed by the parties to this action; and/or (v) incorporate other purported defined terms that suffer from such defects. Without limiting the breadth and general application of these objections, Laguna Candles further objects to the Definitions as follows:

- a. Laguna Candles objects to the definitions of "YOU" and "YOUR" in paragraph 5 of the Definitions to the extent they purport to include "any of its employees, agents, persons or entities acting on behalf, or on behalf of any such division or subsidiary, whether individually or collectively and/or all persons or entities acting in concert with it or under its direction and control." on the grounds that: (1) the definition is vague and ambiguous; and (2) the definition is compound, overly broad, unduly burdensome, and beyond the scope of permissible discovery under the Federal Rules of Civil Procedure.
- 6. Laguna Candles' production of any information and/or documents is not a waiver of any of the objections set forth herein, or an admission or acknowledgement that such information and/or documents are relevant to the subject matter of this action. Further, these responses are without prejudice to, and not a waiver of: (a) Laguna Candles' right to contend at trial, or at any other proceeding in this action, that such information and/or documents are inadmissible, irrelevant, immaterial or not a proper basis for discovery; and (b) any objection by Laguna Candles to any future use of such information and/or documents that Flame & Wax, Inc. may attempt to make.
- 7. Laguna Candles' responses herein are based on facts presently known to Laguna Candles, and represent a diligent and good faith effort to comply with the Requests. Laguna Candles' discovery and investigation into the matters specified is continuing. Accordingly, Laguna Candles reserves its right to supplement, alter or change its responses and objections to

the Requests, and to produce additional responsive information and/or documents, if any, that Laguna Candles had in its possession, custody or control at the time the Requests were propounded. Furthermore, Laguna Candles reserves the right at trial, or at any other proceeding in this action, to rely on documents, evidence and other matters in addition to the information and/or documents produced in response to these Requests, whether or not such documents, evidence or other matters are newly discovered, or are now in existence but have not been located despite diligent and good faith efforts.

- 8. Laguna Candles objects to each and every Request to the extent that the Request requires disclosure of information and/or documents which were prepared, generated, or received in anticipation of or after the commencement of this litigation, or are protected from discovery under the attorney-client privilege and/or attorney work product doctrine. Without limitation, Laguna Candles will not produce and/or furnish any information reflecting, in any manner, the mental impressions, conclusions, opinions, legal theories or other work product of his counsel.
- 9. Laguna Candles objects to each and every interrogatory to the extent that it calls for information which is irrelevant to the subject matter involved in the pending action and/or not reasonably calculated to lead to discovery of relevant evidence.
- 10. Laguna Candles, in responding, answering, or objecting to each and every Request, does not concede the relevancy and/or materiality of any of those items. Any response, answer, or objection by Laguna Candles is expressly subject to and does not waive:
- (a) All objections concerning the competency, relevancy, materiality, confidentiality and/or admissibility as evidence for any purpose, of any of the responses given or documents provided, in any subsequent proceeding including the trial of this action or any other action;
- (b) The right to object to any discovery proceeding involving or relating to the subject matter of the requests for admission; and
- (c) The right, at any time, to amend, alter, revise, clarify, delete, withdraw, and/or supplement any of the responses, answers, and/or objections set forth herein.

RESPONSES TO REQUEST FOR PRODUCTION OF DOCUMENTS AND TANGIBLE THINGS

REQUEST FOR PRODUCTION NO. 1

Produce any and all COMMUNICATION between YOU and FLAME & WAX.

RESPONSE TO REQUEST FOR PRODUCTION NO. 1

Laguna Candles incorporates by reference each of its general objections listed above.

Subject to and without waiving such objections Laguna Candles responds as follows: Despite on-going diligent and good faith efforts, Laguna Candles has located no documents or things that evidence the communications between Flame & Wax, Inc. and Laguna Candles at this time.

REQUEST FOR PRODUCTION NO. 2

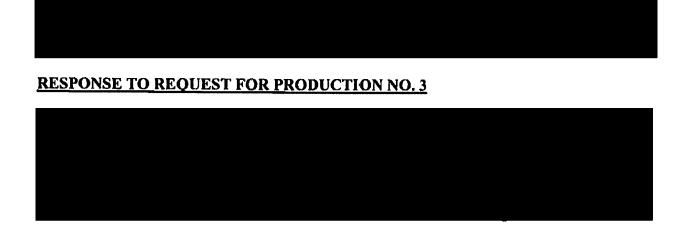
Produce any and all DOCUMENTS which evidence, reference, mention, reflect, record, and/or document any and all COMMUNICATION between You and FLAME & WAX.

RESPONSE TO REQUEST FOR PRODUCTION NO. 2

Laguna Candles incorporates by reference each of its general objections listed above.

Subject to and without waiving such objections Laguna Candles responds as follows: Despite on-going diligent and good faith efforts, Laguna Candles has located no documents or things that evidence the communications between Flame & Wax, Inc. and Laguna Candles at this time.

REQUEST FOR PRODUCTION NO. 3



permit dated docuemtn use of the Laguna Candles mark at least as early as 12/6/2001 (LAGUNA5236).

REQUEST FOR PRODUCTION NO. 4

Produce any and all DOCUMENTS which evidence, reference, mention, reflect, record, and/or document the creation, adoption, and/or selection of YOUR LAGUNA CANDLES trademark.

RESPONSE TO REQUEST FOR PRODUCTION NO. 4

Laguna Candles incorporates by reference each of its general objections listed above. Subject to and without waiving such objections Laguna Candles responds as follows: Laguna Candles produces screenshots from the internet archive the WayBackMachine providing documentation of use of the Laguna Candles mark at least as early as 2001 (LAGUNA5222-5228). Further, Laguna Candles produces Laguna Candles' Sellers permit dated 12/6/2001 (LAGUNA5236).

REQUEST FOR PRODUCTION NO. 5

RESPONSE TO REQUEST FOR PRODUCTION NO. 5

REQUEST FOR PRODUCTION NO. 6

Produce any and all DOCUMENTS which evidence, reference, mention, reflect, record, and/or document the dollar volume of sales in the Unites States of all Goods sold by YOU

bearing YOUR LAGUNA CANDLES trademark from the date of claimed first use until the present.

RESPONSE TO REQUEST FOR PRODUCTION NO. 6

Laguna Candles incorporates by reference each of its general objections listed above. Subject to and without waiving such objections Laguna Candles responds as follows: Despite on-going diligent and good faith efforts, the only documents or things Laguna Candles was able to locate that is relevant to this Request is a few Supplier packing slips (LAGUNA5202), vendor price sheets and invoices (LAGUAN5203, 5204, 5210, 5211).

REQUEST FOR PRODUCTION NO. 7

Produce any and all DOCUMENTS which evidence, reference, mention, reflect, record, and/or document the dollar volume expended by YOU in advertising and promoting YOUR goods bearing YOUR LAGUNA CANDLES trademark in the United States from the date of claimed first use until the present.

RESPONSE TO REQUEST FOR PRODUCTION NO. 7

Laguna Candles incorporates by reference each of its general objections listed above. Subject to and without waiving such objections Laguna Candles responds as follows: Despite on-going diligent and good faith efforts the only documents Laguna Candles was able to locate that relate to the dollar volume of advertising are some examples of advertisements (LAGUNA5240, 5241) and later version of the Laguna Candles website www.lagunacandles.com website as shown by screenshots from the WayBackMachine (LAGUNA5229,5230,5231,5232).

REQUEST FOR PRODUCTION NO. 8

Produce any and all DOCUMENTS which evidence, reference, reflect, record, and/or document the wholesale, retail, and other channels of trade in the United States through which YOUR goods bearing YOUR LAGUNA CANDLES trademark are/were offered, distributed, and or sold from the date of claimed first use until the present.

RESPONSE TO REQUEST FOR PRODUCTION NO. 8

Laguna Candles incorporates by reference each of its general objections listed above. Subject to and without waiving such objections Laguna Candles responds as follows: Despite on-going diligent and good faith efforts the only documents Laguna Candles was able to locate that is relevant to the Request are various screenshot from Laguna Candles Website www.lagunacandles.com obtained from the Internet archive the WayBackMachine (LAGUNA5222-5232).

REQUEST FOR PRODUCTION NO. 9

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RESPONSE TO REQUEST FOR PRODUCTION NO. 9



REQUEST FOR PRODUCTION NO. 10

Produce any and all DOCUMENTS which evidence, reference, mention, reflect, record, and/or document the geographical areas in the United States YOU have sold YOUR goods bearing YOUR LAGUNA CANDLES trademarks from the date of claimed first use until the present.

RESPONSE TO REQUEST FOR PRODUCTION NO. 10

Laguna Candles incorporates by reference each of its general objections listed above.

Subject to and without waiving such objections Laguna Candles responds as follows: Despite on-going diligent and good faith efforts Laguna Candles was unable to locate any documents that

reflect the nationwide scope of Laguna Candles sales except the screenshot showing the Laguna Candles website throughout the years (LAGUNA 5222-5232).

REQUEST FOR PRODUCTION NO. 11

Produce any and all DOCUMENTS which evidence, reference, mention, reflect, record, and/or document the number of units of YOUR goods bearing YOUR LAGUNA CANDLES trademark that have been sold in the UNITED STATES from the date of claimed first use until the present.

RESPONSE TO REQUEST FOR PRODUCTION NO. 11

Laguna Candles incorporates by reference each of its general objections listed above.

Subject to and without waiving such objections Laguna Candles responds as follows: Despite on-going diligent and good faith efforts Laguna Candles was unable to locate any documents that were responsive to this Request.

REQUEST FOR PRODUCTION NO. 12

Produce any and all DOCUMENTS which evidence, reflecting or summarizing YOUR revenues, including without limitation, invoices and purchase orders, generated from the sale of YOUR goods bearing YOUR LAGUNA CANDLES trademark in the United States from the date of claimed first use until the present.

RESPONSE TO REQUEST FOR PRODUCTION NO. 12

Laguna Candles incorporates by reference each of its general objections listed above.

Subject to and without waiving such objections Laguna Candles responds as follows: Despite on-going diligent and good faith efforts Laguna Candles was unable to locate any documents that were responsive to this request.

REQUEST FOR PRODUCTION NO. 13

Produce any and all advertisements and/or promotions utilized by you to promote YOUR goods bearing YOUR LAGUNA CANDLES trademark in the United States from the date of claimed first use until the present.

RESPONSE TO REQUEST FOR PRODUCTION NO. 13

Laguna Candles incorporates by reference each of its general objections listed above. Subject to and without waiving such objections Laguna Candles responds as follows: Despite on-going diligent and good faith efforts Laguna Candles was only able to locate a few documents that were responsive to this Request; a few advertisements (LAGUNA5240-5241) and the screenshots of the website throughout the years (LAGUNA 5222-5232).

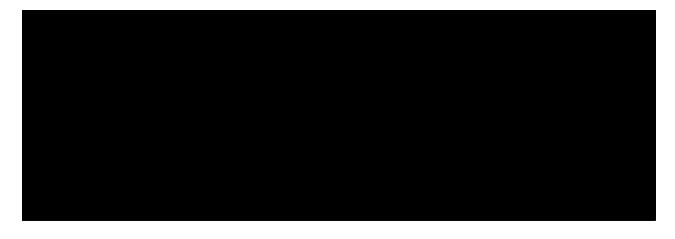
REQUEST FOR PRODUCTION NO. 14

Produce any and all DOCUMENTS which evidence, reference, mention, reflect, record, and/or document advertisements, promotional materials or other DOCUMENTS and material bearing YOUR LAGUNA CANDLES trademark in the United States from the date of the claimed first until the present.

RESPONSE TO REQUEST FOR PRODUCTION NO. 14

Laguna Candles incorporates by reference each of its general objections listed above. Subject to and without waiving such objections Laguna Candles responds as follows: Despite ongoing diligent and good faith efforts Laguna Candles was only able to locate a few documents that were responsive to this Request; a few advertisements (LAGUNA5240-5241) and the screenshots of the website throughout the years (LAGUNA 5222-5232).

REQUEST FOR PRODUCTION NO. 15



RESPONSE TO REQUEST FOR PRODUCTION NO. 15

REQUEST FOR PRODUCTION NO. 16	
RESPONSE TO REQUEST FOR PRODUCTION NO. 16	

REQUEST FOR PRODUCTION NO. 17

Produce any and all DOCUMENTS which evidence, reference, mention, reflect, record, and/or document any market research conducted as it related to your goods bearing YOUR LAGUNA CANDLES trademarks in the United States.

RESPONSE TO REQUEST FOR PRODUCTION NO. 17

Laguna Candles incorporates by reference each of its general objections listed above. Subject to and without waiving such objections Laguna Candles responds as follows: The majority of the disclosures made by Laguna Candles relate to market research (LAGUNA5000-5220).

Produce any and all DOCUMENTS which evidence, reference, mention, reflect, record, and/or document the target class(es) of consumers for YOUR goods bearing YOUR LAGUNA CANDLES trademark.

RESPONSE TO REQUEST FOR PRODUCTION NO. 18

Laguna Candles incorporates by reference each of its general objections listed above.

Subject to and without waiving such objections Laguna Candles responds as follows: Laguna Candles produced screenshots of its website and advertisements to respond to this Request.

(LAGUNA5222-5322 and LAGUNA5240-5241

REQUEST FOR PRODUCTION NO. 19

Produce any and all DOCUMENTS which evidence, reference, mention, reflect, record, and/or document YOUR application for a trademark registration for the mark LAGUNA CANDLES with the United States Patent and Trademark Office.

RESPONSE TO REQUEST FOR PRODUCTION NO. 19

Laguna Candles incorporates by reference each of its general objections listed above. Subject to and without waiving such objections Laguna Candles responds as follows: Laguna Candles produced the United States Patent and Trademark Office records for application serial no.: 85/137/006 (LAGUNA 5237-5239).

REQUEST FOR PRODUCTION NO. 20

Produce any and all DOCUMENTS which evidence, reference, mention, reflect, record, and/or document COMMUNICATIONS between YOU and the United States Patent and Trademark concerning YOUR application for a trademark registration for the mark LAGUNA CANDLES.

RESPONSE TO REQUEST FOR PRODUCTION NO. 20

Laguna Candles incorporates by reference each of its general objections listed above. Subject to and without waiving such objections Laguna Candles responds as follows: Laguna Candles produced the United States Patent and Trademark Office records (LAGUNA 5237-5239).

REQUEST FOR PRODUCTION NO. 21

Produce and all representative copies of all use of YOUR LAGUNA CANDLES trademark on or in connection with YOUR goods including, without limitation, all: advertisements, brochure, bids for contracts, catalogs, labels, packaging, pamphlets, tags, proposals, websites, or any other advertisements or display of YOUR LAGUNA CANDLES trademark.

RESPONSE TO REQUEST FOR PRODUCTION NO. 21

Laguna Candles incorporates by reference each of its general objections listed above. Subject to and without waiving such objections Laguna Candles responds as follows: Despite ongoing diligent and good faith efforts Laguna Candles was only able to locate a few documents that were responsive to this Request, namely advertisements (LAGUNA5240-5241) and the screenshots of the website throughout the years (LAGUNA 5222-5232).

REQUEST FOR PRODUCTION NO. 22

Produce any and all DOCUMENTS which evidence, reference, reflect, record, and/or document all instances of consumer confusion known to YOU as between YOU and YOUR goods bearing the LAGUNA CANDLES trademark on the one hand, and any other PERSON or entity, including Opposer FLAME & WAX, and their goods, on the other,

RESPONSE TO REQUEST FOR PRODUCTION NO. 22

Laguna Candles incorporates by reference each of its general objections listed above.

Subject to and without waiving such objections Laguna Candles responds as follows: Despite ongoing diligent and good faith efforts Laguna Candles was unable to locate any Responsive documents and this at this time.

Produce any and all assignments, consents, contracts, licenses, permissions, securities, transfers of title, or other documents evidencing and/or conveying interest in YOUR LAGUNA CANDLES trademark.

RESPONSE TO REQUEST FOR PRODUCTION NO. 23

Laguna Candles incorporates by reference each of its general objections listed above.

Subject to and without waiving such objections Laguna Candles responds as follows: Laguna

Candles is unable to locate any document or thing that is responsive to this Request.

REQUEST FOR PRODUCTION NO. 24

Produce any and all DOCUMENTS which evidence, reference, mention, reflect, record and/or document YOUR current inventory of YOUR goods bearing YOUR LAGUNA CANDLES trademark.

RESPONSE TO REQUEST FOR PRODUCTION NO. 24

Laguna Candles incorporates by reference each of its general objections listed above.

Subject to and without waiving such objections Laguna Candles responds as follows: Despite ongoing diligent and good faith efforts Laguna Candles was unable to locate andy document or thing that is Responsive at this time.

REQUEST FOR PRODUCTION NO. 25

Produce any and all DOCUMENTS evidence, reference, mention, reflect, record, and/or document YOUR goods currently in development which will bear YOUR LAGUNA CANDLES trademark.

RESPONSE TO REQUEST FOR PRODUCTION NO. 25

Laguna Candles incorporates by reference each of its general objections listed above. Subject to and without waiving such objections Laguna Candles responds as follows: The majority of the disclosures made by Laguna Candles relate to market research which may lead to newly developed goods (LAGUNA5000-5220).

Produce any and all DOCUMENTS which evidence, reference, mention, reflect, record, and/or document any and all COMMUNICATIONS between YOU and third persons with regard to Opposer Flame & Wax, Inc.

RESPONSE TO REQUEST FOR PRODUCTION NO. 26

Laguna Candles incorporates by reference each of its general objections listed above.

Subject to and without waiving such objections Laguna Candles responds as follows: Despite on-going diligent and good faith efforts, no documents or things that evidence communications between Flame & Wax, Inc. and Laguna Candles have been located at this time.

REQUEST FOR PRODUCTION NO. 27

RESPONSE TO REQUEST FOR PRODUCTION NO. 27
REQUEST FOR PRODUCTION NO. 28
RESPONSE TO REQUEST FOR PRODUCTION NO. 28

Produce any and all DOCUMENTS which evidence, reference, mention, reflect, record, and/or document cost incurred by YOU from November 2001 in conjunction with the development of the website under the domain name www.laguancandles.com.

RESPONSE TO REQUEST FOR PRODUCTION NO. 29

Laguna Candles incorporates by reference each of its general objections listed above. Subject to and without waiving such objections Laguna Candles responds as follows: Despite on-going diligent efforts, no documents or things that evidence the communications between Flame & Wax, Inc. and Laguna Candles at this time.

REQUEST FOR PRODUCTION NO. 30

Produce any and all DOCUMENTS which evidence, reference, mention, reflect, record, and/or document YOUR use of the domain name www.laguancandles.com.

RESPONSE TO REQUEST FOR PRODUCTION NO. 30

Laguna Candles incorporates by reference each of its general objections listed above.

Subject to and without waiving such objections Laguna Candles responds as follows: Laguna

Candles produced screenshots of the website www.lagunacandles.com as it appeared as
recovered by the Internet archive the WayBackMachine and the WHOIS current data of the same
website. (LAGUNA5222-5232 and LAGUNA5242-5243).

REQUEST FOR PRODUCTION NO. 31

Produce any and all DOCUMENTS which evidence, reference, mention, reflect, record, and/or document costs incurred by YOU in conjunction with your maintenance of the domain name www.lagunacandles.com and corresponding website.

RESPONSE TO REQUEST FOR PRODUCTION NO. 31

Laguna Candles incorporates by reference each of its general objections listed above.

Subject to and without waiving such objections Laguna Candles responds as follows: Despite

on-going diligent and good faith efforts, no documents or things that evidence domain name maintenance cost have been located at this time.

REQUEST FOR PRODUCTION NO. 32

RESPONSE TO REQUEST FOR PRODUCTION NO. 32

REQUEST FOR PRODUCTION NO. 33

Produce any and all DOCUMENTS which evidence, reference, mention, reflect, record, and/or document YOUR efforts to sell YOUR goods bearing YOUR LAGUNA CANDLES trademark online from the date of claimed first use until the present.

RESPONSE TO REQUEST FOR PRODUCTION NO. 33

Laguna Candles incorporates by reference each of its general objections listed above.

Subject to and without waiving such objections Laguna Candles responds as follows: : Laguna Candles produced screenshots of the website www.lagunacandles.com as it appeared as recovered by the Internet archive the WayBackMachine (LAGUNA5222-5232).

REQUEST FOR PRODUCTION NO. 34

Produce any and all DOCUMENTS which evidence, reference, mention, reflect, record, and/or document YOUR efforts to sell YOUR goods bearing YOUR LAGUNA CANDLES trademark in retail until outlets from the date of claimed first use until the present.

RESPONSE TO REQUEST FOR PRODUCTION NO. 34

Laguna Candles incorporates by reference each of its general objections listed above.

Subject to and without waiving such objections Laguna Candles responds as follows: Despite

on-going diligent and good faith efforts, no documents or things that evidence efforts to sell goods have been located.

REQUEST FOR PRODUCTION NO. 35

Produce any and all DOCUMENTS which IDENTIFY retail locations that have offered for sale and/or sold YOUR goods bearing YOUR LAGUNA CANDLES trademark for the date of claimed first use until present.

RESPONSE TO REQUEST FOR PRODUCTION NO. 35

Laguna Candles incorporates by reference each of its general objections listed above.

Subject to and without waiving such objections Laguna Candles responds as follows: Despite on-going diligent and goof faith efforts, no documents or things that evidence retail locations at this time.

REQUEST FOR PRODUCTION NO. 36

Produce any and all DOCUMENTS which evidence, reference, mention, reflect, record, and/or document any business plans as they refer to or relate to use of YOUR LAGUNA CANDLES products in the next five years.

RESPONSE TO REQUEST FOR PRODUCTION NO. 36

Laguna Candles incorporates by reference each of its general objections listed above.

Subject to and without waiving such objections Laguna Candles responds as follows: Despite on-going diligent and good faith efforts, no documents or things that evidence any business plan has been located at this time.

REQUEST FOR PRODUCTION NO. 37

Produce any and all DOCUMENTS which evidence, reference, mention, reflect, record, and/or document surveys conducted by or on behalf of YOU pertaining to or relating to YOUR LAGUNA CANDLES

RESPONSE TO REQUEST FOR PRODUCTION NO. 37

Laguna Candles incorporates by reference each of its general objections listed above.

Subject to and without waiving such objections Laguna Candles responds as follows: Despite

on-going diligent and good faith efforts, no documents or things that evidence any relevant survey has been located at this time.

REQUEST FOR PRODUCTION NO. 38

Produce any and all DOCUMENTS and COMMUNICATIONS relating to this lawsuit between YOU and all third parties.

RESPONSE TO REQUEST FOR PRODUCTION NO. 38

Laguna Candles incorporates by reference each of its general objections listed above.

Subject to and without waiving such objections Laguna Candles responds as follows: Despite on-going diligent and good faith efforts, no documents or things that evidence communication with third parties has been located at this time.

REQUEST FOR PRODUCTION NO. 39

Produce those DOCUMENTS identified in YOUR initial Disclosures dated October 7, 2011 as "Documents relating to the nature and manner of the use of Laguna Candles' (sic) intellectual property."

RESPONSE TO REQUEST FOR PRODUCTION NO. 39

Laguna Candles incorporates by reference each of its general objections listed above.

Subject to and without waiving such objections Laguna Candles responds as follows: Laguna

Candles produced screenshots of the website www.lagunacandles.com as it appeared as
recovered by the Internet archive the WayBackMachine and the WHOIS current data of the same
website. (LAGUNA5222-5232 and LAGUNA5242-5243).

REQUEST FOR PRODUCTION NO. 40

Produce those DOCUMENTS identified in your initial disclosures dated October 7, 2011 as "Documents relating to the trade channels and classes of consumers for products and services offered in connection with Laguna Candles intellectual property."

RESPONSE TO REQUEST FOR PRODUCTION NO. 40

Laguna Candles incorporates by reference each of its general objections listed above.

Subject to and without waiving such objections Laguna Candles responds as follows: Laguna

Candles produced screenshots of the website www.lagunacandles.com as it appeared as recovered by the Internet archive the WayBackMachine (LAGUNA5222-5232).

REQUEST FOR PRODUCTION NO. 41

Produce those DOCUMENTS identified in YOUR Initial Disclosures dated October 7, 2011 as "Documents relating to the advertising and marketing of products and services offered in connection with Laguna Candles' (sic) intellectual property including sales and marketing expenditures."

RESPONSE TO REQUEST FOR PRODUCTION NO. 41

Laguna Candles incorporates by reference each of its general objections listed above. Subject to and without waiving such objections Laguna Candles responds as follows: Laguna Candles produced screenshots of its website and as well a copy of a few advertisements to respond to this request. (LAGUNA5222-5322 and LAGUNA5240-5241

REQUEST FOR PRODUCTION NO. 42

Produce those DOCUMENTS identified in YOUR Initial Disclosures dated October 7, 2011 as "Documents related to unsolicited media attention and brand recognition for Laguna Candles' (sic) intellectual property."

RESPONSE TO REQUEST FOR PRODUCTION NO. 42

Laguna Candles incorporates by reference each of its general objections listed above.

Subject to and without waiving such objections Laguna Candles responds as follows: Despite on-going diligent and good faith efforts, no documents related to unsolicited media attention and brand recognition for Laguna Candles' (sic) intellectual property at this time.

REQUEST FOR PRODUCTION NO. 43

Produce those DOCUMENTS identified in YOUR Initial Disclosures dated October 7, 2011 as "Documents relating to Laguna Candles website and Laguna Candles intellectual property."

RESPONSE TO REQUEST FOR PRODUCTION NO. 43

Laguna Candles incorporates by reference each of its general objections listed above.

Subject to and without waiving such objections Laguna Candles responds as follows: Laguna

Candles produced screenshots of the website www.lagunacandles.com as it appeared as
recovered by the Internet archive the WayBackMachine and the WHOIS current data of the same
website. (LAGUNA5222-5232 and LAGUNA5242-5243).

REQUEST FOR PRODUCTION NO. 44

Produce those DOCUMENTS identified in YOUR Initial Disclosures dated October 7, 2011 as "United States Patent and Trademark Office records for Laguna Candles' (sic)

Trademark Application Serial No.: 85/137,006."

RESPONSE TO REQUEST FOR PRODUCTION NO. 44

Laguna Candles incorporates by reference each of its general objections listed above. Subject to and without waiving such objections Laguna Candles responds as follows: Laguna Candles produced the United States Patent and Trademark Office records for application serial no.: 85/137/006 (LAGUNA 5237-5239).

REQUEST FOR PRODUCTION NO. 45

Produce any and all DOCUMENTS that support, confirm, weigh, against, disconfirm, evidence, refer to, relate to, or concern the matter, issues, facts, opinions, events, or things that are the basis for any part of the admission, denials, defenses, or assertions in YOUR Answer in this Opposition proceeding.

RESPONSE TO REQUEST FOR PRODUCTION NO. 45

Laguna Candles incorporates by reference each of its general objections listed above. Subject to and without waiving such objections Laguna Candles responds as follows: Despite on-going diligent and good faith efforts, no Responsive documents were located at this time.

REQUEST FOR PRODUCTION NO. 46

Produce any and all DOCUMENTS that support, confirm, weigh against, or disconfirm YOUR contention, opinion, or belief that registration of YOUR LAGUNA CANDLES

trademark by the United States Patent and Trademark Office would not damage Opposer Flame & Wax.

RESPONSE TO REQUEST FOR PRODUCTION NO. 46

Laguna Candles incorporates by reference each of its general objections listed above.

Subject to and without waiving such objections Laguna Candles responds as follows: Despite on-going diligent and good faith efforts, no Responsive documents were located at this time.

REQUEST FOR PRODUCTION NO. 47

Produce and all DOCUMENTS that support, confirm weigh against or disconfirm YOUR contention, opinion, or belief that YOU are entitled to the exclusive use of the terms "Laguna Candles" in International Class 04 for "candles and fragrant Candles."

RESPONSE TO REQUEST FOR PRODUCTION NO. 47

Laguna Candles incorporates by reference each of its general objections listed above. Subject to and without waiving such objections Laguna Candles responds as follows: Laguna Candles produced screenshots of the website www.lagunacandles.com as it appeared as recovered by the Internet archive the WayBackMachine (LAGUNA5222-5232).

REQUEST FOR PRODUCTION NO. 48

Produce and all DOCUMENTS that support, confirm, weigh against, or disconfirm YOUR contention, opinion, or belief that YOUR LAGUNA CANDLES trademark consists of matter which, when applied to YOUR goods, is <u>not</u> merely descriptive, primarily geographically descriptive, or generic in violation of 15 U.S.C. §1052(e).

RESPONSE TO REQUEST FOR PRODUCTION NO. 48

Laguna Candles incorporates by reference each of its general objections listed above. Subject to and without waiving such objections Laguna Candles responds as follows: Despite on-going diligent and good faith efforts, no Responsive documents were located at this time.

Produce and all DOCUMENTS that support, confirm, weigh against, or disconfirm YOUR contention, opinion, or belief that the term "Laguna," is not a generic term commonly used to refer to the generally known geographic location, Laguna Beach, California.

RESPONSE TO REQUEST FOR PRODUCTION NO. 49

Laguna Candles incorporates by reference each of its general objections listed above.

Subject to and without waiving such objections Laguna Candles responds as follows: Despite on-going diligent and good faith efforts, no Responsive documents were located at this time.

REQUEST FOR PRODUCTION NO. 50

Produce and all DOCUMENTS that support, confirm, weigh against, or disconfirm YOUR contention, opinion, or belief that the term "Candle" is <u>not</u> a generic term used to identify the goods sold by you.

RESPONSE TO REQUEST FOR PRODUCTION NO. 50

Laguna Candles incorporates by reference each of its general objections listed above.

Subject to and without waiving such objections Laguna Candles responds as follows: Despite on-going diligent efforts, no Responsive documents were located at this time.

REQUEST FOR PRODUCTION NO. 51

Produce and all DOCUMENTS that support, confirm, weigh against, or disconfirm YOUR contention, opinion, or belief that FLAME & WAX'S us eof the term "Laguna" in connection with its manufacturing distribution, marketing, offering for sale, and sale of candles had damaged YOU.

RESPONSE TO REQUEST FOR PRODUCTION NO. 51

Laguna Candles incorporates by reference each of its general objections listed above.

Subject to and without waiving such objections Laguna Candles responds as follows: Despite on-going diligent and good faith efforts, no Responsive documents were located at this time.

Produce any and all DOCUMENTS that concern, evidence, reference, mention, reflect, record, and/or documents all fictitious business name filings by you or on YOUR behalf.

RESPONSE TO REQUEST FOR PRODUCTION NO. 52

Laguna Candles incorporates by reference each of its general objections listed above.

Subject to and without waiving such objections Laguna Candles responds as follows: Laguna

Candles produced its business license and sellers permit from 2001 (LAGUNA5235-5236).

REQUEST FOR PRODUCTION NO. 53

Produce any and all DOCUMENTS that concern, evidence, reference, mention, reflect, record, and/or document licenses obtained by YOU from any public entity.

RESPONSE TO REQUEST FOR PRODUCTION NO. 53

Laguna Candles incorporates by reference each of its general objections listed above. Subject to and without waiving such objections Laguna Candles responds as follows: Laguna Candles produced its business license and sellers permit from 2001 (LAGUNA5235-5236).

REQUEST FOR PRODUCTION NO. 54

Produce any and all DOCUMENTS YOU intend to offer as evidence in this matter.

RESPONSE TO REQUEST FOR PRODUCTION NO. 54

Laguna Candles incorporates by reference each of its general objections listed above.

Subject to and without waiving such objections Laguna Candles responds as follows: Laguna

Candles produces documents LAGUNA5000-LAGUNA4243. Laguna Candles reserve the right to offer additional document into evidence as well as supplement its answers to this Request for Productions

Dated: November 21, 2011

Respectfully submitted

Kevin M. Welch

THE LAW OFFICE OF KEVIN M. WELCH P.O. Box 494, Hermosa Beach, CA 90254 Tel.: (310) 929-0553, Fax (310) 698-1626 Attorney for Applicant

Attorney for Applicant LAGUNA CANDLES

CERTIFICATE OF SERVICE

I hereby certify that a true and complete copy of the forgoing APPLICANT LAGUNA CANDLES' RESPONSE TO OPPOSER FLAME & WAX, INC.'S FIRST REQUEST FOR PRODUCTION OF DOCUMENTS have been served upon Opposer FLAME & WAX, INC., U.S. First Class Mail, postage prepaid, on November 21, 2011 at the following address:

Dated: November 21, 2011

By: _____

THE LAW OFFCIE OF KEVIN M. W ELCH

P.O. Box 494,

Hermosa Beach, CA 90254

Tel.: (310) 929-0553

Fax (310) 698-1626

Attorney for Applicant LAGUNA CANDLES



Mike Austin **УР Воаго Development** Lynn Gregory Secretary Kristin Winter JAUNSBAJJ Tony Shutts 1" Vice President Samantha Washer President Marcus Skenderian

EXECUTIVE COMMITTEE

November 18, 2011

Laguna Beach, CA 92651 3038 Mountain View Drive raguna Candles Sharie Henricks

Dear Sharie Henricks,

of SchoolPower and education in Laguna Beach. businesses like Laguna Candles, we were able to raise nearly \$9,000 in support Candles for the silent auction. Due to the generosity of community minded Pamela London-Franck - Welcome Group Firebrand Media's "Laguna Style" and for your donation of Eco-Friendly On behalf of SchoolPower, we graciously thank you for participating in

range from teacher grants, the arts, foreign language, athletics, and technology. generous community to reach its goals. Programs supported by SchoolPower SchoolPower depends on a multitude of volunteers, part-time staff, and a four Laguna Beach public schools. Governed by a board of parent trustees, SchoolPower is a nonprofit organization committed to raising money for all

auction. March 3, 2012 and will provide another opportunity for participating in a silent events. Our Dinner Dance, hosted at The Montage in Laguna Beach, will be held events we would be happy to meet or send you information on our upcoming If you have any questions or would like to participate in other SchoolPower

Thank you for contributing and helping Laguna Beach enrich the education of

every child in the district.

With gratitude,

VP Business Alliance Mike Austin

ЗСНООГ ВОРКО ГІРЗОИ ATTY & MIKE YOOF! Peggy & Josh Wolff Kristin & Ratph Winter Samantha & Greg Washer Tammy & Marcus Skendenan Patience & Tony Shutts qqid2 evsQ & slegnA Linda & Meschi Schmidt Frana & Mike Sadler Stephanie & Arash Rounaghi Robin & Ali Rounaghi Carrie & Michael Reynolds Kim & Barron Ressler

> Jill & Taylor Pillsbury Mike Nozzarella

Wendy & Paul Meyer Beth & Doug McCombs .

Laura & Charles Keller

Cindy & Jeff Jacobs Gail & Steve Haglund

Lynn & Scot Gregory

Hilary & Mike Gilles

Erin & Lee Decker Silvia & John Colladay

Osmo-1 rufot & sainsO

Melissa & Jeff Cavanaugh

Elizabeth & John Carpino Kristi & Nick Cancellieri

Kristin & Andy Bunn

Kelly & Willis Boyd III Marri Derby & John Barton Jennifer & Steve Baker Diana Kersten & Mike Austin

Georgia Andersen

EVENT CHAIRS

INSOLVED PROSECUL Robin Rounaghi

Метрег at Large

2No Public Relations NASTI CANCEILLER

VP Community Campaign

Mike Yoder

Carol Normandin **97 Business Alliance**

BOARD OF TRUSTEES

Gail Hagtund - Lumberyard

Frans & Mike Sadler ~ Dodgeball II

Melissa Cavanaugh ~ Diractory - Dinner Dance 2012 Kim Ressler & Patience Shutts

Endowment President

Chris Loldoll Nina & Kirk Langton

Carol Mormandin & Ken Parker

Wendy Wicholson Martini & Brent Martini

Pamela London-Franck & Kevin Franck

Christine & Eelco Mermeger

Theresa O'Hare

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Packing Slip

Southern California Candle Company, Inc.

Los Angeles, CA 90065 Tel: 323-441-0104 Fax:323-441-0263

2021 N. San Fernando Rd.

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IF ITEMS ARE ACCEPTED THERE WILL BE A 15% RESTOCKING FEE.

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TYNGNY BEYCH CY' 3098 3038 MONALYIN AIEM DK TYGNNY CYNDLES

NEW PRODUCTS

2021 N. San Fernando Rd. Tel: 323-441-0104 Fax:323-441-0263

Southern California Candle Company, Inc.

Date Invoice#

2213

11/18/2011

Packing Slip

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Sharie Hendricks

"Laguna Beach Chamber of Commerce" < laguna.beach.chamber@gmail.com> From:

<customerservice@lagunacandles.com>; <sales@lagunacandles.com> :oT

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lbcced@lagunabeachchamber.org>

Monday, September 07, 2009 12:10 PM :Juas

Taste of Laguna & Community EXPO jpg JPG; Taste of Laguna & EXPO 2009 Exhibitor Affach:

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2npject: TAĞTE OF LAGUNA & COMMUNITY EXPO - REGISTER TODAY!

Hi Sharie!

Congratulations on the great write up in the Coastline Pildt!

allowed....great opportunity to kick off holiday shopping! opportunity for you to introduce your product to the community. And yes, selling is includes a trade show, safety expo, green fest concert. This would be a great Community EXPO which takes place atop the Glenneyre parking structure and I wanted to forward you information on our upcoming "Taste of Laguna" and

is limited. I have attached information on the event. Please get your reservation in as space

I look forward to meeting you!

music, entertainment -- great night in town! September will feature something Thursday of the month, we close the 200 block of Forest Ave for dining, dancing, I will also forward infomation about the Forest Avenue Promenade -- each Third

special from Hurley!

Rose Kindest Regards,

Laguna Beach Chamber of Commerce Join us on Thursday, October 8, from 5-9 p.m. for the

Taste of Laguna" & Community Expo

Community Expo is a sensible and affordable option for small business community in which we live and work. In today's economy, the exposure, while giving businesses an opportunity to support the "The Taste of Laguna & Community Expo offers participants targeted

*

01530580

www.rootcandles.com (330) 725-5624 Fax (330) 725-6677 Medina OH 44258-0706 P.O. Box 706



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SEVENtwentyfour Inc.

3090 Kingston Road, Suite 203, Scarborough, Ontario M1M 1P2

908 Nisgara Falls Boulevard, PMB 835 North Tonswands, New York 14120-2060

el: (416) 269 7744 Sales: (888) 724 4724

Fax: (416) 269 9768

E-mail: info@SEVENtwentyfour.com

Search Engine Readiness Analysis for: www.lagunacandles.com
This document is the first step in fine-tuning your Web site. Here we will present our analysis of the nature of your site, our analysis of the most common searches people make to try to find sites like yours, and our recommendations to maximize your site traffic. The most popular search engines each look at different site features when searching and indexing the Web, and our recommendations take this into account: they're designed to improve your site's our recommendations take this into account: they're designed to improve your site's accessibility and ranking for as many search engines as possible. We'll also steet you clear (if necessary) of any problems or mistakes on your site that could lead to it being downgraded or rejected by the search engines.

Sob of been I ob tadW

- 1. Read this analysis and let us know if we've misunderstood your site.
- D. Implement the recommendations as you see fit. While we've attempted to preserve the integrity of your message and marketing presentation, our recommendations are targeted on making your site more accessible by search engines. If you feel some of our recommendations aren't right for your site you can, of course, contact us to re-evaluate your site based on your feedback. If you've ordered our submission services, we can also go ahead and submit your site as-is if you'd prefer.
- 3. Read the terms and conditions, sign the information form on page 3 of this report and fax it back to us at +1 416 269 9768 with any comments or corrections noted.
- 4. Once we've settled on the final meta tags, contact us and we'll email you the himl code to insert into the <head> section at the top of the page on your site.

And then?

Once we have your feedback and the necessary administrative information, we'll go ahead with the actual submission to the search engines. Submission to the search engines will not take place until we have your express permission to go ahead.

Please be aware that after we submit your URL to the search engines, they may take a while to get around to indexing the pages. Some engines and directories take up to eight weeks or even longer to visit your page and add it to their index.

£wentyfour. SEVEN ▼

Some notes on search engine No-No's:

Search engines will retaliate against sites that misrepresent themselves to gain a higher ranking or engage in practices designed to manipulate the search results. We'll look out for these on the URL we're submitting. You should avoid these pitfalls on other pages of your site and in future edits you make to the site.

The practices include (but aren't limited to) the following:

- Invisible text: Text on the page that is invisible to browsers but can be picked up by search
 engines (white text on a white background, for example). The idea here is to increase the
 number of keyword hits in the hope of getting a higher ranking.
- Selective redirection: A page that immediately redirects to another or serves a different page if the visiting program is a search robot rather than a browser, effectively falsifying or distorting the search results. If you must redirect a page, stick to server side redirects instead of using page based redirects like the Meta refresh tag.
- Spanning or Stuffing Keywords: Repeating keywords many times to try to trick the engine into giving a higher ranking in either the keyword tag or the page text itself.
- Spamglish: Computer-generated text that is supposed to be taken by the search engine as English but is actually just a random jumble of keyword phrases masquerading as body text on the page.
- Irrelevant Content: Using keywords that match common searches but have nothing to do

 with the actual content of the site.
- Links for the Sake of Having Lots of Links: Attempts to fool search engines that rank sites
 on the basis of how many links there are to them from the rest of the Web, by setting up
 pages elsewhere which are nothing but lists of links coming back to the site.

While these strategies may have worked to some extent in the past, the search engine companies are wise to them now, and if they detect any of them they will downgrade your ranking and may ban your site altogether. Good Internet citizenship is essential if you want your site to succeed.

A Few Words About Macromedia Flash and Java Scripts:

Some popular Web site features aren't very "search engine friendly." These features won't get your site banned, but they may make it difficult for search engine robots to traverse the site and read your page content.

- Like image files, Macromedia Flash movies may hide page content. Search engines are not currently indexing Flash, and can't read the information contained within Flash movies. If you are going to use Flash, make certain that you do not use it for the navigational structure of your site and that all of your important information is not contained within the movie.
- Search engines tend to give more relevance to information closer to the top of a page's source code. Using lava Scripts and Cascading Style Sheets at the top of your code can therefore impact the relevancy of the text on your page. If you use either lava Scripts or Cascading Style Sheets on your site, make use of .js or .css files whenever possible.

A TAMINISTEATIVE INFORMATION

East this completed form both to (11) ATA OAO OPAR

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yyour RankChecking search phrase to the key search phrase listed in its will allow you to track the results of your site's optimization.	
our RankChecking service?	Have you subscribed to
wait for me to contact you before submitting.	Please
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	Сотрапу:
Title:	Лате:
Date:	Signed:
ion of the Services by SEVENtwentyfour Inc. the undersigned hereby confirms e URL specified, an employee of the legal owner of the URL, or has obtained the om the legal owner of the URL to permit the performance of the Services by e URL. The undersigned hereby expressly indemnifies and holds SEVENtwentyfour	that it is the legal owner of the expression fr
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Page 3 of 3

Our Recommendations

URL:

This is the URL that we'll submit to the search engines. Most of the search engines "spider" your site by following the links from the submitted page. It's generally best to submit the root page of your site, since you want to make sure they index this page, and the rest of the site will usually be accessible from there.

For your site, we recommend:

Key Search Phrase:

http://www.lagunacandles.com/index.html

The key to maximizing traffic to your site is identifying the search phrase people most commonly use to try to find sites offering products or services like yours. Once the phrase is selected, the site is fine-tuned to attempt to ensure that it will be ranked in the top 20 for that search phrase.

To help you choose the right phrase, we first examine your site thoroughly in order to understand your business. Then we check the usage statistics for the major search engines to find the most popular phrase that fits your site. This isn't always as straightforward as you might think! For example, if your site lists jobs you might search for "job opportunity," three times as likely to try people are twice as likely to search for "job opportunity," three times as likely to try "job listing," and eighteen times as likely to try expertise we bring to your analysis.

For your site, we recommend using the phrase:

Scented Soy Candles

:9ljiT

The title of your page is given the greatest weight by most of the search engines, so one of the best ways to get a top ranking is to have the key phrase in your title. You might be tempted to try including many phrases in your title, but actually that strategy doesn't work. Search engines will only index a pre-determined amount of characters in this tag & will generally display even less.

For your site, we recommend: You Can Copy and Paste to replace the old TITLE TAG:

YOUR OLD TITLE: <title>Laguna Candles</title>

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people actually use to search, and to incorporate these same phrases into the page text of millions of hits. It's far better to define a small number of keyword phrases that single words, because most people know that single word searches typically yield tens

match either search and wouldn't involve any repetition. would recommend the keyword phrase "designer fashion supplies," because this would people will search for your site with "designer fashion" or "fashion supplies," we recommend three-word phrases that may look a little strange. For example, if we think times, your ranking may be reduced for every occurrence. For this reason, we often the page and may ban it from future searches. Even if the word appears only a few highly. Now, however, if an engine spots too many repeated keywords it will not index job, job, job, job" would be rated an excellent match for a search for "job" and ranked search engines simply counted them, so a site with the defined keywords "job, job, job, Keywords should be repeated as little as possible within the keyword tag. Originally,

You can copy and paste this KEYWORDS LIST to replace the old Keyword list into your document: For your site, we recommend:

PASTE IN BETWEEN <HEAD> and </HEAD>

sun protection, uv protection, blemishes, acne, whiteheads, weight loss supplement, wrinkles, rejuvenated skin, smooth skin, vitamins, herbal supplement, agaricus, immune, immune system, dry, seasonal, weathered skin, nutritionals, nutritional supplements, herbal tea, normal to very dry, dandruff, dandruff control, harsh, cleanse, hydrate, lift, fragrance, shampoo, conditioner, hair tonic, finishing powder, lip gloss, concealer, creams, lotions, deep gel, wax, fire, light, collenettes, jars, foundation, cheek colors, supplements, herbal blend tea, body care, hair care, spa, shower scents, mood, romantic, ambiance, skincare products, nutritional candle, beauty, health, warm, glow, candlelight, soap, beeswax, scented candle, handmade candle, votive candle, wedding candle, candles, soy scented candles, candles, aromatherapy candles, <meta name="keywords" content="scented soy candles, unscented</pre>

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*** タコウムは! コタスロエ ヘエ タウムエ エル パパム ***

crc-'logo gold.gif alt="Scented Soy Candles and Beauty Products from Laguna Candles"

src='myaccount.gif' alt="Log into your account to purchase Scented Soy Candles and Beauty Products"

src='help2.gif' alt="Customer Service to help you purchase Scented Soy Candles and Beauty Products"

src='phonenumber.gif' alt="Phone number for Laguna Candles - Home of the best scented soy candles"

serc='home727-2.gif' alt="Home page of Laguna Candles – Scented

src='candles727.gif' alt="View all of our scented soy candles and other candles"

src='beauty727.gif' alt="View our beauty and health products from Laguna Candles - Home of the best scented soy candles"

src='sbag727.gif' alt="View your shopping cart"

src=' search726.gif alt="Search for items including scented soy candles"

src='go726.gif' alt="Search for items including scented soy candles"

src='dept.gif' alt="Departments of Laguna Candles"

src='scanldes.gif' alt="View all our scented soy candles and other candle products"

src='beautyh.gif' alt="View all our beauty and health products at Laguna Candles - Home of the best scented soy candles"

src='value727.gif' alt="Look at our special value deals on products such as scented soy candles"

src='gcerti727.gif' alt="Use gift certificates on all our products including scented soy candles"

src='mail727.gif' alt="Become a member and receive more information on all scented soy candles and other products"

src='noevir3.gif' alt="Noevir - Where beauty is science"

src='page4.jpg' alt="Some of our products including scented soy

2. Search engines give much weight to the content of a strong title text. The closer to the top of the <BODY> Tag on the page the more important Search engines consider this text.

You can copy and paste the <H1> statement under the <Body> tag of your document.

PASTE BELOW SENTENCE UNDERNEATH THE <80DY> TAG:

Products from Laguna Candles – Highly Scented Candles and Beauty

LAGUNAZORIA

Beauty Products from Laguna Candles - Highly Scented Candles and

improve search engine ranking. We recommend the following: Tweaking the body text to incorporate key search phrases will

, decorative candles, and accessories are our main specialty of

candles. We carry a large selection of Scented Soy Candles from Laguna Candles.

for candles as well as Natural Personal Care Products.

against a forgotten candle. Our pillar candles are developed with a special safety feature that self extinguishes to safeguard for dinner, travel tins, specialty and wedding candles to satisfy the most discriminating tastes. candles, pillar candles, soy candles, vorives, tea light candles, candle melts, romantic candles You will find a wide selection of , candle sticks, taper candles, collenette

and unscented, beeswax and soy candles. Our are quite possibly the best We take great pride in providing our customers with a large assortment of decorative, scented We are a family owned and operated business located in beautiful Laguna Beach, California.

on the market and our scents feature the very essence of quality, purity and simplicity only

found in our natural product.

candlelight. Fit for every occasion of your life, are a wonderful way to beautiful products to enhance your home and ensconce your rooms in the warm glow of and other candles represents the very essence of naturally pure and Our

relax and rejuvenate yourself.

Description:

Please don't forget, visit our Beauty & Health section and explore our fine line of all-

and cosmetics. nutritional supplements, herbal blend tea, body care, hair care, soaps and gifts sets, sun defense natural personal care items from Japan. Featuring our collection of Noevir skincare products,

The search engines don't use your defined description to index or rank your page, but

You can copy and paste the new description into the head of your document:

concise summary of your site and what you have to offer. some will display it when a search returns a hit to your page, so it needs to give a clear,

For your site we recommend:

PASTE NEW DESCRIPTION:

<"eldelieve light with Scented Soy Candles. Beauty Products are also candles, and accessories for candles. Enjoy the glow of the candles Laguna Candles. Large selection of scented soy candles, decorative <meta name="description" content="Scented Soy Candles from</p>

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oftp://dir.yahoo.com/Business_and_Economy/Shopping_and_Serviss/Home_and_Garden/Housewares/Candles/
WE THINK YOU SHOULD SUBMIT UNDER THE CATEGORY:
or your site, we recommend:
consideration of commercial sites into their directory, we do not include submission heir directory in our Search Engine Submission service. Should you choose to submo Yahoo! on your own, the category listed below includes sites similar to yours.
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osie si noiste or promotional language, so a second, edited-down version is also
Directories like Yahoo! and The Open Directory Project require a short description

T.P

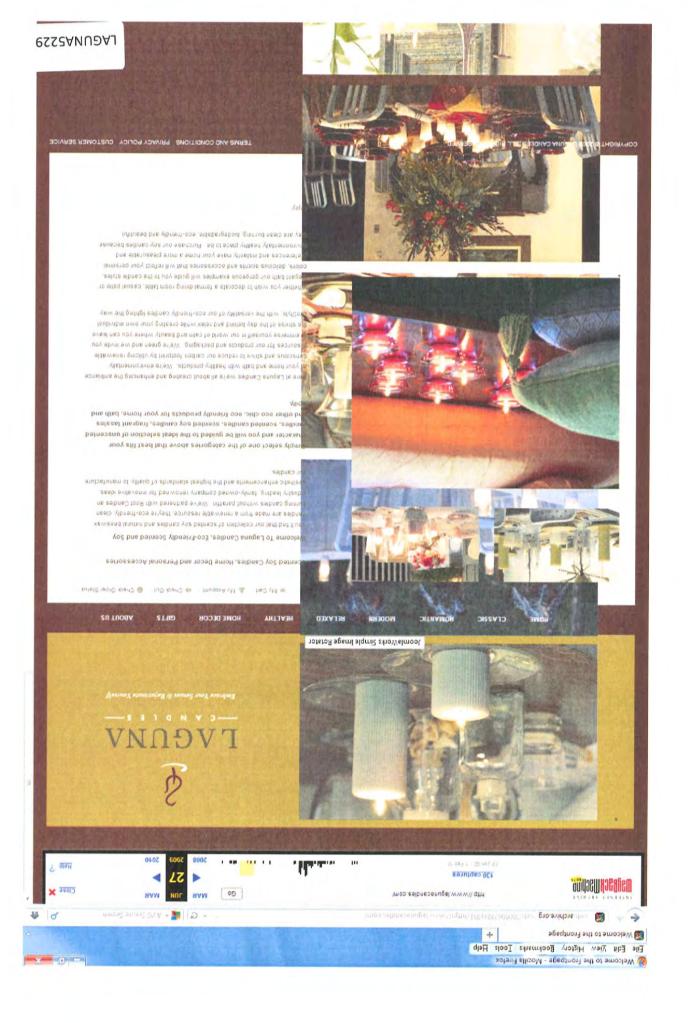
is listed in the directories of any of the partner sites. If your site is accepted, it can take anywhere from 2 weeks to several months before it by human editors. We'll submit your site to the following category in their directory. Netscape Search. Like Yahoo!, submissions to the Open Directory Project are overseen Search Engines, including AOL Search, AltaVista, HotBot, Google, Lycos and The Open Directory Project (www.dmoz.org) has partnerships with several major

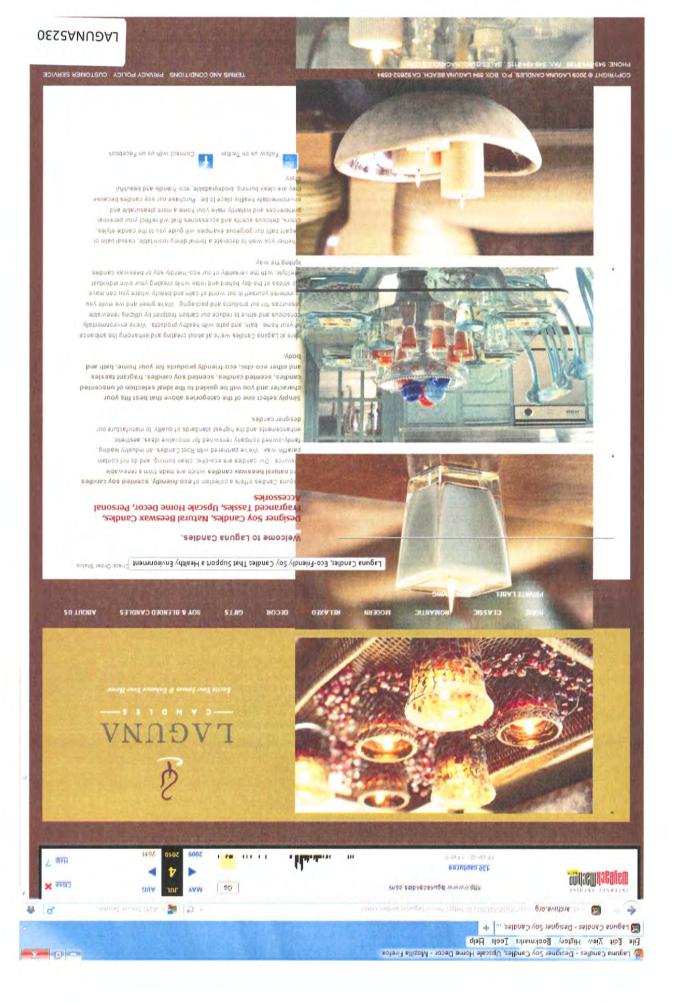
For your site, we recommend:

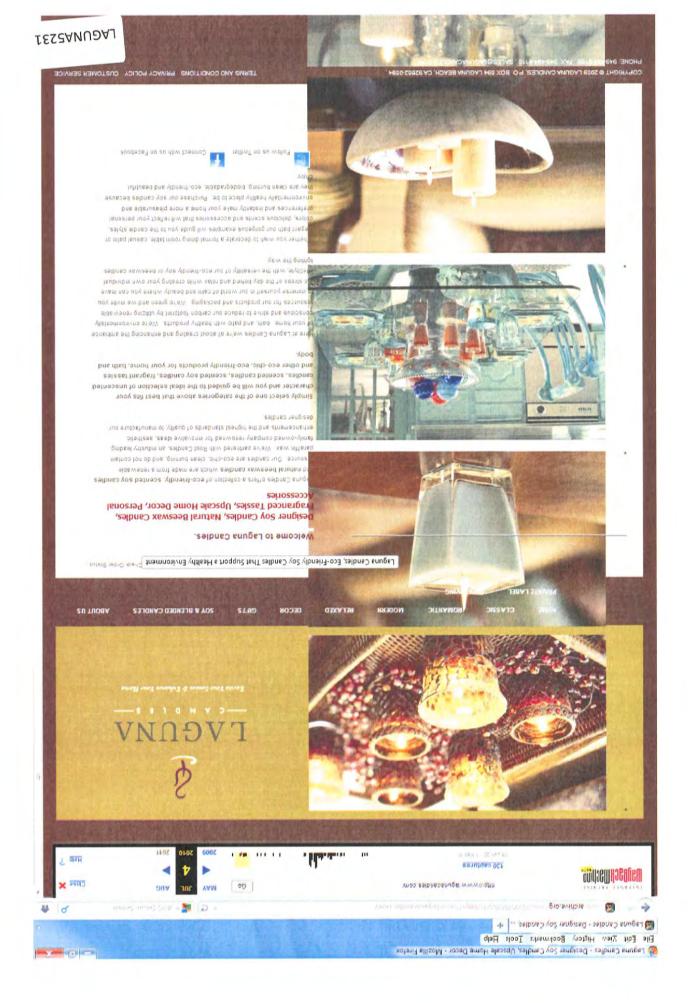
WE THINK YOU SHOULD SUBMIT UNDER THE CATEGORY:

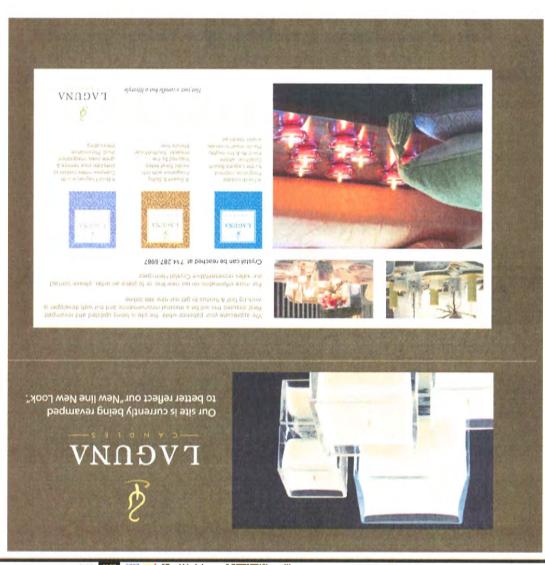
Makin

g/Candles/











ACCOUNT NUMBER NOT TRANSFERABLE

141419

CITY OF LAGUNA BEACH BUSINESS LICENSE CERTIFICATE

POST IN CONSPICTIOUS PLACE

AT BUSINESS LOCATION

The person, firm or corporates named above is bereby granted lisente to empise in, early on or conduct, in the CHTY OF LAGIUMA REACH, CALIFORNIA, the bardease, realing, profession, califithism or exceptation described above, for the period indicated. This themse is permission only, not an endorsonism of themse. This filestor in the subsection of a contraction of the period in the city, the masted in the manufacturing place or an attribute expansed business begins to the city.

09/09/2008 DATE PAID: RATE CODE:

OWNER FIRM OR CURPORATION:

LAGUNA CANDLES

3038 MOUNTAIN VIEW DRIVE. LAGUNA CANDLES

LAGUNA BEACH, CA 92651 MAILING ADDRESS:

CITY AND STATE:

BUSINESS NAME:

NON-RELIGIO DE LA COMPANIO DEL COMPANIO DE LA COMPANIO DEL COMPANIO DE LA COMPANIO DEL COMPANIO DE LA COMPANIO DE LA COMPANIO DE LA COMPANIO DEL COMPANIO DE LA COMPANIO DEL COMPANIO DEL COMPANIO DE LA COMPANIO DEL COMPANIO DE LA COMPANIO DEL COMPANIO DEL COMPANIO DEL COMPANIO DELIGIO DELIGIO DEL COMPANIO DELIGIO DELIGIO

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KEEP FOR YOUR RECORD **BUSINESS TAX RECEIIT**

ACCT, NO. 141419

DATE PAID: 09/09/2008 PAYMENT: \$60.00

BUSINESS TAX RATE CODE: 1 0038829

BUSINESS LOCATION IN LAGUNA BEACH 3038 MOUNTAIN VIEW DRIVE

BALANCE

EXPIRATION DATE

005/00/500

TAXES PAID IN ACCORDANCE WITH THE CITY BUSINESS TAX ORDINANCY

CITY OF LAGUNA BEACH



Not valid at any other address

LAWS REGULATING THAT
BUSINESS OR OPERATE
ANY ILLEGAL DEVICE.

TO E N G A GE IN ANY BUSINESS CONTRARY TO

THIS PERMIT DOES NOT

CALIFORNIA STATE BOARD OF EQUALIZATION

SELLER'S PERMIT

ACCOUNT NUMBER

12/6/2001 SR EAA 97-954889

LAGUNA CANDLES 3038 MOUNTAIN VIEW DR LAGUNA BEACH, CA 92651-2055

IS HEREBY AUTHORIZED PURSUANT TO SALES AND USE TAX LAW TO ENGAGE IN THE -- LOCITOCAL ASSET TO STATE ASSET OF LOCATION. --

HIS BERMULIS ANT ID TRAUT BEACKED OB CONCETED BILL IS NOT TRAVISHERABLE. IF YO

OWED BY THE NEW OPERATOR OF THE BUSINESS.

OR DROP OUT OF A PARTNERSHIP, NOTIFY US OR YOU COULD BE RESPONSIBLE FOR SALES AND USE TAXES

OR DROP OUT OF A PARTNERSHIP, NOTIFY US OR YOU COULD BE RESPONSIBLE FOR SALES AND USE TAXES

OWED BY THE NEW OPERATOR OF THE BUSINESS.

For information on your rights, contact the Taxpayers' Rights Advocate office at 888-324-2798 or 916-324-2798.

80E-442-P FEV. 14 (10-04)

A MESSAGE TO OUR NEW PERMIT HOLDER

As a seller, you have rights and responsibilities under the Sales and Use Tax Law. In order to assist you in your endeavor and to better understand the law, we offer the following sources of help:

- Visiting our website at www.boe.ca.gov
- Visiting a district office
- Attending a Basic Sales and Use Tax Law class offered at one of our district offices
- Sending your questions in writing to any one of our offices
- Calling our toll-free Information Center at 800-400-7115

As a seller, you have the right to issue resale certificates for merchandise that you intend to resell. Conversely, you have the responsibility of not misusing resale certificates. While the sales tax is imposed upon the retailer;

- You have the right to seek reimbursement of the tax from your customer.
- You are responsible for filing and paying your sales and use tax returns timely
- You have the right to be treated in a fair and equitable manner by the employees of the Board
- You are responsible for following the regulations set forth by the Board

As a seller, you are expected to maintain the normal books and records of a prudent businessperson. You are required to maintain these books and records for no less than four years, and make them available for inspection by a Board representative when requested. You are also expected to notify us if you are buying, selling, adding a location, or discontinuing your business, adding or dropping a partner, of member, or when you are moving any or all of your business locations. If it becomes adding or dropping a partner, or member, or when you are moving any or all of your business locations. If it becomes necessary to surrender this permit, you should only do so by mailing it to a Board office, or giving it to a Board representative.

If you would like to know more about your rights as a taxpayer, or if you are unable to resolve an issue with the Board, please contact the Taxpayers' Rights Advocate office for help by calling toll-free, 888-324-2798 or 916-324-2798. Their fax number is 916-323-3319.

Please post this permit at the address for which it was issued and at a location visible to your customers.

THE STATE BOARD OF EQUALIZATION
Sales and Use Tax Department

Latest Status Info

Thank you for your request. Here are the latest results from the TARR web server.

This page was generated by the TARR system on 2011-11-22 19:14:16 ET

Serial Number: 85137006 Assignment Information Trademark Document Retrieval

Registration Number: (NOT AVAILABLE)

Mark

LAGUNA CANDLES

(Mords only): LAGUNA CANDLES

Standard Character claim: Yes

Current Status: An opposition after publication is pending at the Trademark Trial and Appeal Board. For further information, see TTABVUE on the Trademark Trial and Appeal Board web page.

Date of Status: 2011-06-13

Filing Date: 2010-09-23

Transformed into a National Application: No

Registration Date: (DATE NOT AVAILABLE)

Register: Principal

Law Office Assigned: LAW OFFICE 115

Attorney Assigned:

FRENCH CURTIS W

Current Location: 650 -Publication And Issue Section

Date In Location: 2011-04-08

LAST APPLICANT(S)/OWNER(S) OF RECORD

1. Laguna Candles

LAGUNAS237

Latest Status Info

Composed Of:

Candice Hendricks, a United States Citizen

Address:

Laguna Candles 3038 Mountain View Drive

Laguna Beach, CA 92651 United States

Legal Entity Type: Sole Proprietorship State or Country Where Organized: California

COODS VAD/OR SERVICES

International Class: 004 Class Status: Active

Candles and fragrant candles

Basis: 1(a)

First Use Date: 2003-10-17

First Use in Commerce Date: 2003-10-17

ADDITIONAL INFORMATION

Disclaimer: "CANDLES"

MADRID PROTOCOL INFORMATION

(NOT AVAILABLE)

PROSECUTION HISTORY

NOTE: To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.

2011-06-13 - Opposition instituted for Proceeding

2011-06-13 - Opposition papers filed

2011-05-17 - Notice Of Actual Publication E-Mailed

2011-05-17 - Published for opposition

2011-04-08 - Law Office Publication Review Completed

2011-04-07 - Approved for Pub - Principal Register (Initial exam)

2011-03-25 - Examiner's Amendment Entered

SESSANUDAL

Eatest Status Info

2011-03-25 - Notification Of Examiners Amendment E-Mailed

2011-03-25 - EXAMINERS AMENDMENT E-MAILED

2011-03-25 - Examiners Amendment - Written

2011-03-11 - Previous Allowance Count Withdrawn

2011-02-28 - Withdrawn From Pub - Og Review Query

2011-02-11 - Law Office Publication Review Completed

2011-02-11- Assigned To LIE

2011-01-18 - Approved for Pub - Principal Register (Initial exam)

2011-01-05 - Examiner's Amendment Entered

2011-01-05 - Notification Of Examiners Amendment E-Mailed

2011-01-05 - Examiners amendment e-mailed

2011-01-05 - Examiners Amendment - Written

2010-12-30 - Assigned To Examiner

2010-09-29 - TEAS Amendment Entered Before Attorney Assigned

2010-09-29 - TEAS Voluntary Amendment Received

2010-09-28 - New Application Office Supplied Data Entered In Tram

2010-09-27 - New Application Entered In Tram

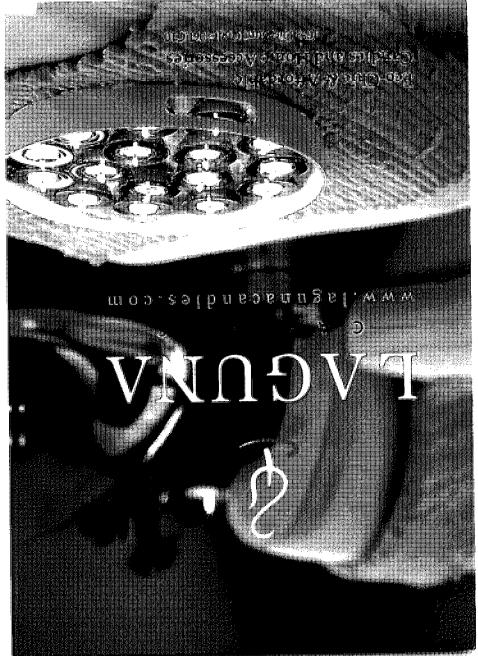
ATTORNEY/CORRESPONDENT INFORMATION

Attorney of Record
Kevin Matthew Welch

THE LAW OFFICE OF KEVIN M WELCH KEVIN MATTHEW WELCH

EESZANUDAJ

Eax Number: (310) 698-1626 Phone Number: (310) 929-0553 HERMOSA BEACH, CA 90254-0494 PO BOX 494







BILL

Quality Drug Corporation PO Box 4407

Laguna Beach, CA 92652

Attn: Josh Melli

SHIP TO

Quality Drug Corporation PO Box 4407

Laguna Beach, CA 92652

Attn: Josh Melli

Invoice # 06-1012

Invoice Date 6/10/11

L3674 P.O. No.

DATE	YOUR ORDER #	OUR ORDER #	SALES REP.	F.O.B.	SHIP VIA	TERMS	TAX ID
	None Given	1102	Crystal			Payable	

QTY	ITEM	UNITS	DESCRIPTION	TOTAL	UNIT PRICE	TOTAL
10ea.	2.5	10	Coastal, Laguna Paradise, Tide Pool, Sage Lavender, Egyptian Musk, Laguna Valley, Ettolle, White Amaryllis, Datura Blossom, Ginger	70	5.25	\$367.50
4ea.	3x3	10	Coastal, Laguna Paradise, Tide Pool, Sage Lavender, Egyptian Musk, Laguna Valley, Ettolle, White Amaryllis, Datura Blossom, Ginger	40	10.50	\$420.00
1	2.5	3	Coastal, Laguna Paradise, Tide Pool,	3	5.25	\$15.75
					Subtotal	\$803.25
					Tax	N/A
					Total	\$803.25

Please return the portion below with your payment.

Paid BALANCE DUE \$803.25

Invoice #			
Customer ID			
Date			
Amount Enclosed	3038 Mountain View	PHONE	(949) 494-8186
	Laguna Beach, CA 92651	FAX E-MAIL WEB SITE	(949) 494-8110 info@lagunacandles



BILL Marriot Laguna
TO 25135 Park Lantern
Dana Point, CA 92629

Attn: Jane Lohmann

SHIP TO

Marriot Laguna 25135 Park Lantern Dana Point, CA 92629

Attn: Jane Lohmann

Invoice # 05-1312

Invoice Date 5/20/11

P.O. No. 012411- Reorder

DATE	YOUR ORDER #	OUR ORDER #	SALES REP.	F.O.B.	SHIP VIA	TERMS	TAX ID
	None Given	1102	Crystal			Net Thirty	

QTY	ITEM	UNITS	DESCRIPTION	TOTAL	UNIT PRICE	TOTAL
3ea.	2.5	10	Coastal, Laguna Paradise, Tide Pool, Sage Lavender, Egyptian Musk, Laguna Valley, Ettolle, White Amaryllis, Datura Blossom, Ginger	30	5.25	\$157.50
2ea.	3x3	10	Coastal, Laguna Paradise, Tide Pool, Sage Lavender, Egyptian Musk, Laguna Valley, Ettolle, White Amaryllis, Datura Blossom, Ginger	20	10.50	\$210.00
1	2.5	5	Coastal, Laguna Paradise, Tide Pool, Sage Lavender, Egyptian Musk,	5	5.25	\$26.25
3	2.5	3	Coastal	No	Credit	N/C
2	3x3	2	Laguna Valley	No	Credit	N/C
					Subtotal	\$393.75
						- 1

Tax N/A

Total \$393.75

Paid

BALANCE DUE \$393.75

Please return the portion below with your payment.

Invoice #				
Customer ID				
Date				
Amount Enclosed	3038 Mountain View Laguna Beach, CA	PHONE (949) 494-8186 FAX (949) 494-8110		
	92651	E-MAIL info@lagunacand		



BILL

Montage Resort & Spa 30801 South Coast Highway Laguna Beach, CA 92651 SHIP TO

Montage Resort & Spa 30801 South Coast Highway Laguna Beach, CA 92651

Invoice No. 08-01911MTG

8/19/11

Vendor No. LGUN036

Date

DATE	YOUR PO #	OUR ORDER #	SALES REP.	F.O.B.	SHIP VIA	TERMS	TAX ID
8/8191 1	PO045381	None Given	Sharie		Truck	Net Thirty	

QTY	ITEM	UNITS	DESCRIPTION	TOTAL	UNIT PRICE	TOTAL
35	3"	unit	Timber white pillar candle	35	1.75	\$61.25
25	3"	Unit	Timber brown pillar candle	25	1.75	\$43.75
35	6"	Unit	Timber white pillar candle	35	4.00	\$140.00
12	6"	Unit	Timber brown pillar candle	12	4.00	\$48.00
20	9"	Unit	Timber white pillar candle	20	6.00	\$120.00
25	9"	Unit	Timber brown pillar candle	25	6.00	\$150.00
					Subtotal	\$562.00
					Tax	\$43.63
					Shipping	\$80.00
					Total	\$686.63
					BALANCE DUE	\$686.63

Invoice #	08-01911MTG
Customer ID	
Date	
Amount Enclosed	

3038 Mountain View Laguna Beach, CA 92651

(949) 494-8186 PHONE FAX (949) 494-8110

E-MAIL info@lagunacandles.com WEB SITE www.lagunacandles.com

Kevin Welch

From: sharie@lagunacandles.com Sunday, May 20, 2012 8:47 PM Sent:

Kevin Welch To:

Subject: [FWD: Laguna Candles in Coast Magazine]

Sharie Hendricks, Founder Laguna Candles

sharie@lagunacandles.com Office: 949-494-9049 Cell: 949-510-2943

www.lagunacandles.com

"Not Just Any Candle, A Laguna Candle"



----- Original Message ------

Subject: Laguna Candles in Coast Magazine

From: Clarence Hendricks <clarencehend@gmail.com>

Date: Thu, December 01, 2011 10:48 am To: Robyn Turner <robynmelissa@gmail.com>

Cc: sharie@lagunacandles.com

Hi Robyn.

Hope all is well and you survived the viscous winds last night! Sharie asked me to forward you the links to our feature in Coast Magazine which came out yesterday.

http://www.virtualonlineeditions.com/publication/?i=90407&p=85

http://www.virtualonlineeditions.com/publication/?i=90407&p=86

Regards,

Clarence Hendricks Hendricks Creative Phone: 949-494-9049

Cell: 949-680-8444

www.hendrickscreative.com





The right scent can enhance a room, evoke happy feelings and help put people in a jolly mood, especially during the holiday season. For a scent to grace your home or give as gifts, go local with our definitive list of OC-based aromatic candles, ranging from the luxurious to the affordable LISALIDDANE

SCENTS & SENSIBILITY



1 LAGUNA CANDLES EGYPTIAN MUSK ARTISAN CANDLE :: from Laguna Beach, a blend of Bohemian musk, white musk, ylang ylang, rose, amber, Egyptian patchouli and sandalwood, \$15-\$120 :: lagunacandles.com

2 DAYNA DECKER HOLIDAY
FERRAGAMO FIG CANDLE :: from
Fountain Valley, a blend of ferragamo
fig. galbanum, lilac, petit-grain, fig leaf,
hyacinth, cedar, amber and lemon-on-tree
woods, about \$79 :: daynadecker.com

3 VOLUSPA COEUR DE CASSIS
CANDLE :: from Lake Forest, a blend of
berry cassis, fresh leaves, vintage plum and
twigs, about \$16 :: voluspa.com

4 MAKANA CANDLES CRANBERRY CLOVE CANDLE :: from Laguna Beach, a blend of cranberries, orange peel and clove, \$9-\$25 :: makanacandlestudios.com

5 88 ORANGE SCENT BLOSSOM SOY CANDLE :: from Costa Mesa, a blend of citronella, tangerine, organic orange blossoms, water lily, neroli and lilac, \$35 :: 88orange.com

AT HOME



DECEMBER 2011 : COAST

Kevin Welch

From: sharie@lagunacandles.com
Sent: Sunday, May 20, 2012 8:48 PM

To: Kevin Welch

Subject: [FWD: Re: Following up]

Sharie Hendricks, Founder Laguna Candles sharie@lagunacandles.com

Office: 949-494-9049 Cell: 949-510-2943 www.lagunacandles.com

"Not Just Any Candle, A Laguna Candle"



----- Original Message -----

Subject: Re: Following up

From: Golie Alemi <golie@baskmagazine.com>

Date: Fri, October 21, 2011 6:02 pm

To: "sharie@lagunacandles.com" <sharie@lagunacandles.com>

Hi Sharie!

Thanks for sending the info. I'm very excited and happy to hear that you will be extending this special offer to bask readers. We will definitely include this opportunity in our gift guide.

The winter issue of bask is due to be released early December, I'm sure you'll have access to copies at the Surterre office but I'll also send you the pdf as well.

I would love one of your candles! I'll be in the Newport Surterre/bask office on Tuesday, thanks!

Hope you have a great weekend!

Golie

Sent from my Verizon Wireless BlackBerry

From: <sharie@lagunacandles.com>
Date: Fri, 21 Oct 2011 13:57:17 -0700

To: <qolie@baskmagazine.com>

Subject: Following up

Hello Golie,

Thank you so much, I am so excited and really appreciate it. The prices are on our Laguna Candles site, but they are as follows, the 2by2 square is \$15.00 it is 4 oz and burn time is 20 hrs. 4by4 square is \$45.00 it is 18oz, and the burn time is 120hrs, the 4by4 round, is \$45.00 it is 18 oz burn time is 120 hrs.

I also wanted to mention that if it is ok with you we would like to offer your readers a 10% discount for all who go to the site and enter promo code "laguna Candles" . Please let me know if that is OK. I would also love to drop you off a candle as well, just let me know when and where.

Thanks again,

Sharie

Sharie Hendricks, Founder Laguna Candles sharie@lagunacandles.com

Office: 949-494-9049 Cell: 949-510-2943 www.lagunacandles.com

"Not Just Any Candle, A Laguna Candle"



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Kevin Welch

From: sharie@lagunacandles.com
Sent: Sunday, May 20, 2012 9:00 PM

To: Kevin Welch

Subject: logo



Sharie Hendricks, Founder Laguna Candles

sharie@lagunacandles.com Office: 949-494-9049

Cell: 949-510-2943 www.lagunacandles.com

"Not Just Any Candle, A Laguna Candle"



ZIMAX, Inc. PO BOX 2218

Huntington Park, CA 90255-1518

Date	Invoice #				
3/7/2011	11-15291				

Invoice

Phone #	Fax#					*		3/7/	2011	11-152	-
(323) 581-8300	(323) 581-4300		ا هد		1						
Bill To			Ship To								
aguna Candles harie Hendricks 038 Mountain View aguna Beach, CA 92							indles ndricks ntain View ach, CA 92				
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Item Code		Description					Quantity	Case	Price .	Amo	unt

E-mail	Web Site				
sales@zimaxinc.com	www.zimaxinc.com				

Total \$336.00