

ESTTA Tracking number: **ESTTA702157**

Filing date: **10/14/2015**

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

Notice of Opposition

Notice is hereby given that the following party opposes registration of the indicated application.

Opposer Information

| | |
|---------------------------------------|---|
| Name | R. Stone Co., LLC |
| Granted to Date of previous extension | 10/14/2015 |
| Address | 28 Hill Street Bridgeport, CT 06606 UNITED STATES |

| | |
|----------------------|---|
| Attorney information | ADAM S. MOCCIOLO PULLMAN & COMLEY, LLC 850 MAIN STREET P.O. BOX 7006 BRIDGEPORT, CT 06601 UNITED STATES AMOCCIOLO@PULLCOM.COM, JTSHEARIN@PULLCOM.COM, SFREILICH@PULLCOM.COM Phone:203-330-2000 |
|----------------------|---|

Applicant Information

| | | | |
|------------------------|--|------------------------|------------|
| Application No | 86491650 | Publication date | 06/16/2015 |
| Opposition Filing Date | 10/14/2015 | Opposition Period Ends | 10/14/2015 |
| Applicant | La Pietra Thinstone Veneer of Monroe, Inc. 600 Main Street Monroe, CT 06468 UNITED STATES | | |

Goods/Services Affected by Opposition

| |
|--|
| Class 019. First Use: 2011/01/01 First Use In Commerce: 2011/01/01 All goods and services in the class are opposed, namely: Thin stone and veneer made from natural-stone for use with fireplaces and interior/exterior walls |
|--|

Grounds for Opposition

| | |
|---|---|
| Priority and likelihood of confusion | Trademark Act section 2(d) |
| <i>Torres v. Cantine Torresella S.r.l.Fraud</i> | 808 F.2d 46, 1 USPQ2d 1483 (Fed. Cir. 1986) |
| Other | The opposer, not the applicant, is the owner of the mark. |

Mark Cited by Opposer as Basis for Opposition

| | | | |
|------------------------------------|------|------------------|------|
| U.S. Application/ Registration No. | NONE | Application Date | NONE |
| Registration Date | NONE | | |

| | |
|----------------|--|
| Word Mark | CARMEL HILL |
| Goods/Services | Natural stone, paving stone, stone tile, building stone, stone for building and construction, stone slates, wall stone, fireplace mantel stone; shaped and cut natural stone, including but not limited to full-bed stone, dimensional stone, veneers, and thin stone; stone used in building applications including but not limited to interior and exterior walls and wall finishes or façades, chimneys, flagging, benches, and outdoor kitchens. |

| | |
|---------------------|--|
| Related Proceedings | 86491635 86491650 86491661 86492124 86492135 86492141 86492146 86492160 86492166 86537233 |
|---------------------|--|

| | |
|-------------|--|
| Attachments | Notice of Opp - Carmel Hill.pdf(598394 bytes) Ex A.pdf(311435 bytes) Ex B.pdf(548237 bytes) Ex C.pdf(511654 bytes) Ex D.pdf(1182772 bytes) Ex E.pdf(206810 bytes) Ex F.pdf(447180 bytes) Ex G.pdf(377222 bytes) Ex H.pdf(1139826 bytes) |
|-------------|--|

Certificate of Service

The undersigned hereby certifies that a copy of this paper has been served upon all parties, at their address record by First Class Mail on this date.

| | |
|-----------|---------------------|
| Signature | /Adam S. Mocchiolo/ |
| Name | ADAM S. MOCCIOLO |
| Date | 10/14/2015 |

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

**In the matter of trademark application serial no. 86491650
For the mark CARMEL HILL
Published in the Official Gazette on June 16, 2015**

| | | |
|---|---|-----------------------------|
| R. Stone Co., LLC |) | |
| |) | |
| Opposer |) | |
| |) | |
| v. |) | Opposition No. _____ |
| |) | |
| La Pietra Thinstone Veneer of Monroe, Inc. |) | |
| |) | |
| Applicant |) | |
| |) | |

NOTICE OF OPPOSITION

Opposer: **R. STONE CO., LLC** (a Connecticut limited liability company)
164 Park Lane
Trumbull, CT 06611

The above-identified opposer believes that it will be damaged by registration of the mark shown in the above-identified application, and hereby opposes the same.¹ The grounds of opposition are as follows.

The Parties

1. Opposer R. Stone Co., LLC (“R. Stone” or “Opposer”) is a limited liability company organized under the laws of the State of Connecticut, with business addresses at 164 Park Lane, Trumbull, Connecticut, 06611, and 28 Hill Street, Bridgeport, Connecticut, 06606.

¹ The applicant La Pietra Thin Stone Veneers of Monroe, Inc. has also applied, wrongfully, to register a number of the other marks that R. Stone developed contemporaneously with the mark at issue here. R. Stone is in the process of filing notices of opposition to those registrations in other proceedings before the TTAB, on grounds similar to those stated in this notice, and intends to move to consolidate the various opposition proceedings, including 86491635 (“AUTUMN RIDGE”); 86491650 (“CARMEL HILL”); 86491661 (“CHATHAM BLEND”); 86492124 (“GLEN COVE”); 86492135 (“NORTH SHORE”); 86492141 (“OLD NEW ENGLAND”); 86492146 (“WESTCHESTER TAN”); and 86492160 (“NANTUCKET BLUE”), as well as possibly consolidating two currently unpublished application, 86492166 (“DUTCH BLEND”); and 86537233 (“COUNTRY FIELD STONE”).

At all times relevant hereto, it has been in the business of, among other things, cutting and shaping raw granite into finished forms for use in construction, and supplying the finished stone to retailers and end-users.

2. Applicant La Pietra Thinstone Veneer of Monroe, Inc. (“La Pietra” or “Applicant”) is a corporation organized under the laws of the State of Connecticut, with a place of business at 1106 Federal Road, Brookfield, Connecticut, 06804, and/or 600 Main Street, Monroe, Connecticut, 06468. For most of the time at issue in this proceeding, it was in the business of buying finished stone products from cutters and shapers such as R. Stone, and further cutting the stone into different finished forms known as “thin stone” or “thin-stone veneer.” More recently, La Pietra has also gone into the business of selling finished thin-stone veneer to retailers and end-users.

The Application Proceeding

3. On or about December 29, 2014, Applicant La Pietra filed an application in the United States Patent and Trademark Office to register “CARMEL HILL” as a mark for “thin stone and veneer made from natural stone for use with fireplaces and interior/exterior walls” The application was assigned serial number 86491650 (the “Application”). The USPTO examiner approved the Application for publication on the principal register, and the Application was published for opposition on or about June 16, 2015. Opposer timely sought and was granted two extensions of time to oppose the registration, and the Application is currently open for opposition.

The Production and Use of Thin Stone Veneer

4. “Thin stone veneer” or “thin stone” of the sort referred to by the mark at issue in this opposition proceeding is a form of cut and shaped granite used in the construction and

appointment of buildings. It can be used, for example, as an exterior façade of a house, or to finish a specific element such as a chimney.

5. Thin stone is one of a variety of similar finished cuts of stone referred to in the industry as “veneers.” Thin stone has been in use in construction for approximately the last twenty years, and has become particularly popular in the last decade. As the name suggests, thin stone differs from more traditional veneer cuts in that it is thinner than they are. Thin stone is typically 1.5 inches thick, while older veneer cuts can be as much as 4 to 6 inches thick. This greater thinness makes thin stone lighter than traditional veneer cuts, and therefore particularly suitable in applications calling for lighter building materials.
6. Finished granite used in building, including thin stone and other veneer cuts, is created by drawing raw stone from a quarry and then cutting and finishing the stone with machines.
7. Creating thin stone from raw granite requires at least two processing steps after quarrying. The first step – which is common to all finished varieties of granite for building – is to cut and shape the raw, as-quarried slabs of stone with a device known as a “guillotine.” Guillotining produces finished granite in a variety of shapes, including a traditional, 4- to 6-inch thick veneer cut known as “full-bed stone” or “dimensional stone.” This full-bed or dimensional stone is itself a finished building material sold to builders and end-users in that form.
8. Finished full-bed or dimensional stone may also be put through a second step, however, to create thin stone. This second step consists of cutting the stone with a separate piece of equipment – known as a “thin-stone saw” – that can cut granite more thinly than a guillotine can.

9. Full-bed stone, thin stone, and many other finished cuts are often sold to retailers, builders, and other end-users under trademarks that, in addition to designating the producer, refer to specific colors and textures of available stone. Typically, these names are consistent across multiple cuts or shapes of finished stone produced by the same supplier. As relevant here, for example, R. Stone uses the mark CARMEL HILL to refer to both full-bed stone and thin stone that it produces with a distinctive color and texture common to both.

**The Establishment of the Opposer R. Stone,
Its Creation of the Mark, and the Development
of Its Business Relationship with Applicant La Pietra**

10. The members of R. Stone are Rudolph Mobilio and Douglas Woudenberg. Mr. Mobilio and Mr. Woudenberg are experienced stone buyers and cutters who had previously worked together for many years in a similar business operated in Fairfield, Connecticut by nonparty Fairfield Stone & Landscape Supply, LLC (“Fairfield Stone”).
11. For much of the time that Mr. Mobilio and Mr. Woudenberg were employed at Fairfield Stone, La Pietra served as a vendor or subcontractor to Fairfield Stone. During its engagement as a vendor or subcontractor to Fairfield Stone, La Pietra owned a thin-stone saw, while Fairfield Stone did not. Fairfield Stone engaged La Pietra to cut Fairfield Stone’s full-bed stone into thin stone for further resale, providing La Pietra with space at Fairfield Stone’s facility to do so. La Pietra did not buy the raw stone for cutting nor did it perform the guillotining, both of which were done by Fairfield Stone.
12. In or about the winter of 2010-11, Fairfield Stone acquired a thin-stone saw of its own, began to cut thin stone itself, and ceased its relationship with La Pietra.

13. In or about January, 2011, Fairfield Stone also terminated Mr. Mobilio's employment. As a result, he and Mr. Woudenberg decided to go into the business of cutting and supplying stone together. On February 4, 2011, they formed R. Stone, which acquired a guillotine and began to negotiate for the purchase of raw granite from quarries with which Mr. Mobilio had contacts through his past work in the stone industry.
14. Because R. Stone wished to sell thin stone, among other finished stone products, but did not own a thin-stone saw, Mr. Mobilio approached La Pietra's principals Marcio and Fabio Figueiredo, with whom he was acquainted from his time at Fairfield Stone, about an arrangement in which La Pietra would locate its thin-stone saw on site already identified by R. Stone in Oxford, Connecticut, and cut thin stone there.
15. At this time, R. Stone created product names for the different colors and textures of finished stone that it intended to sell. These product names were fanciful and largely drew upon personal experiences of Mr. Mobilio's and Mr. Woudenberg's unknown to La Pietra or its principals, including things such as their nicknames, or connections they felt to places in coastal New York or Massachusetts. The mark at issue in this proceeding, for example, CARMEL HILL, was developed to reflect what R. Stone's principals believed to be the aesthetically pleasing "carmel" color of the stone.
16. In or about February, 2011, R. Stone and La Pietra entered into an oral agreement (the "Agreement") whereby R. Stone would locate its thin-stone saw on the site R. Stone had previously secured in Oxford, with La Pietra occupying the interior of a building on the site and R. Stone occupying the yard. R. Stone would sell guillotined and shaped stone, typically in full-bed form, to La Pietra, at pre-agreed prices, and under the product names R. Stone had previously developed, including the mark at issue here, CARMEL HILL.

La Pietra would further process the stone into finished thin-stone veneer products, in specifications and quantities needed to fulfill orders for R. Stone's customers, and then sell the finished products back to R. Stone at pre-agreed prices.

17. The parties further agreed that R. Stone would supply additional stone to La Pietra and temporarily license La Pietra to sell thin-stone veneers to others under R. Stone's marks, including the mark at issue here, CARMEL HILL, within an agreed-upon territory. More specifically, the parties agreed that R. Stone would give La Pietra a temporary, exclusive license to sell thin-stone veneers in New England under R. Stone's CARMEL HILL mark and other R. Stone marks, apart from previously established customers of R. Stone in the State of Connecticut, while R. Stone would retain for itself exclusively the right to sell under the marks in other locations.

18. The parties further agreed to jointly create a website (hosted at www.netsveneers.com) and a Facebook account under the trade name NorthEast Thin Stone Veneers to help promote the products, and that R. Stone would permit the CARMEL HILL mark and R. Stone's other marks temporarily to be used on that website and Facebook page and in certain printed marketing material to promote sales of the products, with R. Stone and La Pietra each being identified as distributors of the products in their respective territories.

The Opposer R. Stone's Unambiguous and Unchallenged First Use of the Mark in Commerce, Including in Routine Sales to the Applicant La Pietra Itself

19. At the inception of its business in early 2011, R. Stone created display racks for the thin stone veneer products it intended to sell. A photograph of such a rack is attached hereto as Exhibit A. The racks contained specimens of the various products in R. Stone's portfolio, labeled with the marks R. Stone had created, including the CARMEL HILL

mark at issue in this proceeding. R. Stone brought the display racks to supply yards and other retailers so that builders and potential end-users or consumers could see the stone, and become familiar with the products and the marks, before ordering.

20. Furthermore, from the inception of the business in February 2011, R. Stone promoted products under its CARMEL HILL mark and its other marks in printed marketing materials, initially including a flyer using trade name NorthEast Thin Stone Veneers in the spring of 2011, an example of which is attached hereto as Exhibit B, and thereafter principally in brochures using the name R. Stone, examples of which are attached hereto as Exhibits C and D.
21. R. Stone made its first sales of stone under the CARMEL HILL mark at least as early as March, 2011. It cut and shaped stone for CARMEL HILL products on its guillotine, and sold 24 tons of CARMEL HILL to La Pietra on or about March 9, 2011. Attached hereto as Exhibit E is an invoice from R. Stone to L Pietra for that sale, which specifically identifies the product sold by the mark CARMEL HILL. R. Stone also received and filled customer orders at least as early as March, 2011 for stone under the CARMEL HILL mark. Attached hereto as Exhibits F and G are copies of invoices and underlying order documents for sales of CARMEL HILL products to Sanmarco Stone & Supply, Inc. of New Rochelle, New York on March 17, 2011, and to Byram Mason & Building Supply Corp. of Port Chester, New York on March 24, 2011, respectively.
22. R. Stone has continued to market, produce, and sell stone under the CARMEL HILL mark without interruption since those first promotions, orders, and sales.
23. For several years following those first promotions, orders, and sales of products under the CARMEL HILL mark – from early 2011 until at least the autumn of 2013, La Pietra

routinely purchased stone from R. Stone under the CARMEL HILL mark without asserting any claim of its own to the mark. La Pietra's stone-cutting capacity was almost entirely occupied with the stone it bought from and sold back to R. Stone, and to the extent La Pietra marketed products under its license to use the CARMEL HILL mark or made sales of such products, it always produced those products from finished stone that it obtained from R. Stone that was already identified by the CARMEL HILL mark. La Pietra did not buy any raw stone for such production, nor did it cut and shape stone with a guillotine.

La Pietra's Attempts to Hijack the Mark

24. In or about the autumn of 2013, however, La Pietra began progressively to renege on the parties' arrangement for the production and marketing of products under R. Stone's CARMEL HILL mark and R. Stone's other marks. La Pietra began to delay the production of thin stone for R. Stone, and made false statements to R. Stone's customers and others in the industry that R. Stone would be unable to maintain production levels. Eventually, in the autumn of 2014, it progressed to hijacking the marks outright. It ceased processing thin stone for R. Stone altogether, wrongfully forced R. Stone to vacate the Oxford premises, removed R. Stone's name from the NorthEast Thin Stone Veneers website, and renamed the NorthEast Thin Stone Veneers Facebook account to "La Pietra Thin Stone Veneers." La Pietra began and has continued to produce and market thin stone products made from stone that La Pietra acquires elsewhere, under R. Stone's CARMEL HILL mark and other marks, including producing nearly identical copies of R. Stone's printed marketing materials that simply substitute La Pietra's name for R. Stone's. The brochure attached hereto as Exhibit H, for example, is a brazen copy of the

brochure in Exhibit D that R. Stone has long used to promote the CARMEL HILL mark. That hijacking campaign has culminated in the bad-faith registration application that R. Stone opposes here.

Injury to the Opposer

25. R. Stone believes that it will be damaged by the registration of La Pietra's registration of the CARMEL HILL mark and by La Pietra's continued use of the mark.
26. La Pietra's registration of the mark and continued use of the mark is likely to confuse customers about the origin of the La Pietra's goods. In fact, La Pietra deliberately fosters such a false association between its goods and R. Stone's goods by advertising and promoting its goods as CARMEL HILL and seeking to take advantage of the good will, reputation, and following enjoyed by R. Stone's goods.
27. The resulting confusion is likely to diminish R. Stone's success in marketing and selling thin-stone products, as well as ultimately to tarnish the CARMEL HILL mark itself.

FIRST GROUND OF OPPOSITION (likelihood of confusion)

28. The Opposer hereby repeats and realleges each and every allegation set forth in paragraphs 1 through 27 of this Notice of Opposition as if set forth fully herein.
29. The CARMEL HILL mark is identical to a mark previously used in the United States by another and not abandoned – to wit, the Opposer's CARMEL HILL mark – and is therefore likely, when used on or in connection with the Applicant's goods, to cause confusion, or to cause mistake, or to deceive. Therefore the Applicant's registration of the mark should be denied.

SECOND GROUND OF OPPOSITION (applicant not the owner of the mark)

30. The Opposer hereby repeats and realleges each and every allegation set forth in paragraphs 1 through 29 of this Notice of Opposition as if set forth fully herein.

31. The Applicant is not, and was not, at the time of the filing of its application for registration, the rightful owner of the CARMEL HILL mark it seeks to register. Rather, the rightful owner is and was the Opposer. Therefore the Applicant's registration of the mark should be denied.

THIRD GROUND OF OPPOSITION (fraud in prosecuting the application for registration)

32. The Opposer hereby repeats and realleges each and every allegation set forth in paragraphs 1 through 31 of this Notice of Opposition as if set forth fully herein.

33. The Applicant's representation to the PTO, in the Application, that the first use of the CARMEL HILL mark in commerce was on January 1, 2011 is false, inasmuch as the mark was not created until some weeks later, and, even when it was created, was created and used by the Opposer, not the Applicant.

34. The Applicant's false representation is material to the Application, inasmuch as it goes directly to when the mark sought to be registered was first used in commerce and by whom, and had the examiner known the true facts disguised by the Applicant's misrepresentation – that the Applicant was not the first to use the CARMEL HILL mark in commerce, much less at the time the Applicant claimed to have used it – the PTO would not have approved the application for publication.

35. The Applicant knew the representation was false when the Applicant made it, and the Applicant made the representation deliberately, in order to induce the PTO to conduct proceedings on the Application, and ultimately to issue the requested registration.

36. The Applicant's false representation to the PTO constitutes fraud, and therefore the requested registration should be denied.

WHEREFORE, the Opposer requests that this Notice of Opposition be adjudicated in its favor, and that the registration sought in the application bearing serial number 86491650 be DENIED.

Dated: October 14, 2015

Respectfully Submitted,



Adam S. Mocchiolo
James T. Shearin
Sharon K. Freilich
PULLMAN & COMLEY, LLC
850 Main Street
P.O. Box 7006
Bridgeport, CT 06601
(203) 330-2000
amocchiolo@pullcom.com
jtshearin@pullcom.com
sfreilich@pullcom.com

Attorneys for Opposer R. Stone Co., LLC

CERTIFICATE OF ELECTRONIC FILING

I hereby certify that this Notice of Opposition to trademark application serial no. 86491650 on the primary register for the mark CARMEL HILL is being electronically filed today, October 14, 2015 on the Electronic System for Trademark Trials and Appeals for the United States Patent and Trademark Office.



Adam S. Mocchiolo

CERTIFICATE OF SERVICE

The undersigned certifies that a true and correct copy of the foregoing Notice of Opposition to trademark application serial no. 86491650 on the primary register for the mark CARMEL HILL was served on Registrant by mailing, postage prepaid, on the date of filing, via U.S. Certified Mail, return receipt requested, to the address of record listed for application serial no. 86491650 on the USPTO's database:

Michael Beers
Coleman & MacDonald Law Office
325 Central Street
Saugus, MA 01906



Adam S. Mocchiolo



EXHIBIT A



NORTHEAST
THIN STONE VENEERS



Stone From New England



www.netsveneers.com 203-880-5020

EXHIBIT B

Product Availability (L) LEDGE (M) MOSAIC (S) STRIP (R) SQUARE & RECTANGLE



Autumn Ridge L M S R



Glen Cove L M S R



Carmel Hill L M S R



CT River Rounds M



Chatham Blend L M S R



CT Small Rounds M



Dutch Blend S



Country Fieldstone L M



Nantucket Blue L M



Old New England L M S R



Cobblestone



Westchester Tan L M S R



STONE
COMPANY
LLC

NATIVE. NATURAL. BEAUTIFUL.

WE HARVEST THE FINEST STONE
NEW ENGLAND HAS TO OFFER.
THEN WE OFFER IT TO YOU.



Autumn Ridge



STRIP



LEDGE



MOSAIC



SQ & RECT

Nantucket Blue



STRIP



LEDGE



MOSAIC



SQ & RECT

River Rounds



Small Rounds



Country Fieldstone



LEDGE



MOSAIC

EXHIBIT C

Glen Cove



STRIP



LEDGE



MOSAIC



SQ & RECT

Old New England



STRIP



LEDGE



MOSAIC



SQ & RECT

Chatham Blend



STRIP

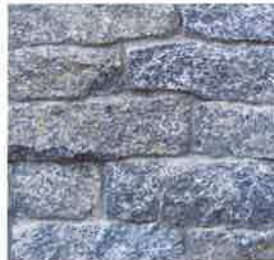


SQ & RECT



MOSAIC

North Shore



STRIP



SQ & RECT



MOSAIC

Westchester Tan



STRIP



SQ & RECT



MOSAIC

Dutch Blend



MOSAIC



STONE COMPANY

R. STONE CO, LLC
PO BOX 110386
TRUMBULL, CT 06611

203.880.5020
NETSVENEERS.COM



STONE

Natural Thin Stone Veneer

NATIVE. NATURAL. BEAUTIFUL.



We harvest the finest stone
New England has to offer.

EXHIBIT D



STONE

STONE TYPES, CUTS, AND COLORS

Autumn Ridge



LEDGE



MOSAIC



SQUARE & REC



STRIP

Carmel Hill



LEDGE



MOSAIC



SQUARE & REC



STRIP

Chatham Blend



LEDGE



MOSAIC



SQUARE & REC



STRIP

Country Field Stone



LEDGE



MOSAIC



SQUARE & REC



STRIP

Glen Cove



LEDGE



MOSAIC



SQUARE & REC



STRIP

Maple Wood



LEDGE



MOSAIC



SQUARE & REC



STRIP

North Shore



LEDGE



MOSAIC



SQUARE & REC



STRIP

Old New England



LEDGE



MOSAIC



SQUARE & REC



STRIP

Westchester Tan



LEDGE



MOSAIC



SQUARE & REC



STRIP

Nantucket Blue



LEDGE



MOSAIC



SQUARE & REC



STRIP

Dutch Blend Ledge



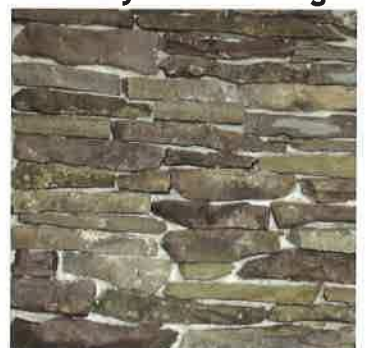
Dutch Blend Mosaic



Penn. Ledge & Strip



Pennsylvania Ledge



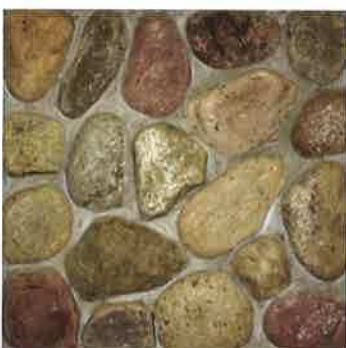
CT Small Rounds



Natural Rounds



River Rounds



Corners



MOSAIC

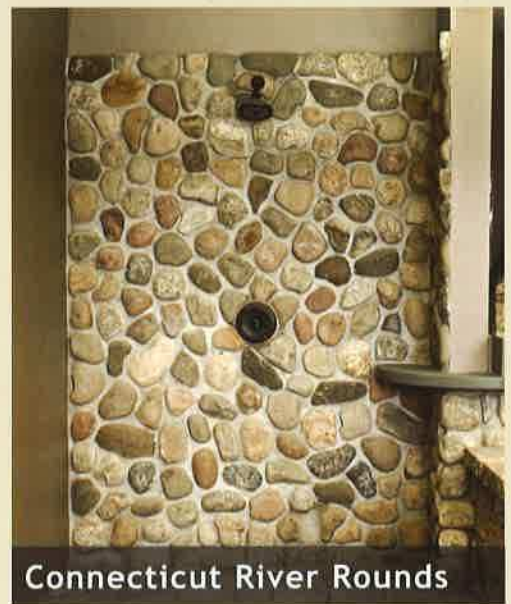
STRIP

LEDGE

ROUND



Custom - Nantucket Blue, Westchester Tan, Autumn Ridge



Connecticut River Rounds

R Stone Your Way

The R Stone team has been working with stone for over 30 years. Stone is our business. It's what we know. R Stone products come from quarries, mountains, fields and woodlands throughout New England. We use hands-on experience to ensure superior quality, selecting stones for their natural colors, variations and other beautifully unique characteristics. We capture the best New England has to offer. Our employees bring years of experience in the field and stone industry, strengthening our commitment to quality customer service.

R Stone has everything you need for innovative and unique interior and exterior residential, commercial and landscape applications. Whether you're a homeowner, architect, builder, or contractor, our natural stone products will help you realize your vision to create something remarkable. Natural stone is simple to care for, has an appearance that literally improves with age and can last a lifetime. R Stone can work with you to make custom blends designed to your liking.

Our Thinstone line is also available in full-bed 4"-6" veneer.



Country Fieldstone Mosaic



Custom Blend
Country Fieldstone, Stone Harbor, Autumn Ridge



Old New England Ledge

Available at:

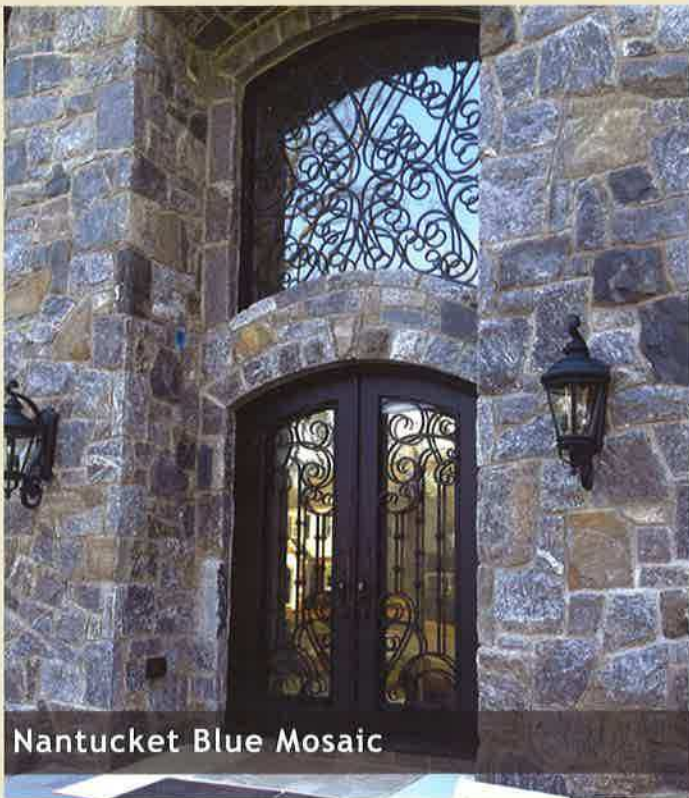




Old New England Square and Rec



Carmel Hill Square and Rec



Nantucket Blue Mosaic



Country Fieldstone Strip

All display boards in this brochure and at dealer locations have been professionally shaped and trimmed to maintain joint size. Finished applications are at the discretion of the property owner and installing contractor.

R Stone Co. produces our product from natural stone. It is provided to you "as is" without warranty of any kind as definite variations in color, texture, and size will occur in all natural stone. Samples, brochures, photos, and digital images may differ from the stone you actually receive.

For best results, please blend all material before installation when multiple pallets are being used. Use of chemicals or acid cleaners is not recommended. User accepts all responsibility if a "dry stack" application is performed on any exterior project.



STONE

Front Cover: Country Fieldstone Ledge and Mosaic Blend

R STONE CO
PO BOX 110386
TRUMBULL, CT 06611

Phone 203.880.5020
Fax 203.880.5021
GETRSTONE.COM

R. Stone Co., LLC
 P.O. Box 110386
 Trumbull, Ct. 06611
 (203) 880-5020

Invoice

| | |
|----------|-----------|
| Date | Invoice # |
| 3/9/2011 | 271 |

| |
|--|
| Bill To |
| LaPietra 600 Main Street Monroe, Ct. 06468 |

PAID
 07/20/2011

| | |
|-------------|--------|
| P.O. Number | Terms |
| 5753 | Net 30 |

| Quantity | U/M | Description | Item Code | Price Each | Amount |
|----------|-----|---------------|-------------|------------|----------|
| 24 | ton | Mosaic Veneer | Carmel Hill | 55.00 | 1,320.00 |

| | | |
|--|------------------|-------------|
| We appreciate your business. No Returns After 30 Days | Payments/Credits | -\$1,320.00 |
| | Balance Due | \$0.00 |

EXHIBIT E

R. Stone Co., LLC
P.O. Box 110386
Trumbull, Ct. 06611
(203) 880-5020

Invoice

| | |
|-----------|-----------|
| Date | Invoice # |
| 3/17/2011 | 1001 B |

| |
|--|
| Bill To |
| Sammarco Stone & Supply Inc. 173 Oak Street New Rochelle, NY 10801 |

PAID
04/14/2011

| Quantity | U/M | Description | Item Code | P.O. Number | Terms |
|------------------------------|-------|--------------------|--------------------|------------------|--------------|
| | | | | | Net 30 |
| | | | | Price Each | Amount |
| 300 | sqft | Country Fieldstone | Mosaic Flats | 8.00 | 2,400.00 |
| 100 | linft | Country Fieldstone | Mosaic Corners | 12.00 | 1,200.00 |
| 300 | sqft | Country Fieldstone | Ledge Flats | 8.50 | 2,550.00 |
| 100 | linft | Country Fieldstone | Ledge Corners | 12.00 | 1,200.00 |
| 300 | sqft | Carmel Hill | Mosaic Flats | 8.00 | 2,400.00 |
| 200 | linft | Carmel Hill | Mosaic Corners | 12.00 | 2,400.00 |
| 500 | sqft | Carmel Hill | Sq. & Rec. Flats | 9.50 | 4,750.00 |
| 50 | linft | Carmel Hill | Sq. & Rec. Corners | 13.00 | 650.00 |
| 100 | linft | Carmel Hill | Strip Corners | 13.00 | 1,300.00 |
| Thank you for your business. | | | | Payments/Credits | -\$18,850.00 |
| No Returns After 30 Days | | | | Balance Due | \$0.00 |

EXHIBIT F

Packing slip # 498702
 PO# 1001 ✓

Summarco Stone + Supply
 173 Oak Street
 New Rochelle N.Y. 10801
 Attn: Peter Decina
 Order Date 2/24/11

Country Fieldstone — 1001-A

needs ASAP

| | | |
|---------------------------|-------|---------|
| • 300 # Ledge Flats ✓ | 8.50 | 2550.00 |
| • 2 # Lin ft Ledge Crns ✓ | 12.00 | 240.00 |
| • 50 Lin ft Mosaic Crns ✓ | 12.00 | 600.00 |

Country Fieldstone — 1001 B

Stock

| | | |
|------------------------|-------|---------|
| 300 # Mosaic Flats | 8.00 | 2400.00 |
| 100 Lin ft Mosaic Crns | 12.00 | 1200.00 |
| 200 500 # Ledge Flats | 8.50 | 4250.00 |
| 100 Lin ft Ledge Crns | 12.00 | 1800.00 |

Carmel Hill

Stock

| | | |
|--------------------------|-------|---------|
| 200 500 # Mosaic Flats | 8.00 | 4000.00 |
| 200 Lin ft Mosaic Crns | 12.00 | 2400.00 |
| 600 # Sq+Rect Flats | 9.50 | 5700.00 |
| 200 Lin ft Sq+Rect Crn | 13.00 | 2600.00 |
| • 400 # Strip Flats | 9.00 | 3600.00 |
| 100 200 Lin ft Strip Crn | 13.00 | 2600.00 |

\$33,940.00

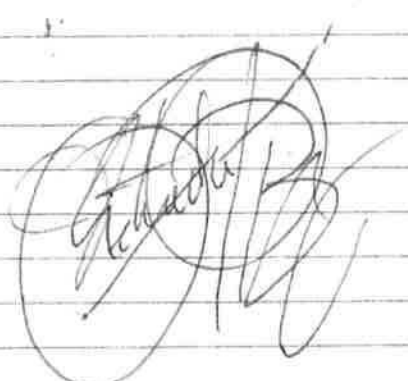
Delivered

698705

| NAME R STONE CO | | | | SHIP TO SAMMARCO | | | |
|-------------------------------|-------------------------|--------------------|-----------|-------------------------------------|----------|-----------------|--------|
| ADDRESS TRUMBULL CT | | | | ADDRESS OAK ST | | | |
| CITY, STATE, ZIP | | | | CITY, STATE, ZIP New Rochelle NY | | | |
| ORDER NUMBER 1001B | DEPARTMENT | SALESPERSON TOM | WHEN SHIP | TERMS | HOW SHIP | DATE 3/16/11 | |
| QUANTITY | DESCRIPTION | | | | | PRICE | AMOUNT |
| | Country Field STONE | | | | | | |
| 300 | 1/4 MOSAIC FLATS | | | | | | |
| 100 | 1/4 LIFT MOSAIC CORNERS | | | | | | |
| 300 | 1/4 Country Lodge FLATS | | | | | | |
| 100 | 1/4 LIFT CORNERS | | | | | | |
| | CARMEL Hill: | | | | | | |
| 300 | 1/4 MOSAIC FLATS | | | | | | |
| 200 | 1/4 LIFT CORNERS | | | | | | |
| 500 | 1/4 CARMEL Sq+Rec | | | | | | |
| 50 | 1/4 LIFT Sq+Rec CORNERS | | | | | | |
| 100 | 1/4 LIFT STRIP CORNERS | | | | | | |
| BUYER: <i>Patricia Decina</i> | | | | | | | |

KEEP THIS SLIP FOR REFERENCE

698702

| NAME: R. Stone Co., LLC | | | | SHIP TO: Sanmarco | | | |
|--|-----------------------------------|-------------|-----------|--|----------|--------|--------|
| ADDRESS: P.O. Box 110386 | | | | ADDRESS: 173 Oak Street | | | |
| CITY, STATE, ZIP: Trumbull, Ct 06611 | | | | CITY, STATE, ZIP: New Rochelle NY, 10801 | | | |
| ORDER NUMBER | DEPARTMENT | SALESPERSON | WHEN SHIP | TERMS | HOW SHIP | DATE | |
| 1001 A | Carmel | T.A. | | | HI STONE | 3/3/11 | |
| 1001 B | partial | | | | | | |
| QUANTITY | DESCRIPTION | | | | | PRICE | AMOUNT |
| | <u>County Fieldstone:</u> | | | | | | |
| 300 | Sq ft. hedge flats | | | | | | |
| 24 | LIN. FT. hedge corners | | | | | | |
| 50 | LIN FT. Mosaic corners | | | | | | |
| 200 | Sq FT hedge Flats (stack) - stock | | | | | | |
| | <u>Carmel:</u> | | | | | | |
| 400 | Sq FT Strip | | | | | | |
| 200 | Sq FT Carmel mosaic FLATS | | | | | | |
| 100 | LIN FT Carmel Strip Corners | | | | | | |
|  | | | | | | | |
| BUYER: | | | | | | | |

KEEP THIS SLIP FOR REFERENCE

R. Stone Co., LLC
P.O. Box 110386
Trumbull, Ct. 06611
(203) 880-5020

Invoice

| | |
|-----------|-----------|
| Date | Invoice # |
| 3/24/2011 | 176 |

| |
|---|
| Bill To |
| Byram Mason & Building Supply Corp. 38 Townsend Street Port Chester, NY 10573 |

PAID
04/13/2011

| Quantity | U/M | Description | Item Code | P.O. Number | Terms |
|------------------------------|-------|-------------------------|-------------------------|-------------------------|---------------------|
| | | | | | Net 30 |
| | | | | Price Each | Amount |
| 200 | sqft | Carmel Hill | Mosaic Flats | 8.00 | 1,600.00 |
| 50 | linft | Carmel Hill | Mosaic Corners | 12.00 | 600.00 |
| 200 | sqft | Carmel Hill | Ledge Flats | 8.50 | 1,700.00 |
| 50 | linft | Carmel Hill | Ledge Corners | 12.00 | 600.00 |
| 200 | sqft | Old New England | Ledge Flats | 8.50 | 1,700.00 |
| 50 | linft | Old New England | Ledge Corners | 12.00 | 600.00 |
| 200 | sqft | Country Fieldstone | Mosaic Flats | 8.00 | 1,600.00 |
| 50 | linft | Country Fieldstone | Mosaic Corners | 12.00 | 600.00 |
| 150 | sqft | Ct. Small Rounds | Ct. Small Rounds Flats | 8.00 | 1,200.00 |
| 24 | linft | Ct. Small Round Corners | Ct. Small Round Corners | 12.00 | 288.00 |
| 200 | sqft | Carmel Hill | Sq. & Rec. Flats | 9.50 | 1,900.00 |
| 50 | linft | Carmel Hill | Sq. & Rec. Corners | 13.00 | 650.00 |
| 100 | sqft | Old New England | Sq. & Rec. Flats | 9.50 | 950.00 |
| 50 | linft | Old New England | Sq. & Rec. Corners | 13.00 | 650.00 |
| 50 | sqft | Old New England | Strip Flats | 9.00 | 450.00 |
| 1 | | 5% Stocking Discount | Discount | -751.90 | -751.90 |
| Thank you for your business. | | | | Payments/Credits | -\$14,336.10 |
| No Returns After 30 Days | | | | Balance Due | \$0.00 |

EXHIBIT G

3-11-14 marcio has order

39 Townsend Street Port Chester, NY 10573
Phone (914) 939-1700 Fax (914) 939-6125

Byram Mason &
Building Supply Corp

Fax

* 5% discount
stocking
order
per
day
CT

| | |
|-------------------|--------------------|
| To: R Stone | From: Michael Liso |
| Fax: 203-880-5021 | Pages: |
| Phone: | Date: |
| Re: | CC: |

Urgent For Review Please Comment Please Reply Please Recycle

Please Fax an Order Confirmation

- 4 - 50 lb pal. Carmel Hill Mosaic
- 1 - 50 LF pal Carmel Hill Mosaic Corners
- 4 - 50 lb pall Carmel Hill Ledge
- 1 - 50 LF pal " " " Corners
- 4 - 50 lb Old N.E. Mosaic
- 1 - 50 LF Old N.E. Mosaic Corners
- 4 - 50 lb Old N.E. Ledge
- 1 - 50 LF Old N.E. Ledge Corners
- 4 - 50 lb Country Fieldstone Mosaic
- 1 - 50 LF Country Fieldstone Mosaic Corners
- 3 - 50 lb CT Small Rounds
- 3 - 8 LF Tots CT Small Round Corners
- 4 - 50 lb Carmel Hill SQ
- 1 - 50 LF Carmel Hill SQ Corners

over 1st load
Need This on

~~NIA NADA Old N.E. SQ 3-50 LF N.E. SQ Corners~~

69804

914-939-1700

| | | | |
|--------------------|------------|--------------------|-----------|
| R Stone Co. LLC | | Byram Mason Supply | |
| P.O. Box 110386 | | 38 Townsend St. | |
| Trumbull, CT 06611 | | Port Chester | |
| ORDER NUMBER | DEPARTMENT | SALESPERSON | WHEN SHIP |
| | | | |
| | | | DATE |
| | | | 1 / 1 |

| QUANTITY | DESCRIPTION | PRICE | AMOUNT |
|----------|---------------------------------|-------|--------|
| 200 | Cornel Hill mosaic | | |
| 50 | LINT Cornel Hill mosaic corners | | |
| 200 | Cornel Hill ledge | | |
| 50 | " " CORNERS | | |
| 200 | OLD New England ledge | | |
| 50 | LFT corners | | |
| 200 | Country Fiddlers mosaic | | |
| 50 | LINT " " CORNERS | | |
| 150 | CT Small Ledges | | |
| 24 | LINT corners | | |
| 20 | Cornel Hill Sq + Rec | | |
| 50 | LINT CORNERS | | |
| 100 | OLD New England Sq + Rec | | |
| 50 | LINT CORNERS Sq + Rec | | |
| 50 | LINT OLD New England STRIP | | |

Rawl 60 P 2

11/10/11 #176

La Pietra

THIN STONE VENEERS

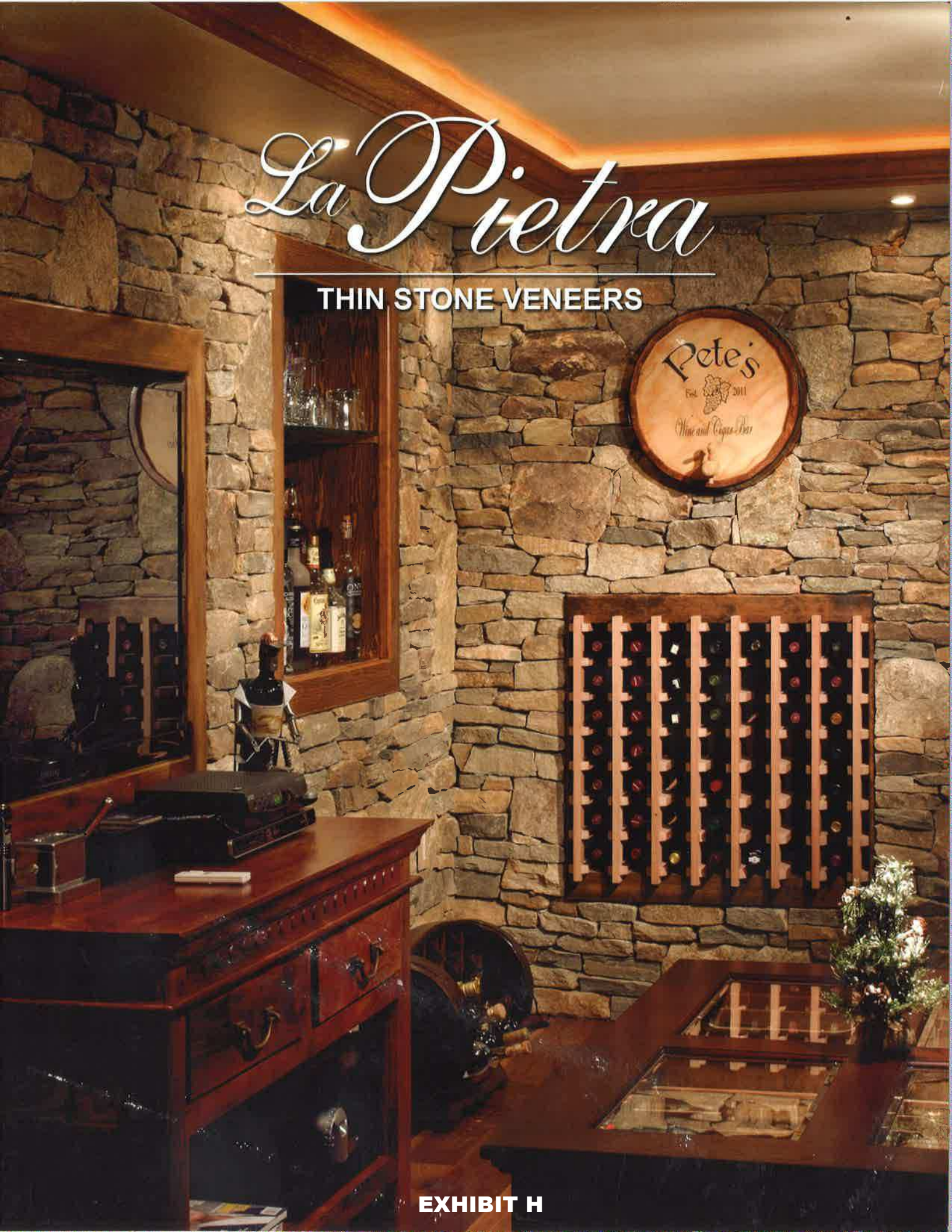


EXHIBIT H

VENEER COLOR VARIETIES

Ledge

Mosaic

Square

Strip

Autumn Ridge



Carmel Hill



Chatham Blend



Country Field Stone



VENEER COLOR VARIETIES

Ledge

Mosaic

Square

Strip

Glen Cove



Liberty Hill



North Shore



Old New England



VENEER COLOR VARIETIES

Ledge

Mosaic

Square

Strip

Westchester Tan



Nantucket Blue



Dutch Blend Ledge

Dutch Blend Mosaic

CT Medium Rounds

CT Small Rounds



Pennsylvania Ledge

Natural Rounds

River Rounds

Corners



Strip

Mosaic

Round

Ledge

Adding the elegance and enduring quality of natural stone to your home or business has never been easier or more affordable thanks to **La Pietra Thin Stone Veneers**



We are proud to offer the quality of 100% natural, locally quarried stone that is five times thinner than traditional stone-yet, still lasts a lifetime!

Why Buy Our Thinstone? Here's Why:

Our stone is thinner, although durable enough to last a lifetime, making it more affordable.

We offer a multitude of colors, styles, varieties and grain patterns that will suit your needs.

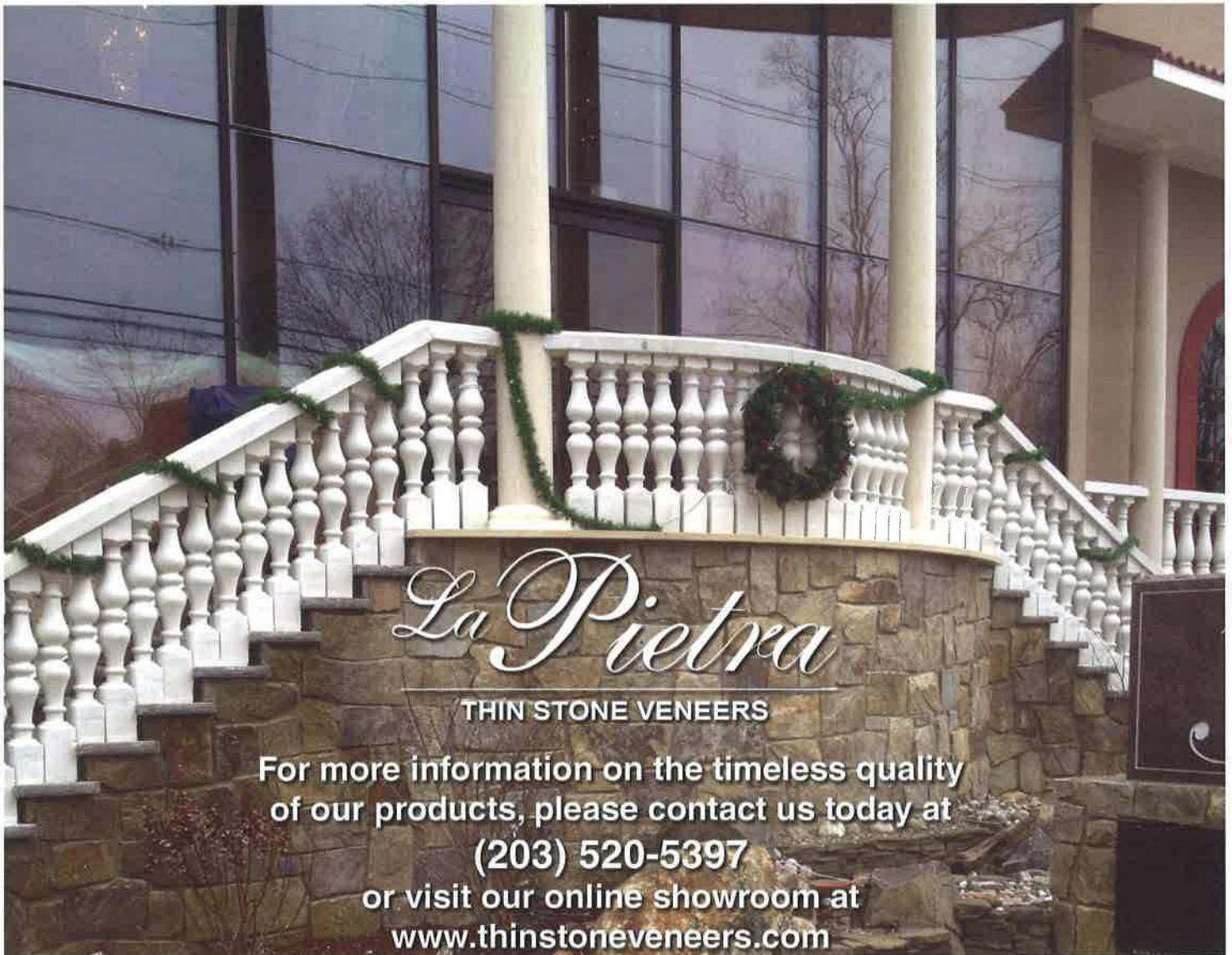
Thinner stone means more coverage for less!

With 100% natural stone you increase curb appeal to your home or customer impact to your business.

Natural beauty that lasts a lifetime.

Lighter stone means less shipping and installation costs, and no costly footing requirements, leaving you with money to spare!

Great for fireplaces, interior/exterior walls and can even be added to existing structures!



La Pietra

THIN STONE VENEERS

For more information on the timeless quality
of our products, please contact us today at
(203) 520-5397
or visit our online showroom at
www.thinstoneveneers.com