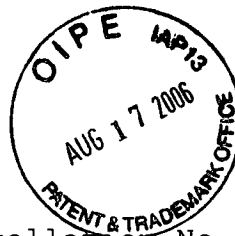


IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Ferrero S.p.A. and \*  
Ferrero U.S.A., Inc. \*  
\*  
Petitioners, \*  
\*  
v. \*  
\*  
The Haas Group, Inc. \*  
\*  
Registrant \*  
\*



Cancellation No.92/044,573

**NOTICE OF RELIANCE UNDER RULE 2.122(e)**

Petitioners, Ferrero S.p.A. and Ferrero U.S.A., Inc., hereby notify Registrant, The Haas Group, Inc., of its reliance upon each of the following articles printed from the LEXIS/NEXIS computerized library, each of which appeared in printed publications available to the general public in libraries or of general circulation among members of the public or that segment of the public which is relevant to this proceeding.

These articles are identified as Exhibit D 1-D 38 hereto for ready reference.

- D 1. The Associated Press, "Thousands sample foods "for Sophisticated Palates" at Trade Show", John A. Bolt,, July 17, 1985, Domestic News.
- D 2. President and Fellows of Harvard College Harvard Business Review, "Winging it in Foreign Markets", Martin Mesdag, January 1987, Page 71.
- D 3. The Washington Post, "The weirdest little drugstore in Washington:", Jura Koncius, November 11, 1990, Washington Post Magazine page W27.

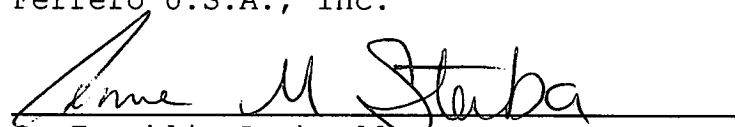
- D 4. The Wall Street journal, "Somber executives say recovery may reside in never-never land", Joanne Lipman, October 28, 1991, Marketing & Media, page B6.
- D 5. The Wall Street journal, "An easter egg for all seasons", Frederica Randall, April 9, 1993, Leisure & Arts, page A9.
- D 6. The New York Times, "The media business: Advertising-Addenda; Ferrero consolidates work at McCann", Stuart Elliot, January 22, 1996, Section D; Page 9; Column 1; Business/financial desk.
- D 7. The Washington Post, "Freed Au Pair extends sympathy to baby's family; polls finds Americans split on teenager's light sentence", Pamela Ferdinand, November 12, 1997, A Section, page A03.
- D 8. Business and Industry, Brand Marketing Supplement to supermarket News, "Kroger samples Good Housekeeping promo", September 1998, Vol. V, No. 9; Pg. 38.
- D 9. Milwaukee journal Sentinel, "Truffles or Roe?", Neil Rosenberg, December 2, 1998, Food Pg. 1.
- D10. Daily News (New York), "How to find a sweet heart", rosemary Black, February 10, 1999, Food, Pg. 6.
- D11. The Dallas Morning News, "Morning Briefcase", February 10, 1999, Business; Pg. 2.
- D12. The Columbus Dispatch, "Working from home is by design for gist maker", Tesfaye N. Asfaw, August 30, 1999, Business Today, Pg. 8.
- D13. Courier News (Bridgewater, NJ), " Sweet sensations", Chris M. Junior, December 5, 1999, Lifestyle, Pg. 1C.
- D14. The New York Post, "Celebs phone home, Italian style", April 15, 2000, All Editions, pg. 08.
- D15. The Associated Press, " From cars to lights, U.S. stars hawk products in Italy". Vania Grandi, April 14, 2000, Business news.
- D16. Courier News (Bridgewater, NJ), " Howsweetitis", Chris M. Junior, April 16, 2000, Lifestyles; pg. 1B.
- D17. The San Diego Union-Tribune, "stars hawking worldly goods--except U.S.", Samantha Conti, April 20, 2000, Lifestyle; Pg. E-2.

- D18. Business and industry Professional Candy Buyer, "Boxed chocolates: A sector in transitions: Part 1", May, 2000, Vol. 8, No. 3; Pg. 26; ISSN: 1090-1914.
- D19. Chicago Sun-Times, "Creature comforts at the new goodman", Janet Rausa Fuller, November 5, 2000, Show; Pg. 13; NC.
- D20. Philadelphia Daily News, " Dirtying up his act thanks to looking bad, Clooney's career is looking good", Jim Nolan, December 28, 2000, Features YO; Pg. 40.
- D21. Chain Drug Review, " The fastest growing front-end segment; candy; Brief article; Statistical data included", Geoff Walden, June 4, 2001, No. 10, Vol. 23; Pg. 21.
- D22. Palm Beach Post (Florida), " Edna has them rolling on the isle", Thom Smith, January 26, 2001, Accent, Pg. 1E.
- D23. The Cincinnati Enquirer, " Gift bags overflow", February 15, 2001, TMP; Pg. 1E.
- D24. The Daily News of Los Angeles, "The hype; rappin with Jon", Barbara De Witt, February 21, 2001, L.A. Life, Pg. L5.
- D25. Sun-Sentinel (Fort Lauderdale, FL), "Baskets feature gifts, goodies", Beth Feinstein-Bartl, april 6, 2001, Community News, Pg. 5.
- D26. Business and Industry, "Selling the seasons", Mary Ellen Kuhn, August 2001, Vol. 86, No. 3-4; Pg. 40.
- D27. The Miami Herald, "Chocolate maker for sale", August 31, 2001, Business; Pg. 2C.
- D28. Village Voice (New York, New York), "Gotham gifts", Kathy Delaney, December 4, 2001, Short Lists; Pg. 80 Holiday Review.
- D29. Poughkeepsie journal, "Good life in fashion & Shopping", Nicole Edwards, December 4, 2001, Life; Good Life; Pg. 1E.
- D30. The Wall Street Journal, "No yolk: smuggling of chocolate eggs is a growth industry---Collectors covet toy prizes inside Kinders, but U.S. sees a chocking hazard, Barbara Carton, June 24, 2002, Pg. A1.

- D31. Asbury Park Press, "The thoughts of and adult, the heart of a child- Nine-year old Ashley Sumeriski helped a Jamiacan family's dream come tru", Shannon Mullen, March 3, 2002, J; Pg. 6J.
- D32. Business and Management Practices, "Nothing's better than an eye-catching header", Joe Ricci, August 2002, Pg. 40(1) vol.8, No. 8.
- D33. Chain Drug Review, "A destination for confection", September 2, 2002, No. 15, Vol. 24; pg. 18.
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- D35. The New York Times, "Watch out, giant agencies, Boutique creative shops like Nitro are winning some big clients", Stuart Elliott, April a, 2005, Section C; Column 1.
- D36. Sacramento Bee (California), Puttin on the (holiday) Ritz, Jon Ortiz, December 21, 2005, Business; Pg. D1.
- D37. San Antonio Express-News, "What's on the tree?", Elaine Ayala, December 23, 2005, S.A. Life; Pg. 1F.
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Respectfully submitted,  
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**CERTIFICATE OF SERVICE**

The undersigned hereby certifies that a true and correct copy of the following **NOTICE OF RELIANCE UNDER RULE 2.122(e)** was served on this 17<sup>th</sup> day of August, 2006, by U.S. Mail postage pre-paid on the following counsel for Registrant:

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Patrick Collares

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The Associated Press

July 17, 1985, Wednesday, PM cycle

**SECTION:** Domestic News**LENGTH:** 441 words**HEADLINE:** Thousands Sample Foods "For Sophisticated Palates" At Trade Show**BYLINE:** By JOHN A. BOLT, Associated Press Writer**DATELINE:** ATLANTA**BODY:**

From pasta to pate, cheese to chocolate, mousse to mustard, a yuppie's idea of dining delight filled 339,000 square feet for buyers who plan to put visions of more than sugarplums into Christmas dreams.

Officially it's "specialty food," but it's really sweet temptation.

More than 21,000 buyers from grocery, department and specialty stores and hotel chains strolled the aisles of what may be the largest gourmet shop ever, during the 31st annual International Fancy Food and Confection Show.

"I'm looking for foil-wrapped fish for people to send at Christmas, saying 'With Love From Minnesota,'" said Jean Midthun, a buyer for Craving, a candy store in Minneapolis, who attended this week's trade show.

The 553 exhibitors are aiming at the Christmas market and Morris Kushner of Encino, Calif., a past president of the sponsoring National Association for the Specialty Food Trade Inc., said these products will be on shelves within weeks.

Gourmet foods take up about one-third of a grocery store's shelf space, up from about 8 percent a few years ago, Kushner said.

Most of the products \_ coffees, teas, candies, pastas, pates \_ are aimed at today's "upscale market," trade talk for young, urban professionals, said show director Dick Sanders, of Grace Tea Co. Ltd. in New York.

Kushner said that of the three symbols of affluent living \_ fine cars, fine homes and fine food \_ fine food is the most easily attainable.

And oh, what food there is.

There's Tennessee Topsy Case, flavored with "Tennessee's most famous taste, Jack Daniel's Whiskey." And Jake's Chocolate Truffle Cake from a Portland, Ore., restaurateur who liked truffle candies. And Ferrero Rocher \_ hazelnut and soft chocolate cremes encased in milk chocolate.

While some exhibitors had only packaged goods to display, others such as Belgium's Chef Rene were on hand to cook for the crowd.

Clad in traditional chef's attire, Chef Rene \_ whose full name is Rene Van Den Heuvel \_ pan fried chicken and beef to dip in his sauces, which were arrayed around his stove.

Not everyone at the show came to buy; some came to eye the competition.

Betty Jones and Tawn Wilbanks have been making Betty Bits chocolate candy for about eight months and were here to find out what others were doing in this sticky business.

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They didn't have the fancy displays that covered the exhibit floor, but Ms. Wilbanks was in the spirit of the show, carrying a shopping bag of small red boxes containing their candy.

Ms. Jones said she was looking at her competitors' presentations, products and ideas. Ms. Wilbanks added she was looking for flavor.

Of that, there was no shortage.

## FOCUS - 3 of 3 DOCUMENTS

Copyright 1987 President and Fellows of Harvard College  
Harvard Business Review

January 1987 / February 1987

**SECTION:** Pg. 71

**LENGTH:** 3042 words

**HEADLINE:** Winging It in Foreign Markets

**BYLINE:** Martin Mesdag

**ABSTRACT:**

The shot-in-the-dark method is a "let's try it and see" approach to marketing. With common sense based on experience, marketers take products that sell well in their home markets and try them out in suitable foreign markets. None of the products is developed specifically for foreign markets, as they are in the phased internationalization and global marketing approaches. Although marketers usually feel most comfortable with these last two methods since they seem less risky and rely more on research, the shot-in-the-dark method deserves consideration, for it accounts for the phenomenal success of many products all over the world.

**BODY:**

What do hamburgers, hot dogs, soft cheeses, portion-packed yogurt, and Scotch whisky have in common besides that they're all edible or drinkable? They all sell like mad in global markets, and one strategy is responsible for their success. As marketers, we have three -- and only three -- available strategies for taking a product across national boundaries. The method behind these successful products is one of these three.

Phased internationalization appeals enormously to marketing people. It is what we all learned when we became marketers. You go to a foreign country with knowledge of your manufacturing capabilities but with no presuppositions about products. Next, you buy research to find out exactly what people there want within a product area you can cater to. Finally, you come home and get your development people to put together a product with which you can compete in that foreign market.

Global marketing is the trendiest and seemingly most promising approach. From a marketing point of view, it is a highly responsible strategy. Ignoring frontiers, you go out into a part of the world and try to discover newly emerging needs you might respond to with your manufacturing capabilities. You are particularly alert to consumer typology and to the behavior patterns into which your product offering will have to fit. You do a conscientious market segmentation job.

The shot-in-the-dark method is the seemingly crude, even sloppy, process of picking a product that is already successful in the home market and taking it abroad in the hope that it will sell there. It is an "unmarketing" approach since it makes what may be unwarranted assumptions about the behavior of a new and unfamiliar group of customers.

While we marketers are usually most comfortable with the first two approaches, the last -- the shot-in-the-dark -- is the one we use most often. Phased internationalization and formal global strategies are far less risky, but marketers who use them often miss the golden opportunities for taking products across national borders that may be right on our doorstep.

Constraints abroad.

When transcending national borders, marketers and product development people in all industries face a host of constraints. Some of these are obvious. People in different countries speak different languages. Rules and regulations differ across national borders: in most countries you drive on the right, but in some you drive on the left. Then there are

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climate, economic conditions, race, topography, political stability, and occupations. The most important source of constraints by far, and the most difficult to measure, is cultural differences rooted in history, education, economics, and legal systems.

Because of all these differences, the international convertibility of products and services varies enormously from one product category to another. Pocket calculators, credit card facilities, and lubricating oils need few international adaptations, whereas toilet soap, phonograph records, and candy require rather more adjustment. I am intrigued by how slow simple services like retailing and retail banking are to globalize and yet how standardization in some international hotel chains has gone so far that, as long as you stay inside the hotel, you cannot tell whether you are in Vancouver, Kuala Lumpur, Stockholm, or Torremolinos.

Of all the products I can think of, food and drink are probably the hardest to take global. Two constraints make globalizing food products especially difficult. The first, which is virtually unique to food products, is recognizability. People want to know what their food is made of, and they usually want to know how it's processed. They require recognizability in the appearance, the taste, and -- in most cases -- oods. Consumers s. Consumers impose no such requirements when they buy durables (except for textiles to some extent), personal care products, or household goods.

The recognizability constraint means that a food or a beverage product won't sell in countries where the people aren't familiar with its ingredients. It means that the amount of engineering and processing that companies can apply to food is limited. The recognizability requirement also means that extensive processing is more acceptable in countries where the product is not traditional than in countries where it is. Instant coffee is unpopular in Germany, France, and Italy, where people drink a lot of coffee and want it freshly brewed; it is more popular in non-coffee-drinking countries like Britain and Ireland.

The second main constraint on globalizing food products is what I call the age symptom. The more a product is associated with long-standing usage habits, the less internationally marketable it is. Conversely, the more recent the usage pattern, the more likely it is that the product will be marketable in a variety of countries.

The age symptom does not apply just to food products, of course. Garden spades, which have been in use for ages, look quite different in Switzerland, England, and Holland. But gardeners in those countries use identical motor diggers. And although styles do evolve slowly, men's formal clothing is made in response to long-established usage habits. You don't need to be a tailor to tell a German, a Frenchman, and a Briton apart by the suits or the shoes they wear. But with the recent emergence of casual clothing, everybody wears the same jeans, T-shirts, and sneakers.

The reason for this phenomenon is not mysterious. Products that have been around a long time respond to long-established usage patterns because people in different countries, and indeed different regions, used to live in isolation. Our modern international communications have proliferated: we can look at each other daily on TV, so our newly emerging usage patterns converge and thereby enhance the globalizability of the new products that respond to those patterns. Some products that respond to long-established usage patterns are natural cheese, popular cuts of meat, and varieties of beers, wines, and spirits. Products that respond to more recent usage patterns are portionpacked yogurts, hamburgers, hot dogs, soft drinks, and light beers. These products have more global potential than those that respond to older usage patterns. Global products like these have often come from the needs or wishes of a new stratum of customers, or -- it doesn't matter which way you put it -- a new stratum of customers has come along as suppliers have produced lowcost, universally available, integrated products.

Even though a food or a drink product that sells successfully in one country theoretically will not sell in another unless research explicitly predicts otherwise, many food products are, in fact, big successes globally. Moreover, I would argue that their success is overwhelmingly due to a shot-in-the-dark marketing approach.

Look, for example, at British food consumption patterns over the past 20 years. The United Kingdom has a massive debit balance of trade in food. My estimate of the consumer value of products that were new to the U.K. market in the past 20 years is \$4.5 billion -- more than 10% of total consumer spending on food. Further estimates show that 85% of those new products have either been imported or based on existing product concepts in other countries. Evidently, Britons like to try foods they're unfamiliar with.

By far the most important source of new product ideas in Britain has been, and is likely to remain, existing products in other countries. In 1985, for example, Britons ate \$90 million worth of steaklets and grillsteaks -- food products that, 20 years ago, were practically unheard of in Britain. The concept originated in America and is now meeting an enthusiastic response overseas. In the same year, Britons ate \$260 million worth of yogurt -- a product idea that came from

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Europe. Other nonindigenous foods popular in Britain now are low-fat cheeses, breakfast cereals, mineral water, pasta, and cookies.

Some of these products came to Britain through phased internationalization and through the formal global approach. Most of them, however, came by the shot-in-the-dark method. True, they were extensively researched and tested before their launch onto the British market. But the important fact is that they were products that had already established themselves in their respective home markets and were brought to Britain with a "let's try and see" attitude.

What doesn't work.

ased internationalization works best with a single product in a particular market -- the Dutch sell feta cheese in the Middle East, the Danes sell British-style bacon in Britain, and the Swiss chocolate makers carefully formulate their products to sell in America. Heinz and Unilever, among many others, have largely built their international business on this approach.

Phased internationalization, though, has a number of disadvantages. Because of the low international convertibility of food products, a product formulated for a single foreign country is unlikely to be salable in another. The Dutch do not sell their feta cheese outside the Middle East, nor do the Danes sell British-style bacon outside Britain. The North American Swiss chocolate recipes are unsuitable for other areas. Consequently, this strategy implies a country-by-country approach to international expansion.

Moreover, the foreign supplier in a market may also have difficulty matching the value/price framework established by the indigenous competition. Finally, the foreign supplier may have difficulty establishing credibility. While some German cheese makers produce a very good Camembert, I imagine they'd have trouble selling it to the French. And despite their status as the world's largest producer of Scotch-type whisky, the Suntory Company in Japan considers it unwise to sell its product in Britain.

To all appearances the global marketing approach solves all these problems. It looks, without a doubt, like the worthiest of the three strategies. It promises all the benefits of economies of scale without the concessions dictated by the need to maximize market penetration. You can afford to skim the cream off your markets. You sell not what the greatest number of consumers finds acceptable; instead you sell what a minority of consumers is very keen on. Some products that were deliberately developed to sell in global markets are margarine (though the originators of the product curiously never adopted a global brand strategy for it), IDV's Bailey's Irish Cream liqueur, Ferrero's Tic Tac candy, and Rocher chocolates. Some global brands have global strategies. Others -- Coca-Cola, Kellogg's cornflakes, Heineken beer, and McDonald's hamburgers, for example -- have not. In the food and drink arena, brands that succeed in using the global marketing approach are few and far between. The reasons are the low international convertibility of food and drink products mentioned earlier and the increasing difficulty of finding brand names for international use.

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d what does. I have described the shot-in-the-dark strategy of selling abroad what you happen to be selling in your home market as a sloppy way to approach international marketing. Especially in food and drink products, with their notoriously low levels of international convertibility, you'd think that no responsible marketer would ever employ this strategy. But wait. This strategy, which may look casual, has resulted in an enormous worldwide export business. Practically all the world's wine export businesses and most of the exports of beer and spirits were built on this shot-in-the-dark approach. Dispatching nearly 340,000 tons of cheese per year, Holland is the largest exporter of cheese in the world; nearly all of that volume is in indigenous varieties. West Germany has been building a sizable food and drink export business. In the United Kingdom alone, Germany sold \$2 billion of unfamiliar, expensive, high-quality products straight from its home market -- a sixfold increase, in real terms, in 12 years. And there's more.

Earlier, I mentioned Bailey's Irish Cream and some Ferrero products as having been deliberately developed for a global market -- and they were. Then I mentioned Coca-Cola, Kellogg, Heineken, and McDonald's as other global brands -- which they are. Or, strictly speaking, which they became. Those brands and products were not deliberately developed for global markets. They were developed and, for many years, sold only in their home markets. Marketers did not take these domestically successful products to foreign markets willy-nilly. They did extensive research, testing, and reformulation before the international rollout of all these brands, but the product concepts had domestic origins. It follows inescapably that the shot-in-the-dark strategy prompted the global growth of these brands. And when you think about it, the same applies to most global and international products and brands.

So while the shot-in-the-dark strategy is wholly reprehensible in theory, it has proved to be the most successful in practice. And the global marketing strategy -- while the most laudable in theory -- has proved the most difficult to implement.

Shots in the not-so-dark.

ile the shot-in-the-dark approach may be the most successful, marketers cannot afford to be lax about their planning and research methods. It is still important for marketers to examine and assess all three strategies since this choice will govern the entire product development process.

Once they've chosen a strategy, marketers can use the knowledge of their available technological resources to assess target markets not only for size and growth rate but also for age-of-usage and recognizability characteristics. A target market sector characterized by long-established usage habits will require a product offering that is closely tailored to expectations about domestic product attributes, and marketers will have to choose a country-by-country development route. The shot-in-the-dark and the global approaches are unlikely to work in this instance.

If, on the other hand, the company aspires after a global strategy, it will need to make a wide geographical sweep to ascertain whether it can discover any newly emerging need patterns that the company can respond to with its technological resources.

While the shot-in-the-dark approach has a high chance of failure, it can form the groundwork for either a phased internationalization or a global strategy; and it should certainly be tested against these possibilities.

No matter what strategy you choose, a rigorous knowledge-gathering program is in order. The resource investment in any serious sales expansion attempt is considerable, and appropriate knowledge can protect the investment. Getting ahold of that knowledge requires several types of inquiry skills.

Scanning, which is the collection of data, trends, judgments, and values that will -- directly or indirectly -- affect any envisaged marketing operation.

"Inferencing," which is speculating about customer responses to environmental influences and about responses to related influences.

"Propositioning," which is proposing a product offering in response to a particular customer need -- whether assumed or ascertained -- and measuring customers' assessment of that product offering.

Clearly, a formal global effort will initially concentrate on scanning and inferencing; a phased internationalization approach will start with a scanning exercise, soon to be followed by propositioning-type tests. The shot-in-the-dark approach will go straight to propositioning inquiries.

What about brands?.

Of all the marketing mix elements, the product is the most restrictive when a global strategy is considered. Some brands are intrinsically linked with particular products: what applies to the product applies to the brand. Coca-Cola and Kaffee HAG are good examples. In these cases, the globalizability of the brand is confined to the product. Other brands are associated with broad ranges of products: all private-label brands and brands like Hero and Kraft are in that category. In these cases, the brand can be globalized to cover product ranges that are internationalized -- that is, product ranges are formulated to local needs, country by country; brands are global.

In the case of food and drink, the opportunities for globalizing products are much more limited than the opportunities for globalizing brands -- provided those brands leave enough latitude to encompass product ranges formulated to suit the needs of specific markets.

I have said that products that have actually been designed for global markets are very rare (especially in the food and drink sectors) and that many of today's "global" products were originally intended for, and confined to, their home markets. The success rate of the shot-in-the-dark approach -- on top of the fact that it requires the least amount of imagination, time, and development effort -- suggests that it will remain a popular strategy. If we evaluate products in one market for their ability to answer newly emerging trends and needs in other markets, we are, in fact, using a shot-in-the-dark approach to build a global strategy. All sorts of food -- and other -- become global in this way. in this way. They have turned out to be shots in the not-so-dark.

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Copyright 1990 The Washington Post  
The Washington Post

November 11, 1990, Sunday, Final Edition

**SECTION:** WASHINGTON POST MAGAZINE; PAGE W27**LENGTH:** 3036 words**HEADLINE:** THE WEIRDEST LITTLE DRUGSTORE IN WASHINGTON**SERIES:** Occasional**BYLINE:** Jura Koncius**BODY:**

While the giant chains battle for business, quirky little Rodman's keeps its customers happy with gourmet imports and discount microwave ovens - not to mention the Very Extensive Incontinence Department

A SIXTYISH BLONDE IS heading across the Rodman's parking lot toward her metallic-pink Lincoln with Florida handicapped license plates.

Dressed in a yellow jogging suit and gold cha-cha heels, she pushes her shopping cart, overflowing with bulging plastic bags, to the car and deftly hurls the bags into the expansive trunk. There is some spillage -- a four-pack of Charmin and a quart of Pride of Hungaria strawberry preserves roll out of their bags and onto the floor of the trunk.

She turns when approached, then blanches when she hears there will be a story about frequent Rodman's shoppers. "Oh, you don't want to talk to me," she barks in a voice from a Woody Allen movie. "I hardly ever shop here."

Right.

RODMAN'S DISCOUNT FOOD AND DRUG. THE name has no special cachet. The main location on upper Wisconsin Avenue -- tucked among banks, a movie theater and Gawler's, the funeral home where D.C.'s rich and famous are laid out -- is no prize. The no-frills ambiance -- buckets of 59-cent flip-flops, jammed narrow aisles, tacky hand-lettered signs and products displayed in open cartons -- poses no threat to Nordstrom. But this wacky little outpost known for its slashed prices and offbeat offerings has a loyal cadre of customers who may or may not admit they shop there.

With all the charm of a Magruder's supermarket, the sophisticated comestibles of a Sutton Place Gourmet and the matter-of-fact price-consciousness of Syms, Rodman's is a drugstore that thinks it's a department store. It's also an appliance discounter, a beer and wine store and a place to run to for a fast quart of milk. It stocks enough toilet paper to make a Muscovite cry; customers claim the macadamia nuts are cheaper than in Honolulu. But how the hell do you get your shopping cart down the escalator to the lower level? (More on that later.)

Open every day of the year, Rodman's has been dubbed "the Filene's of Foodies." Exotic olive oils and chutneys stand cheek-by-jowl with enema bags, ostomy germicides and Dragon Lady fake nail kits. The mundane to the sublime.

It's where Mamie Eisenhower bought her lipsticks, where Sugar Ray Leonard has an occasional prescription filled, and where, at one time, George and Barbara Bush stopped by once in a while to stock up on essentials. Local Hungarians are mad for Rodman's pickles and preserves, the Russians hoard the store's Danish mussels-in-water, and thrifty Washington Cave Dwellers stop in for cases of Schweppes, a few boxes of water biscuits and a refill of Valium. A generation of college students have bought their hair dryers and their Trojans at Rodman's. And more than one mesmerized shopper has come by to pick up some razor blades and left with a \$ 229 VCR.

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What brings the fast-lane types to this mad emporium of miscellany along with the coupon clippers and the penny pinchers?

Its baffling mix of merchandise, of course, and those prices.

In the every-other-Tuesday advertising circular that highlights its best buys and special purchases, Rodman's brings its message to the masses.

"Our motto is, 'What items will we put on the front page to get the customers to leave the throne?'" says Rodman's czar and founder, Leonard Rodman. "We specialize in items people need. The question we ask ourselves is, 'Are people going to get off the toilet for it?'"

Can this man be serious? And in the button-down, uptight world of Washington retailing, is this any way to run a \$35 million business?

LEONARD RODMAN, 67, A WEATHERED SAGE OF DISCOUNT retailing, has been in the local pharmaceutical business since 1947. The Shecky Greene of borscht and beauty aids, Rodman, who usually has a Churchill-size cigar clamped in his mouth, may challenge you to an arm-wrestling match minutes after he meets you. Forty years ago, he set out to get on the nerves of the large drugstore chains. And now he is trying to do the same to Giant Food and Safeway. He's had his ups and downs, and he's watched giants like Dart and its successor, Fante's, stumble and fall. But he keeps on plugging, and he's proud of the legacy he's created, which now includes a second generation of Rodmans and an enviable \$1,000 in sales per square foot, more than twice the chain-drug-industry average, at his flagship store.

These days Rodman's team consists of three thirtysomething honchos -- Leonard Rodman's sons, Roy and Yale, plus Richard Ennen, top gun in buying the store's food, seasonal items, household goods and appliances. And his mini-empire consists of six locations where they ring up the \$35 million a year in sales -- small potatoes when compared with Peoples, and its roughly 800 stores, or the mammoth Rite Aid, and its 2,400 stores, both with sales around \$1 billion.

But the Rodman's story really isn't about size, it's about personality. And the facts, as dispensed by Leonard Rodman, don't deliver the experience of the 12,000-square-foot Wisconsin Avenue flagship store. Because as local airwaves personality Jerry Strong used to pitch on radio back in the 1960s, "Between Harrison and Garrison, there is no comparison."

YOU DRIVE INTO THE PARKING lot in back of the Wisconsin Avenue store, which pulls in 45 percent of the company's sales, and you notice a Wobbly WASP in a silk dress wheeling her White Cloud and Stoned Wheat Thins to her car. The lot is packed, but you wedge your vehicle in next to a Cadillac illegally parked in a handicapped spot. Two huge trucks are unloading cases of Bounty and Diet Coke. Your pulse quickens. As you enter the store, you see Day-Glo signs announcing the specials on some of the 30,000 products Rodman's stocks. Sometimes sales are announced on the loudspeaker over the din of scraping shopping carts.

Here are the necessities of life -- and a few extras -- priced to move. Earplugs, electric knife sharpeners and pasta. Cajun hot pepper sauce. Oriental rugs at \$14.99. Silk ties suitable for shiny suits, \$9.99.

Now comes the tough part. You are finished touring the upper level and your cart is half full. You realize that although this is billed as a drugstore, so far, you have seen no drugs. You need some Advil. Oh, no. You have to go downstairs, where they hide the walkers and trusses and microwaves. But the sign reads "NO STROLLERS OR ROLLING BASKETS ON ESCALATORS." So what do you do? Do you try and squeeze the cart down and pray no one is looking? Or do you leave your precious cargo -- that last box of Posh Puffs -- unguarded while you scout the basement? The answer is obvious from the jumble of shopping carts left to graze at the head of the "up" escalator, waiting for their rightful owners.

Once downstairs, watch out. You might be walking happily through the deodorant and shaving cream department and, suddenly, it's like the supply room at Sibley -- canes, walkers, Ace bandages. And here comes the Very Extensive Incontinence Department. Just keep walking. You'll be back in coffees and Ultra Slim-Fast soon.

"Mohamed, Line One." Rodman's employs more than 300 people, 100 in the Wisconsin Avenue store, and most of their names are called over the store intercom at least once a day. They are Moslems, Jews, Hindus, Buddhists and Christians. They are Cambodian, Ghanaian, Israeli, Jamaican, Mexican and Vietnamese. The night manager, Sharan Singh, sports a blue turban. One week someone may be on the front line defending his village in Afghanistan, the next week he may be stacking bottles of Quibell water at Rodman's.

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Under Rule 2.122(e)

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## THE WEIRDEST LITTLE DRUGSTORE IN WASHINGTON The Washington Post November

This international mix is also reflected in the merchandise. Some loyal shoppers are convinced that Rodman's is single-handedly propping up the economy of Eastern Europe. Or that the crafty Rodman's gang regularly intercepts tractor-trailer loads of pickled eggs and Romanian marinated artichokes intended for shops in Budapest and Prague.

There can also be stacks of smoked oysters from the Philippines -- slightly lethal-looking but so cheap it's silly not to stock up.

"That's the secret -- in Rodman's there is a special light that makes everything look like such a good buy," says one longtime shopper. "There's the canned beef that you never eat, and the herring in mustard sauce that you can't stand. Half the city of Washington has something from Rodman's in the cupboard that looked like a great idea at the time but nobody has touched it since. It has that unmistakable Rodmanesque feel."

"IS THAT THE ONLY CLOSE-OUT YOU CAN OFFER ME?"

The Rodman's boys play "Let's Make a Deal" from a warren of smoked-filled rooms in an office building next door to the Wisconsin Avenue store. Trump Tower it ain't.

"We're a maverick outfit," says Leonard Rodman. "We govern by crisis."

The empire's command center is decorated with dusty plastic plants, stained carpeting, boxes overflowing with file folders and lots of dirty ashtrays. The same dead rose has been sitting in its vase on top of a storage cabinet for months. The coat rack holds one powder-blue sports jacket. Rodman's office is lined with trophies and community award plaques. A broken clock, perpetually at 10:41, says "It's Hoover Savings Time." Te-Amo cigar ashes dot the desk. Rodman is unfazed when he spills an open bottle of Texas mineral water over some invoices.

He does business informally and gives virtuoso phone. "Rodman," he says, picking up a call, then transferring it with one of his "Mohamed, Line One" announcements over the store intercom.

Rodman graduated from the University of Maryland in 1943 with a BS in pharmacy. He pulls out a cracked picture of the 1943 boxing team, of which he was a star member. Rodman eventually went on to fight two pro fights and won both by knockouts. He retired undefeated in 1944. (He maintains an active interest in boxing -- he has invested in a rising heavyweight named Riddick Bowe.)

He takes a phone call from someone trying to sell him 2,040 cases of Enfamil baby formula. He listens to the offer. "How does that compare with list?" he asks the caller. He turns the caller down.

A salesman pops in. "I want to say hello to Mr. Big. Look how casual it is here. He has no tie on. I can come right in. In other chains, we wait for two hours to see somebody." The salesman may be performing for Rodman's benefit, but there's truth in what he says. In the Washington area, stores are frequently owned by national giants, their strategies mapped out by the big boys in New York (Bloomingdale's) or Chicago (Raleighs) or even Seattle (Nordstrom). Even at smaller store chains (like the Gap), the teenagers who tend shop know lots about their overtime and benefits, very little about real, old-time retailing.

That's not Rodman's. "We have the ability to move in and out of fields and pick hot categories," says the cherub-faced Richard Ennen. "We can get into obscure categories and expand."

And they can make good and effective use of what retailers call "loss leaders," the items priced to get people into the store, items that may not generate any profit at all. Rodman is the first to admit that not every item in the store sells at the lowest price in town. "Otherwise we would be out of business," he points out.

RODMAN BEGAN PRACTICING PHARMACY IN BALTIMORE AND after a year came to Washington to work for his uncle Morris Rodman with his cousin Al Pearlman. The drugstore was called McReynold's and was at 18th and G streets NW. He and his cousin bought their uncle out in 1948. They then began discounting cosmetics, perfumes and vitamins, maverick pricing behavior that got them threatened with expulsion by the Washington Pharmaceutical Association. Rodman threatened suit and it backed down.

The first store with the Rodman's name opened in 1958, a few blocks from the current Wisconsin Avenue location. "Discounting was a nasty word," says Rodman. "Our competitors claimed we sold outdated merchandise." But the concept took off.

He picks up the ringing phone. "I take the apology," he says, then slams down the receiver.

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Says Yale Rodman, "Dad's a real competitor. He has this combination of toughness and friendliness. But even after he mauls you, you like him."

In 1965, a bad fire at the original location destroyed the store. Herbert Haft, founder and then owner of the competing Dart Drug chain, called Rodman. "Leonard, what can I do to help you?" said Haft. "You can use any one of my stores to fill prescriptions. Just keep track of what you use." Says Rodman, who took him up on the offer until he found a temporary location, "We did it for a week. Everyone puts the knock in for him. I won't ever forget his act of friendship."

In the 1970s, there were a dozen Rodman's stores, all franchised. The idea bombed. "We could have been the McDonald's of the drug business, if not for the lack of organization and other shortcomings," says Rodman.

But they plugged on, and Rodman has loved every minute of it.

"This business is like an athletic contest. The bottom line is always challenging. We have to deal with competition, landlords, natural elements and the changing moods of our customers. And we have to move with the times. So what's not to have fun?"

Another call. "I'm very good, thank you. So, whaddya wanna sell me?"

"WOULD THE MOTHER OR FATHER OF SIDNEY PLEASE COME to the Wisconsin Avenue entrance. He is waiting for you."

You imagine Mom or Dad back in the chocolate department, mulling over the Almond Roca and Lindt truffles.

"Our customers have personality," says Roy Rodman.

There are people who have to stretch their dollar, lots of people who are cheap and others who just like weird foods. Dads who sneak away every Saturday morning and pick up their Pampers, their Coors and their Drano and charge everything on Visa. Europeans who load up on Edelweiss Red Cabbage and Di-Gel.

Says Roy Rodman, "Some shoppers come in with a list of four items and end up spending \$ 80 on a cartful. Our most sought-after items are those that people use daily. What is our strategy? What will get people out of their homes and into Rodman's? What will get them off their butts and into our store? Cereals, sodas, waters, coffees, sunscreen, mouthwash -- whatever it takes.

"Some people love the hubbub and excitement. Some people prefer the department store ambience. I want to win these people over, but the sheer traffic can be a turnoff. The ones that are really energized by it are the real Rodman's shoppers."

Rodman's shoppers are loyal. Washington native Margo Kranz, now 30, remembers browsing at Rodman's before her orthodontist appointments in the early 1970s, and she still has a hairbrush she bought there back then. Northwest resident Christina Sprague remembers the day 12 years ago that her roommate moved out. "I went into Rodman's to buy some shampoo and ended up replacing the TV set that she had taken with her. It still works."

Leonard Rodman loves to move about among "his people." Dressed in one of the brown sports jackets with jaunty pocket squares he is partial to, he stops a customer with a wrist splint and identifies himself by pulling out a wad of \$ 20 bills and credit cards held together by a rubber band. He shows her his name on a charge card and discusses the store's splint selection. He then arm-wrestles a stockman on a stack of cases of Proud Mary Bloody Mary Mix.

Richard Ennen ambles through the store, stopping to rip open a package of Confetteria Raffaello Coconut Cocos, a hot new candy confection. He starts passing them around to surprised customers. That may not be the way things are done at Safeway, but Ennen clearly takes his cues from the ebullient Rodman.

Ennen has a photographic memory for prices. He spends some of his free time combing the aisles of Sutton Place Gourmet, Larimer's, Giant Gourmet. He claims that the employees of la-di-da Sutton Place shop at Rodman's in their off-hours. And so, he says, do people who make up pricey gourmet food baskets. Which may explain why at Christmas, Rodman's sells 16,000 boxes of Italian panettone cake and 24,000 boxes of Ferrero Rocher hazelnut candy.

The time Ennen has put in at those upscale fancy-food shops may have paid off in another way. The offbeat food products are not all exotica from Eastern Bloc countries. There are expensive almond biscuits and premium ready-to-use packaged plum tomatoes from Italy, fancy French biscuits and ready-to-fry pappadums from India.

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## THE WEIRDEST LITTLE DRUGSTORE IN WASHINGTON The Washington Post November

But Ennen does have bombs. Like Vita Fiber, something to put over your cereal that looked like rabbit food and tasted like wheat germ. Ennen bought 168 cases. Then there were radon test kits. A big fat bomb.

A DRIPPY SATURDAY FINDS 75 PEOPLE HUDDLED AROUND open cartons of merchandise in the Rodman's parking lot. What's this, the leftovers of Garfinckel's liquidation?

No. It's Rodman's annual "sidewalk" sale, at which Ennen and the Rodmans unload those less-than-successful "bargains." Jean Dolfis lives nearby and comes every year. She is wearing a trash bag on her head against the rain and clutching two ironing board covers (\$ 1 each) and several vacuum bags (50 cents each). Whatta deal.

It's like a yard sale. People poke through the Scotch-Brite toilet bowl scrubbers, flea and tick powders, the aloe body lotions, the crimping irons.

There are Ukrainians speaking Ukrainian, ladies in saris, yuppies in Saturday's Generation outfits, seniors in Sansa-belt slacks.

And then there's the very tanned gentleman in a white shirt and black pants going through a carton of hair mousse and gels, picking out bottles and jars. He is Brad Winebrenner, a funeral director and embalmer at Gawler's Funeral Home, just up the street.

Winebrenner goes to Rodman's every day. "I usually can find everything I need here," he says, clutching a handful of bottles. "For home or work."

For work? "Different kinds of soap and hair and nail items," he adds.

And perhaps that, more than anything, is proof that Rodman's creative merchandise mix may be as helpful in the next world as it is in this.

Jura Koncius is a writer for The Post's Washington Home section.

**GRAPHIC: PHOTO, SLICED-OPEN CARTONS GIVE RODMAN'S DISPLAYS, TOP, THAT BUY-ME-NOW BARGAIN LOOK. CLERKS SEEM DIFFERENT HERE, EXUDING THE OLD-FASHIONED HANDS-ON RETAIL SPIRIT, ABOVE. STEVEN PUMPHREY**

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**THE WALL STREET JOURNAL**  
The Wall Street Journal

October 28, 1991 Monday

**SECTION:** MARKETING & MEDIA; Advertising; Pg. B6**LENGTH:** 1114 words**HEADLINE:** Somber Executives Say Recovery May Reside in Never-Never Land**BYLINE:** By Joanne Lipman**BODY:**

PHOENIX, Ariz. -- As the nation's most prominent advertisers converge on this desert town, the mood is grim, and a single question is likely to dominate the conversation: When will the beleaguered advertising industry turn around?

The answer, say many executives gathered here for the annual meeting of the Association of National Advertisers, may be "never."

Earlier this year, many had confidently predicted a recovery by year end. By summer, they revised that forecast to mid-1992. Now most executives interviewed say they don't see any upturn until 1993 at the earliest. Many have stopped thinking about an end to this slump at all: The nation's recession, they say, masks a fundamental change in the structure of the marketing business. Advertising may never bounce back to its previous levels, because the business of both agencies and clients has changed for good.

"Cutting budgets is a fact of life," says James C. Reilly, general manager of marketing services for International Business Machines Corp. Clients and agencies shouldn't wait for the business climate to recover because the changes "are fundamental and irrevocable. You can't manage by nostalgia or wishful thinking."

IBM's ad budget has declined every year for the past few years, and its best-case scenario for 1992 is for flat spending -- which, since media prices continue to rise, translates into less advertising yet again. The decline has prompted it to reformulate its entire approach to advertising; it now is concentrating on "macro" ads, positioning the computer giant as a leader, and creating fewer "micro" ads talking about specific product features.

The computer giant is in plentiful company. Ad spending by UAL Corp.'s United Airlines peaked in 1988, and has since fallen or been flat every year, says John Ruhaak, vice president of advertising and promotion. Other advertisers also report flat or declining spending; some even suggest the ad business is in a depression rather than a recession.

So glum is the ad picture that even McCann-Erickson's perennially optimistic forecaster, Robert Coen, says total spending this year will be flat or lower than last year -- making it the worst year in more than two decades. Just a year ago, he was forecasting a 4.6% increase.

Mr. Coen is still optimistic about 1992, because both the elections and the Olympics generally give a boost to ad spending. But most advertisers interviewed disagree. What's more, executives gathered here are haunted by the prospect of a potential advertising tax, on either the federal or state level. Any tax would put even more of a crimp in spending.

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## Somber Executives Say Recovery May Reside in Never-Never Land The Wall S

And any prospect of recovery is cloudy -- not just for advertising, but for all of business -- because of the massive budget deficit, says DeWitt Helm, president of the Association of National Advertisers.

For the more than 450 advertising executives expected to attend the gathering here, the challenge is to find a way to get a greater impact out of smaller budgets. Much of that burden will fall on their ad agencies. But the agencies, already squeezed by client fee-cutting and recessionary ills of their own, have been laying off employees and cutting services such as research at an alarming rate. They are prepared to offer less service, not more.

Herb Baum, president of Campbell Soup Co.'s North American operations, says agencies nevertheless must act more as partners, advising advertisers not just on ads but on their total business. Campbell is one of the few advertisers to increase its ad budget for its fiscal year, which began Aug. 1. But its planned 29% increase was possible not because Campbell is so optimistic, but because it hired consultant McKinsey & Co. to search for cost-savings elsewhere, such as cutbacks in couponing.

Ideally, an ad agency should be a "total business adviser. What we really need is a miniature McKinsey with a creative and media department," Mr. Baum suggests.

Failing that, ad agencies need to reposition their clients' products for the more cautious and traditional mindset of the 1990s. Sean Fitzpatrick, vice chairman of ad agency McCann-Erickson, says even the most expensive brands must be pitched as basic necessities and as a good value for the money. "In this new era of the '90s, with this new value system, you're going to see a shakeout as products and businesses {that don't reposition themselves} fail," says Mr. Fitzpatrick, one of an unusually large number of agency executives planning to descend on this conference of clients.

The recovery will be selective, Mr. Fitzpatrick believes, bypassing advertisers that fail to convince consumers that they are providing the best value for the money. Even when the economy improves, that old adage, "The high tide raises all boats," he warns, "may not be true any more."

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#### Ad Notes. . . .

**REVIEWS:** The New York unit of Italian confectioner Ferrero Worldwide is shopping for an agency to handle an unspecified portion of its account, currently handled by Omnicom's Altschiller-Reitzfeld/Tracy-Locke, New York. Ferrero billed nearly \$7 million last year for Tic Tac mints, Nutella spread and Mon Cheri and Ferrero Rocher chocolates, according to Leading National Advertisers. . . . Aveda Corp., the Minneapolis "natural" beauty-products company, expects to decide on finalists today in its search for an agency to replace WPP Group's Fallon McElligott, Minneapolis. Aveda and Fallon split on the \$4 million account last month over "creative and operational" differences, said Aveda Vice President Elliot Lasky. Fallon remains the agency for Aveda's Horst Salons chain. A winner is expected by the end of November.

**FINALISTS:** The Illinois State Lottery named five Chicago agencies as finalists in the review for its \$19 million account. They are Bayer Bess Vanderwarker; Foote, Cone & Belding; WPP Group's Ogilvy & Mather; Tatham/RSCG; and Bozell, the incumbent. Creative presentations are set for next month, with a decision expected in December.

**NEW ACCOUNT:** Griffin Bacal has won an estimated \$3 million account for Dockers men's shoes from Johnston & Murphy Co., a Nashville unit of Genesco Co. Johnston is licensing the brand name from Levi Strauss Associates, and plans to introduce it next fall.

**HALLOWEEN ADS:** The Coalition on Alcohol Advertising and Family Education criticized brewers, including Adolph Coors Co., for what it said was promoting Halloween to underage consumers as a drinking occasion. The group was especially critical of spots starring Elvira, the campy vampress, who pitches Coors Light as the "fright" beer for "adult parties" in commercials via Foote, Cone & Belding, Chicago. Coors countered that research shows Elvira is an "adult Halloween figure."

#### NOTES:

PUBLISHER: Dow Jones & Company

LOAD-DATE: December 4, 2004

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**THE WALL STREET JOURNAL**

The Wall Street Journal

April 9, 1993 Friday

**SECTION:** LEISURE & ARTS; Pg. A9**LENGTH:** 977 words**HEADLINE:** An Easter Egg for All Seasons**BYLINE:** By Frederika Randall**BODY:**

Alba, Italy -- People who like good food know this pretty Piedmontese town with its curving streets and tall medieval towers, perched on the Tanaro River south of Turin. This is the home of heavy, rich Barolo red wine, as well as the site of Italy's most important white-truffle market, and the local Langhe district cooking is justly famous.

But for the young, the hungry and other sweet-substance abusers, Alba has an even more pressing claim to fame. At the heart of the city's industrial zone is a vast, spreading factory bound together by ducts and vents, its tall silver stacks puffing out chocolate-smelling fumes. Not a single sign outside identifies it, but for those who have reason to know, this is the head plant of the global confectionery and snack-food giant Ferrero SpA, makers of Nutella spread, Fiesta bars, Tic Tac mints, Pocket Coffee, Mon Cheri and Ferrero-Rocher bonbons. Not to mention the crowning glory of the moment: the Kinder Surprise.

Some say the hollow, egg-sized Kinder Surprise -- a milk-chocolate shell lined with a layer of white chocolate -- is one of the late 20th century's most appealing ways to package 0.7 ounces of mass-market-quality chocolate.

True, many of those who hold this view are well under 18 years of age. And quite a few of them are less hooked on the chocolate per se than on the tiny toys enclosed in the yolklke plastic capsule sealed inside the shell. Juvenile collectors prize the series of miniature hippo, crocodile, gnome and frog figurines. Older ones crave the minute assembly kits with five to 10 plastic pieces: pre-World War II airplanes, ancient sailing vessels, butterflies and birds are among the current numbered series. Last year's surprises included locomotives, tractors and automobiles.

The clever Kinder Surprise is really nothing more than a 365-day-a-year version of this country's typical Easter egg. A traditional "uovo di Pasqua" is made of chocolate and usually has something silly inside, a light-hearted Easter present to keep after the chocolate is consumed. Many of these are now on last-minute sale in bars and pastry shops all over Italy. They range from factory-produced 6.3-ounce eggs filled with soccer paraphernalia, to fabulous hand-finished 6.6-pound monsters in which the pastry shop will place a personal gift -- a diamond ring, even.

Meanwhile, the Kinder Surprise "Easter egg for every day," positioned for impulse buying near cash registers everywhere, comes neatly packed in boxes of 96 nestled in four layers of "crates." The packaging is so eye-catching that children in most European countries probably know the brand name by the time they reach one year of age. In fact, the egg's riveting impact on toddlers has obliged the manufacturer to enclose a warning about the danger to infants of small parts. The warning -- in German, English, French, Italian, Spanish, Portuguese, Dutch, Swedish, Norwegian, Finnish, Danish and Arabic -- is the most eloquent sign of the reach of Kindermania.

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Ferrero got its start with a wartime recipe for ersatz chocolate made of Piedmontese hazelnuts. That recipe later evolved into Nutella, the gooey brown spread now loaded with nut oil and cocoa butter that teenagers continue to lather on bread despite its widespread reputation as the chief cause of acne.

As a generation of postwar Italians grew up with Nutella, the company's Alba factory blossomed into a model of old-fashioned paternalistic capitalism. Owner Michele Ferrero built housing for his workers, led them on pilgrimages to Lourdes and even installed a towering statue of the Madonna in the factory yard. Today, although Mr. Ferrero oversees a worldwide empire, he maintains firm ties with Italy's Christian Democratic Party and with the Catholic Church. Local wags sometimes say the Ferrero name is "benedetto," or blessed, because of rumors that Catholic relief organizations own significant shares in the company.

Among Ferrero's priorities are marketing and engineering. The reported six years of research to perfect Pocket Coffee, a shot of espresso inside a square of chocolate, have led to a longstanding habit of secrecy. In a strange case last month, police learned that an employee of a local company supplying the plastic surprises to Ferrero had her phone bugged by private investigators because she was suspected of passing on industrial secrets to a rival firm.

The Alba plant, too, is blanketed in secrecy, with bulletproof Plexiglas and uniformed security guards at the entrance lending a dismal, prisonlike air to the facility that makes cheery chocolates for children. The only sign of life at the workers' entrance gate is a large sign announcing an upcoming Lourdes tour. Inside, robot arms put the surprises inside the chocolate. Other technological innovations are said to be in store.

It's a far cry from traditional confectioners such as Petteti on Alba's main street, where the chocolate and hazelnut sweets invented in Piedmont (among them the tartufo) are on sale. There are probably more outstanding chocolate chefs in this region than anywhere else in Italy, but many of their products don't travel.

Still, Piedmont's traditions are anything but narrow or insular. The 19th-century drive to national unity called the Risorgimento started here, and more recently, Piedmontese industries have been among the most expansive, providing a glue to stick Italy together.

The Nutella generation sticks together, and the Kinder cohort is likely to do the same. It's not exactly producing what you would call national cohesion in these days of northern secessionist threats. But as Italy and the rest of Europe prepare for Easter with previous certainties about unification shaken, a shared enthusiasm for chocolate eggs with goofy prizes inside could be as good a basis as any for rehatching the idea of Europe. ---

Ms. Randall is a journalist in Milan.

**NOTES:**

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Copyright 1996 The New York Times Company  
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January 22, 1996, Monday, Late Edition - Final

**SECTION:** Section D; Page 9; Column 1; Business/Financial Desk

**LENGTH:** 147 words

**HEADLINE:** THE MEDIA BUSINESS: ADVERTISING -- ADDENDA;  
Ferrero Consolidates Work at McCann

**BYLINE:** By Stuart Elliott

**BODY:**

Ferrero International B. V. in Amsterdam, the marketer of products like Tic Tac mints, Rocher chocolates and Nutella spread, has consolidated its accounts in the United States, Puerto Rico, Latin America and the Asia/Pacific market at the McCann-Erickson Worldwide unit of the Interpublic Group of Companies in New York. The billings were estimated at \$60 million.

McCann, which has worked for Ferrero in countries like Mexico and Japan, will gain accounts from agencies including Altschiller & Company in New York, a unit of the Omnicom Group that is being sold to Hill, Holliday, Connors, Cosmopolis in Boston. Altschiller had handled the Tic Tac account in the United States, with billings estimated at \$15 million, since 1981. The consolidation, which had been expected, brings the billings awarded to McCann so far this month to an estimated \$450 million.

**LOAD-DATE:** January 22, 1996

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Copyright 1997 The Washington Post  
The Washington Post

November 12, 1997, Wednesday, Final Edition

**SECTION:** A SECTION; Pg. A03**LENGTH:** 790 words**HEADLINE:** Freed Au Pair Extends Sympathy to Baby's Family; Polls Find Americans Split on Teenager's Light Sentence**BYLINE:** Pamela Ferdinand, Special to The Washington Post**DATELINE:** CAMBRIDGE, Mass., Nov. 11**BODY:**

With her first taste of freedom in nine months, English au pair Louise Woodward issued a statement expressing sorrow for the family whose baby she was found guilty of killing, but reiterating her assertion that she had not caused the infant's death.

"I am deeply saddened by Matthew Eappen's death," the 19-year-old from Elton, England, said in the statement released by her attorneys. "I loved Matthew. I know that his family is unable to understand or believe me, because they are so convinced that I killed him or at least contributed to his death." She said she was determined "to obtain total vindication in a case where, as I have said under oath, I committed no crime whatsoever. I did not harm, much less kill, Matthew Eappen."

Prosecutors, outraged at Superior Court Judge Hiller B. Zobel's decision Monday to free Woodward after reducing the jury verdict against her from second-degree murder to involuntary manslaughter, said her show of sympathy was too little, too late.

"It didn't come up at any stage before the trial, during the trial or after the trial," said Middlesex Assistant District Attorney Martha Coakley. "I'm not overly overwhelmed by its sincerity."

In his ruling, Zobel said that Woodward admittedly was "a little rough" with Matthew Eappen but had not intended to kill him and therefore was guilty only of manslaughter, not second-degree murder -- which requires malicious intent. While the decision to overrule the jury was seen as fair by many people, the judge's further action to release the au pair immediately, saying she had already served enough time for the crime, has stirred tremendous controversy. Woodward spent 279 days in jail, from her arrest last February until her release Monday. She could have gotten up to 20 years in jail on the manslaughter verdict.

"I'm flabbergasted. I'm appalled. This is a complete injustice to that child's life, and this is not a reasonable sentence," one of the jurors whose murder verdict Zobel overruled angrily told the Boston Globe Monday. "I cannot fathom the sympathy that has been given to Louise Woodward. . . . [She] served 200-some-odd days, and that baby will never be able to take 200-some-odd steps."

Other jurors contacted by The Washington Post today declined to comment.

Matthew Eappen's parents fled their Newton, Mass., home before Zobel's ruling to avoid the media crush and have been in seclusion since. In the family's only public comment, to Globe columnist Eileen McNamara, Deborah Eappen said of Zobel's ruling: "Doesn't he get it? Someone killed Matthew. He acknowledges on the one hand that someone killed Matthew and on the other hand he frees her. . . . If only she would say, 'I did this. I'm sorry.' We could go on with forgiveness, without bitterness. Louise Woodward has denied us that option."

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## Freed Au Pair Extends Sympathy to Baby's Family; Polls Find America

Polls conducted by ABC News and USA Today/CNN found that a majority of those surveyed agreed with Zobel's manslaughter decision, but they were evenly split on whether Woodward deserved to spend more time behind bars.

On Monday, Woodward woke up in the spare cell of a maximum security prison for women facing a mandatory life sentence with the possibility of parole only after 15 years, when she would be 34 years old. Today, she opened her eyes in the luxury of a Hyatt Hotel overlooking Boston Harbor and stocked with Ferrero Rocher chocolates.

Her parents, Susan and Gary Woodward, who rented an apartment in Boston during the trial, are also staying at the hotel until the media attention dies down, defense attorneys said.

The family's living expenses are being subsidized by help from family and friends in England. Woodward's legal costs are being paid by EF Au Pair, the agency that brought Woodward to the United States and vetted her. An agency representative said today that EF Au Pair will pay for Woodward's appeal. Both sides in the case have said they will appeal the judge's ruling.

More than 10,000 families nationwide employ au pairs, who typically are foreign young women who come here as part of a government-sponsored cultural exchange. One result of the Woodward case, according to au pair agencies contacted today, is heightened concern among working parents who rely on au pairs or professional nannies, who tend to be older and have more training.

At the same time, au pairs and nannies have gotten nervous about working for families with very young children, the administrators of several of the agencies said.

"Some are very reluctant to take care of babies," said Barbara Marcus, who owns Parents In A Pinch, which supplies daytime nannies -- not au pairs -- to households in greater Boston. "Parents have always been concerned, and now, they are that much more so."

LOAD-DATE: November 12, 1997

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Copyright 1998 Responsive Database Services, Inc.  
 Business and Industry  
 BrandMarketing Supplement to Supermarket News

September 1998

SECTION: Vol. V, No. 9; Pg. 38; ISSN: 1091-6962

RDS-ACC-NO: 1648733

LENGTH: 431 words

HEADLINE: Kroger Samples Good Housekeeping Promo

**HIGHLIGHT:**

Good Housekeeping is conducting a holiday sampling promotion in 82 Kroger stores in Michigan first time it has partnered with Kroger and included in-store sampling program

**BODY:**

NEW YORK -- Good Housekeeping is staging a holiday sampling promotion this month with Kroger supermarkets in Michigan.

It is the first time the magazine has partnered with Kroger and included an in-store sampling program. The Hearst publication has run similar promotions with other drug and supermarket chains.

The turnkey program will run at 82 Kroger stores. On Saturday, October 17, Good Housekeeping representatives will distribute 25,000 samples or coupons from participating advertisers.

The program will be highlighted in a regional-themed ad in the November issue, which goes on sale October 13. The ad will feature products such as Ore-Ida Frozen Mashed and Hash Brown Potatoes, Werther's Chocolates, Libby's Pumpkin Filling, Lipton's Bruinmel & Brown Spread and Lever 2000 Body Wash.

There will also be 27,500 instore radio spots consisting of 12 group spots per day for four weeks starting October 13. Shelf-talkers and themed signage have also been provided to the stores.

"This promotion came about because we've had an ongoing relationship with Kroger through its ad agency, W.B. Donner in Detroit," said Scan Sullivan, associate publisher/marketing director, Good Housekeeping.

Donner approached Good Housekeeping to provide editorial content for "The Better Way," a series of one-minute radio spots that air daily on WNIC-FM in Detroit and WFMK-FM in Lansing, Michigan. The radio spots, which are sponsored by Kroger and Good Housekeeping, feature Good Housekeeping Editor Ellen Levine talking about articles in the magazine, such as one that focused on how to make clothes last longer.

"Most of these spots are generic in nature but we could feature a specific brand, as long as it doesn't compromise the integrity of the piece," said Sullivan. "Ultimately, our editorial department controls the topics and content."

In a separate holiday sampling program, Good Housekeeping is teaming up with Wal-Mart. It will set up tables at a total of 100 key Wal-Mart stores on two days during the Thanksgiving and Christmas season. Samples and coupons will be distributed.

To participate, advertisers must buy a page in Good Housekeeping's Holiday Best special issue and its December and January issues. The ad rate is 50% lower than the Good Housekeeping open rate, according to the magazine. Advertisers include Butler Gum Tooth Brushes, Rocher Chocolates, Mirro Wearever Cookware and Chex Cereals. Copyright 1998 Fairchild Publications, a division of Capital Cities Media, Inc. Copyright 1998 Fairchild Publications, a division of Capital Cities Media, Inc. 365

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**TYPE:** Journal; Fulltext

**JOURNAL-CODE:** BRANMARS

**LOAD-DATE:** January 9, 2005

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Copyright 1998 Journal Sentinel Inc.  
 Milwaukee Journal Sentinel (Wisconsin)

December 2, 1998 Wednesday All

**SECTION:** Food Pg. 1**LENGTH:** 2174 words**HEADLINE:** Truffles or Roe?

These gifts will surely spoil the food lover in your life

**BYLINE:** NEIL ROSENBERG**SOURCE:** Journal Sentinel staff**BODY:**

Chocolate or caviar or both.

When it comes to holiday food gift-giving, how can you go wrong with either? Everybody loves chocolate, and for those who don't like black, inky, tiny fish eggs . . . well, give them chocolate.

The holiday season, the time between the Thanksgiving feast and the early morning hours of Jan. 1 when the New Year's revelry has died away, is prime chocolate giving and eating time, according to the Chocolate Manufacturers Association.

"The winter holiday season including Christmas, Hanukkah and New Year's is the biggest gift-giving season for boxed chocolates," said Sheila Heath, an association spokeswoman. Sales are estimated at \$300 million.

While we don't want to play favorites here, our initial nod will go to what is likely the most recognized, super-premium chocolate brand in the country Godiva. The main reason is that Godiva Chocolatier (which is Flemish for "we make chocolate and it is pretty darn expensive at that") has opened its first free-standing retail boutique in Milwaukee at the Grand Avenue mall.

While the Brussels firm has been selling its wares at Boston Store and Marshall Field's for years, this separate store, company-owned and managed, will feature the largest selection locally of its products. That includes more than 70 different freshly made chocolate pieces as well as gourmet coffees, hot chocolate and biscotti.

Especially for the holiday season, Godiva is featuring a holiday truffle box featuring egg nog, gingerbread and sugar plum truffles as well as classics such as honey-roasted almond and vanilla. A six-piece box costs \$12.50.

Godiva's trademark pound of assorted chocolates in the gold-foil covered Ballotin box comes either in the Christmas style wrapped in ribbon with a sprig of faux pomegranates, berries and leaves or in the kosher Hanukkah style with navy and gold ribbon with a miniature blue and gold menorah. Cost of each: \$35. Along with the Hanukkah chocolate, Godiva also offers a bag of gold coins (gelt), 20 pieces for \$14.

New this year is its entry into the cookie business with its Godiva Biscuits.

The European-style cookies are topped with a signature-imprinted tablet of milk chocolate and come in four flavors, including basic-no-frills milk chocolate and raspberry, hazelnut and chocolate creme. Packages range from 12 pieces for \$7.50 to a 52-piece collection in a gold tin for \$32.

The products are also available by mail order by calling (800) 946-3482 or on the Internet at [www.godiva.com](http://www.godiva.com).

A first-time entry into the United States' super-premium chocolate market with a familiar name is Pfister chocolates (no relation to the hotel).

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Truffles or Roe? These gifts will surely spoil the food lover in your l

A long time favorite in Europe, Pfister is best known for its truffles, including its Truffles Chocolatier (smooth truffle center with selected Marc de Champagne, in a dark chocolate shell dusted with powdered sugar or with just plain dark or light milk chocolate shell. All of this doesn't come cheap: prices are \$15 or \$16 for slightly more than a half a pound (depending on the assortment).

To order, call (914) 426-1376 or see their Web site at [www.Pfisterchocolate.com](http://www.Pfisterchocolate.com).

Another standby, actually older than Godiva, is Perugina, the name of the Umbrian hill town where the company began in 1907.

The hallmark of this Italian chocolate firm is its "baci," which is the plural of "kiss." Each almost golfball-size delicacy is a blend of whipped milk chocolate and chopped hazelnuts, topped with a hazelnut and then encased in a covering of bittersweet chocolate. For the season, 21 baci are available either in a colorful ornament-shaped box or Christmas-tree-shaped box, either one for \$14.

They are available at J.C. Penney stores or by calling (800) 272-0500.

A less expensive kissing cousin is Ferrero Rocher, a spherical hazelnut praline, ("a supreme blend of chocolate, wafer and European hazelnut") available at most major supermarket candy sections, chain drugstores and candy stores. A 16-piece box costs \$5.59; 24-piece, \$8.99. A colorful, seasonal pyramid of 25 pieces goes for \$9.99.

Strictly for the adults is a case of two dozen bite-sized chocolate bottles, each about the size of your thumb, filled with a dollop of liquor including Myer's rum, Seagram's 7, Peach Amaretto, Frangelico (hazelnut liqueur) and Courvoisier, all packed in an adorable, miniature wooden liquor crate. Order from the California Cuisine catalog for \$19.95 by calling (800) 753-8558.

Then there is chocolate with a conscience. Wafa is a hazelnut chocolate bar with a crispy center. Its production is a joint project of Israeli and Arab chocolate makers, who put out the product for PeaceWorks, an American company that promotes joint food ventures between countries at political odds. Ten percent of proceeds from this and related products is donated to Seeds of Peace, an organization that brings kids from nations at war together to build up tolerance and understanding among them.

The candy bars cost 99 cents each, while a gift tin of eight sells for \$13.99. Available at Sendik's, 500 E. Silver Spring Drive in Whitefish Bay; Beans & Barley, 1901 E. North Ave.; and Grasci Foods, 13950 W. Blue Mound Road, Brookfield.

Finally, for kids of all ages, is Sid The Talking Bear, a stuffed bear with a backpack of chocolate candy. Squeeze Sid's paw and he exclaims, loudly and with conviction: "I loooooove chocolate." Sid costs \$19.95 and can be purchased at any Fannie Mae or Fannie Farmer candy store. Stores are located at Bay Shore, Mayfair, Southridge and Northridge shopping centers. But check first to make sure they are in stock.

You'd be hard-pressed to find a stuffed critter proclaiming a love for caviar, but you probably could find some humans in your life who would.

Petrossian, named after the two Russian brothers who emigrated to Paris during the 1920s, is today the largest buyer and exporter of Russian caviar to France, the United States and Canada. The three primary types of Russian caviar are beluga, ossetra and sevruga, named after the species of sturgeon from which the eggs are harvested.

Beluga is the most expensive; the eggs are the largest and most fragile. Next in quality is ossetra, and then sevruga. Caviar is not cheap. A quarter pound of beluga costs \$300; ossetra, \$225; and sevruga, \$140.

For the holiday, Petrossian has put together its "Five Muses" gift pack, five jars each a tad over an ounce, one each of beluga, ossetra, sevruga, pressed caviar and salmon roe. They are packed in an insulated carrying case for \$175. Still not small change. But what the heck, it's the holidays? To order, call (800) 828-9241.

Enough of food for a while. Let's move on to a couple of gadgets. New this year from Cuisinart is the SmartStick. It is a combination hand-held blender or chopper/grinder. About a decade ago, hand-held blenders were first promoted on infomercials. The bulky, electrical devices with a super-fast blade at the end for pureeing caught on so well that Braun, Cuisinart and other name brand and knockoff brands have jumped on the bandwagon.

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Cuisinart takes it one step further; the SmartStick comes with a cup-sized attachment for small jobs. The four-speed device can be used to chop and grind as well. It sells for \$79.99. It's sold at Marshall Field's at Mayfair or can be ordered from Chef's catalog at (800) 338-3232.

Next is the Capresso coffeemaker, the "Elegant Classic Therm," which solves that age-old problem of keeping coffee hot after it is made? The coffeemaker brews the coffee directly into an insulated thermal carafe that can keep coffee hot, hot, hot for up to four hours. That's long enough for it to become stale, stale, stale. But it will be long gone before it goes stale, in part because of the device's own water filtration system, which keeps whatever grind you use at its best possible taste. Cost: \$109.99. Available at Gloria Jean's Coffee Bean at Southridge, Brookfield Square and Mayfair shopping centers; Grand Gourmet, 18920 W. Blue Mound Road, Brookfield; Victor Allen's, 333 W. Brown Deer Road, Bayside; and Gourmet Outfitters, 11036 N. Port Washington Road, Mequon.

In past food gift guides, hot sauces and salsas were a staple. This year more exotic seasonings are in, and two of the most clever and picturesque gifts come from two popular catalogs.

The first is the Middle Eastern Collection from the venerable Dean & DeLuca, and the packaging is almost as much fun as the contents. The collection contains nine tins of two ounces each of these spices: thyme, sumac, caraway, toasted sesame seed, ground nutmeg, star anise, Aleppo pepper, turmeric and fennel seed. Those tins are in turn enclosed in a sturdy, thick tin box with the Dean & DeLuca moniker. \$45. To order, call (800) 221-7714.

The second collection is The Essential Masala, a complete seasoning compilation for Indian cooking. Masala means "mixture" in Hindu. It includes 16 ingredients, among them tamarind, green cardamom pods, black cumin, urad dal, ajwain, kalonji and amchoor. It also includes a cookbook with more than 50 recipes. The cost is \$39.95 from the California Cuisine catalog, (800) 753-8558.

A little more down-to-Earth, a little more heartland, is the fabulous selection of dozens and dozens of canned products from jams to relishes to pickles to jellies 115 varieties in all, from Wisconsin's own Bea's Ho-Made Products of Gills Rock. What started out in 1962 with roadside sales of cherries by the quart has grown into a thriving wholesale and retail business. The owners say that no preservatives or artificial colors are added.

Gift boxes can be made up of any combination of products, ranging in price from \$14 for two jams to \$40.75 for four pickles and six jams. Choices include three-bean salad, pickled veggies, bread and butter pickles, corn relish, red cabbage, loganberry jam, gooseberry jam, dandelion jelly, onion jelly and much more.

For a list of products and prices or to order, call (920) 854-2268. (Bea, by the way, is Bea Landin. The family business is operated in modern facilities on the homestead that has been in the family since 1884.)

Along the same vein, though not local, are fruit butters from Kitchen Kettle Village in the Pennsylvania Dutch country of Lancaster County. A gift box of four 10-ounce jars of butters one each of peach, apple, pear and pumpkin costs \$12.50. A cute idea from the same company is a set of four old-fashioned pint milk bottles filled with various snacks such as trail mix or corn salsa chips. The bottles are in a wire bottle carrier with a wooden handle. The cost is \$32.50. To order, call (800) 717-6198.

Other gift ideas that caught our eye follow. They are not listed in any special order.

1812 Cake Trifles from Matthews House in Cornwall Bridge, Conn. The trifles, new this year, are small pieces of its signature chocolate rum cake and lemon rum sunshine cake, which are dipped in dark chocolate and then decorated with thin threads of chocolate on top. They come boxed in three sizes: eight, 16 or 24 pieces for (respectively) \$16, \$29 and \$42. To order, call (800) 662-1812.

Taste of Dell'Alpe gift basket from, who else, Dell'Alpe, the leading brand of Italian upscale food products in the Midwest. Founded in Chicago in 1921, and since relocated to Cicero, Ill., the company has expanded mightily from its original immigrant customer base.

Don't look for everyday pasta and tomato sauce in this gift basket. Instead you will find polenta, imported tomatoes, pesto, spice grinders with special Italian spices, roasted red peppers, risotto and marinated artichokes and more. It will set you back \$61.95, but hey, it also comes in an Italian straw basket. To order, call (800) 656-8884 or via the Internet at [www.dellalpe.com](http://www.dellalpe.com).

The Complete Rosette Set. All you need to make those wonderful fried, dainty creations. The kit comes with the rosette stick and three different molds, the batter mix and a cookbook. For the uninitiated, the term "rosette" refers to the

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original flowerlike pattern of a circle crisscrossed with arcs, but generically it refers to molds u sed to make these des-  
serts. The molds in the set can make cookies as well as snack chips and dessert cups. The set costs \$19.95 plus \$5 ship-  
ping and can be purchased by mail from the Kitchen Connection, 8405 W. 45th St., Lyons, Ill. 60534.

Finally, the mustard. It has become an annual tradition of this gift guide to feature a gift pack from Wisconsin's  
own Mount Horeb Mustard Museum. This year, the winner is the WGN radio personality Spike O'Dell's inspired collec-  
tion of secret for mula mustards, salsa, barbecue sauce and chipotle cheese sauce six jars in all. The Spike-O-Rama col-  
lection sells for \$34.50, but a portion of all sales of Spike's BYB (Bite Your Butt) products supports the WGN Neediest  
Kids Fund. Sales of the pro ducts has netted the fund more than \$500,000 since his brand began sales in 1996. To order,  
call (800) 438-6878.

**GRAPHIC:** Photo 1  
WILLIAM J. LIZDAS  
STAFF PHOTOGRAPHER

Gift ideas (clockwise from top) include: Italian specialties  
in The Taste of Dell'Alpe gift basket; homey canned food from Bea's  
Ho-Made Products; Spike's BYB (Bite Your Butt) mustard, which  
supports a good cause; and Kitchen KettleVillage fruit butters  
like great-grandma used to make. Photo 2  
Photo 3

Kitchen Kettle Villa  
ge offers four replicas of the milk bottles  
of yesteryear, filled with trendy snacks such as trail mix. Photo color 1

(FOOD GIFT IDEAS FOR CHRISTMAS) Photo color 2

(CANS OF CAVIAR)

**LOAD-DATE:** December 30, 1998

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Copyright 1999 Daily News, L.P.  
Daily News (New York)

February 10, 1999, Wednesday

SECTION: Food; Pg. 6

LENGTH: 1560 words

HEADLINE: HOW TO FIND A SWEET HEART

BYLINE: BY ROSEMARY BLACK DAILY NEWS FOOD EDITOR

BODY:

Romance is in the air this week, and the city's shops are beribboned and bedecked with heart-shaped confections of all kinds.

This Valentine's Day, treat your sweetie to a luscious chocolate torte, a lobster dinner for two or a strawberry-topped cheesecake (shaped like a heart, of course!). Here's where to shop.

Healthy choices

Ruby-colored dried strawberries from Gourmet Garage have no added sugar and make a deliciously sweet low-fat snack. Eat them out of hand, put them into muffins or oatmeal, or layer them with vanilla yogurt for a pretty, and nutritious, dessert parfait. A 6-ounce container is \$ 6.95. Gourmet Garage has two Manhattan stores: 453 Broome St., (212) 941-5850, and 117 Seventh Ave., (212) 699-5980.

Besides its pastries and cookies, Amy's Bread has some satisfying non-sweet treats. Heart-shaped breads in six varieties - country sourdough; semolina raisin and fennel; organic whole-wheat; ; semolina with black sesame seeds; whole wheat with oats, pecans and raisins; potato-onion-dill - are a fine addition to the dinner table. Breads cost \$ 3.25-\$ 4. Amy's Bread (for sweets and bread) is at 672 Ninth Ave., between 46th and 47th Sts., Manhattan; (212) 977-2670. There's also a shop at 75 Ninth Ave. in the Chelsea Market, which has everything except the cookies: (212) 462-4338.

Lobster (which has one of the lowest fat contents of any seafood) is the perfect choice for a romantic at-home feast. You can get a Lobster-for-Lovers dinner for two delivered overnight anywhere in the U.S for \$ 69.95 (including shipping and handling). You get two live New England lobsters, weighing 11/4 to 11/2 pounds, a pound of mussels packed in plenty of ice, and lobster crackers and bibs. Order by calling Ipswich Shellfish at (888) 347-4246 or fax your order to (978) 356-9235.

Available at Grace's Marketplace, lobster tails from South Africa, Australia and northern Brazil also can make a lovely meal for someone you love. Sizes range from 6 ounces to 11/4 pounds, at \$ 35 a pound. Simply bake or broil and serve. Grace's also has Bella di Cerignola Italian olives, preserved in saltwater. A heart-shaped glass jar of red or green olives is \$ 12.99. Grace's, 1237 Third Ave. at 71st St., Manhattan; (212) 737-0600.

For cookie monsters

The array of pastel-shaded, painstakingly decorated butter cookies at Once Upon a Tart seem more like works of art than desserts. There's a bright-pink origami container filled with bite-sized hearts, a white-painted cupid holding a heart, a beribboned stack of alternating chocolate and vanilla hearts, and giant pink iced hearts nestling little cookie hearts. Cookies range from 75 cents to \$ 3. A lovely gift - two giant gingerbread heart cookies sandwiching tender vanilla and chocolate cookies - is \$ 35. Once Upon a Tart, 135 Sullivan St., Manhattan; (212) 387-8869.

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Cookies galore - hearts with ruffled edges, hearts with arrows and two lips saying "SWAK: Sealed With a Kiss" - are available at Margaret Palca Bakes in Brooklyn. Cookies range from 85 cents to \$ 1.25. Chocolate cupcakes with a chocolate glaze are 75 cents. Her wares also are sold at Balducci's, Citarella and any of the Mangia shops. Margaret Palca Bakes, 193 Columbia St., west of Brooklyn Heights; (718) 802-9771.

You've seen an oblong flower box filled with long-stemmed red roses, right? Now, this showy box is filled with eight kinds of giant cookies, each weighing about a quarter-pound, and tied with a big bow. Varieties include white chocolate chip, raspberry white chocolate and chocolate crunch with Snickers bars. Order for \$ 21.95 by calling (800) 345-1515.

#### Let them eat cakes

Each year in honor of Valentine's Day, Eileen's Cheesecake bakes a creamy heart-shaped confection that's just the right size for two for \$ 6. A medium heart-shaped cheesecake, serving eight people, is \$ 18 to \$ 25, depending on the topping. Large cheesecake hearts range from \$ 22-\$ 29. For toppings, the choices include cherry, blueberry, pineapple, chocolate cappuccino, cookies and cream, and amaretto. Cakes are shipped overnight. (You can call as late Sunday morning if you plan to pick up the cake.) Eileen's Cheesecake, 17 Cleveland Place, Manhattan; (212) 966-5585. Outside New York state, call (800) 525-CAKE.

Junior's in Brooklyn also makes a rich and creamy cheesecake shaped like a heart and topped with whole fresh strawberries. The 9-inch cake, which serves 15 people, is \$ 36.95 at the restaurant. No delivery. Junior's, 386 Flatbush Ave. Extension, Brooklyn; (718) 852-5257.

Another dessert for a duo: luscious crumb-bottomed chocolate mousse hearts or a cherry-topped heart-shaped cheesecake from Mother Mousse, on Staten Island. Each is \$ 7. A heart-shaped chocolate cake with vanilla fudge mousse filling swathed in a pink-and-white buttercream is \$ 21 and serves eight to 10 people. All chocolate goodies are made with Callebaut chocolate from Belgium. Mother Mousse, 3767 Victory Blvd., Staten Island; (718) 983-8366. Also at 2175 Hylan Blvd.; (718) 987-4242.

A ribbon-trimmed box containing two cream-filled yellow cupcakes with a personalized decoration and a bag of homemade truffles costs \$ 15 at Kitchenette, 80 West Broadway, Manhattan; (212) 267-6740.

For a nice switch from regular cakes, Sweet Melissa sells heart-shaped brownies (\$ 1.75), heart-shaped meringues (five per box for \$ 2) and heart-shaped orange-raisin scones (\$ 1.75). For serious chocoholics, a dense truffle cake dusted with cocoa is about \$ 16, depending on the size. Sweet Melissa, 276 Court St., Brooklyn; (718) 855-3410.

At the two-year-old Cake Shop, a velvety chocolate-cream pie is layered with homemade chocolate pudding and topped with heavy whipped cream. A pie to serve eight people is \$ 7. Other notable confections for Valentine's Day are banana cream pie, blackout cake and apple crumb pie. The Cake Shop, 1402 E. 64th St., Brooklyn; (718) 444-4455.

Heart-shaped brownie tortes for two are available at Charles and Laurel Desserts Ltd. Rich and cakey, they need nothing but a dollop of unsweetened whipped cream for the perfect finish. A pair of 3-inch hearts is \$ 21.95 and a single 7-inch heart is \$ 25.95. For an extra charge, the shop will ship overnight. Charles and Laurel Desserts Ltd., 537 Greenwich St., Manhattan; (212) 229-9339 or (888) 810-CAKE.

#### Sidebar:

#### CHOCOLATES

Black Hound's luxurious, handcrafted truffles are made with Belgian chocolate, fine butter and a variety of flavorings, including Grand Marnier, bourbon, Calvados and Kahlua. Besides excellent milk-chocolate truffles rolled in bittersweet chocolate shavings, there are white chocolate truffles as well as classic bittersweet chocolate truffles. For Valentine's Day, they come packed in wooden heart-shaped boxes tied with pink or red grosgrain ribbon; \$ 6 to \$ 21. (Butter cookies packed in heart-shaped boxes are \$ 26 a pound. Heart-shaped cakes range from \$ 15.50.) Black Hound, 170 Second Ave., between 10th and 11th Sts., Manhattan; (212) 979-9505 or (800) 344-4417. All items except cakes can be shipped nationwide.

Fraser-Morris, owned by Paul Kalin, sells fine chocolates in addition to ready-to-eat foods. The Neuhaus chocolates are \$ 20 per half-pound, or \$ 39 a pound. Fraser-Morris, 102 President St., between Columbia and Hicks Sts., Brooklyn; (718) 643-3507.

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A \$ 20 fabric-tapestry heart holding a nest of Baci (the delicious nut-studded Italian chocolates) is \$ 20 at Perugina stores. For \$ 30, you can get a red velvet heart filled with foil-wrapped chocolates. The flagship store is at 520 Madison Ave., at 54th St. To order by phone, call (800) 272-0500.

Sidebar:

Treats for \$ 10 or less

Why not order your hardworking honey a gourmet lunch to be delivered to work? For \$ 10, Box, a new gourmet lunch delivery service, provides a cup of soup (such as carrot ginger puree or dill vegetable noodle) with homemade bread, a sandwich (grilled portobello with Monterey Jack or lemon-rosemary shrimp salad on seeded Italian bread) and dessert. Items are packed in a stylish white box. The menu changes daily, and chefs use all organic produce and free-range chickens. There's delivery in downtown Manhattan, and gift certificates are available.

Box, at 146 Chambers St. in Manhattan, is open weekdays only from 7 a.m. to 4 p.m.; (212) 766-5661.

A special heart-shaped box of Rocher chocolates - the gold-foil-wrapped chocolate and hazelnut bonbons sold around town - is \$ 4.99. Look for it at Kmart and drugstores like CVS.

If someone you love loves M&Ms, tuck a bag of the brand-new Crispy Chocolate Candies (50 cents) into his lunchbox, under her pillow or in her pocket. The crisp-rice center is coated with milk chocolate and the regular candy shell, and the shape is slightly larger than regular M&Ms. Now, if only they would come out with heart-shaped M&Ms

Graphic:

1. AMY'S BREAD PHOTO BY PAT CARROLL DAILY NEWS
2. BLACK HOUND PHOTO BY COREY SIPKIN DAILY NEWS 3. ONCE UPON A TART PHOTO BY COREY SIPKIN DAILY NEWS
4. ONCE UPON A TART PHOTO BY COREY SIPKIN DAILY NEWS
5. ONCE UPON A TART PHOTO BY COREY SIPKIN DAILY NEWS
6. ONCE UPON A TART PHOTO BY COREY SIPKIN DAILY NEWS
7. EILEEN'S CHEESECAKE PHOTO BY PAT CARROLL DAILY NEWS
8. EILEEN'S CHEESECAKE PHOTO BY PAT CARROLL DAILY NEWS
9. ONCE UPON A TART PHOTO BY COREY SIPKIN DAILY NEWS

**GRAPHIC: BOX FROM KATE'S PAPERIE PHOTO BY PAT CARROLL DAILY NEWS**

**LOAD-DATE: February 12, 1999**

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Copyright 1999 The Dallas Morning News  
The Dallas Morning News

February 10, 1999, Wednesday THIRD EDITION

**SECTION:** BUSINESS; Pg. 2D; MORNING BRIEFCASE**LENGTH:** 845 words**HEADLINE:** MORNING BRIEFCASE**BODY:**

Sears to plead guilty in debt collection case

Department store chain to pay \$ 60 million

CHICAGO - Sears, Roebuck & Co., the largest U.S. department-store operator, will plead guilty to criminal fraud and pay a \$ 60 million fine for illegally collecting debts from bankrupt credit-card customers, company officials said.

In a surprise move, Sears Bankruptcy Recovery Management Services agreed to plead guilty to one count of fraud for failing to file with the courts debt collection agreements signed by credit-card customers who sought bankruptcy protection.

Prosecutors have been trying for almost two years to build a criminal case against Sears without giving any indication they were making progress. The plea agreement is the final fallout from Sears' use of so-called unfiled reaffirmation agreements. In 1997, the company paid \$ 273 million to settle lawsuits on behalf of 190,000 customers victimized by the practice.

A year later, Sears paid \$ 8.25 million to settle shareholders' claims that top management misled investors about the mistreatment of credit-card customers.

- Bloomberg News

Productivity index rises 3.7%

WASHINGTON - A burst of productivity at the end of 1998 suggests the economy can continue to have its cake and eat it, too - grow robustly with low inflation - for a while longer.

Output per hour of work by nonfarm, nonsupervisory employees increased a healthy 2.2 percent last year, the Labor Department said Tuesday. During the final three months of the year, productivity surged at a 3.7 percent seasonally adjusted annual rate, the biggest advance since the first three months of 1996.

"It's symbolic of the extraordinary strength of this economic expansion," said economist Mark Zandi of Regional Financial Associates in West Chester, Pa. "This really is the bottom line: Strong productivity growth means living standards are rising quickly. ... And the momentum the economy is exhibiting will carry over into 1999."

The 2.2 percent gain in 1998 marked a significant improvement over the 1.2 percent increase in 1997 and was almost as good as the 2.4 percent rise in 1996.

Productivity, after growing at nearly a 3 percent rate in the 1960s and early '70s, slowed to an anemic 1 percent rate from 1974 through 1995. Since then, it's been growing at almost a 2 percent rate, leading some economists to speculate that the economy has embarked on a new era of productivity growth, driven by computers and other high-tech innovations. - Associated Press

**HAND GRIP KEY TO HEALTH, STUDY FINDS****Ferrero S.p.A. v. The Haas Group**

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Researchers have found that they can determine from the hand grip strength of late-middle-age men whether those men are likely to lose so much muscle tone over the next quarter century that they will become disabled.

Researchers, who published their findings in the Journal of the American Medical Association, tested the hand strength of 6,000 healthy Japanese-American men living in Hawaii in 1965.

Then, they followed the health of this group for the next 25 years.

The risk of disability was more than twice as high among men with the lowest grip strength. Researchers suggest that with advance warning, middle-age patients might be more willing to take up modest toning exercise regimes that could help them avoid assisted care in their senior years.

- Scripps Howard News Service

#### BRIEFLY

Amazon offers refunds for advertised books

NEW YORK - Accused of charging publishers for good reviews, the Internet bookseller Amazon.com offered refunds Tuesday for all books it has recommended and promised to tell customers when a publisher pays for a prominent display on its Web site. "We did get expressions of concern by people who are very important to us, namely our customers," said Bill Curry, a spokesman for the Seattle-based company, the world's largest online bookseller. He declined to say how many customers had responded, only that it was "more than one." Paying up to \$ 10,000, a book publisher could get prominent display for a book on Amazon's home page, an author profile or interview and "complete Amazon.com editorial review."

Nike begins selling product line on Internet site

BEAVERTON, Ore. - Nike Inc. said it began selling one of its product lines on the Internet Tuesday. Nike said the site initially will sell parts of its Nike Alpha Project line of shoes and clothing, then move to a wider product mix later this year.

SmithKline to sell U.S. units for \$ 2 billion

LONDON - SmithKline Beecham PLC, maker of the antidepressant Paxil, agreed to sell its U.S. clinical laboratory and pharmacy benefit units for \$ 2 billion in cash and stock and will cut 3,000 jobs to boost spending on new drugs. SmithKline will sell Diversified Pharmaceutical Services, its pharmacy-benefits provider, to Express Scripts Inc. for \$ 700 million cash. Quest Diagnostics Inc. will buy SmithKline's clinical labs for \$ 1.02 billion cash and \$ 245 million in Quest stock.

- Compiled by Mike Finn from Associated Press and Bloomberg News Reports

**GRAPHIC: PHOTO(S):** (Feature Photo Service) Getting to the heart of the matter: Tavern on the Green dining captain Gordon Holmes prepares boxes of Rocher chocolates that will be given to guests at a weekend Valentine's celebration at the famed New York eatery. **GRAPH(S):** (DMN) Productivity.

**LOAD-DATE:** February 24, 1999

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Copyright 1999 The Columbus Dispatch  
Columbus Dispatch (Ohio)

August 30, 1999, Monday

**SECTION:** BUSINESS TODAY , Pg. 8

**LENGTH:** 573 words

**HEADLINE:** WORKING FROM HOME IS BY DESIGN FOR GIFT MAKER

**BYLINE:** Tesfaye N. Asfaw, Dispatch Business Reporter

**BODY:**

It all started when Tracy Jenkins, 39, was selling Avon products to fellow Ameritech employees for extra spending cash.

She soon realized that packaging the products in nicely designed gift baskets improved sales.

That's when Jenkins realized she could make a business out of it.

"I always enjoyed being creative with what I gave people anyway, but now I can actually make a living at it," she said.

In January, Jenkins founded Amazing Gift Baskets, based at her home at 150 Royal Farm East.

When sales started to pick up, she quit her job of 19 years to concentrate on the business.

And the business hit the ground running.

In seven months, business has increased from three orders a week to 20 per week. Jenkins also landed a corporate contract, which she said she is unable to discuss.

She regularly advertises on radio and in local newspapers, and adds to her marketing outreach through memberships in several chambers of commerce.

Jenkins estimates 50 percent of her business comes from local corporations, in particular, real-estate agents.

Amazing Gift Baskets offers gourmet gift baskets that Jenkins and her four-member staff put together, including the Chocolate Lover's Delight, which brings together all sorts of chocolate goodies like Chocoholic's Pasta and Ferrero Rocher candies; and the Ohio Amish Fall Favorites, which includes products made by the Ohio Amish community, including apple butter and homemade cookie mixes.

The company also assembles Ohio State University- and Cleveland Browns-themed baskets.

But Jenkins said 90 percent of her orders are for customized baskets.

Prices range from \$ 15 to \$ 150.

Jenkins' business may be small, but it is not confined just to the Columbus area, in large part because of its Web site, amazinggiftbaskets.com.

"I had an order from Ireland on the Web that went to a lady in Upper Arlington," she said. "That was exciting."

But being a business owner means more work, too.

"The thing about being home- based is I work a lot more hours than I ever worked at Ameritech, just because it's here," Jenkins said.

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## WORKING FROM HOME IS BY DESIGN FOR GIFT MAKER Columbus Dispatch (Ohio) A

Running the business from her home, however, allows her to be a full-time mother to her 7- and 10- year-olds.

"It's ideal," Jenkins said.

"It's a change for them, though. They're not used to having me home," she said, adding that the constant flow of people in and out of the house, and the use of the basement for the business has required some getting used to.

Jenkins has several plans for the business, including an inevitable move out of her home to accommodate stock and staff. But that will take a lot of money.

She has enlisted the services of the Small Business Development Center, a division of the Small Business Administration, out of Licking County, to help write her business plan.

The plan will be used to apply for bank loans to buy more supplies as well as to pay for additional part- time help and other day-to-day expenses, for the coming holiday season.

Jenkins got in touch with the center after she attended their Micro Loan seminar in Licking County.

Jenkins credits her early success in large part to her perfectionistic attitude when it comes to operating the business, from the assembly of the baskets to the paperwork.

"I think when that comes across to people, then they don't have a problem whether you're male or female, as long as you can get the job done," she said.

**GRAPHIC:** Photo, Grace Beahm / Dispatch Tracy Jenkins, with baskets her company makes, expects she will have to move her business eventually from her home.

**LOAD-DATE:** September 8, 1999

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Courier News (Bridgewater, NJ)

December 5, 1999 Sunday

**SECTION:** LIFESTYLE; Pg. 1C**LENGTH:** 712 words**HEADLINE:** Sweet sensations**BYLINE:** Chris M. Junior, Staff**BODY:**

Chocolatiers offering tasty holiday treats

By CHRIS M. JUNIOR Staff Writer

Nobody's sure how Santa Claus developed his famous girth, but maybe it's from years of sampling chocolates.

If so, who can blame him? Chocolates are everywhere this time of year.

"Valentine's Day is Godiva's single busiest day," says Frank de Falco, a spokesman for the chocolatier. "However, the period between Thanksgiving and the first of the year is our busiest season. There are so many occasions in which to give chocolate."

There's no law that says a box of chocolate must be finished all at once, so weight-conscious individuals can enjoy some sweets and not feel guilty or concerned.

"Most people are going to help themselves to two or three pieces per sitting," says de Falco. "People know they can eat less when it comes to super-premium chocolate and be satisfied."

Gender and age issues don't apply to chocolate lovers, says de Falco, giving it "universal appeal."

"Chocolate has remained, even in this climate of political correctness, an appropriate gift," he says.

Here's a look at what some high-end chocolatiers have available this year:

**Enjou Chocolat:** This Morristown-based chocolatier has a colorfully packaged "Christmas Selections" line of gift baskets, most of which are made of natural imported woven-wicker and feature hand-crafted fabric bows.

Contents vary, but some of the constants are gourmet assorted chocolates, nonpareils and chocolate-covered pretzels. Other items include pistachios, hard candy and gourmet cookies.

Prices in the "Christmas Selections" series range from \$29.95 (for mixed nonpareils, pistachios, chocolate-covered pretzels and chocolate-covered Oreos) to \$150 (a variety of chocolates and cookies, plus coffee and a coffee mug).

To order, visit [www.enjouchocolat.com](http://www.enjouchocolat.com) or call (973) 993-9090.

**Ferrero Rocher:** Rocher chocolate, a top seller in Italy, is a product of Somerset-based Ferrero USA, which also produces Tic Tac breath mints and Nutella, a hazelnut spread.

Specially packaged for the holidays is Ferrero Rocher's eye-catching golden pyramid (\$10.99) containing 25 individually wrapped chocolates. Available at local supermarkets and drug stores.

**Godiva Chocolatier:** For many consumers, Godiva is the Rolls Royce of chocolate. The company's "Holiday Jewels" catalog is packed with a variety of options. Here's a look at some of what is available:

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**Gold Ballotin:** Each classy-looking gold box is tied with a matching ribbon. Sizes and prices range from two pieces (\$3) to three pounds (\$90). Contents include toffee carre, vanilla caramel and chocolate mousse.

**Christmas Truffle Box:** An emerald-green ribbon wraps this golden box (10.75 ounces, \$28), which contains 16 pieces of assorted chocolates.

**Godiva Hanukkah Ballotin:** A Kosher assortment of milk, dark and ivory chocolates, which include toffee carre, ivory praline, grande mint and cherry cordial. Available in two sizes: a half-pound box (17 pieces, \$22) and a pound box (33 pieces, \$36).

**Velvet Truffle Host:** This one is truly a keeper. After all 36 pieces (\$79) of chocolate have been devoured, the three-drawer box, covered in green velvet, can be used again, perhaps as a jewelry box. Seasonal flavors include new candy cane, plus popular snowball and gingerbread.

**Gala Greetings Basket:** More than 3 pounds of goodies make up this basket (\$125), including a biscuit gift box (9.5 ounces), a four-piece cigar box (5 ounces) and a classic milk-chocolate hot cocoa box (4.4 ounces).

Godiva has more than 200 stores nationwide, including stores in the Bridgewater Commons, Freehold Raceway and Woodbridge Center malls.

Visit [www.godiva.com](http://www.godiva.com) or call (800) 946-3482 for more information.

**Perugina:** Known as the distributor of the dark chocolate mints After Eight Delights, Perugina has a holiday line called the "1999 Natale Tradizionale" collection. It includes the following:

**Traditional Natale Vista Wreath (Emotions Chocolate):** This wreath-shaped box (\$14) contains premium whole hazelnuts surrounded in layers of white confection, gianduia hazelnut chocolate and dark chocolate.

**Metallic Vista Tree (Cherry Chocolates):** Dark chocolate-covered cherries in a Christmas tree-shaped container (\$14).

**GRAPHIC:** Ferrero Rocher's eye-catching golden pyramid contains 25 individually wrapped chocolates. COURTESY OF PERUGINA; Selections from Perugina's '1999 Natale Tradizionale' product line. BY GODIVA CHOCOLATIER; Items from the Godiva Chocolatier 'Holiday Jewels' product line.

**LOAD-DATE:** April 2, 2003

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The New York Post

April 15, 2000, Saturday

**SECTION:** All Editions; Pg. 008**LENGTH:** 208 words**HEADLINE:** CELEBS PHONE HOME, ITALIAN STYLE**BODY:**

MARLON Brando, Woody Allen and Nelson Mandela are the latest famous faces to make their advertising debuts on Italian television. They're hawking Telecom Italia in spots airing next week. "It's Hollywood fever and everybody seems to be jumping on the bandwagon," one Milan media exec told the Financial Times. Mandela, whose fee will go to the Nelson Mandela Children's Fund, permitted the use of footage from a 1995 speech he made about telecoms and investing in the future. Filmed in the desert, Brando muses about whether he will live long enough to take advantage of telecommunications developments. Allen, who directed his own spot, appears in a Manhattan setting, confiding to his analyst on the topic of marriage. "The three personalities never mention Telecom Italia - they express broad concepts," said one insider. "The company logo only appears at the end." The trio follow Harrison Ford, who collected a cool \$2.2 million for endorsing Lancia Lybra cars. In recent months, Catherine Zeta-Jones got behind the wheel of Alfa Romeo's sportswagon, Richard Gere nibbled on Ferrero Rocher chocolates, Robert De Niro turned on Beghelli light bulbs, Brad Pitt ogled Damiani jewels, and Kevin Costner tried on a pair of Valleverde shoes.

**LOAD-DATE:** April 17, 2000

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The Associated Press

April 14, 2000, Friday, PM cycle

**SECTION:** Business News

**LENGTH:** 599 words

**HEADLINE:** From cars to lights, U.S. stars hawk products in Italy

**BYLINE:** By VANIA GRANDI, Associated Press Writer

**DATELINE:** ROME

**BODY:**

Standing on a cliff high above the California desert, Marlon Brando muses about the ethics of technological change.

Crossing a street in downtown Manhattan, Woody Allen converses anxiously on a mobile telephone with his shrink about life-prolonging genes.

They weren't scenes from movies but TV commercials, the latest in a series of Hollywood stars lured by fat contracts to Italian television. Sharon Stone, Harrison Ford, Richard Gere and Robert De Niro preceded them.

Both Allen and the generally reclusive Brando are appearing in separate commercials for the telecommunications giant Telecom Italia.

"We wanted personalities of great stature to express their thoughts on the future," Telecom's corporate communications head, Vittorio Meloni, told a news conference Thursday introducing the ad campaign.

Meloni refused to reveal what the two stars were paid except to say the total production costs for Allen and Brando and a third commercial featuring former South African President Nelson Mandela totaled 100 billion Italian lire, or nearly \$50 million at current exchange rates.

Spike Lee interspersed old footage of Mandela with scenes of children in South Africa's black townships.

The Brando ad shows the bulky 76-year-old star scanning the horizon and viewing a photograph of his South Pacific island home.

In his characteristic mumble Brando expresses both his fear for the new communications technology and the regret he won't live long enough to see all its achievements.

In other frequently run commercials, Stone promotes Martini spumante, Gere vouches for Ferrero Rocher chocolates and De Niro puts his weight behind Beghelli's energy-saving lights.

The going wisdom is, actors in the United States will rarely appear in commercials out of fear it will cheapen their image at home.

"Commercials have a different kind of impact in Europe," said De Niro publicist Stan Rosenfeld.

Gere did the commercials to raise money for charity.

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"The money he raises goes into a foundation for social causes," said Gere spokeswoman Pat Kingsley.

Meloni said Brando was persuaded to do the ad with "an interesting package," which included the chance of working with "Top Gun" director Tony Scott.

Allen directed, starred and - saying he was good at writing his own jokes - contributed to the script for his commercial, Meloni said.

The ads will only be televised in Italy because of the "image rights" of the artists involved, Meloni said.

Advertisers swear the colossal fees paid for the stars translate into soaring sales and prestige.

The Italian press reported what it said were rumors that Ford was paid \$2.3 million for a commercial for Lancia's Lybra station wagon.

"It was absolutely worth it" to hire Ford, said Lancia spokesman Alfio Maganello,

"American actors are very good and very famous and everyone knows that Italians love them," said Nicola Morello, creative director for Italy's largest advertising agency, Armando Testa.

The Turin-based agency wanted Ford to basically play himself in the Lancia commercial.

The ad shows Ford leaving his home with a stack of newspapers, which he drops into a recycling bin. Here, he notices a dried up bonsai plant and decides to take it for a drive.

Pampered by the station wagon's air conditioning, silent motor and smooth handling, the bonsai sprouts a leaf by the end of the journey.

"We would never hire Harrison Ford to say 'I drive this car, so why don't you,'" Morello said. "We want actors to interpret a story - and hence they need to have charisma and good looks."

**GRAPHIC:** AP Photo

**LOAD-DATE:** April 15, 2000

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Courier News (Bridgewater, NJ)

April 16, 2000 Sunday

**SECTION:** LIFESTYLE; Pg. 1B

**LENGTH:** 485 words

**HEADLINE:** HOWSWEETITIS

**BYLINE:** Chris M. Junior, Staff

**BODY:**

Celebrate the Easter holiday with a treat

By CHRIS M. JUNIOR Staff Writer

Easter is the annual Christian holiday celebrating the resurrection of Jesus.

It also marks the annual visit of that chocolate-giving furry creature known as the Easter Bunny.

Chocolatiers, as well as Mr. Bunny, have their own special line of candies for the Easter holiday. Here's a look at some of what is available this year:

**GODIVA:**

Godiva's Treasures of Spring 2000 catalog is chock full of several new items as well as familiar favorites.

v The Royal Hare Keepsake Box (\$25) contains 18 pieces, including one strawberry cheesecake-flavored dessert .  
chocolat.

v The Royal Hare Egg Carton (\$7.50) has seven foil-wrapped eggs in four flavors: milk chocolate, coconut, almond  
butter and hazelnut praline crunch.

v Spring Ballotins, each containing an assortment of milk, dark and ivory chocolates, come in three sizes: a quarter-  
pound box (\$11.50), a half-pound box (\$22) and a one-pound box (\$36).

v The Godiva Truffle Egg (\$10) is a custom egg filled with two truffle centers and decorated with Art Nouveau  
swirls and a Godiva logo. One half of the egg is a deep chocolate truffle, the other is French vanilla.

v The Bunny Hop Easter Basket (\$42) contains a milk chocolate bunny and a milk chocolate chick, among other  
items.

v The Bountiful Bunnies Easter Basket (\$78) also contains a milk chocolate bunny and a milk chocolate chick as  
well as a Royal Hare Keepsake Box and other items.

v The Royal Hare Keepsake Tin (\$18) is an egg-shaped tin with two tiers of milk, dark and ivory chocolates.

v Chocolate bunnies (\$18) come in sets of two in either milk chocolate or dark chocolate.

Visit a local Godiva shop or call (800) 9-GODIVA to order.

**PERUGINA:**

Perugina's 2000 Easter Collection offers the following items:

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v The Oval Box - Emotions Chocolates (\$12.50) is a pink-and-white box topped with a pink satin ribbon and filled with chocolate-covered whole hazelnuts surrounded in layers of white confection.

v The Solid Milk Chocolate Bunny (\$12.50) is 15 ounces of chocolate wrapped in seasonal bunny foil.

v The Vista Bunny Box (\$10) is filled with solid milk chocolate eggs.

v The Pink Glass Heart (\$10) is filled with solid milk chocolate hearts.

v The Ribbons and Roses sets (\$19.50 each) come with 10 ounces of chocolate. One features milk chocolate, the other features dark chocolate.

v The Antica Ricetta Colomba (\$19) and the Chocolate Colomba (\$19.50) are yeast cakes - the former has an almond glaze, the latter has a chocolate glaze.

All prices are subject to change. Call (201) 587-8827 to order.

**ROCHER:**

v The Rocher Hazelnut Chocolates Easter Pack (\$6.99) is an egg-shaped container topped with a gold ribbon packed with 13 individually wrapped chocolates.

Available at major drug stores and supermarkets.

**LOAD-DATE:** April 2, 2003

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Copyright 2000 The San Diego Union-Tribune  
The San Diego Union-Tribune

April 20, 2000, Thursday

**SECTION:** LIFESTYLE;Pg. E-2**LENGTH:** 577 words**HEADLINE:** Stars hawking worldly goods -- except in U.S.**BYLINE:** Samantha Conti; FAIRCHILD PUBLICATIONS**BODY:**

**MILAN --** He's played every role from gigolo to gentleman, and now Richard Gere is starring as the resourceful Italian butler Ambrogio.

Ambrogio?

Gere and a string of other top names including Brad Pitt, Catherine Zeta-Jones, Sharon Stone, Bruce Willis and Harrison Ford are pocketing millions plugging Italian products from sunglasses to spumante in ads that appear almost everywhere -- except the United States.

Hollywood stars have long boosted their income with lucrative ad campaigns fashioned mostly for the Japanese and other Asian markets. Now American actors are marching westward -- and directly into Italy -- where companies are waiting with open purses and high-quality, if sometimes silly, campaigns.

"Hollywood is the most vigorous industry in the world -- on all levels. It influences people's tastes, and its events echo throughout the world," said Silvia Damiani, who just hired Brad Pitt to star in the ads for her family-run jewelry company.

There are other reasons for Italians' latest love affair with Hollywood: "With e-commerce and the single currency, Italian companies, which have traditionally used local celebrities, want to appear less provincial, more global. What could be better than trading on the universal, cosmopolitan allure of a Hollywood actor?" said Luca Vercelloni of GPF & Associati, a research institute and consultancy here.

And while the Italians may not be as generous as the Japanese -- who won't blink at paying \$4 million for a celebrity-focused campaign -- they are more than willing to loosen their purse strings for a Hollywood face.

"Fees start at about six or seven figures and can go up to several millions of dollars depending on how long the ad is used and in how many countries," said Reuben Igielko-Herrlich, an owner of the Geneva-based Propaganda, which specializes in product placement, special events and corporate advertising. "There is no rule, and no flat fee. Everything is negotiated."

In the vanguard

Sharon Stone and Bruce Willis were among the first to arrive in Italy. In 1997, Stone shot a Spumanti Martini ad in which she plays herself as an awards presenter on Oscar night. The ad was so popular that it has run every year since.

Bruce Willis did the European print campaign for De Rigo's Police sunglasses, which appeared in more than 60 countries, and he'll be starring in the next campaign, which breaks later this year.

Agents for Stone, Willis and Gere refused to have their client's images appear in an American newspaper.

The chocolate company Ferrero chose Richard Gere for its latest television campaign. Ferrero, which makes Nutella and other sweets, needed a high-voltage TV campaign to replace the successful but long-running one for its Ferrero Rocher chocolates.

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Stars hawking worldly goods -- except in U.S. The San Diego Union-Tribun

Fiat chose to use Harrison Ford in its Lancia Lybra ads, and Catherine Zeta-Jones (engaged to actor Michael Douglas and carrying his child) for its Alfa Romeo Sportwagon campaign.

It's clear that actors' primary motivation for doing the ads is money, but there are other reasons as well. And while all the actors mentioned declined to comment for this story, the Italian companies are proud to talk about why they chose to be in a specific campaign.

Ferrero said Gere donated his fee -- a reported \$1.4 million -- to the cause to free Tibet. Damiani said Pitt walked into her store looking to buy a ring for his girlfriend Jennifer Aniston, and the two became friends.

**GRAPHIC:** 1 PIC; Richard Gere

**LOAD-DATE:** April 24, 2000

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**Ferrero S.p.A. v. The Haas Group**

Cancellation No. 92/044,573

Petitioner's Notice of Reliance

Under Rule 2.122(e)

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May 2000

SECTION: Vol. 8, No. 3; Pg. 26; ISSN: 1090-1914

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HEADLINE: Boxed Chocolates: A Sector In Transition: Part 1

**HIGHLIGHT:**

Sales of gift boxed chocolates in the 52 weeks ended 2/27/00 fell about 1% in 1999 grocery stores gained 7.3% in dollars and 3.8% in units

**BODY:**

According to IRI data, sales of gift boxed chocolates in the 52 weeks ended 2/27/00 fell about 1% in 1999, while unit sales fell about a half percent. The segment's total volume fell 2%. However, grocery stores had a dollar gain of 7.3% and a unit gain of 3.8% and licensed products still perform well. In the premium and midpriced market, boxed chocolate makers report that consumer demand is growing for their products. Total business at Guylian USA Inc rose about 32% in 1999. Guylian's new products being introduced in 2000 includes Mini-Seahorses. The firm also plans to increase print ad expenditures for 2000, doubling spending to some \$1 mil. Archibald Candy Corp, a mid-priced quality boxed chocolate maker, also reports strong sales.

IN THE YEARS leading up to 1999, boxed chocolates enjoyed a renaissance. Buoyed by year-over-year increases in unit sales and dollar rings, manufacturers and retailers alike rode a wave of solid margins built on creative new product introductions.

However, following several years of annual growth of around seven to eight percent, IRI data for the 52 weeks ended February 27, 2000 reveals overall dollar sales of gift boxed chocolates were off about one percent in 1999, with unit sales slacking about a half percent. Overall volume for the segment is reported down two percent.

Does this mean the boxed chocolate bubble has burst? Well, yes and no. While overall volume has dropped, not all trade classes, or segments, have been affected. According to IRI, grocery stores turned in a solid 7.3 percent dollar gain, accompanied by a 3.8 percent bump in units. Manufacturers say this is the result of the increased level of acceptance boxed chocolates are receiving from grocery buyers. According to manufacturer reports, premium, mid-tier quality and seasonal segments performed well for the year, while promotional items suffered in the wake of a rising tide of aggressive price-cutting.

photo omitted

Looking first at positive aspects, licensed products continue to perform well, led by Russell Stover Candies, Inc.'s battery of Looney Tunes, Elvis Presley and recently introduced Garfield items. As consumers continue to be drawn to licensed products, as well as presentations featuring collectable containers, toys and stickers, manufacturers say such products are drawing in new consumers who might not have considered boxed chocolates in the past.

Boxed chocolates have long been, and continue to be, a holiday mainstay. Retailers in all classes of trade understand that consumers traditionally consider boxed chocolates as a gift-giving item, particularly for Valentine's Day.

Holidays Drive The Sector

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At Elmer Candy Corp., for instance, heart-shaped Valentine's boxed chocolates are a company mainstay. Rob Nelson, vice-president and COO, tells PROFESSIONAL CANDY BUYER that he has found, for each season, that there is a segment that is able to drive the performance of the entire category.

"We went out and looked at the major retailers across the country," he says. "We saw a very strong correlation between heart growth and category growth. Retailers that increased their heart sets saw superior growth in their category." For Elmer, that accounted for a seven percent increase in the company's Valentine's business in 1999, according to IRI data reported by Nelson.

From its location in Ponchatoula, LA, Elmer is one of the South's leading suppliers, and because the region is considered one of the top Easter markets in the country, the combination results in some very good news.

"The top three items in this market are our products," Nelson says, reporting the company's sales are up over last year. "Our top item in the market is up to about 44 percent, our number two item is up about 123 percent, and our third is up 146 percent."

Nelson characterizes boxes as providing a billboard effect that speaks the holiday and creates excitement in the store. "When consumers think about what they are going to buy for their significant other," he says, "they think, 'Oh, I saw that nice heart display back at retailer X' -- it draws them back to the store."

In addition to its Valentine's offerings, Elmer also manufactures a complete line of assorted boxed chocolates, including the Reserve Collection and Sweet Occasion brand chocolates.

#### Life At The Top

Boxed chocolate makers in the premium and mid-priced market report a banner year and growing consumer demand for their products.

"Our total business last year," reports Leslie Coopersmith, president and CEO of Guylian USA, Inc., "was up about 32 percent." She attributes that growth to increased distribution, promotional activity and an expansion of the company's consumer advertising programs in upscale publications.

photo omitted

Coopersmith says full page ads in Bon Appetit and Gourmet magazine, as well as insertions in the New York Times Magazine's national section, coupled with a highly targeted direct mail campaign, high-value couponing, shoppers and demo programs helped draw consumer attention to the Guylian brand.

"It was fabulous," she says of the program targeted primarily at large, East Coast markets. "We got support of just about every major grocery chain. In other key markets across the country, we ran the advertising and we ran strong promotional deals, as well as shipper placement allowances."

Guylian is introducing several new products in 2000: Mini-Seahorses, 4.4-ounce boxes of Guylian's Seashells . packed eight boxes per plastic display tray with a SRP range of \$7.99 to \$8.99. "The Mini Seahorse actually came about because we introduced our Giant Seahorse last Christmas and couldn't keep it in stock," Coopersmith reveals, adding that the Giant Seahorse will return again this year with a SRP range of \$18 to \$20.

"The other unique item we're introducing is the Guylian Giant Seashell," she says. "It is a box in the shape of a seashell that also has a little more than 13 ounces of chocolate seashells inside." Guylian's Giant Seashell has a suggested retail price range of \$18 to \$20.

Coopersmith says that last year's introduction of Solitaire, individually wrapped pieces of solid chocolate, is also being extended. "We had a lot of success last year with the introduction of Solitaire, and we are coming out with a 12-piece counter unit and a new tin." (Readers of PROFESSIONAL CANDY BUYER named Guylian's Solitaire a 1999 PRODUCT OF THE YEAR Merit Award Winner.)

Packing six to a case, each Solitaire counter unit holds 18 12-piece packs of individually wrapped Solitaire dark chocolate squares with a SRP of \$3. Each box contains four pieces of three different varieties of dark chocolates including Aztec Black, made from a blend of South American and Caribbean cocoa beans Asian Dark, made from Sumatran beans and African Ebony, a blend of beans from Ivory Coast, Ghana and Nigeria.

Guylian's new Solitaire Tin contains 64 individually wrapped pieces of dark chocolate and have a SRP of range of \$18 to \$20.

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Coopersmith says the company is ramping up print advertising expenditures in 2000, doubling spending to about \$1 million.

Guylian is also throwing its weight into a worldwide campaign called Project Seahorse. Led by two prominent marine biologists dedicated to improving the future for the world's seahorse populations, Coopersmith says: "We have really made our livelihood on seashell shapes. We thought it was time to give back a little bit."

Guylian donated \$750,000 to Project Seahorse for basic research and educational programs and is including a message about the organization inside every box of Guylian chocolates.

Other manufacturers who have been enjoying increased market acceptance include Ferrero USA, Inc., where Tom Dogas, brand manager for Rocher boxed chocolates, says that when it comes to percentage growth, Rocher is not only outperforming boxed chocolates, it outreaches the entire chocolate category.

"We're seeing a lot of growth because we're marketing very strategically," Dogas says. "We're getting increased turns and we're building distribution. We have both components, and the marketing efforts have been contributing to strong vitality and sales take-away."

"The bottom line is we're selling a unique product. The experience, the quality, the packaging makes it a totally different proposition than what's out there," he says.

Dogas says Rocher's ongoing plan to drive consumers into stores is built on advertising, promotions and sampling. "We have a good stream of support including TV and print advertising, FSIs, in-store displays and rebates."

Rocher was first introduced in the U.S. market in the mid-90s, but did not go into national distribution until late 1998. "We've had substantial distribution in the club stores for years," he reports.

"We're really attacking maximum distribution in supermarkets, mass merchandisers and drug store national accounts. It's a matter of expanding more packs into those stores, capitalizing on more seasons."

Dogas points to the company's substantial investment in seasonal displays and unique packs as contributors to Rocher's growth and acceptance by both consumers and the trade.

photo omitted

He tells PROFESSIONAL CANDY BUYER that buyers can look forward to an expansion of holiday displays for different classes of trade.

For example, Dogas cites Ferrero's plans to break out its 16-piece bell-shaped Rocher pack into its own display. "Last year, the bell was only sold on the large Christmas displays, but now we're expanding it because it has more legs." Dogas explains.

He also reports buyers can expect such activity for other holidays as well. "There will be more displays available that have our seasonal iconic packs, versus just having small shelf display sets. We're expanding them for different class of trade requirements," he says.

Also reporting a sales uptick is Perugina Brands of America Inc.'s Peter Canepa, director of marketing. "Baci, which is our key brand, is in a positive mode, and that's carrying the category for us," he says. "Premium boxed chocolates have experienced steady, consistent growth over the years, and I think it's because it's a different kind of purchase than buying a less expensive product."

A primary gift player in department and specialty stores, Perugina, Canepa reports, is expanding Baci's markets with the introduction of smaller personal consumption packs. Noting Baci retails in the \$20 per pound range, he says: "Nobody buys Perugina gift-boxed chocolates to take home and eat themselves. We have developed smaller packs and smaller sizes so the person who gets Perugina as a gift will later reward themselves by buying Baci in consumption size packs."

Perugina is making Baci available in two-, eight- and 10-piece packs. With suggested retail prices for the new packs peaking out at less than \$7.50, Canepa says the company's smaller, lower-priced packs serve a two-fold purpose. "We brought them out to develop trial and awareness of the brand, ultimately to develop a gift consumer or a gift purchaser. At the same time, we're providing current Perugina customers a chance to indulge without spending a lot of money. There is an indulgent consumption market out there."

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photo omitted

Canepa says Baci's new packs are having an impact in trade channels outside its original department store and specialty niches. "We are crossing into grocery and drug with more of our consumption packs," he notes, adding: "That's where the masses really shop and that's where we want them."

#### Staking Out The Middle Ground

Mid-priced quality, boxed chocolate makers, such as Archibald Candy Corp., also report sales continue strong. Archibald manufactures Fannie May-, Fanny Farmer-, Sweet Factory- and Laura Secord-branded products, marketing them through the company's own stores as well as traditional trade channels.

"We've had very strong growth in both our retail and non-retail channels over the last 12-month period," reports Ted Shepherd, company president. Shepherd ascribes three factors as contributors to the company's ongoing success in what the numbers say is a stagnant category: "Number one is the product development process we go through here number two is the merchandising, whether at retail or in our other channels. Finally," he says, "it's a function of providing value to consumers."

"All four of our brands continue to get better at those three things, which encourages consumers to purchase one of our products."

Across its brands, Archibald offers a variety of seasonal and everyday product. The company has recently undertaken a wide-ranging and aggressive new packaging program, updating many of its standard packs, as well new introductions, with vibrant graphic treatments while maintaining many of its more traditional products in the company's familiar white and gold boxes.

"We have some really cool new graphics on the boxes," reports Gwen Stansu, marketing communications manager at Archibald. "We've always had the white and gold box, so the new graphics are really a step forward for us."

Stansu says the company, mindful of the brand equity its traditional white and gold box has generated with consumers, felt it was time to update its packs in the face of new graphic trends. "We can't stray too far," she says, "because our consumers are so loyal. But we realize you go into a Starbucks and what do you see? You see these really cool, new and innovative graphics. So we knew we had to update the boxes a little bit, and they look really great."

The influence is readily apparent with the new fall selection of two varieties of Fannie May Wonderful Warmers, available in six-ounce sampler packs with a SRP of \$2.99, and one-pound boxes with a SRP of \$13.95. Wonderful Warmers feature Mocha Cappuccino Creams, a combination of coffee and chocolate buttercreams and Hot Chocolate Creams, chocolate buttercreams dotted with mini-marshmallows.

photo omitted

Buyers attending All Candy Expo will have the opportunity to see a wide variety of new products and packs, seasonal and everyday, including three new line extensions to the Fannie May line of Mint Meltaways.

Nutty Amaretto, a smooth Amaretto-flavored center blended with almond bits and covered in milk chocolate, Cafe Mocha, a mocha center blended with coffee flavor and enrobed in a pastel shell as well as an assorted pack combining both varieties join the Fannie May line. All three varieties are available in eight-ounce boxes with a SRP of \$7.50. The assortment is also available in a one-pound box with a SRP of \$14.95.

Stansu also notes that Holiday Mint Meltaways, complete with red, green and white sprinkles atop each piece, will be back this year. "They're in a Christmas box and they're drenched with white chocolate," she reports.

Also coming for the holidays is the all-new Winter Collection -- a square, snowflake-themed 13-ounce box of assorted chocolates. "The thing that's unique about this," says Stansu, "is this box contains some moulded pieces which are double deposited with white chocolate on top and a dark chocolate bottom. We're also doing some decorative pieces in little foil cups with wreaths on top, Santas and that sort of thing. You open the box and there's all these little festive elements to it."

Also new for Christmas are Fannie May Present and Ornament Collections of assorted chocolates. The Present Collection features three different boxes, each containing 4.1 ounces of chocolates, while the Ornament Collection has three ornament-shaped boxes, each containing 4.6 ounces of chocolates.

photo omitted

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"The biggest news is the box itself," Stansu says of the Ornament Collection. "It's a brand new box with cute holographic and foil graphics on the top. The Present Collection also has nice graphics and will be a cute little stocking stuffer or hostess gift."

#### Premier Licenses, Solid Rings

At Salt Lake City-based Maxfield Candy Co., Greg Butler, national sales manager, reports his company's recent introduction of Mrs. Field's Decadent Chocolates brand assorted chocolates has met with strong acceptance in the marketplace.

"Mrs. Field's," he says, "is a premium national brand that has wide brand recognition by the consumer and is being positioned to fulfill the consumer's gift need." According to Butler, Maxfield is positioning the new brand as a premium quality product at an affordable price that consumers perceive as a quality gift item. Butler says both the Mrs. Field's and Maxfield brands are a move in the right direction, as Maxfield aims to give retailers and consumers more for their money.

"We are specifically targeting Mrs. Field's to keep itself aligned with the Fanny Farmers and the Sees," Butler says, adding, "We're working with retailers to position it so it fulfills that need and continues to deliver the type of gross margins our retailers will be happy with. It's important to us that both Maxfield and Mrs. Field's brands deliver significant margin opportunities to our retailer partners."

Maxfield offers Mrs. Field's Decadent Chocolates in one- and two-pound boxes of assorted chocolates, as well as two monotypes -- all-English toffee in seven- and eight-ounce boxes, and a six-ounce, all-Macadamia caramel. An 11-ounce all-caramel assortment is also available. Mrs. Field's also has one- and two-pound chocolate fudge offerings. One-pound boxes of Mrs. Field's Decadent Chocolates have a suggested retail price of \$6.99, while the two-pounder is \$12.99. Seven- and eight-ounce boxes of toffees, as well as the 11-ounce box of caramels have a SRP of \$4.49 while six-ounce boxes of Mrs. Field's Decadent Macadamias have a SRP of \$5.49.

"We are moving forward with it," he says, "and it appears that consumers are hungry for a premium brand boxed chocolate that still is going to be pleasing to them at checkout."

According to Butler, the Mrs. Field's brand was developed as a compliment to the company's own Maxfield-branded boxed chocolates which are designed for the promotional marketplace. "The Maxfield brand satisfies the need of the promotional boxed chocolate portion of the business with a premium, promotional product in nice, updated packaging." That, he says, is a big step forward for the promotional boxed chocolate sector.

photo omitted

"That's what's important to us," he says. "We have reinvested in that business with packaging that looks modern, contemporary and very attractive to the eye, and have made substantial upgrades to the product inside by adding nut clusters and additional caramels."

Maxfield's second entry in the premium boxed chocolate sector, Dolce D'or, is a Belgian chocolate seashell. Dolce D'or milk chocolate seashell truffles have a hazelnut center and are decorated with white chocolate.

"There's a growing interest in the seashell products in this country," Butler says, adding that hazelnut truffle centers are becoming more widely accepted by consumers. Dolce D'or's 8.8-ounce packages feature a white marble pattern and have a SRP of \$4.99.

GIFT BOXED CHOCOLATES -- SALES BY OUTLET

52 WEEKS ENDED FEBRUARY 27, 2000

	DOLLAR SALES	DOLLAR CHANGE PRIOR YEAR	UNIT SALES
TOTAL FDM	\$299,664,258	-0.5%	67,343,360
TOTAL U.S.-FOOD	\$56,344,584	7.3%	11,648,258
TOTAL U.S.-DRUG	\$148,180,448	-2.7%	32,812,640
TOTAL U.S.-MASS			

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## Boxed Chocolates: A Sector In Transition: Part 1 Professional Candy Buye

MERCHANDISER	\$95,139,240	-1.2%	22,682,460
	UNIT CHANGE PRIOR YEAR	POUND VOLUME	VOLUME CHANGE PRIOR YEAR
TOTAL FDM	-1.7%	50,510,580	-2.5%
TOTAL U.S.-FOOD	3.8%	7,450,623	2.3%
TOTAL U.S.-DRUG	-5.0%	23,057,596	-4.5%
TOTAL U.S.-MASS MERCHANDISER	0.4%	20,002,362	-2.0%

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Chicago Sun-Times

November 05, 2000, SUNDAY, Late Sports Final Edition

**SECTION:** SHOW; Pg. 13; NC

**LENGTH:** 238 words

**HEADLINE:** CREATURE COMFORTS AT THE NEW GOODMAN

**BYLINE:** Janet Rausa Fuller

**BODY:**

Decor: Louis Sullivan-inspired cool. Custom-patterned carpet, black granite, grey limestone, elliptical skylight, oak staircase, glass/steel railings, Venetian plaster walls.

Ticket windows: 4

Coat check attendants: 5

Pay phones: 6

Women's facilities: 12 stalls (1st level), 10 stalls (2nd level)

Men's facilities: 8 urinals/6 stalls (1st level), 5 urinals/4 stalls (2nd level)

Concessions: 5 stands. Corner Bakery and Petterino's on premises. Goose Island beer, Intelligentsia coffee, Toblerone and Ghirardelli chocolates, Ferrara-Rocher candies, La Tempesta biscotti, Walker shortbread.

Parking: 1,100-space Theatre District Self-Park, \$ 17.50. (\$ 5 off for Goodman members). Similar discounts at other nearby Standard Parking lots.

Notable neighbors: Daley Center and Plaza, Thompson Center, City Hall, Oriental/Ford Center for the Performing Arts, Chicago Theatre, Cadillac Palace Theater

Seats (Albert Ivar Goodman Theatre): Polyester aubergine velour, rosewood-stained oak, 3-inch foam cushion core, metal frame. Legroom of between 36 and 42 inches, depending on where you sit. (First five rows and mezzanine are 42 inches).

Seats (Owen Bruner Goodman Theatre): Pewter-textured nylon, black metal frame, 3-inch foam cushion core. Legroom is 38 inches

For comparison, legroom at General Cinema City North 14 is between 44 and 46 inches and first class seating on a United Airlines flight is 38 inches.

**GRAPHIC:** See also related stories.

**LOAD-DATE:** November 07, 2000

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DECEMBER 28, 2000 Thursday LATE SPORTS EDITION

**SECTION:** FEATURES YO!; Pg. 40

**LENGTH:** 1564 words

**HEADLINE:** DIRTYING UP HIS ACT THANKS TO LOOKING BAD, CLOONEY'S CAREER IS LOOKING GOOD

**BYLINE:** Jim Nolan Daily News Staff Writer

**DATELINE:** NEW YORK

**BODY:**

OK, ladies, here goes:

George Clooney is handsome in person. Tall and dark and handsome, if you must know.

He seems to be a pretty nice guy. Affable, not aloof. Confident, not arrogant.

He understands how upset you were when he left "ER."

He likes chocolate.

George W. Bush scares him a little bit, too.

And no, he does not appear naked in his new movie.

Now can we move on?

What? More, you say? Well, how about the fact that on this crisp December day, in this plush hotel suite on Manhattan's Upper East Side, Clooney looks about as cleaned up as he's been in the last five years?

Remember "A Perfect Storm"? Clooney was a completely waterlogged fishing-boat captain. In "Three Kings," he was a sandblasted Desert Storm soldier.

Of course, there was the sleep-deprived Dr. Ross from "ER."

And starting tomorrow, he plays Ulysses Everett McGill, an escaped Mississippi convict, in "O Brother, Where Art Thou?" - the highly enjoyable Coen brothers Depression-era Southern sendup of Homer's "Odyssey." Clooney's McGill is immersed, at various times throughout the film, in mud, in swamp water and in "Dapper Dan" pomade - a hair grease so thick that you leave the theater vowing not just to lather and rinse, but repeat during your next shower.

It's a dirty job, and George is usually happy to do it.

"Literally, almost every job I've done, I didn't have to look good," says the relaxed actor, chuckling at the realization between bites of a rich chocolate Ferrero Rocher candy just popped into his mouth.

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## DIRTYING UP HIS ACT THANKS TO LOOKING BAD, CLOONEY'S CAREER IS LOOK

"Like ER. The whole thing was you could just look bad all the time. You're playing a doctor and literally, on 'ER' for five years, I never went to makeup. I'd have a 6 a.m. call, I'd get there at 5:55 and go to work. It was the greatest gig."

On this day, though, the 39-year-old actor is smartly turned out in a slate-gray woolen turtleneck sweater and dark slacks. It's hard to tell with the low lighting in the hotel room, but he might even be clean-shaven for the occasion - a date with about a dozen or so reporters lined up to interview him one on one about the film.

Looking bad has been good to the pretty-boy Clooney. It's made him wealthy. And it's provided a certain degree of creative freedom that has given him the option of passing on safe, leading-man roles with big paydays in favor of the less glamorous, more challenging character parts in movies that hold greater interest to him as an actor.

In a wide-ranging interview, he spoke candidly about the choices he's made to influence the industry and build his career. A career that, like the facial stubble that always seems stalled at three days' growth, thrives today not so much by accident as by design.

Clooney said he is primarily guided by the material he sees.

"All I want to do is work on good scripts," he said. "... I'm doing better projects, and the reason I'm doing better projects is because I'm in the position now to pick.

"And if I'm going to cast myself, then I've got to cast myself in projects that I'd go see."

"O Brother" is a perfect example. Clooney, like the other big-name actors who appear in the film, took a reduced paycheck to work with the quirky Coen brothers, makers of the acclaimed "Fargo" and "Raising Arizona."

"There's something really appealing about that time period in America, and it's sort of perfect for me because people always compare me to older movie stars," said Clooney.

"They're probably saying something about my limitations as an actor, about how old movie stars sort of only played themselves. But whatever it is, if that's the knock, then a period piece fit right in my wheelhouse."

"George is an interesting combination," said Joel Coen. "You know, he's got a leading-man sort of movie-star thing, which you sort of need to carry the movie, but he's also a real actor in the sense of a character actor. In the sense that he can sort of inhabit a character without any vanity."

Underneath all the character roles, Clooney knows the impact of his stubbly star power. And, to his credit, he uses it.

Earlier this year, he was the primary influence behind a live black-and-white telecast of "Fail-Safe" that aired on CBS. He's also written a movie of the week based on the life of Edward R. Murrow.

Along with business partner Steven Soderbergh, who directed the well-received movie "Out of Sight," Clooney raised \$7 million in financing for a project of two filmmaker brothers from Cleveland. There is another live television project to be aired in six installments on HBO.

He's even considered doing a play, but has no interest in the revivals that have been pushed his way.

"If I'm going to do a play, which means they would put the money up for the sole reason that I'm going to be in the play, then I'd want to do one where a young playwright who is talented needed someone to get his play made," he said.

"You want to be involved in things getting done. That's why Steven and I became partners. We want to try and get things made that without us would not get done.

" 'Three Kings' was not going to be made, but it was worth it because it was a good movie. For me, that's sort of an exciting place to be, and you only get to do that for a while," he said.

"But while I've got it, I want to try and get those things done, things that I am proud of. And when it goes away, I'll go and do their films again."

Clooney owes much of his film success to his rise to stardom on television. "ER," which made its debut in 1994, made him a household name.

## DIRTYING UP HIS ACT THANKS TO LOOKING BAD, CLOONEY'S CAREER IS LOOK

"Television is different [from movies]," he said. "You're in their homes. . . I've gotten off the plane with Mel Gibson and you see people whispering, 'Mel Gibson, Mel Gibson.' Then they run over and scream and grab me and go, 'Hey, man!'"

"It's a different kind of thing. My fame is much more personal to them. So leaving the show, some people took it very personally."

Clooney left "ER" in 1999 and returned in the final episode of the 2000 season, to have Dr. Ross reunited with nurse Hathaway, played by Julianna Margulies, who was leaving the show.

It might be the last time Clooney gets on "ER," but he is far from through with television.

"I love TV," he said, though admitting most of the work he does in the future might be behind the camera - writing, producing and directing.

"The truth is, when you're in the position I'm in, you don't necessarily want to do a lot of TV because it competes with the opening of films.

"But I'm a fan of television, so I'm keeping my foot in the door. And also, look - as anyone who knows the history of what I do for a living, you always end up back on TV at some point."

After "Perfect Storm" became a hit, Warner Bros. approached Clooney with a \$20 million offer to be in its next summer blockbuster. He turned it down.

"I didn't want to do the film because I didn't think it was a good film for me," Clooney said.

"The problem also with making that kind of money is you then price yourself out of the market for doing things you want to do. And you also suck the budget, the money out of the budget, to hire good actors, to do all the other things that are important.

"I think it tears at your soul. I don't want to do the kind of movies that make a lot of money for the summer and go away and don't exist."

For now, Clooney is happy to be in smaller-budget movies like the \$30 million "O Brother," testing his limits. The leading man with the unshaven face, knee-deep in Mississippi mud.

Clooney, whose aunt is acclaimed singer Rosemary Clooney, even tried to sing one of the roots music songs that thread through the story, but it was dumped from the film when his voice couldn't carry the difficult tune.

"I just couldn't cut it," he said. "It's one of the more humiliating moments in your life."

Then there was the Dapper Dan hair gel.

"It's like the stuff you see on the top of a canned ham," Clooney said. "And I had to do it every day in Jackson, Mississippi, in the 95-degree heat. I was like a bug light."

OK, OK. A tall, dark and handsome bug light.

#### Filmography

O Brother, Where Art Thou? (2000)

The Perfect Storm (2000)

Playmate Pajama Party (1999)(uncredited archival footage)

Three Kings (1999)

South Park: Bigger, Longer and Uncut (1999)

Waiting for Woody (1998)

The Thin Red Line (1998)

Out of Sight (1998)

The Peacemaker (1997)

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## DIRTYING UP HIS ACT THANKS TO LOOKING BAD, CLOONEY'S CAREER IS LOOK

Full Tilt Boogie (1997)  
 Batman & Robin (1997)  
 One Fine Day (1996)  
 From Dusk Till Dawn (1996)  
 The Harvest (1993)  
 Unbecoming Age (1992)  
 Red Surf (1990)  
 Return of the Killer Tomatoes: The Sequel (1988)  
 Grizzly II: The Predator (1987)  
 Return to Horror High (1987)

The busy Clooney also has starring roles in two remakes ("Ocean's Eleven" and "Planet of the Apes") on the boards for 2001.

Selected TV roles

Fail Safe (2000) TV movie  
 ER (1994-99) TV series  
 Without Warning: Terror in the Towers (1993) TV movie  
 Sisters (1993-94) TV series  
 Bodies of Evidence (1992) TV series  
 Baby Talk (1991) TV series  
 Sunset Beat (1990) TV series  
 Roseanne (1988-89) TV series  
 Combat High (1986) TV movie  
 The Facts of Life (1985-87) TV series  
 E/R (1984) TV series

In addition, Clooney made guest appearances on "Riptide," "Crazy Like a Fox," "Murder, She Wrote," "Hunter," "The Golden Girls," "Friends" and "South Park," among other shows.

- Howard Gensler

Send e-mail to [nolanj@phillynews.com](mailto:nolanj@phillynews.com)

**GRAPHIC: PHOTO**

**LOAD-DATE:** January 29, 2002

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Copyright 2001 Gale Group, Inc.  
ASAP  
Copyright 2001 Racher Press, Inc.  
Chain Drug Review

June 4, 2001

SECTION: No. 10, Vol. 23; Pg. 21 ; ISSN: 0164-9914

IAC-ACC-NO: 76167570

LENGTH: 509 words

HEADLINE: The fastest-growing front-end segment; candy; Brief Article; Statistical Data Included

BYLINE: Walden, Geoff

**BODY:**

NEW YORK -- As chain drug retailers try to stave off the on-slaught of discounters in front end categories, they are finding a bulwark in candy.

At Happy Harry's Inc., for example, candy was a key segment in a grocery mix that saw a 16.1% sales increase in the year ended February 28. That gain made consumables the drug chain's fastest-growing category at the front end.

Sell-through of Easter candy at Rite Aid Corp. was "excellent," says president and chief operating officer Mary Sammons. Seasonal and consumables categories generally -- of which candy is a key part -- have been crucial to the retailer's ongoing turnaround, she notes. In fact, advances in candy volume contributed to a 7.7% climb in same-store front-end sales in Rite Aid's fourth quarter, ended March 3.

"Our front-end customer count and average market basket continue to grow," comments Sammons, explaining that such segments as candy have benefited from appealing assortments, timely promotions and a good in-stock position. Rite Aid's larger West Coast stores in particular have benefited from expanded chocolate selections for Christmas and Valentine's Day, she adds.

At CVS Corp. candy sales helped drive same-store volume for the first quarter up 11%.

At Walgreen Co. sweets are a major lure for young consumers who are too healthy to need many ethical drugs. People under 25 rarely need a prescription, according to president and chief operating officer Dave Bernauer. Fortunately they get to know Walgreens by buying candy, among other products, there, he points out.

People over age 45 who still enjoy candy are also "great Walgreens customers who love our convenience," notes Bernauer. Known as DINKS (disposable income no kids), members of that group have plenty of money to spend on such indulgences as sweets, he suggests.

The allure of candy in drugstores is confirmed by Information Resources Inc. (IRI) market research for the 12 months ended March 25. Of the segments tracked by IRI, five posted double-digit increases. They ranged from a whopping 90% gain in volume of miscellaneous seasonal candy to a 10.7% advance in sales of breath fresheners. Also recording dramatic growth were Easter candy (up 28%), chocolate-covered cookies and wafers (up 20%) and diet candy (up 18.8%).

By contrast, sales of miscellaneous seasonal candy grew a mere 5.8% in discount stores, and chocolate-covered cookies and wafers advanced in supermarkets less than half as much as they did in drug stores.

Even in slow-moving segments individual brands rang up significant increases. The hard sugar package and roll subcategory, for instance, posted growth across all three mass trade classes of just 1.4%. But No. 1 brand Lifesavers

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cream savers saw its volume increase by half again as much to \$ 81.4 million. While sales of boxes and bags of chocolates edged up 1.6%, the Ferrero USA Inc.'s Ferrero Rocher entry in the segment soared 36.1%. And among novelty candies (up 3.3% overall), the Topps brand skyrocketed 119.8% to \$ 15.5 million.

**IAC-CREATE-DATE:** July 5, 2001

**LOAD-DATE:** July 06, 2001

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Copyright 2001 Palm Beach Newspapers, Inc.  
Palm Beach Post (Florida)

January 26, 2001 Friday FINAL EDITION

SECTION: ACCENT, Pg. 1E

LENGTH: 712 words

HEADLINE: EDNA HAS THEM ROLLING ON THE ISLE

BYLINE: Thom Smith

BODY:

So much for a tough crowd.

Never have theatergoers at Royal Poinciana Playhouse laughed so hard for so long as at Tuesday's opening of Dame Edna. Oh, a few folks didn't get the joke, but most were beside themselves and falling over the seats as they literally lept to catch the trademark stalks of gladioluses Edna hurled into the audience at the show's conclusion.

"I literally had tears streaming down my face," Jean King of North Palm Beach said. King was one of several audience members selected by the outrageous Australian for a little on-stage bit that poked fun at England's royal family. King played Fergie and was paid with a package of Ferrero Rocher chocolates. Joining King on stage was Joan Javits Zeeman, no stranger to theaters in Palm Beach and New York. Could it have been a setup?

Edna didn't attend the apres-theater party at The Brazilian Court hotel. Barry Humphries did, and when Barry's there, she isn't. She can't be, as they are one and the same. Anyone not at the theater likely would not have recognized him, comparatively understated in a velvet jacket.

"I thought you were great," the affable Humphries told King during his mingling. "Palm Beach is a great place. It's my kind of town."

Edna/Humphries does homework at each new venue. For Palm Beach, Humphries tapped old friend and Palm Beacher Jerry Beebe to bring him up to speed and to single out various audience members to participate in the show. They first met a decade ago when Humphries was doing a different character and Beebe worked for the Australian Heart Foundation. So if you are picked or think you should be and aren't, blame Jerry.

"I was delighted to help," Beebe said. "It's nice to reopen chapters in your life."

Red Cross Ball entertainment is Tops

Big bash coming up Saturday night at The Breakers: the International Red Cross Ball. In keeping with a longstanding tradition, more than a dozen foreign ambassadors will attend, but in a break with tradition, new chairman Diana Ecclestone has arranged for a slightly hipper entertainment - The Four Tops. Tickets start at \$750. Should be grand.

Talented family learns life is fair

Families. That's what fairs are all about, and the South Florida Fair is no exception. One family in particular is attracting more than its share of attention on the Taste of Florida stage, and starting next Friday the nation should see a lot more of Linda Lou & The Lucky Four. Linda Lou Reese and her four kids do the singing and dancing, and father John, who used to fly jet fighters, manages. The high energy act traces its roots to Louisiana but just moved from Winchester, Va. (home of Patsy Cline) to Nashville for more exposure. They wrap up their fair gig Saturday, but next Friday they'll be on national TV . . . in a Wal-Mart commercial.

Planning with a sense of humor

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EDNA HAS THEM ROLLING ON THE ISLE Palm Beach Post (Florida) January 26,

Planned Parenthood was expecting a tough four years, even before President W's first executive order cut funding for some family planning organizations. Nevertheless, the organization is renewed in its sense of purpose, and it still has a sense of humor.

For its 10th Tradition of Choice Luncheon on Feb. 12 at the Palm Beach Gardens Marriott, entertainment will be provided by The Capitol Steps. Founded in 1981, the troupe of congressional staffers turned comedians performs more than 500 satirical shows a year. From Livin' Libido Loca (a Clinton salute) to Son of a Bush, the needling never stops. Call 848-6402 for information.

'House' gang about town

Those nosy Yankee craftsmen, Norm Abram and Steve Thomas, aren't content to make a big mess at Rob Thompson's Flamingo Park home. No sir. The gang from This Old House also will do segments during the series on the Clematis Street district and CityPlace.

A crew will videotape new residences in the towers and townhomes at CityPlace and some of the existing apartments downtown. Probably will hit a few bars and restaurants, too, although that part may not make it to video. The series tentatively is scheduled to begin airing in late March.

Additionally, a writer from This Old House magazine is doing a more comprehensive story on West Palm Beach. Gee, I wonder if they'd consider re-doing a certain 15-year-old home in Boca.

thom\_smith@pbpost.com

TYPE: COLUMN

LOAD-DATE: January 27, 2001

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Copyright 2001 The Cincinnati Enquirer  
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The Cincinnati Enquirer

February 15, 2001 Thursday All Edition

SECTION: TMP; Pg. 1E

LENGTH: 967 words

HEADLINE: Gift bags overflow

BYLINE: The Cincinnati Enquirer

BODY:

Giveaways at chic events and fund-raisers push the limits of generosity By:Shauna Scott Rhone

The Cincinnati Enquirer

Super-elaborate "goody bags" are the latest thing to give out during special events. Even some of the tonier events in Greater Cincinnati send guests home with some fabulous finds.

"I went to one benefit event," says Janet Ach of East Walnut Hills, "where they gave out things like Escada perfume for men and women and Christopher Radko ornaments."

But this was exceptional, she says. Chairing different committees for the AIDS Volunteers of Cincinnati (AVOC) showed Ms. Ach how difficult it is to acquire expensive items for the group's major activities. Most Tristate charity events are underwritten by companies that fill take-home bags with their products, including everyday toiletries, fragrance samples and cosmetics.

The more spectacular type of party bag, some say, started with the major entertainment awards productions. All the major award shows pile on the presents for the delight of presenters and performers. During last month's American Music Awards, for example, host Dick Clark gave viewers a peek at some of the fabulous freebies, such as pricey sunglasses and CD players.

Each of the participating celebrities at Tuesday's Grammy Awards broadcast will receive an impressive and extravagant collection of goodies, valued at more than \$13,000. Items will range from the stinging taste of Altoids mints to the soothing fragrances from designer Donna Karan.

The high-end goodies include a two-night stay at the hotel chain for the stars, Ian Schrager Hotels. These hotels, which include the luxurious Mondrian Hotel on Sunset Boulevard in Los Angeles, call themselves "new and original urban resorts." Room rates start at \$310 a night.

Giving these bags seems to be as much fun as getting them. R. Lash Fary of Distinctive Assets in Los Angeles creates and presents the baskets to each Grammy celebrity. For the 140 presenters and performers, Mr. Fary and co-owner Jaimi Blakely have gathered so much loot that they turned the bags into "baskets" by stuffing the gifts into a piece of luxury-priced Tumi vertical rollaway luggage.

"We've done several award shows in the last year," says Mr. Fary, "like last year's American Music Awards, the Daytime Emmys, Soap Opera awards and others. We try to personalize the baskets according to the event, so the Grammys get gifts that are more suited to the rock 'n' roll lifestyle.

"We get things less to impress (celebs) than to introduce them to new labels or give them things not available to the public," like the limited-edition string bikini by Easel.

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"It's always fun to give them out and nice to get letters or notes from the celebrities thanking us for their baskets, like Oprah did after the Daytime Emmys."

Thinking about hosting a Grammy-watching party next week? You may not be able to duplicate the list of authentic Grammy gifts, but you may be able to put together a toned-down version, adding as much as your "money bag" can handle. Inside the Grammy gift basket: Fragrances

Sprayology, vials of liquid vitamins and homeopathic ingredients to rejuvenate the body and soul, \$400.

Donna Karan, DKNY fragrances and body care for men and women, \$600. Beauty products

Avon nail polish assortment, \$100.

Colgate-Palmolive Actibrush (electronic toothbrush) and 2-in-1 toothpaste and mouthwash, \$50.

Bobbi Brown lip palette, \$45.

Fudge hair care products, \$75.

Youngblood Cosmetics eye shadow assortment, \$150.

Erno Laszlo facial moisturizer and Sea Mud Soap, \$115.

Guerlain Paris, a late-night skin treatment for a rock 'n roll lifestyle, \$95. Accessories

Marcolin Eyewear (includes Dolce & Gabbana and Chloe brands), \$350.

Tumi Luggage ("official" luggage for the second year; a third will be given next year), \$600.

Brad Johns Hair Accessories, sterling silver hair jewelry from one of the world's top hair colorists, \$100. Memberships

The Sports Club - LA, a bicoastal membership package (including 10 massage treatments and 20 personal training sessions), \$6,000.

AOL, Mobile Communicators and six-month membership, \$350 for device plus \$130 for membership. Edibles

Altoids, mints, \$10.

Ferrero USA Rocher, chocolates, \$25.

Coffee Bean and Tea Leaf, assorted gift items, \$100. Electronics

Konica Revio CL Camera, smallest 35 mm camera on the market, \$200. iM Network, Sonic Box remote tuner, \$100. Clothing

Easel, limited-edition string bikini designed exclusively for the Grammy Awards, \$120.

Karen Neuburger, pajamas and slippers for men and women, \$150.

Custo Barcelona, fun and chic T shirts with a Spanish flair, \$200.

Sky by David Park, hip women's clothing, \$200.

New York and Co., fleece jackets and assorted gifts, \$80.

Noir Airbrush, personalized hand painted T-shirts, \$100. Petwear

Chic Doggie, designer pet accessories, \$250.

Jewelry Pendulum Designs, one-of-a-kind jewelry using crystals and fine gems, \$500.

John Hardy, sterling silver earpieces, \$200.

Holistic therapy Deer Song, transformational therapy session from Sedona's Dr. Keith Alstedter, \$250.

Gift certificates SupplyCurve.com, gift certificates for high-end home decor plus a gift-filled Japanese bento box, \$250.

Borders Books & Music, gift certificates, \$100.

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Gift bags overflow The Cincinnati Enquirer February 15, 2001 Thursday A1

Webvan (HomeGrocer.com), gift certificates, \$100. Other quirky perks

Ian Schrager Hotels, two-night stay at any Ian Schrager hotel worldwide, \$1,500.

Erin Lareau, decorative mini-chairs covered with Swarovski crystals, \$100.

Laila Candles, an assortment of the world-renowned candles from Norway, \$80.

Avon Silvertone Breast Cancer Pins, \$3.

**LOAD-DATE:** July 23, 2003

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Copyright 2001 Tower Media, Inc.  
The Daily News of Los Angeles

February 21, 2001, Wednesday, VALLEY EDITION

SECTION: L.A. LIFE, Pg. L5

LENGTH: 915 words

HEADLINE: THE HYPE;  
RAPPIN' WITH JON

BODY:

Cold, hard cash.

That's all it took to convince comedian and talk-show host Jon Stewart to take the gig as host of tonight's 43rd annual Grammy Awards telecast for an expected audience of about 2 billion people worldwide.

"It was an easy decision," Stewart joked during a break in rehearsals Tuesday. "They gave me currency - American dollars, not Canadian."

Stewart, who hosts Comedy Central's "The Daily Show," admits he's not much of a rap fan, so had little to say about the show's big controversy - foul-mouthed rapper Eminem's four nominations and scheduled performance of his song "Stan" with Elton John.

"Look, I'm a 39-year-old Jew," he cackled. "What do I know about rap?"

However, Stewart, author of 1999's collection of comic essays, "Naked Pictures of Famous People," says he does keep up with some pop music trends.

"Madonna - I've heard her," he said. "And I know the kids are dancing. That's kids today. What are you gonna do?"

Stewart got the Grammy gig last week after Bette Midler, Whoopi Goldberg and others either dropped out or turned the record academy down flat.

"We're working like crazy," Stewart said. "Me and the writers are crazed. Yeah, crazed is the right word."

Stewart said he imagined there would be room for some of his trademark ad libs during the CBS telecast - which starts at 8 p.m. - but added that the ceremony's producers want everything scripted.

"I'm an unknown quantity to them," he said. "I don't know how many surprises they want."

- Fred Shuster

< Something wicker this way comes

Winning a Grammy is a big deal in the music biz, but being a presenter is also rewarding. After all, you get to stand there holding the Grammy for a few seconds on national TV ... and take home an official gift basket.

Now, the Grammy basket for presenters and performers isn't quite as awesome as the Oscar basket, but, with a value of about \$ 15,000, it's still hefty.

In a sneak peek, here's what we spotted:

Sports Club/LA Bi-Coastal membership package with 10 massage treatments valued at \$ 6,000.

AOL Mobile Communicators and free membership valued at \$ 350.

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Tumi luggage, valued at \$ 600.  
 Two-night stay at Ian Schrager Hotels, valued at \$ 1,500.  
 Donna Karan fragrance, valued at \$ 600.  
 Dolce & Gabbana eyewear, valued at \$ 350.  
 Konica compact camera, valued at \$ 200.  
 Limited-edition Easel string bikini, valued at \$ 120.  
 Colgate-Palmolive Actibrush and toothpaste, valued at \$ 50.  
 Chic Doggie pet accessories, valued at \$ 250.  
 Karen Neuburger pajamas and slippers, valued at \$ 150.  
 Sprayology vitamins, valued at \$ 400.  
 Pendulum Designs crystal and gem jewelry, valued at \$ 500.  
 Gift certificates and gift from SupplyCurve.com, valued at \$ 250.  
 Sterling silver earrings by John Hardy, valued at \$ 200.  
 Women's clothing by David Park for Sky, valued at \$ 200.  
 Deer Song transformational therapy session, valued at \$ 250.  
 Custo Barcelona T-shirt, valued at \$ 200.  
 Avon nail polish collection, valued at \$ 100.  
 Sterling hair jewelry by Brad Johns Hair Accessories, valued at \$ 100.  
 Coffee Bean & Tea Leaf gifts, valued at \$ 100.  
 Fudge hair-care products, valued at \$ 75.  
 Youngblood cosmetics, valued at \$ 150.  
 Noir personalized airbrushed T-shirts, valued at \$ 100.  
 Erno Laszlo facial moisturizer and sea mud soap, valued at \$ 115.  
 Altoid mints, valued at \$ 10.  
 Ferrero USA's Rocher chocolates, valued at \$ 25.  
 Gift certificate to Border's Books, valued at \$ 100.  
 Bobbi Brown lip palette, valued at \$ 45.  
 Webvan (HomeGrocer.com) gift certificate, valued at \$ 100.  
 Erin Lareau art objects, valued at \$ 100.  
 Laila Candles, valued at \$ 80.  
 iM Network sonic box remote tuner, valued at \$ 100.  
 New York & Company fleece jacket, valued at \$ 80.  
 Guerlain Paris skin treatment, valued at \$ 95.

- Barbara De Witt

< YOU CAN CALL HIM PAUL: The legendary Paul Simon was honored as MusiCare's Person of the Year on Monday for his contributions to music and charity, including co-founding the New York Children's Health Center to treat homeless children.

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Cheering him on were artists from throughout the music world, and the National Academy of Recording Arts and Sciences, whose CEO, Michael Greene, presented Simon with the honor that night.

It began with a roast handled by comedian Chevy Chase, who appeared in the memorable video to Simon's "You Can Call Me Al" which he re-enacted during the ceremony with Macy Gray.

Past nominees Elton John, Stevie Wonder and Gloria Estefan were also on hand to celebrate the American original and 16-time Grammy winner.

He was the Simon in Simon & Garfunkel from 1964 to 1970, winning Grammys for the songs "Mrs. Robinson" and "Bridge Over Troubled Water."

But his distinguished solo career has lasted much longer, producing, among others, the Grammy-winning album "Graceland," from which he presented a few tracks Monday night.

Tonight he performs at the Grammy Awards, where his latest release, "You're the One," is up for best album.

- Sandra Barrera

#### "43RD ANNUAL GRAMMY AWARDS"

Performers: Eminem with Elton John, Destiny's Child, Madonna, 'N Sync, U2, Macy Gray, Sheryl Crow, Moby, Jill Scott, Blue Man Group, Shelby Lynne, Christina Aguilera, Faith Hill, Dolly Parton, Marc-Andre Hamelin and Brad Paisley. Jon Stewart hosts.

Where: CBS (Channel 2).

When: 8 tonight.

On the Web: [www.grammy.com](http://www.grammy.com).

#### GRAPHIC: 3 photos;

Photo;:

(1) no caption (Jon Stewart) Mark Lennihan/Associated Press;

(2) It's anybody's guess what kind of fireworks will result during tonight's Grammy Awards show, when openly gay singer George Michael sits directly behind foul-mouthed anti-gay rapper Eminem. Seating cards used during a rehearsal indicate the positions they will occupy.;

Mark J. Terrill/Associated Press (3) no caption (Paul Simon);

Gus Ruelas/Staff Photographer

LOAD-DATE: February 22, 2001

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Copyright 2001 Sun-Sentinel Company  
Sun-Sentinel (Fort Lauderdale, FL)

April 6, 2001, Friday, Weston EDITION

SECTION: COMMUNITY NEWS, Pg. 5

LENGTH: 424 words

HEADLINE: BASKETS FEATURE GIFTS, GOODIES

BYLINE: BETH FEINSTEIN-BARTL ; Special to the Sun-Sentinel

BODY:

Whether it's for a holiday or just to say howdy, Janice Fasulo can design a gift basket for just about any theme.

Fasulo has been putting together original creations for the past two months at her new shop, Mybasketbiz.com.

The 800-square-foot storefront sits inside a small shopping plaza at 902 N. 30th Road in Hollywood. Customers can select from one of several dozen ready-made gift and gourmet food baskets lining the shelves.

Themes range from bathtime baskets with lotions, perfumes and loofah sponges to pet-pleasing plastic water bowls filled with toys, rawhide bones, brushes, flea collars and leashes.

There's a white colander with pasta, a wooden spoon and cheese grater, and a decorative planter that includes seeds, gloves, tools and a resin bunny figurine for the backyard gardener.

Other baskets come filled with treats such as Ferrero Rocher chocolates, imported green olives from Italy, Brie cheese and mixed nuts. Each is wrapped with colorful ribbons and some have Mylar balloons.

Fasulo takes pride in using full-sized products and not single-serving containers. On her Web site, she lists the weights of each item so customers will know what they are getting.

"I put a lot of quality items into my baskets, and I try to keep everything affordable," she said.

Prices start at \$ 2.99 for a coffee cup with Easter candy and a small stuffed bunny and run up to \$ 69.99 for a large array of hand-packaged gourmet foods. The baskets can be delivered anywhere in the country via United Parcel Service. Door-to-door deliveries are made to local addresses, she said.

Fasulo makes custom-made creations, too. Special requests can be filled while clients wait, if Fasulo has what they need already in stock. If not, she will be happy to hunt down items.

"I will take that extra step and try to find things," she said.

A client once asked her for several baskets with a Florida theme. Fasulo was able to get chocolate-shaped alligators, parrots and seashells and decorative metal tins with drawings of flamingos.

Fasulo said she discovered her talent early, as a young girl assisting her mother, Janice Randise.

"My mother worked for a gift basket company," said Fasulo, who grew up in Brooklyn, N.Y. "I would come home from school and help her."

Before opening Mybasketbiz.com, Fasulo worked various jobs. Her last was as a stained glass artist. Some of her pieces decorate the shop and are for sale.

Mybasketbiz.com allows Fasulo to be her own boss. "And it makes me happy," she said.

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**GRAPHIC: PHOTO**, Staff photo/Patti P. Nielsen; Basket Case: Janice Fasulo is the owner of MyBasketBiz.com in Hollywood. "I put a lot of quality items into my baskets, and I try to keep everything affordable," she said.

**LOAD-DATE:** April 7, 2001

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Copyright 2001 Gale Group, Inc.  
Business and Industry  
Copyright 2001 Stagnito Communications Incorporated  
Confectioner

August 2001

**SECTION:** Vol. 86, No. 3-4; Pg. 40; ISSN: 1047-8346

**RDS-ACC-NO:** 03035458

**LENGTH:** 2545 words

**HEADLINE:** Selling the Seasons

**HIGHLIGHT:**

Trends in the seasonal candy category are discussed

**BODY:**

photo omitted

Retailers, vendors identify the challenges, suggest strategies for success.

By MARY ELLEN KUHN

Cute little marshmallow bunnies and chicks in pastel hues, sweet surprises in heart-shaped boxes, beautifully foiled chocolate Easter eggs ... Seasonal confections such as these have long amused and delighted consumers.

And with seasonal candy sales growing at a rate of 5.4 percent in 2000 -- outpacing total category sales growth of 3.2 percent, according to the National Confectioners Association -- confectionery retailers and vendors have cause for celebration as well.

For both vendors and retailers, however, the many logistical challenges of stocking and merchandising seasonal candy may mean more headaches than smiles. The business of accurately forecasting sales, selecting the optimal merchandise assortment, and coping with markdowns on the items that fail to clear the shelves by the day of the holiday can make selling seasonal candy a tricky proposition, to say the least. It's especially difficult to forecast seasonal sales because the product mix changes so much from year to year -- thanks to vendors' commitment to serving up new and novel offerings for each season.

There is very little margin for error in seasonal retailing, reflects Paris Gogos, senior vice president of Efficient Market Services, a Deer-field, Ill.-based supplier of grocery product demand data and services.

"The retailer typically has just one shot at getting it right [with seasonal merchandise]," says Gogos.

The situation has become more challenging in recent years as consumers do more and more of their shopping near the end of the sales cycle. Gogos cites a recent EMS grocery study, which showed that about 40 percent of Halloween merchandise was sold on the last two days of October. Thus, reflects Gogos, "If you haven't got everything in place on the 30 and 31st, you've got a disaster on your hands."

"It used to be that you had a little more time," says Michael Mazzarella, divisional merchandise manager for Ames. "It seems like in recent years the customer is buying closer and closer to need. The purchases come in the last two to two-and-a-half weeks."

It starts with the consumer

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One good place to start the whole seasonal selling process is by developing a solid understanding of consumers' seasonal purchase dynamics. Specifically, that translate into understanding what needs consumers will have at a particular season – whether it be for stuffing stockings, decorating a home, picking up teacher gifts... The list goes on and on.

"There are specific usage occasions at each season, and consumers have different criteria for each occasion," says Kathy Hiserodt, director of new business development for The Topps Co., which recently moved into the seasonal category. "You try to match up your offerings to meet the usage occasion."

For candy cane manufacturer Bobs Candies, understanding the way that candy canes are used in decorating has contributed to decisions about package size.

"Over the past two years, the 24-pack has had one of the better sell-throughs," says Charles Edwards, Bobs' vice president of sales. "Most consumers have found that if you're going to decorate a tree, you can't do it with 12."

Boxed chocolates manufacturer Guylian USA gleaned some valuable insights into how consumers are using its products thanks to a Christmas season retail experiment the company conducted. For that venture, Guylian set up a 45 square-foot holiday kiosk at the Garden State Plaza Mall in Paramus, N.J., from Nov. 1 to Dec. 31.

"What we tried to do was poll the customers on 'Who are you buying this gift for?'," says Stephen Hendley, Guylian USA executive vice president. "It was interesting for us to see customers buying specific price points for different reasons," he adds.

#### New opportunities

Of course, the way consumers celebrate holidays changes over time, which can mean new and different usage occasions on which marketers can capitalize. Some retailers and manufacturers, for example, are noting a move toward higher-priced candy gifts and decorative items for Halloween.

"Halloween always was a great candy holiday," says Joan Sweeting, national sales manager for Madelaine Chocolate Novelties. "But it was more picking up items to give away [to trick or treaters.]" Now, she says, some adults have begun picking up confectionery products as hostess gifts or as special mementos for their grandchildren.

photo omitted

Halloween celebrations have expanded beyond a few hours of trick or treating, and that means new usage occasions for Halloween confections. "It's not just the one night," notes Shauna Comer, product marketing manager for Cap Candy. "We're seeing people start to do more for Halloween than just buying candy to give out to their neighbors."

Given these market changes, Cap is experimenting this year with a couple of new items. Cap's Edible Eyeballs is a gory-looking gumball dispenser that can double as a Halloween decoration – all for a suggested retail price of \$4.99.

A newly formed company whose founders believe they have identified a currently unmet need in the seasonal arena is Sweet Blessings. This Malibu, Calif.-based concern was formed about seven months ago to market a line of confectionery products paired with inspirational messages from the Bible. (See story on page 22 for more on Sweet Blessings.)

The idea for the concept was born when Wendy Hughes, wife of CEO B. Wayne Hughes, set out a couple of years ago to purchase Easter basket items that reflected the Christian meaning of the holiday and found nothing.

Hughes hired Stephan Blinn, a veteran consumer products marketer as company president. Blinn conducted market research, which showed that other consumers shared Mrs. Hughes' views. "They all agreed that there was something missing from the holidays," says Blinn.

#### Shopping cycles

While it may be true that overall more consumers are putting off their shopping until close to the holiday, shopping behavior does vary from one holiday to the next. Topps' Hiserodt shares a few generalizations about these patterns. "Easter tends to be the last week," she notes, while "Valentine's is a 'day of event.'"

With Christmas candy, of course, sales are spread over a longer period, with most retailers setting up displays before Thanksgiving. Nonetheless, according to M&M/Mars best practices research, 50 percent of candy sales occur during the two weeks leading up to December 25.

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Still, smart retailers are not missing the opportunity to extend the purchase cycle as far out as possible. "I've found that the sooner you get the product on the floor, the sooner you'll get sales," says Mazzarella of Ames. "We try to get our seasonal merchandise out as soon as possible."

Asked about her timetable for setting up seasonal displays, one candy category manager in the Midwest offers a one-word answer: "Early." She adds: "Although you don't have a tremendous sales increase at the beginning of the season, you are going to have those people who are going to buy it and eat it and buy it and eat it."

#### Showing it off

Not surprisingly, retailers who devote the most prominent space to seasonal merchandise tend to do the best with it.

According to M&M/Mars best practices research on Christmas candy, the stores that have the strongest seasonal sales are those that focus their efforts on a special display area within the store rather than just a seasonal aisle. "You've got to position the product in a very visible, high-traffic area," says Mazzarella. He notes that Ames has carved out what he terms "the seasonal swing area." It's 600 square feet of space, where all seasonal candy is merchandised along with other seasonal merchandise, including paper products and decorations.

Of course, achieving adequate space can be challenge, says the Midwestern candy category manager. "The stores are inundated with so many things to put on their display fixtures. Not everybody understands the profitability of that [seasonal candy] section."

Even with plenty of display support from manufacturers and brokers, creating a dynamic seasonal display requires extra effort, she observes. "It takes much more time to stock than putting out a pallet of Campbell's soup," she notes. "It requires TLC."

Setting up additional special seasonal displays in-store also contributes to sales, according to M&M/Mars best practices research. That has definitely been the case for Ferrero USA, which has scored big hits with its quarter-pallet Christmas and spring "mini boutiques" designed to help stimulate gift box sales in supermarkets and mass merchandisers.

#### photo omitted

The spring mini boutique was created to help target what Ferrero marketers believed was a growing niche for adult-oriented candy gift items at Easter. Each boutique display -- decorated with light blue highlights, a white fence design, and colorful floral bouquets -- contains a total of 95 Rocher gift boxes.

"Spring is a longer selling season than Valentine's, and it has lots of opportunities for Rocher," reports Andrea Kelly, group brand manager, chocolates, for Ferrero USA. "The spring mini boutique exceeded our expectations for introductory sales."

#### Selling it through

Even with the best forecasting tools and data, stocking the correct amount of product may be the single greatest seasonal sales challenge. "Ordering the right quantities is probably the hardest part," notes Gary Zeliadt, manager of general merchandise for Hy-Vee Supermarkets, Sioux City, Iowa. "You don't want to order too much so you're not long, but if you don't order enough, then it looks like you're not in business."

It's no surprise then that issues such as sell-through guarantees, markdown monies and reclamation centers can become sore points in relationships between retailers and vendors.

Bobs' Edwards is particularly incensed about what he believes are the sometimes unreasonable fees charged for stripping unsold products off the store shelves and shipping them back to reclamation centers for disposal or return to the manufacturer. Some retailers are abusing the system, he contends. In cases where Bobs has judged the reclamation fees too steep, the candy cane manufacturer opts to walk away from the business rather than pay the fees.

The win/win situations occur when retailers and manufacturers work closely to develop mutually agreeable sales projections and strategies for handling excess inventory. Zeliadt maintains that it's all about partnership.

"The people that I buy from more heavily tend to be the people that allow me more markdown monies," he says. "If they want me to sell a lot of product, then they have to be willing to take the same risks that I am."

#### Simplifying the process

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As in and out items, seasonal products present logistical challenges for retailers -- and smart vendors are doing everything possible to simplify the process of handling and displaying their seasonal SKUs.

photo omitted

"Anything that we can do here to help our customers sell more candy and help them reduce handling and labor is a benefit to both of us," says Brent Thomas, vice president of marketing, seasons and packaged candy, for Hershey Foods Corp. "We provide display-ready cases, pallets and half-pallets designed to be placed at retail, unwrapped and ready to sell."

Hershey ships its products in cases that are easy to stack and ensures that displays are simple to assemble. To make it easy for retailers and distributors to handle a broad range of Hershey brands, the company ensures that the base dimensions of its shipping cases are the same from one brand to the next. That way it's easy to stack cases of different Hershey brands one on top of another.

"Retailers are looking for the brands that are going to sell in configurations that are economical for them and efficient for their distribution system," says Thomas. "The less labor intensive the better."

At the same time, manufacturers are working to offer a variety of case packs and display options to satisfy the needs of many different classes of trade. "Case pack has become an issue for us," says Joe McDonald, Hershey's director of seasonal marketing. "One size just doesn't fit all." The whole candy industry is much more focused on customization than we were a few years ago," says Thomas. "Really, it's a reflection of the needs and wants of our customers and consumers."

"Different channels want different things," agrees Wendy Esch, product manager for seasonal brands for Peeps maker Just Born. "They may want it display-ready, they may want it on-shelf or off-shelf. It's kind of hard to please everybody when it comes to case counts," she reflects.

While no one can meet every expectation of seasonal candy buyers within every class of trade, savvy vendors like Just Born and Hershey are working hard to address as many of the key issues involved in marketing seasonal products as they possibly can.

"With in and out items, we just want to make sure that we get the right item in the right place at the right time at the right price," says Hershey's Thomas. "That is no easy feat."

#### Developing A Customer-Focused Approach

Seeking incremental seasonal sales? Marketing guru John Stanton has a suggestion. Make candy a part of more special life events or seasonal occasions -- events like Father's Day or graduation or Cinco de Mayo.

Rather than creating a special sales event built around candy such as an annual "candy festival," for example, Stanton suggests that retailers and vendors work together to promote candy as an integral part of existing life events. For example, why not give dance recital participants a box of chocolates along with the traditional florid tribute?

To make his point, Stanton draws a distinction between selling and marketing. "Sales is convincing someone to buy," he says. "Marketing is not making people buy what you want to sell them. Marketing is selling what people want to buy. Marketing is the process of trying to make someone think, 'My son is graduating, what about candy?'"

"It probably can't be done by a single candy company or a single retailer," Stanton reflects. "The idea is to create the image that giving candy is a way to celebrate these small events." It doesn't necessarily have to be candy packaged specifically for the event, he continues, adding that "you're trying to draw attention to the fact that candy is an appropriate gift for this event."

And the industry need not be limited by existing events, Stanton adds. He cites the example of the pork industry, which sponsors an annual "Eat Dinner Together Week."

"Instead of having 'Pork Week,' they created ads and that say, here's an easy way to feed your family with pork," he points out.

As a consultant, Stanton says he encourages his clients "to forget about your products and think about your customers." Thus, he says, rather than creating "Candy Month," the confectionery industry would be better served by creating a special event such as "Remember Your Spouse Month."

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Stanton, who is a professor of food marketing at St. Joseph's University in Philadelphia, is the author of a book on marketing titled "Success Leaves Clues" published by Silver Lake Publishing.

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## The Miami Herald

Found on Miami.a.com  
The Miami Herald

August 31, 2001 Friday FINAL EDITION

**SECTION:** BUSINESS; Pg. 2C

**LENGTH:** 499 words

**HEADLINE:** CHOCOLATE MAKER FOR SALE

**BYLINE:** From EFE and Bloomberg News

**BODY:**

BRAZIL

RIO DE JANEIRO

Several multinational corporations - including Nestle, Britain's Cadbury and Italy's Ferrero Rocher - are expected to bid for Brazilian chocolate maker Garoto, the daily Gazeta Mercantil reported Thursday.

Garoto has seen its share of the Brazilian chocolate market fall from around 33 percent to 24 percent in recent years. The company reported a net loss of \$760,000 for the first half of 2001, but analysts maintain that recent poor results should not affect Garoto's sale value.

Chocolate is a \$1 billion business in Brazil, although the industry has stagnated lately. Nestle controls 30 percent of the market; Lacta, a unit of Philip Morris, 24 percent.

PHILLIPS GETS 2 CONCESSIONS

BARTLESVILLE, Okla. - Phillips Petroleum has reached agreements with the Brazilian government to explore for oil on two offshore blocks.

Phillips said it won a concession to explore and develop the BM-ES-11 block in the northern part of the Campos Basin, Brazil's largest oil field. It won a similar concession for the BM-PAMA-3 block, an unexplored area under deep water.

The company bid \$60.5 million for the blocks in a June auction. The government estimates state-owned Petroleo Brasileiro and foreign companies will invest as much as \$50 billion in Brazil's oil industry over the next five years.

CHILE

HILTON CHAIN SELLS BONDS

SANTIAGO - Hilton Hotel Corp. sold \$100 million of bonds denominated in Chilean pesos in the first such sale by a non-Chilean company aimed at increased demand by the country's pension funds for international bonds.

The eight-year euro-note bonds are indexed to Chilean inflation and have a semi-annual coupon of 7.43 percent. They were sold at 155 basis points over the rate on 12-year Chilean central bank bonds.

Chile's pension funds, which manage \$34 billion in assets, are boosting investment in international bonds, as declining interest rates make bonds sold by Chilean companies and the central bank less attractive, analysts said.

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Standard & Poor's gave the bonds a rating of "BBB minus," or investment grade.

URUGUAY

DEBT SALE TO INCREASE

MONTEVIDEO - Uruguay plans to increase domestic debt sales by \$100 million for 2001, to help finance this year's higher-than-expected fiscal deficit.

The government said it will sell about \$500 million in domestic debt this year, up from a prior figure of about \$400 million, which is up from the first estimate of \$290 million.

The fiscal deficit - 3.3 to 3.5 percent of gross domestic product - is higher than forecast because tax receipts are less than had been estimated, said Finance Minister Alberto Bension. Tax receipts are lagging because an economic recession is continuing longer than expected, he said.

The central bank has sold \$210 million in 10-year dollar-denominated Treasury bonds thus far this year. The yield was 7.57 percent on \$40 million in T-bonds auctioned on Aug. 22, the latest sale date.

NOTES: LATIN BRIEFING

LOAD-DATE: November 6, 2001

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Village Voice (New York, NY)

December 4, 2001, Tuesday

**SECTION:** Short Lists; Pg. 80 HOLIDAY PREVIEW

**LENGTH:** 2612 words

**HEADLINE:** GOTHAM GIFTS

**BODY:**

noel cowards, take heart!

Although it doesn't get as much play as the presents, the chance to gorge on fine chocolates and sweets like a big fat hog is as integral to the holiday season as, say, gaudy decorating. While it's nice to keep in mind the \$50-a-pound Payard chocolates that line the candy counter at Dean & DeLuca, a few blocks up and over into the East Village will bring you to El Eden Chocolates. Chef Wai Chu hand-makes the 15 varieties of fine truffles (\$6.50 for four) currently on the menu, with rotating entries that make their appearances through the year. The darkishly sweet, rich confections brought in for the holidays, with names like White Cranberry, Holiday Eggnog (eggnog-flavored white chocolate with rum and ginger), and Pumpkin Praline, should come in intravenous formulas. 443 East 6th Street, 979-9291 (Germosen)

For a branch of a behemoth Manhattan institution, the MOMA Design Store does an excellent job of bringing sophisticated design down to Target-level accessibility. At the sprawling new Soho branch, the gift ideas come in all sizes and price ranges, from Philippe Starck chairs (\$290) to tiny nipple-shaped fridge magnets (\$6.50 for six). The best thing about shopping here is knowing that good design doesn't have to have an account-crippling price tag. While items like Alessi's demitasse espresso maker (with a genius cutout spot that makes it impossible to splatter) require a few quick breaths at \$129, smaller versions of Alvar Aalto's famous vases retail at \$45. 81 Spring Street, 646-613-1367 (Germosen)

Traditional cartoon-character hierarchies have permanently crumbled. Goofy despots like Nickelodeon's Spongebob and Sanrio's Hello Kitty reign over the children's market with CD-ROMs and calendars, while old codgers like Mickey Mouse get by on chopply animated Christmas specials. The newer route to ironically childish paraphernalia lies with the Korean brand Morning Glory, as sold at Opone, a brazenly pink showroom brimming with all things sickeningly adorable. MG products espouse a charmingly bizarre earnestness with their glommy-eyed mascots and awkwardly worded slogans. An inscription on a

My Baby Zzizzi binder (\$4) clumsily announces, "It's true love we're making, a something to last for a lifetime," while a soap dish (\$4.20) confides, "I wish you could know how much I love you." The big star at MG is BlueBear, but more intriguing are the three Pajama Sisters, a gangly looking crew on a tote bag (\$22) who ask, "Who do you think is the prettiest girl?" 6 West 32nd Street, 643-9077 (Germosen)

Most of the inventive designers represented at the meatpacking district design shop Auto actually make their home in Brooklyn. "We're like a little family," says shop manager Dario. "We sort of bring everyone in." The trendy item du jour is Helen James's mini-obi (\$115), a hand-painted silk sash to ring a waist left bare by low-slung jeans. The place is crawling with cool items, be it the massive Marimekko bags in brilliant red (\$90), Holly Aikens's rad vinyl dop kits (\$40) and guitar straps (\$20), or the smartest item an urban pet owner could have--rubber-bordered dog bowls (\$16). 805 Washington Street, 229-2292 (Germosen)

It's kind of strange to encounter a perfume that stirs intense emotion, but Fresh's deep-noted fragrances, intoxicatingly rich and unique, have been known to cause quite a fuss. (On a recent afternoon, a woman was devastated to learn that Currant Marine, her obsession, was out of stock.) The place has the best stocking stuffers ever, including pleasingly wire-and-crystal wrapped scented soaps (triple milled and made with shea butter at \$8 each) and virtually greaseless

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scented lotions (one wants to drink a bottle from the Chocolate Milk line). Products like the Sake Bath (\$75 a bottle) make a strong case for spending a small fortune here. 57 Spring Street, 925-0099 (Germosen)

Hear ye, clever outcast! If you haven't been there already, your cozy new ironic-consumer homebase is Despair.com. Their specialty is "demotivational" messages in the guise of traditional, peppy corporate schlock. The wall calendar is the most obvious gift item (\$14.95, replete with cheesy landscapes and italicized ponderings on Apathy, Pre-tension, Loneliness, Elitism, etc.). Even more impressively faux-corporate are the \$49.95 personalized Underperformance Awards. A choice card honors the mediocrity of John/Jane Doe, "ultradolt," who performs, as the engraving states, "beneath and below the call of duty." (Perfect for the jokester dentist/lawyer/OB-GYN!) Shell out for your arrogant father, Pollyanna in-law, or stoner best friend, 'cause funny is a no-limit soldier. 877-DESPAIR (Peretti)

Walking the streets of Soho come Santa time is like cleaning mildew from shower-tile grout: unpleasant. Wealthy anorexics strut about, wrapped in hundred-dollar scarves while dandies walk dogs with better haircuts than Jenny Aniston. Run east to Home of Trance, a haven even if you dislike the genre. You will happily zone out, ensconced in bright colors, psychedelic patterns, and an indulgently playful/spiritual tone. Much is \$50 and up (durable futuristic hippie clothes, mushroom lamps, etc.), but there are also affordable gifts like love dice (\$5). Best novelty? Lit wood-framed waterfall images that, when plugged in, appear to undulate in downward waves (\$49--\$59). Perfect for a small-scale meditative retreat. 122 St. Marks Place, 533-6700 (Peretti)

At Murder Ink, a dog with a body by Edward Gorey alternately paces and sleeps, sometimes near the well-stocked nook of Gorey gear. The first store to cater exclusively to the wonderful world of criminous letters, Murder Ink offers signed current chart-climbers, first editions, well-preserved pulp at \$5--\$30 (Mickey Spillane's Me, Hood), and a vast selection of paperbacks--everything from English police cosies and the Fletch novels to Jim Thompson (the lovingly lurid Black Lizard reissues from the '80s) and the adventures of Earl Derr Biggers's Charlie Chan. 2486 Broadway, 362-8905 (Park)

The genteel Ivy's Books and Curiosities mingles new and used titles on the same shelves in healthy heterogeneity. When you realize that your friends don't read anymore, get them the variations on the classic theme book (\$7.95), the mottled covers decorated with pages from casting books ("Leading Women--Ingenuess") or reproductions of Spanish movie posters. Other stocking stuffers include paper-model kits, flipbooks, and slim, vintage recipe books from the '50s and '60s (\$10--\$15). Isn't it time your roommate relearned The ABC of Chafing Dish Cookery? 2488 Broadway, 362-8905 (Park)

Know a Hong Kong movie addict who just got a DVD player? I mean, besides me? Hit the Bowery just north of Canal, where a string of gift stores sell hard-to-find titles at often startlingly low prices. (Sometimes the DVD section itself is a little hard to find, half-hidden behind a stock of padded brassieres and Hello Kitty pj's.) A recent Jet Li binge netted The Tai Chi Master (\$15.95)--coincidentally, the last movie I saw at the defunct theater around the corner, c. 1993--and Last Hero in China (\$8.50). The Chow Yun-Fat back catalog starts under \$10, and there are usually sections devoted to directors and actors like Jackie Chan, Yuen Biao, Wong Kar-wai, and Maggie Cheung, Maggie Cheung, Maggie Cheung. (Park)

Those seeking to put the Christ back in Christmas should visit Logos Book Store, with its sections devoted to saints, spirituality, and "C.S. Lewis & Friends." A slipcased six-volume set of the Narnian novelist's religious writings is \$46. Infidels who prefer to remain outside the Judeo-Christian tradition need not go ungifted: Across the room from the Bibles (and the \$34.95 leather-bound Urantia book) stand a few cases of choice literary fiction, prominent among them several J.G. Ballard novels and the reprint of Dhalgren, Samuel R. Delany's polymorphously perverse sci-fi epic. What would Jesus do? 1575 York Avenue, 517-7292 (Park)

A gift giver without several C-notes to burn can still find satisfaction at the august Argosy Book Store & Gallery, from reasonably priced vintage editions by the usual suspects (Edgar Rice Burroughs, Russian mystic P.D. Ouspensky) to the joys of the \$10 print bin, which recently held a handsome likeness of the great (if not exactly handsome) Samuel Johnson's phiz. Your swimming buddy will enjoy an autograph of Esther Williams (\$25), and a signed typescript by Maxwell Bodenheim is only \$30--perfect for your ex-wife who's still writing her dissertation, "Maxwell Bodenheim, Genius Poet of Yesteryear." Marbleized endpapers are a steal at \$2 per colorful sheet, though their usefulness remains obscure. Snap some up anyway, before Martha decides they'd look nice as origami egg-holders. 116 East 59th Street, 753-4455 (Park)

In keeping with their devotion to European comic books, the owners of Kar'ikter painted the walls of this Prince Street gem in colors inspired by Tintin's underwater adventure "Red Rackham's Treasure." They have since expanded to

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chic objects seemingly inspired by cartoons, including Alessi's appealingly demented line of Italian household goods. Never before has sugar been dispensed from so cheerful--or legged--a space creature (\$19), and the friendly lady robots who open bottles (\$56) or grind pepper (\$67) don't complain when you twist their heads to uncork the wine or season a salad. There's still plenty of Asterix, Babar, and Tintin stuff (if you have \$2200, you can buy a huge replica of the red-and-white checkered rocket ship that transported the Belgian reporter and his cracked gang to the moon), but there are also items like a rubber radio that comes in fuchsia or apple green (\$55) and a Lomographics camera that prints a strip of four images per each shot in a standard roll of film (\$55). Five dollars and ninety-five cents gets you a Lucite ring with a snow dome and glitter dancing in water, or one with a tiny compass leading you back to 19 Prince Street, 274-1966. (McPherson)

Pearl River, the Canal Street department store, is a good source for slippers and Chinese silk jackets, but the staggering variety of its inventory is its real lure. A vintage-looking purse-size tin of cold cream is only \$2.20 and perfectly complements a set of bright cotton dish towels printed with "Good Morning" in English and Chinese. Of course, you'll also want Ferrero Rocher chocolates, cunning miniature folding scissors made of stainless steel (\$1.95), and Chinese honey packed in reusable eight-ounce drinking glasses (\$1.99). One floor up, women's pajamas made of silk and spun rayon manage to be at once naive and provocative. Behind them, the enormous brim of a chic retro sun hat (\$3.95) collapses neatly into a saucer-sized case for easy packing in a stocking. 277 Canal Street, 431-4770 (McPherson)

Paul Frank's Sputnik-era monkey peers from notebooks, socks, and a particularly hip retro flight bag (\$60) at Alphabets, an eccentric gift emporium without peer. In addition to the simian, there's what looks like the complete line of Hello Kitty purses and pencil boxes, a foot-long Pez dispenser with compatible candy pellets (\$22.95), and a Clinton family paper-doll book (\$8.95). (First mother Virginia Clinton Kelly remains clothed in a leather motorcycle jacket; the other three are half-naked, awaiting your sartorial instructions.) Retro toys include Gumby, Pokey, Mr. Potato Head, and the chemical wonderland Magic Garden (\$6.95), but Alphabets also offers actual adult gifts. Tell Santa that what you really want is the stunning, stainless steel Tokyo Bay watch designed to be strapped to your wrist with what appears to be a high-tech Band-Aid (\$65). 47 Greenwich Avenue, 229-2966 (McPherson)

The New York Transit Museum Shop offers what must be the most ingenious use of subway tokens ever. Where else can you find a sterling silver charm bracelet with new and vintage tokens from transit systems across the U.S. (\$58), token earrings (\$19.95), and doubtless the tastiest version, 50-cent dark chocolate tokens covered in gold foil and embossed with "good for one fare"? Not everything is MTA related: Weighty enamel key rings celebrate London tube stops, and the world-famous exhortation to "Mind the Gap," printed on sturdy white cotton T-shirts, in the company of MTA subway-line bestsellers. Grand Central Concourse, 878-0106 (McPherson)

The minute Daily 235 began by selling Kismet chewing gum and the daily papers. Now whether it's Japanese caramels packaged to look like red and white dice (\$4) or orange and yellow vinyl pencil pouches (\$18 and up), the limited number of objects keeps the selection quirky, not kitschy. Pick up an Egyptian cat eraser (\$2) or a box of beautifully packaged chocolate cigarettes from Holland, tuck in a pair of old-fashioned bubble ponytail holders, add an orange Rhodia notebook, and your holiday shopping is done. For hedonists, there are Votivo candles, soap, and incense, and a tantric yoga calendar for 2002. Next year in nirvana. 235 Elizabeth Street, 334-9728 (McPherson)

Dearest Hindi filmi follower, why hasn't Govinda learned his lesson? Does Twinkle Khanna want to make dhasas with Sunny Deol? Will Raju Chacha be crybaby lipstick rani Kajol's comeback film? Even if responses aren't at the ready, holiday gifts for your Bollywood-following friends are. Go to Neena Sari Palace, which is less fancy than the exalted ISP (who calls it India Sari Palace?) but thrifter. There are glittery bangles (\$3 per dozen), flowing kurta pajamas (\$25 and up), vampy lengha cholis--think ballroom skirts with ornate, skimpy halters (\$75 and up), and, of course, luscious, lustrous silk or cotton saris that can cost as little as 15 bucks. Voila exotica! 37-23 74th Street, Queens, 718-651-1500 (Rao)

Darling, dreamy Fusilla is a confidante of mine. But what a drab dresser! Inside her hatbox, the pickings are slim. Holidays being a season for redemption, presents for Fusilla always come from Girlprops.com. Here the motto is "Inexpensive--We Never Say Cheap." The store is crammed with trendy accessories: spangled cat's-eye sunglasses (\$9.99), funky beaded turquoise bracelets (a six-stranded version is \$6.99), rhinestone bra-strap chokers (\$2.99), and even a hot-pink "Cleopatra" wig (\$19.99). For disposable items, these products are sturdy. Last year's black feather boa even got Fusilla a date with Oleg. He must have a thing for nude hose and ostrich fringes. 153 Prince Street, 505-7615 (Rao)

Brooklyn gal Minerva McNamara found the holidays vexing. As a party guest, she was much sought after--39 soirees in 31 days, imagine! At least the need for house gifts would give her an excuse to sift for heavenly delectables at D'Amico Foods. For 52 years, locals have depended on this quaint Carroll Gardens institution for Molto Buono house

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blend dark espresso, Italian Pepato pepper cheese, sopressetta, vanilla beans, and Genmaicha toasted rice tea. Minerva McNamara, mangia, mangia. 309 Court Street, Brooklyn, 718-875-5403 (Rao)

Vapid Sister and Textbook Cad are chronic cooers about gastronomy. With the holidays approaching, Cad's latest fad is Kitchen/Market, a whimsical gallery of Mexicana kitsch. Amid the folksy angel ornaments and painted crucifixes, Cad buys Vapid exotic epicurean delights: cajeta (goat's milk caramel), squash blossoms, pomegranate molasses, and a million barbecue and hot sauces (try "Jump Up and Kiss Me"). For those too lazy to journey to Chelsea, Kitchen/Market's condiment line is available via catalog (1-888-HOT-4433). 218 Eighth Avenue, 243-4433 (Rao)

**GRAPHIC:** Illustration:

Credit: kathy delaney

**LOAD-DATE:** December 3, 2001

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Poughkeepsie Journal (Poughkeepsie, NY)

December 4, 2001 Tuesday Front Edition

**SECTION:** LIFE; GOOD LIFE; Pg. 1E**LENGTH:** 537 words**HEADLINE:** GOOD LIFE IN FASHION & SHOPPING**BYLINE:** Nicole Edwards**BODY:**

The Iams Company commissioned a survey that showed 1,000 Americans include their pets in holiday festivities.

Nearly half of the families surveyed said they would include pets in portraits and more than half purchased gifts for them as well. Iams veterinarian, Dr. Dan Carey and other professionals at Iams, have a few suggestions in keeping the holidays happy and safe for pets.

When displaying Christmas trees, cinch the tree skirt tight to keep pets from drinking the water and hang small ornaments and tinsel near the top. Keep plants away from pets as some may be toxic if eaten.

Never leave burning candles unattended. Make sure lights in windowsills are secure and tape electrical cords to the floor and walls to prevent chewing or tripping. Try to limit a pet's access to gifts or wait to add ribbons until they are ready to be opened. Instead of leaving leftover holiday snacks from your table for pets give them an Iams biscuit. Don't forget to take pets for walks even during the cold weather months.

For more information, visit [www.iams.com](http://www.iams.com).

Wallcoverings go patriotic

Flags are still a trend on car windows, store fronts, billboards and clothing and now patriotic interior home designs are part of the trend as well.

Patriotic wallpapers are available in the Raymond Waites Country Village collection. Wallpaper is a starting point for decorating a child's room, home office, guest bathroom or kitchen. Liberty Parade Border paired with an ivory and rouge Mission Stripe and federal blue stars pattern can be used for decorating shelves.

Village has a variety of wallpaper, borders and fabrics and offers decorating options. Village is a brand of F. Schumacher & Co. For more information, visit [www.villag ehome.com](http://www.villag ehome.com).

Get creative with wrappings

Don't just wrap your Christmas gifts this year.

Try a more creative approach with a few suggestions from 1-800-Flowers.com. Make gift bags from silk, burlap, tafetta or another reusable fabric.

Dishtowels, doilies or pillowcases can be used for odd-shaped items. Shoelaces, rope pearls and hemp rope can be used as an alternative to ribbon.

Add marbles, bells, weights or padding to mislead those trying to guess the contents of their package. Use sheet music to wrap gifts for music lovers or place a small gift in a bouquet of flowers, box of chocolates or a jar of penny candy.

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For more gift ideas and information, visit [www.1800flowers.com](http://www.1800flowers.com).

Silvers rev up tastebuds

The minty taste of Silvers is a new candy mint from the makers of Tic Tac.

Each mint is wrapped in a foil wrapping and available in orange and peppermint flavors.

Keep these little mints stocked for your next dinner party, open house or wedding. Silvers are priced at \$2.99 for a 3.5-ounce container and \$1.99 for a 1.6-ounce container.

Tic Tac Silvers are a product of Ferrero U.S.A., Inc. The Somerset, N.J.-based company also produces Nutella hazelnut spread and Rocher chocolates.

For more information, visit [www.silversUSA.com](http://www.silversUSA.com).

(Good Life is a collection of observations about life in the mid-Hudson Valley. Its focus on Tuesdays is fashion and shopping. Your comments are welcome. Call (845) 437-4883. This Good Life by staff writer Nicole Edwards.)

**LOAD-DATE:** August 29, 2003

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**THE WALL STREET JOURNAL**  
The Wall Street Journal

June 24, 2002 Monday

**SECTION:** Pg. A1**LENGTH:** 1369 words

**HEADLINE:** No Yolk: Smuggling Of Chocolate Eggs Is a Growth Industry --- Collectors Covet Toy Prizes Inside Kinders, But U.S. Sees a Choking Hazard

**BYLINE:** By Barbara Carton**BODY:**

In one of the sweetest black markets in the country, kind-hearted grandmothers are heavily implicated.

One of them is Deb Nelson, an insurance agent in Minneapolis, who says she buys about 1,600 contraband chocolate Kinder Surprise Eggs each year, handing them out liberally to office-mates as little gifts, or to her four grandchildren, who clamor for them on every visit.

Jane Whitaker, who sells real estate in Douglasville, Ga., keeps a stash of several dozen of the illicit confections on hand for her grandchildren. "When things don't always go right -- a bruise or a heart pain -- they can get an egg," she says.

Made by Italian candy giant Ferrero SpA, Kinder eggs are loved -- and legal -- in 100 other countries. Wrapped in orange and white foil, the hollow eggs cost about 50 cents abroad, contain often-intricate, though inexpensive, plastic or wooden toy prizes -- and rank with Coke and Marlboros on the ACNielsen list of 43 global brands with more than \$1 billion in sales.

But Kinder (pronounced as in kindergarten and meaning "children" in German) can't be sold legally here because the U.S. Consumer Product Safety Commission says the toy is a choking hazard. The Food and Drug Administration also objects, deeming the thumb-sized plastic capsule that contains the little toy an illegal, "embedded" nonfood item.

For years, Americans who returned from Kinder lands supported a small market here in the illegal eggs, and the feds were prompted to make periodic crackdowns against importers, often ethnic food shops. But in the past year or so, scofflaws have risen to a new level of Internet-fueled defiance, touching off a lucrative Kinder boom. Web sellers buy the candies -- which are the size of a hen's egg, with milk chocolate on the outside, white chocolate on the inside -- and charge from 80 cents to \$2 or more per egg.

"Kinders Shipped to Anywhere in the World!" screams one new Web site. "Your Search Is Finally Over," says another.

Jim MacKenzie began selling the eggs here six months ago via his kinder-eggs .com site and says he lives "comfortably" off his U.S. profits. He won't say what those are but says he has 3,600 customers in his e-mail address book, and has sent as many as 100 cases a day -- 2,400 eggs a day -- in cases priced at \$22.95. (Fundraisers get a break: \$19 a case). Mr. MacKenzie, a Canadian from Delta, British Columbia, hires extra help at Christmas and Easter to do packing.

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In Heidelberg, Germany, where the eggs are known as Kinder Überraschung, or children's surprise, Linda Oldaker began shipping to the U.S. a year ago, taking orders via her Web site. Ms. Oldaker won't disclose U.S. sales, but she says she had five e-mail orders from the U.S. over a recent two-day period, including one for eight dozen. One day recently, the eBay auction site listed 74 people offering Kinder items, including 200 eggs available for shipping from "our video and convenience store just north of the New York State border."

Ferrero, which also makes Tic Tac mints and Rocher chocolates, says it has no way of knowing how many eggs enter the U.S. "We don't police these things," says Martino Caretto, chief executive of Ferrero USA. He admits frustration at seeing the Kinder Eggs' trademark "misused" on such Web sites as Mr. MacKenzie's, but "You cannot get your hands on it," he says. "They appear, they disappear, reappear. You don't know whether they are the same guys or not. . . . And, the minute you say, 'You shouldn't be doing this, they say 'Which eggs? I don't have any eggs. I only have a few.' " That means: not enough to be called a commercial venture.

"It's like illegal immigration into the U.S.," he adds. Everybody would like it to stop, but what can you do about it?"

Under the 1938 Food, Drug and Cosmetic Act, candy that contains "embedded nonfood items" can't be sold commercially here unless there's a "functional" value, like the stick on a lollipop. This seems silly to Mr. Caretto, since, in his view, the toy is not "embedded" in the chocolate egg. It rattles around inside. Furthermore, he says, the fact that the toy comes inside the egg doesn't make it any more dangerous than a toy of the same size sold by itself. "You can be injured by Lego as much as you can by Kinder Surprise," he says.

While the FDA can seize Kinders, regulations allow FDA personnel to "use their discretion to allow entry of shipments of violative FDA regulated products when the quantity and purpose are clearly for personal use." The agency doesn't spend valuable resources pursuing "little Grandma," says spokesperson Ruth Welch.

Theoretically, an importer who refuses to comply with the import ban could be held criminally liable, but that has never happened in the case of Kinder Eggs, and a situation has to be "pretty egregious" for anyone to be taken to court, says Ms. Welch. "Recall is the main tool we use." Commercial importers could be fined as much as \$1.65 million by the Consumer Product Safety Commission, but compliance director Alan H. Schoem says the agency has no jurisdiction over foreign purveyors and, in any case, isn't concerned with "onesies or twosies going to individual consumers, but large quantities that are brought in for resale."

"When we see them, we stop them," he says, adding: "We could run all over the country, I guess, for Kinder Eggs, but I don't think that would be a good use of our resources. We do what we can." U.S. Customs says it engages in egg interdiction only when it has tips from these agencies, which it seldom gets.

Kinder fans don't understand the ban and wonder why it doesn't apply to prize giveaways in such things as cereal boxes. "What about Cracker Jack?" asks Colleen Gaier, of Dayton, Ohio, who just ordered 48 eggs from Germany. (The FDA's answer: cereal and Cracker Jack prizes are loosely "co-mingled" with the foods, and thus can easily be spotted when the confection is sprinkled into a hand. They aren't "embedded" in such a way that an unsuspecting person taking a bite might also be chomping into the plastic capsule.)

Besides, adds Mr. Schoem of the product safety commission, most parents know that peanuts and popcorn are potentially deadly choking hazards for children age three and under, so they steer clear of them, whereas soft chocolate seems to pose no obvious threat.

Kinder eggs come with a lengthy paper scroll in many languages, from Japanese to Dutch, cautioning against giving the toys to infants and toddlers. A three-year-old boy in Northern Ireland died in 1985 after gagging on a Kinder truck, and a three-year-old English girl died in 1989 after swallowing a foot from a panther Kinder toy. These incidents have prompted calls, especially in Britain, for antichoking measures such as those in the U.S.

From the moment Ferrero introduced the eggs 30 years ago as an Easter egg, fans have accepted the chocolate, but raved about the toys. "What got me was the engineering behind them," says Jerry Woods, of Lantana, Fla., who has a collection of more than 6,000 of the original creations, painstakingly designed by Ferrero engineering teams. His favorites include a cuckoo clock with a bird that pops out when its tiny weights are pulled, a minuscule working microscope, and a weather station with figures that move according to changes in barometric pressure.

"They're so ingenious," says Jaime Herbeck, of New York, who became entranced during a college year in London, where she bought several Kinder Eggs a day, and amassed a large collection, including 100 favorite toys she brought home.

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The eggs, which can be purchased in most parts of the world year-round, have spawned a world-wide cult following, with scores of collecting clubs and price catalogs. They are introduced in limited sets in different countries at different times. Some old toys are so scarce they are valuable, and others are unique, like the hand-painted Egyptian Pharaohs now worth as much as \$700 each, collectors say. There are even recipes like Kinderuberraschungstorte, or Kinder Surprise torte, for what to do with all that leftover chocolate.

Journal Link: Read selected excerpts from the new anthology "Floating Off the Page: The Best of The Wall Street Journal's 'Middle Column'" at [WSJbooks.com/Floating](http://WSJbooks.com/Floating).

**NOTES:**

**PUBLISHER:** Dow Jones & Company

**LOAD-DATE:** December 5, 2004

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March 3, 2002 Sunday

**SECTION:** J; Pg. 6J

**LENGTH:** 1148 words

**HEADLINE:** The thoughts of an adult, the heart of a child \* Nine-year-old Ashley Sumeriski helped a Jamaican family's dream come true.

**BYLINE:** SHANNON MULLEN/STAFF WRITER

**BODY:**

THE HOUSE that Ashley built in Jamaica isn't much bigger than the storage shed in her grandparents' back yard. Painted a pretty shade of blue, it has a little front porch and a corrugated metal roof that must make an awful racket when it rains, but when you're someone who's been living in a cardboard box for too long, that sound is sweet music to your ears.

The Daley family - a mom and two school-age children - lives in the 15-by-12-foot bungalow now, thanks to Ashley Sumeriski, who is 9 years old.

The Dover Township fourth-grader bought the house for them for \$2,000 - money she raised, in large part, by forgoing her weekly trip to McDonald's and by selling her unused toys, dolls and stuffed animals at a series of yard sales last year.

It was all her idea.

Who knows where the Daleys would be sleeping tonight if Ashley hadn't taken an interest in the flier that fell out of her grandmother's weekly Catholic newspaper. It was an advertisement for a charity called Food for the Poor, which helps people living in the slums of Latin America and the Caribbean. Among other things, the relief organization builds simple, sturdy dwellings for destitute families like the Daleys who have never had a real roof over their heads.

This happened a year ago, during Lent, a time when Christians traditionally engage in some form of self-sacrifice or almsgiving to spiritually prepare themselves for Easter.

It's not unusual for believers as young as Ashley, who is Catholic, to give up something they really like, like ice cream, or to try to do something good, like being nice to their nudzy little brothers.

Giving a homeless family a house, though - not even the pope does that.

Ashley learned from the flier that a donation of \$25 would buy enough rice to feed a family of four for six months, and \$150 would pay for a foot-powered sewing machine and a training course on how to use it. But what most interested her was that \$2,000 would buy someone a whole house.

She liked the sound of that.

Two thousand dollars is a lot of money, even in America. Ashley's "nana," Chris Razzano, also of Dover Township, who takes care of her granddaughter a few days a week while Ashley's mother is at work, thought a smaller donation was more realistic.

Ashley was persistent, though. She is not the pouting, whining sort you have perhaps run across in your dealings with 9-year-olds. Quite the opposite. A brown-eyed, baby-faced cherub with curly, darkish-blond hair, she has a smile

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that's like a "Happy Birthday" banner strung between two thimble-size dimples. It has a way of turning a lot of no-I-don't-think-so's into all-right-why-not's.

Razzano called Food for the Poor. So how does this house building thing work? she asked.

Shirley Times, a donor caller for the Deerfield Beach, Fla.-based charity, walked her through the process, and mailed out an informational video for Razzano and Ashley to watch.

It just about broke Ashley's heart. She saw hungry children picking through piles of garbage for food, like rats. She saw families huddled in makeshift shacks that a good rain would wash away. She saw poverty that is beyond the imagination of even an imaginative little American girl accustomed to the comforts of suburbia.

Ashley is unusually religious for her age- for any age, really. She says a long prayer called the Chaplet of Divine Mercy every afternoon at 3 o'clock and prays the rosary every night. The Blessed Mother and Jesus share space on her bedroom walls with 'N Sync and Britney Spears (the latter of whom has fallen out of favor because of her increasingly risque wardrobe). There's a stack of lives of the saints books on her nightstand.

Ashley watched that video, wide-eyed, and thought to herself: God doesn't want people to have to live like this.

It wasn't long after this that she started selling her toys.

Ashley had a multi-pronged approach to fund-raising. Eighty-five dollars came directly out of her pocket. It was money she had accrued from a kind of good grade incentive program her grandparents had instituted last year to encourage her to boost her scores in spelling and math. Another \$800 came from family and friends who couldn't say no to those dimples, either.

The rest she raised from her yard sales and from assorted little acts of self-sacrifice, like skipping her weekly trip to McDonald's or putting her \$5 weekly allowance into the Food for the Poor jar rather than using it to buy another Beanie Baby.

"She'd say, 'No, Nana, I want to put it toward my house,'" says her grandmother. "We were amazed. She made a lot of adults feel - wow, if an 8 1/2-year-old can do this ..."

Shirley Times, who telephoned weekly to encourage Ashley, was amazed by the young donor's compassion and determination.

"She has the thoughts of an adult," Times observes, "and the heart of a child."

By September, Ashley had reached her goal. The Daleys moved into what she calls her "dream house" a short time later.

A small plaque goes on every house donated through Food for the Poor. Rather than put her own name on the plaque, Ashley decided she wanted it to bear the name of her cousin's husband, Anthony J. Coladonato, a vice president at Cantor Fitzgerald who died at the World Trade Center on Sept. 11.

It was a fitting gesture for a girl whose family and friends have started to call "Little Mother Teresa." Ashley only wishes she could have raised enough money to build 10 houses.

Maybe she will, indirectly.

Already the children in her weekly prayer group, called Mary's Kids Club, have launched a fund-raising drive of their own to build another house. And there's no telling how many other people who have read about Ashley's good deed in various newsletters and local newspapers have been, or will be, inspired to do the same thing.

"Ashley is proof that one person can make a difference, especially kids," says Patti Tardy, who runs Mary's Kids Club out of her home in Dover Township.

This Lent Ashley has a new project. She's been collecting recycled greeting cards, wool, Campbell's Soup labels and General Mills cereal box tops for St. Jude's Children's Research Hospital in Memphis, Tenn., and the St. Jude's Ranch for abused children, which runs programs in Texas and Nevada. She saw something about the charities on television.

She has also given up chocolate, but not just any chocolate, she explained a few weeks ago during an interview at her grandparents' house.

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The thoughts of an adult, the heart of a child \* Nine-year-old Ashley Su

"Ferraro Rocher," she said with a sigh, holding up a glittering box of her favorite hazelnut-chocolate treats. It's a passion she shares with her grandmother, who reluctantly said, all right, yes, maybe she would give them up, too.

ce? To contribute to Ashley's St. Jude project, call Chris Razzano at (732) 270-0779.

For more information about Food for the Poor, visit its Web site at [www.foodforthe poor.org](http://www.foodforthe poor.org).

**LOAD-DATE:** February 9, 2004

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Point of Purchase

August 2002

SECTION: Pg. 40(1) Vol. 8 No. 8 ISSN: 1085-5009

ACC-NO: 3503690

LENGTH: 359 words

HEADLINE: Nothing's better than an eye-catching header. (Retail Realities)

BYLINE: Ricci, Joe

**BODY:**

Ricci, Joe

When you get the chance to "own" an endcap in a major grocery chain, you go the extra mile to make it special. That's exactly what this excellent 3-D header does for the Nabisco family of products. I was able to see (and easily identify) the Nabisco logo and the Oreo cookie from 20 feet away, and, located within a series of several different gondola ends, this one dominated. It also effectively displayed numerous items in the Nabisco family of products and easily communicated the snacks' superior taste to every approaching shopper from each of its three sides. This is the best header I've seen in a long time, and I suspect its quality will keep it in place for quite a while.

To really appreciate this display, you'd have to see it in person. The header was actually vacuumformed to depict a waffle with melted butter, and the copy positioning was perfect. The lower portion of the header reinforced the tasty image with a fullcolor picture of some waffles with butter and syrup - I almost expected to experience the aroma of freshly toasted waffles. The display holds a generous amount of product and has interchangeable side panels for additional identification and product features. Although the supporting TV ad campaign and the display header clearly states "They're Fresh...In The Bread Aisle," the display was positioned squarely in the frozen food section. Incredible, but true.

With so many companies desperately seeking endcaps for their products, it is rewarding to see one that does justice to that critical instore space. Rocher has created a premium chocolates boutique by cleverly using the same corrugated base to hold four differently shaped packages and then tying it all neatly together with this eye-catching header atop four golden poles. Clear packages prominently feature the chocolates in a variety of attractive shapes to add even more upscale imagery to this display. My only suggestion would be to use less-obtrusive price signs to make this unit even sweeter.

Joe Ricci, founder of Bethel, Conn.-based Beacon Concepts, brings us a monthly critique of POP at retail. He welcomes your comments at [jericci@aol.com](mailto:jericci@aol.com).

LOAD-DATE: November 12, 2004

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 Chain Drug Review

September 2, 2002

SECTION: No. 15, Vol. 24; Pg. 18; ISSN: 0164-9914

IAC-ACC-NO: 91786749

LENGTH: 467 words

**HEADLINE:** 'A destination for confections'; Consumables; candy helps drug store sales; Brief Article; Statistical Data Included

**BODY:**

NEW YORK — Candy is king in chain drug stores.

Walgreen Co. president and chief executive officer Dave Bernauer lists candy bars as one of the categories that "account for the vast majority of what we sell."

Duane Reade chairman, president and chief executive officer Tony Cuti says candy and gum sales at the chain's Big Apple stores never cease to amaze him.

"New York has a sweet tooth," he comments.

"Drug chains are a destination for confections," comments Ralph Scozzafava, vice president of sales and customer marketing for Wm. Wrigley Jr. Co. "They need to continue to nurture that and figure out how to drive the impulse nature of candy and gum, because it's extremely profitable."

Confections that are stocked inline fare much worse than those that are carried at the checkout, Scozzafava notes, explaining that impulse buys occur much more frequently while customers are at cash registers than when they are in aisles.

The satisfaction of both retailers and suppliers with the candy segment's performance in drug chains is borne out by market data. Sales of seasonal non-chocolate candy, for example, skyrocketed 28.3% in drug stores during the 12 months ended July 14, according to Information Resources Inc. (IRI).

Chocolate lovers also favored drug stores with their business. Sales of small chocolate bars climbed 5.6% in the drug channel during the tracking period, more than a point better than their growth rate in supermarkets. Volume of boxed and bagged chocolates plus large bars swelled 11.6% in drug stores, almost eight times as fast as in grocery outlets.

Chocolate bar brands that sold strongly in drug stores included Three Musketeers (up 20.4%), Hersheys and Snickers (both up 8.9%), and M&Ms (up 6%).

In the boxed and bagged segment sales burgeoned for Hersheys Kisses (up 30.8%), M&Ms (up 16.8%), Ferrero Rocher (up 36.2%) and Riesen (up 40.8%).

At the same time drug stores did not ignore the segment of the population that wants to satisfy its craving for sweets without sugar. The trade class' careful attention to that group was evidenced by the 21.6% gain in sugarless gum sales in drug stores in the IRI tracking period.

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'A destination for confections'; Consumables; candy helps drug

Wrigley dominates the category with its Extra, Eclipse and Orbit brands, which together command nearly half of segment sales in the trade class. Extra, the No. 1 brand in the category, posted a 7.6% gain last year, while volume of Eclipse jumped 44.1%. And Orbit, a new entry, came from out of nowhere to capture 6.6% of the market.

At the same time sales of Dentyne Ice, the No. 4 brand, rose 14.5%, and volume of seventh-place Carefree Koolerz more than doubled.

"It's evident that our customers like their indulgences, but they also like their teeth," comments a chain drug category manager.

**IAC-CREATE-DATE:** September 20, 2002

**LOAD-DATE:** September 21, 2002

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Copyright 2002 Gannett Company, Inc.  
USA TODAY

December 24, 2002, Tuesday, FINAL EDITION

**SECTION:** LIFE; Pg. 2D

**LENGTH:** 249 words

**HEADLINE:** They found commercial success abroad

**BYLINE:** Kurt Jensen

**BODY:**

When the yen was sizzling, American actors made TV commercials only in Japan. But these days, all the money's in Italy. These stars have made ads seen only overseas:

- \* Woody Allen. Startled his American fans by appearing in a Japanese department-store commercial in 1982. In 2000, he shot a commercial for Italian phone company Telecom Italia, in which he directed himself.
- \* George Clooney. Italian commercial for Martini & Rossi sparkling wines.
- \* Robert De Niro. Italian commercial for Beghelli light bulbs.
- \* Harrison Ford. Italian auto commercial (he takes a bonsai tree for a spin, reviving it) for Fiat's Lancia; Kirin beer in Japan (a reported \$ 4 million).
- \* Jodie Foster. Japanese commercials for Mount Rainier Cafe Latte.
- \* Leonardo DiCaprio. Series of TV spots for DDI Cellular Group, a cellphone company in Japan (where he's a huge star); commercials for Telecom Italia, with a portion of his fee donated to the Natural Resources Defense Council.
- \* Richard Gere. Played a butler in an Italian TV commercial for Ferrero Rocher chocolates. He spoke only one word, "Ambrogio," and was paid more than \$ 1.4 million. He gave the money to Tibetan relief charities.
- \* Madonna. Italian commercial for Lip Silk lipstick.
- \* Brad Pitt. Italian jewelry commercial for designer Damiani.
- \* Arnold Schwarzenegger. Among his Japanese commercials, one in 1998 for DirecTV; in the early 1990s he hawked a brand of instant noodles.

**GRAPHIC:** PHOTO, B/W, Lucy Nicholson, AFP; PHOTO, B/W, Robert Galbraith, Reuters; Clooney: Sparkles for Martini & Rossi.

**LOAD-DATE:** December 24, 2002

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Copyright 2005 The New York Times Company  
The New York Times

April 4, 2005 Monday  
Late Edition - Final

**SECTION:** Section C; Column 1; Business/Financial Desk; THE MEDIA BUSINESS: ADVERTISING; Pg. 6

**LENGTH:** 1113 words

**HEADLINE:** Watch out, giant agencies. Boutique creative shops like Nitro are winning some big clients.

**BYLINE:** By Stuart Elliott

**BODY:**

AN Australian who opened a boutique creative agency in China and found fast success in Asia before expanding to Europe is now hoping to persuade Americans to buy more chocolate snacks from Mars.

The game of advertising geography being played by the Australian, Chris Clarke, and his agency, Nitro, is indicative of a trend that is rapidly remaking Madison Avenue. Giant marketers like Mars, Anheuser-Busch, Coca-Cola and Unilever are increasingly bypassing their giant agencies to award assignments to smaller, presumably nimbler, independent shops that specialize in nontraditional creative ideas.

Motorola joined those ranks last week, the Web sites of the trade publications Advertising Age and Adweek reported, by hiring 180, a boutique in Amsterdam, for a brand assignment. The work by 180 is intended to supplement campaigns created by Motorola's global agency of record, Ogilvy & Mather Worldwide, part of the WPP Group.

"One of the strengths that we and the other creative boutiques offer is that clients get more access to senior talent because we don't have 50 clients," Mr. Clarke said in a phone interview Friday, "or middle layers of account directors who seem to slow things up."

Another strength is the unconventional approaches favored by the boutiques, which in addition to Nitro and 180 include Anomaly, Bartle Bogle Hegarty, Mother, StrawberryFrog and Taxi. For instance, Nitro employees assigned to a client's brand "go directly to the client," Mr. Clarke said, "working in the client's office" rather than the agency's.

Nitro has done work for Mars since Mr. Clarke opened the agency in Shanghai in 2002, creating campaigns in China and other Asian markets for brands like Dove, M&M's and Snickers. He subsequently opened an office in London when he added Unilever as a client in Europe, then expanded last summer to the United States, opening in New York to create commercials for the Twix line of candy bars sold by the Masterfoods USA division of Mars.

Background materials provided by Masterfoods USA described the Mars experience with Nitro using phrases like "incredible track record" and "great work" -- unusually effusive language for the typically buttoned-down company.

Today, Masterfoods USA will introduce a campaign by the Nitro New York office that seeks to stimulate American sales of the Dove line of premium-priced chocolate products by burnishing the Dove brand image. The lush, sensual campaign carries the theme "My moment. My Dove," portraying Dove as a tiny piece of pleasure in a workaday world.

"We're not saying Dove changes your life, which would be dishonest," Mr. Clarke said. "It's saying that Dove gives you a moment to escape. It's a conduit to get back to yourself."

The idea is brought to life in television commercials through a device that Mr. Clarke called "the silk curtain." It is a diaphanous curtain, colored chocolate brown, symbolizing the Dove moment. The curtain is silk because a longtime Dove selling point is what ads describe as its silkier, smoother texture compared with less-expensive chocolates.

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Watch out, giant agencies. Boutique creative shops like Nitro are winnin

The commercials show a woman arriving home in dressed-for-success office garb and high heels, toting a Dove product inside a grocery bag. Once she passes through the curtain, she emerges barefoot, wearing a flowing brown robe. Reclining on a plush sofa in front of a wall of candles, she blissfully noshes on Dove.

The commercials that begin running today, on broadcast, cable and syndicated programs, will be focused on Dove chocolate candies, including a new caramel variety. The effort is to be expanded in coming months to promote other new Dove items, including a line of chocolate ice cream in pint cartons, joining the mainstay Dove Bar ice cream bars, and a line of cookies bearing fanciful names like Beyond Chocolate Chunk and Chocolate Walnut Rendezvous.

"With this new brand strategy, Dove will be synonymous with everyday chocolate indulgence, regardless of snacking preference," said Martyn Wilks, vice president and general manager for snack foods at Masterfoods USA in Hackensack, N.J. "Now our broad portfolio provides consumers more occasions to indulge."

The campaign is being designed to present for the first time a consistent look for all Dove products in commercials, print ads, store displays, coupons and online ads. The previous American campaigns for Dove, as well as Twix, were created by the Grey Worldwide unit of the Grey Global Group, now owned by WPP.

Masterfoods USA intends to spend more than \$35 million on the Dove campaign, an increase from the \$10.9 million spent last year to advertise in major media, as measured by the TNS Media Intelligence division of Taylor Nelson Sofres, and the \$7.9 million spent in 2003.

A major reason for the larger budget is that by expanding Dove into additional product lines, Masterfoods USA faces formidable foes. While Dove candies compete against brands sold by smaller marketers like Ferrero Rocher and Lindt, the ice cream pints are aimed at brands like Ben & Jerry's, sold by Unilever, and Haagen-Dazs, sold by Nestle, and the cookies will try to steal market share from Pepperidge Farm, sold by Campbell Soup.

Mr. Clarke's ties to Mars date back almost two decades, to when he worked on Twix at D'Arcy Masius Benton & Bowles, now defunct. Mars encouraged him to open his own agency in 1993, Pure Creative, in Australia, which he later expanded to China. Mr. Clarke sold Pure Creative in two steps to the D.M.B.&B. parent, the Bcom3 Group, in 1999 and 2000, then took time off from advertising before opening Nitro.

In addition to the Nitro offices in London, New York and Shanghai, the agency operates in Melbourne and Sydney, Australia; Hong Kong; and Taipei, Taiwan. Mr. Clarke's goals include expanding in cities like London and opening offices in markets like Russia and South America.

"It's a long journey, and a fun one," Mr. Clarke said, adding that the most recent leg involved moving to New York to demonstrate to advertisers in the United States, the world's biggest ad market, that he "is taking it seriously."

That certainly suggests Mr. Clarke is eager for Nitro to grow in the United States, whether by gaining additional brands from Masterfoods USA, landing American assignments from other clients like Unilever or being hired by marketers not on the Nitro client roster.

"No one's discussed anything," Mr. Clarke said, adding: "We're an agency. We'd love more clients. The door's open; I'm here."

Then, perhaps providing a clue as to how he may fare, the Australian laughed and ended his remarks with a quintessentially American advertising phrase: "Operators are standing by."

URL: <http://www.nytimes.com>

GRAPHIC: Photo: A campaign for Dove aims to depict the pleasure of eating chocolate. (Photo by Masterfoods USA)

LOAD-DATE: April 4, 2005

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Sacramento Bee (California)

December 21, 2005 Wednesday  
METRO FINAL EDITION

**SECTION:** BUSINESS; Pg. D1

**LENGTH:** 864 words

**HEADLINE:** Puttin' on the (holiday) Ritz

**BYLINE:** Jon Ortiz Bee Staff Writer

**BODY:**

You see it every year at your local grocery store: Soda bottles cover up with vintage Santas. Crackers start masquerading as snowflakes. Chocolates chuck the silver foil in favor of the more festive green and red wrap.

The fancy packaging is as much a part of the holidays as the elves and reindeer. But why do companies do it?

Depending on whom you ask, such moves are little more than a crass marketing ploy to boost sales, a way to elevate brand recognition or a statement about a company's self-image.

"If a company feels good about sales, they're much more likely to indulge in seasonal packaging," said Michael Banks, owner and partner of Las Vegas-based retail consultant Select Marketing LLC. "Of course, it takes planning for design and package printing, so these types of decisions are made during the summer. It's the midyear mood that matters."

Still, corporate decision makers look at the bottom line when figuring out their holiday strategies. The fourth quarter, which for many companies runs from October through December, is when many try to brighten their annual sales picture with a strong finish, said Samuel Weaver, a business professor at Lehigh University in Bethlehem, Pa.

"Marketing people know that it's an important time," said Weaver, a former director of financial planning for the Pennsylvania-based confectioner, Hershey Co. "So companies plan their holiday promotions into their strategy as a way to build sales."

Hershey started wrapping its signature chocolate Kisses in red and green foil for the holidays in 1962 after executives realized they were missing out on a great sales opportunity, Weaver said.

"The biggest sales were back-to-school and Easter. They really didn't exploit other days. But Christmas was one holiday that was out there, just waiting."

For the most part, holiday tweaks don't cost much to implement. Companies already have the major manufacturing equipment, so it's a matter of figuring in slight cost increases for design and printing changes or production molds and packaging.

"It's a cheap way to differentiate yourself for the season," Weaver said. "The thing is that it's become so prevalent now that a lot of companies get defensive. They say, 'We've got to do this because everyone else is.'"

Examples abound. Snack maker Kraft Foods Inc., based in Northfield, Ill., packs its Oreos in holiday tins and recasts its popular Ritz crackers as "snowflakes." Dallas-based Brach's Confections Inc. wraps its peppermint discs in mistletoe-festooned plastic. Pennsylvania-based Just Born Inc.'s Easter "Peep" chicks transform into marshmallow snowmen and Christmas trees late in the year.

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Some companies see a clear bump in sales for their efforts. Seattle-based Pyramid Breweries Inc. reports that its seasonal Snow Cap Ale sales are up 25 percent over last year.

The company's senior marketing director, Paul Curhan, attributes much of the jump to a label redesign that gives the beer a "strong look that jumps off the shelf."

The label features the company's signature pyramids topped with snow, their usual desert surroundings replaced by evergreen trees and a river running through an icy woodland.

"There's so much beer on the shelf that having a strong look makes a big difference," Curhan said. "And it needs to look like you (the consumer) thought a little more and maybe spent a little more if you took it to a party."

Still, said Banks, who has a marketing doctorate from Great Britain's La Sainte College, it's not clear how much holiday product tweaks affect sales.

"In a competitive promotional universe where several elements impact sales - price, advertising, distribution, your competition's marketing and so forth - packaging can't be isolated," he added.

Manufacturers also run a bit of a risk with retooled holiday products. Stores stuck with dated stock after the holidays return it for a refund or make the manufacturer shell out sales incentive money so the retailer can drop the price and move the remaining items quickly.

"Typically, (manufacturers) under-produce the special packaging to make sure it runs out before the end of the season," Banks said.

The power of repackaging has its limits, too, said Paul McClure, vice president of Sacramento advertising agency Glass McClure Inc.

"These kinds of promotions certainly enhance impulse purchases," McClure said. "But usually only if a customer has tried the product in the past and liked it."

That observation rang true with Sacramento shopper Lisa Garcia as she pondered what to buy from the seasonal candy aisle at the Safeway store on R and 19th streets.

"Ugh. Not interested," the California State University, Sacramento, student said as she looked at a package of Just Born green marshmallow Christmas trees.

A plastic bell-shaped box of Ferrero Rocher candies met with Garcia's approval.

"The prettier the presentation, the more I like it," she said. "But I have to like the product to begin with."

If you want proof that holiday marketing works - or doesn't - watch the shelves next year, McClure said. "If it wasn't working, you wouldn't be seeing it in the stores. That's the ultimate measure."

The Bee's Jon Ortiz can be reached at (916) 321-1043 or jortiz@sacbee.com.

**GRAPHIC:** Sacramento Bee / Michael A. Jones

Among the specially packaged Christmas products available this year are M&Ms with holiday messages, snowflake-shaped Ritz crackers, Snow Cap Ale and, from the makers of "Peeps," Christmas tree-shaped marshmallow candy.

**LOAD-DATE:** December 22, 2005

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San Antonio Express-News

December 23, 2005 Friday  
STATE&METRO Edition

**SECTION:** S.A. LIFE; Pg. 1F

**LENGTH:** 842 words

**HEADLINE:** What's on the tree?

**BODY:**

From top to bottom and roughly left to right, here are the 18 items on S.A. Life's last-minute-shopping tree. The star atop the tree was found in the dollar aisle at the H-E-B Plus store, Zarzamora Street and Military Drive, off Interstate 35.

Shopping trips were made two weeks ago, and sales taxes are not included in prices.

"Dukes of Hazzard" DVD, \$14.99, H-E-B Plus: Music and movies are among the season's most popular gifts. This 2005 PG-13 rated flick isn't likely to get any Oscar love, but this unrated, widescreen edition is just the thing the mature teen, or immature adult male, on your list has been waiting for. The store's music and movie section offers thousands of other CDs and DVDs, from classics such as Marilyn Monroe in "How to Marry a Millionaire" to new releases such as the enchanting "March of the Penguins" and Tim Burton's "Charlie and the Chocolate Factory."

Most of the latter are about 20 bucks each, but you'll find some affordable stocking stuffers in the two-for-\$10 bin, including Hugh Grant's "Two Weeks Notice."

Orange spotted frog, \$7.99, H-E-B Plus: Huggable stuffed animals always score with tots and some teens. This soft, brilliantly colored one was found amid hundreds in the store's toy section, alongside traditional bears and bunnies.

Hello Kitty Bubble Bath, \$4.99, H-E-B Plus: Aging rocker Steven Tyler and actress Cameron Diaz are fans. So are the Hiltons and millions of girls around the globe. Though the 30-year-old character says you can never have too many friends, she does so without a mouth. Creators say it's because she speaks from her heart and isn't bound by any one language. Uh-huh. This large bottle of bubbly is suitable for a young girl and even the not so young.

Red truck, \$1, H-E-B Plus: The stocking stuffer was found in the dollar aisle.

Norelco groomer, \$19.99, Walgreens: This "6-in-1" kit comes with hair clipper, moustache comb, full-sized trimmer and a nose, ear and eyebrow trimmer. Perhaps that's TMI (too much information), but the guys need to know.

"Rachael Ray 365: No Repeats: A Year of Deliciously Different Dinners," \$14.96, H-E-B Plus: The enormously successful chef and possibly overexposed Food Network personality really delivers on her 30-minute pledge. This one's for the cook and would-be cook with little time who still appreciates good grub.

Kodak Funsaver Disposable Camera, \$4.99, H-E-B: A perfect gift or stocking stuffer for the youngster and preteen. Throw in a promise to develop the roll after the holidays, and you're home free.

Three-piece set of cosmetic bags, \$9.99, H-E-B Plus: Ladies will appreciate the colorful, tapestry-covered bags, good for weekend trips or everyday use.

Red 50-by-58 inch throw, \$12.99, Walgreens: Is someone on your list trying to keep his or her City Public Service bill under control?

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A cozy throw can go a long way toward that effort. Wrap it elegantly, and your host or hostess will never guess it came from a drugstore.

Crest battery-operated toothbrush, \$5.99, Walgreens: Fancier, more expensive versions at specialty stores might get the oohs and aahs, but this Crest brand does its job and will be a welcome gift for the fastidious person on your list.

"The Emancipation of Mimi" CD, \$11.99, H-E-B Plus: Mariah Carey's comeback record just received eight Grammy nominations, including song and album of the year.

If this doesn't suit the music lover on your list, the store has lots more including "Aretha's Best," Pepe Aguilar's "No Soy de Nadie," the soundtrack to "Walk the Line" and the Black Eyed Peas' "Monkey Business."

Stainless steel colander by Chef Style, \$9.99, H-E-B: Satisfy the cook by pairing this with Rachael Ray's book.

Holiday-colored bath sponges, \$2.50 each, Walgreens: Package these stocking stuffers with bubble bath, bath gels and body lotion.

Operation, \$12.99, H-E-B Plus: This classic Hasbro game, introduced in 1965, sits alongside such standards as Twister, Monopoly, Clue, Sorry! and the Game of Life. Such retro board games are enjoying a comeback.

Blue (and green) suede shoes, \$9.99, H-E-B Plus: Not the kind Elvis sang about, but cute footwear for tykes, found in the children's section of the new store.

Pink eye mask, \$3.99, H-E-B Plus: This stress-reducing, puffy-eye solver can be added to several spa-related items for a soothing gift package.

Rawhide bone, \$4.49, Walgreens: Don't forget Fido.

#### **More last-minute gifts**

#### **A few other ideas**

These didn't get a spot on the tree, but are nonetheless handy for the procrastinating shopper:

--Energizer three-way lantern, \$13.99, H-E-B, requires four D batteries, not included.

--Small baseball piñata with built-in handle, \$7, H-E-B Plus. It even marks the spot where you cut into the ball to add candy.

--iPod carrier, \$19.99, H-E-B Plus. Doubles as a cell phone holder and attaches to a belt loop in a large array of colors and styles, found in the music/movie section.

--Etch A Sketch, \$12.99, H-E-B Plus.

--Rolling Stones classic T-shirt, \$12.99, H-E-B Plus.

--Ferrero Rocher 16-piece hazelnut chocolates, packaged in a bell, \$6.99, H-E-B.

-- Elaine Ayala

**GRAPHIC:** 1. ABOVE: For the fussy flosser on your list: a SpinBrush, Vivid White Night toothpaste, floss and Cinnamon Rush toothpaste, all from Crest. (Walgreens, \$16.76) 2. LEFT: Here's a time-saver to give hurried hosts: spoons, forks, cups, plates, napkins, tablecloth and matching container. (H-E-B, \$18.86) PHOTO: PHOTOS BY HELEN L. MONTROYA/STAFF 3. For the cook on your list: a thermometer, a set of whisks, a baster, spatula, serving fork and spoon and an attractive stainless steel colander, all from Chef Style. (H-E-B, \$25.44) 4. Bakers will like this batch of supplies: cake mix, red and green spray-on icing, decorations, sprinkles, cupcake baking pan and cupcake liners. Dora the Explorer was just one of several options. (H-E-B, \$21.23) 5. This smashing red Revlon Bath & Body collection can be paired with several bath sponges and other spa-related items such as an eye mask. (Walgreens, \$9.99)

**LOAD-DATE:** December 29, 2005

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June 21, 2006 Wednesday 8:33 AM EST

**LENGTH:** 378 words**HEADLINE:** America Is Losing The Chocolate Race**BODY:**

Jun. 21, 2006 (Say Anything delivered by Newstex) --

America is an undisputed worldwide powerhouse economically, militarily, and politically. The U.S. dominates in computing, science, communications, and a whole host of other fields of endeavor. I am ashamed to say, however, that America lags behind in one of the most important fields of all: chocolate.

American chocolate is the equivalent of Chrysler K cars from the 70's - absolutely terrible, and has the competition around the world just laughing at us. I hate to say it, but the iconic Hershey Bar, putative symbol of American chocolate-making prowess, just sucks. It has a waxy look, a waxy feel, and a waxy taste. No wonder - it has wax in it, and a very low cocoa butter content. Though in fairness, I've had Morinaga chocolate from Japan, and Lotte chocolate from South Korea that was even worse. You could wax your car with that stuff. Chocolate often contains carnauba wax, which is also literally used as a car wax.

Europe has it all over America when it comes to chocolate. What really makes chocolate scrumptious is the cocoa butter content, and EU rules stipulate that "milk chocolate" must have at least 25% cocoa butter. U.S. FDA regulations stipulate a paltry 10% cocoa butter content by comparison (though 20% cocoa butter is required in white chocolate).

The Europeans also know what to do with chocolate - Americans don't even seem to know what the hazelnut is, and yet the Europeans mix hazelnuts and chocolate with abandon. They even make a chocolate-hazelnut paste called Nutella that is just awesome. (Nutella is made by the Italian company Ferrero, which also makes the tasty Ferrero-Rocher chocolate balls, which are pretty easy to find in the U.S.) Hazelnuts and chocolate is as natural a combination as soup and sandwich. And yet the uncultured American bourgeoisie seems to prefer . . . the peanut.

Ladies and gentlemen, we have a chocolate gap. Go to your local supermarket and get some Lindt, as shown, or Toblerone, or some equivalent high-quality European chocolate, and taste the difference. We are AMERICANS dammit, are we going to let these European gourmands just push us around??

To borrow a phrase from the Democrats - America, We Can Do Better.

Crossposted from WILLisms.com

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