

IN THE UNITED STATES PATENT & TRADEMARK OFFICE
WASHINGTON, D.C. 20231

In re application of: Bumble Bee Foods, LLC)	
)	Examiner: Katherine Stoides
Serial No.: 86/042,646)	Law Office: 102
)	
Filed: August 20, 2013)	
)	
Mark: POWER PACK)	
_____)	

DECLARATION OF JENNIFER HAYES

I, Jennifer Hayes, declare that:

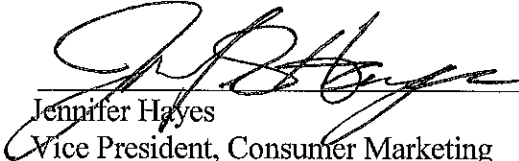
1. I am the Vice President, Consumer Marketing of Bumble Bee Foods, LLC.
2. Our POWER PACK trademark was created to identify the source of our brand of frozen sandwiches for school lunch programs.
3. Our marketing and sales of the product is limited to schools and other food services providers, as demonstrated in "Exhibit A", attached.

4. I am not aware of any marketing efforts taken on behalf of Bumble Bee Foods, LLC to advertise the POWER PACK brand in grocery stores or any other point-of-sale retail locations outside of schools and other food service providers.

5. Until being made aware of this office action I had never heard of POWERPAK.

I further declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements are made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code, and that such willful false statements may jeopardize the validity of the Application and any Registration resulting therefrom.

Dated: 3/21/14


Jennifer Hayes
Vice President, Consumer Marketing
Bumble Bee Foods, LLC

BUMBLE BEE

Powers-Up Participation & Profits!

Introducing...

VISIT US AT
BOOTH 217



Thaw 'N Serve

Home-Style Tuna Salad & Chicken Salad Subs & Sandwiches, Packed with...



- Delicious Fresh Taste
 - 1.5 M/MA
 - 1.5 to 2.25 Grains
 - No High Fructose Corn Syrup
- Perfect for Mainline & A La Carte!*

A Proven Hit – K thru 12! Student Taste Tests Proves...

- 90% of students surveyed want these New Bumble Bee Sandwiches on their school lunch menus*

◀ 15 Units per Sheet Pan.

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*2012 Mall Intercepts, 450 students K-12.