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BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Proceeding	91236231
Party	Defendant Wild Flavors, Inc.
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Attachments	Exhibit H to Declaration in Support of MSJ.pdf(688248 bytes)

Exhibit H

wildfire

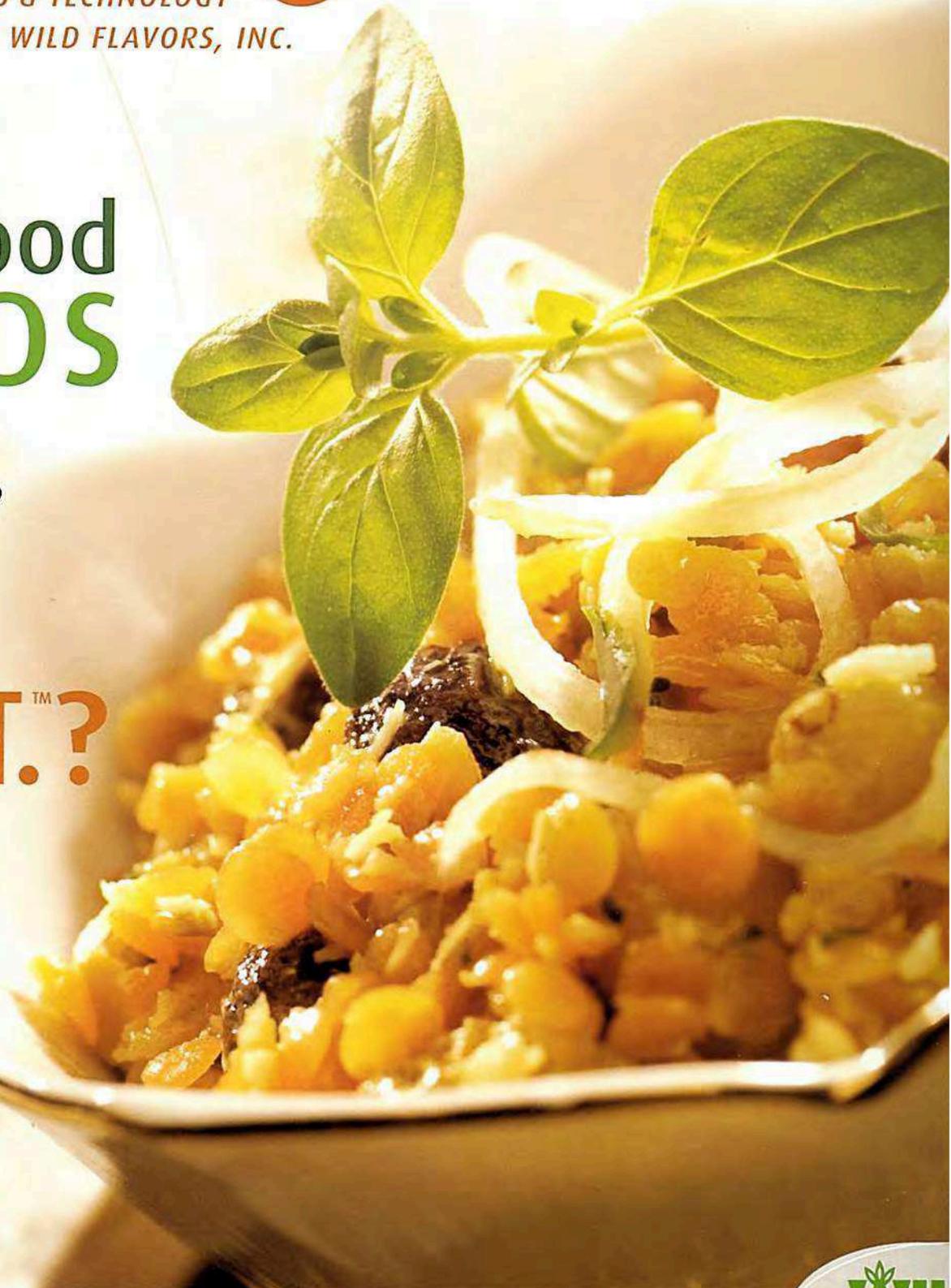
A LOOK AT FOOD TRENDS & TECHNOLOGY
FROM WILD FLAVORS, INC.

World Food TRENDS

LEARN FROM THE
INDUSTRY LEADER

What's N.E.X.T.™?

MEET THE TEAM
THAT KNOWS



Where Color Blends with Health

Colors from Nature®



Color is a universal communicator. Whether you're in Memphis or Milan—rich, vibrant hues elicit strong reactions in people around the globe. Colors bring about memories of happy moments, favorite flavors, comforting scents and more. An evocative color can create a connected consumer.

This axiom rings especially true for the food and beverage industry. By understanding the importance color plays in the perception of a product's quality and health benefits, manufacturers can strike a powerful chord with their customers. And when the ingredients used to create those alluring tones are as healthful as they are appealing, it's a winning proposition for everyone involved with a product.

As consumer markets continue to drive the health and wellness aspect of foods, the push to utilize natural ingredients continues to increase. Created by WILD Flavors, Inc. for just that reason, the Colors from Nature® line of natural colors encompasses a complete range of choices, from pink through red to purple, yellow through orange to brown and various shades of green.

Produced from natural fruit and vegetable extracts, Colors from Nature® utilizes WILD's experience in the processing of natural raw materials and use of cutting-edge technologies in separation, extraction, isolation and concentration. These technologies and unparalleled access to botanical

"Through interaction with other WILD applications groups, our team is able to create products that integrate industry innovations and improve upon trends," said Jason Armao, Director of Color Applications. "And by continually testing Colors from Nature® and applying our technical know-how, we're able to provide our clients with the best, most beneficial color for their specific product."

WILD—a member of the International Association of Color Manufacturers (IACM)—ensures the quality and reliability of every Colors from Nature® product by continually researching and improving the components of their ingredients within a wide array of product applications. Taking their commitment to customer service very seriously, the applications teams of WILD test every color they offer and sample to customers within the parameters of the final product—an uncommon step within the industry. If a conflict occurs, it is resolved at the WILD laboratory, not at the customer's facility.

"We are always looking for the next trend within the color industry," said Armao. "Whether it's by providing a source for organic-compliant colors, or creating substitutes for colors that have been removed from the FDA's certified list, we use our forward-thinking research to fill the gaps we see in the marketplace."

ISO- and NFPA-certified, WILD Flavors, Inc. specializes in customizing colors for specific applications. Whether for food or beverage, high-quality Colors from Nature® ingredients invigorate products and produce an instinctive connection with consumers.

Let your product stand out with Colors from Nature®.

ORGANIC compliant FLAVORS AND CO

For today's consumer, finding organic at the local grocery store is no longer a missed proposition. Organic produce, bread and prepared foods are now available at small stores alike, while more and more retailers are expanding their natural food offerings.

But for manufacturers in the food and beverage industry, sourcing ingredients for products that follow the National Organic Program for "100% Organic," "Certified Organic" or "Made with Organic Ingredients," can be challenging to say the least.

WILD Flavors has eliminated the difficulty of obtaining high-quality, reliable natural ingredients by developing a full range of organic-compliant flavors, colors and seasonings. In the development of organic products, WILD uses 95-5% organic-compliant ingredients and follows USDA organic labeling guidelines for organic labeling and packaging—making WILD the only U.S. supplier of ingredients that is creating organic-compliant components.

Exercising their strong regulatory knowledge and company commitment to natural products, WILD has created an organic-compliant library of 150 flavors and 20 colors, enabling their clients to originate their products in organic and natural foods.





Thursday, October 5, 2017



WILD Displays its Colors from Nature® at IFT 2010

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Natural Low-Calorie Blue Sports Drink among Other Creations Highlight WILD's Extensive Natural Color Capabilities

ERLANGER, KY (PRWEB) JULY 30, 2010

WILD Flavors, Inc. (WILD) recently displayed three exciting concepts in Chicago, IL at IFT 2010. The company formulated a Natural Low-Calorie Blue Sports Drink, featuring the eagerly anticipated, naturally derived blue. This thrilling new addition to the WILD Colors from Nature® line fulfills the blue spectrum (including varying degrees of green & purple) that is currently lacking in the world of natural colors. WILD is the first to release an acid stable, natural blue color additive that is idyllic for both the food and beverage industries.

Another creation WILD featured at the show was a Sugar Free Blueberry Açai Pomegranate Candy. These lightly tart and sweet candy combinations of blueberry açai flavor were well received by attendees. The third concept containing WILD's Colors from Nature® capabilities was Naturally Colored Cereal Sweetened with Sunwin Stevia™. WILD presented a rainbow of natural colors with several color emulsion technologies in this great tasting cereal blend. In particular, natural peach blood orange flavored cereal was shown--a sure-to-be hit among kids!

About Colors from Nature®

As the trend in the market pushes for more natural, organic, and clean label products, the need for more and more natural ingredients is rising. WILD created the Colors from Nature® line of natural colors in response to this growing need. WILD - a member of the International Association of Color Manufacturers (IACM) - ensures the quality and reliability of every Colors from Nature® product. New additions to this line include a naturally derived acid-stable blue and a recently released line of color emulsions including patent-pending beta carotene, apo-carotenal and paprika clear emulsions that deliver water soluble, acid stable color without opacity.

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<http://www.wildflavors.com> or (859) 342-3600 / (888) WILD-Flavors.

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WILD ATTENDS SUPPLYSIDE WEST

Visit WILD at SSW Booth #16063 - October 12 & 13, 2011

SupplySide West is rapidly approaching! WILD is preparing a number of concepts to highlight our advancements in healthy, innovative ingredients. Please visit WILD's booth **#16063** for more information!

Health Ingredient Technology & Solutions® - One of WILD's highlighted innovations this year is our continued focus on H.I.T.S.® - Health Ingredient Technology Solutions®. H.I.T.S.® gives an advantage to customers looking to create market ready formulations. These include application tested, safe, and effective health ingredients that can be applied to beverages, foods and supplements.

Featured H.I.T.S.® ingredients include:

- Lutein
- Immunel™
- Tegricel™
- Phosphatidylserine
- Citrus Bioflavonoids

Colors from Nature® - WILD will also be displaying innovations in Colors from Nature®. WILD's blue color is the only naturally-derived, acid stable blue available for a wide variety of foods and beverages in the U.S. WILD's blue color is derived from fruit, allowing it to be labeled "with Fruit Juice (color)."

Flavor Innovations - Sample concepts utilizing our range of natural on-trend flavors and taste technologies.

In addition, WILD will be conducting two VendorWorks presentations:

"Capturing the Health Benefits of Vegetables: Market Trends, Science and Food and Beverage Applications" - Wednesday, October 12, 9-9:50 Phytonutrients found in vegetables are helpful in maintaining a healthy weight and lowering the risk of chronic diseases. WILD has developed unique, proprietary vegetable extract blends that can be incorporated into a variety of foods and beverages.

**"New approaches to Boost Sales in the Digestive and Immune Health Segment" -
Wednesday, October 12, 11:30-12:20** Bring your imagination while we present two
"smart" bioactive ingredients: Tegrice1™ and Immunel™ for immune health. As leaders
in the nutrition industry, using the latest function ingredients can give you an essential
edge in the marketplace!

Please let us know (jjones-dille@wildflavors.com) if you would like to schedule a time to
review our unique product offerings at the booth.



FOR IMMEDIATE RELEASE

COLORFUL CONFECTIONS

WILD to Showcase Natural Blue Hard Candies

Erlanger, KY (April 20, 2012) – WILD Flavors, Inc. (WILD) will be showcasing two new mint candies at several upcoming tradeshows and events: Blue Peppermint & Green Spearmint hard candies. WILD’s Peppermint and Spearmint Candies with natural flavors are sweetened with Stevia and are naturally colored with shades of blue and green.

WILD has the ability to create attractive natural color shades that are suitable for a variety of food and beverage products, including an acid-stable, naturally-derived blue color. This technology has revolutionized the industry with WILD’s introduction of beautiful “hues of blue” suitable for various applications, including confections.

The “hues of blue” color technology advances have enabled WILD to create an excellent spectrum of colors, ranging from light blue to forest green, blue to purple shades and anywhere in-between.

As the global leader for natural colors, WILD’s Color From Nature® line of product development involves some of nature’s best ingredients. WILD’s blue color additive is manufactured completely with fresh fruit and is acid-stable with a pH range of 2.5-8.0.

Combining natural color technology and innovation with WILD’s proven product development expertise ensures customers the flexibility, ingenuity and customized solutions along with concepts that look and taste great.

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About WILD Flavors GmbH

WILD Flavors GmbH is headquartered in Zug, Switzerland, and is one of the world’s leading suppliers of natural ingredients to the food and beverage industry. The company’s management offices and production sites are located at Rudolf WILD GmbH & Co. KG in Eppelheim (Germany) as well as in Erlanger (Kentucky, USA). Eight further production locations in Europe, USA, Canada, China, and Dubai are part of WILD Flavors GmbH as well. The WILD Flavors product portfolio of [natural-flavor ingredients](#) includes full flavor and ingredient solutions for the food and beverage industry, known as flavor systems, as well as individual components such as flavors and extracts, natural colors, concentrates, sweetening systems, specialty ingredients and seasonings, including functional flavors and healthy ingredients, taste modifiers, and fermentation technologies. WILD Flavors’ competence of global supply markets as well as technologically advanced production processes brings value to our customers on a daily basis. www.wild.de or www.wildflavors.com