

April 25, 2012



VIA FIRST CLASS U.S. MAIL

Michael Green, Editor
Center for Environmental Health
2201 Broadway, Suite 302
Oakland, CA 94612

direct 678-365-4419
awilson@ParksIPLaw.com

VITAMINWATER® Trademark

Dear Mr. Green:

We represent Energy Brands Inc., a wholly-owned subsidiary of The Coca-Cola Company. Recently, we noticed the Center for Environmental Health ("CEH") used the term "Vitamin Water" in the article, "50 Things I Do To Reduce," which appears on your website, www.generationgreen.org (*see attached*). It appears that the article may have been referring to our client's **VITAMINWATER®** brand, but because CEH used the phrase "Vitamin Water," that may not be clear to your readers. Accordingly, we write to request that your writers refer to our client's trademark properly in future stories.

The **VITAMINWATER®** brand is a hugely popular line of enhanced water products. First introduced in 1999 by Energy Brands Inc. (which does business under the trade name Glacéau), **VITAMINWATER®** enhanced waters are sold throughout the United States and in many countries around the world. The **VITAMINWATER®** trademark is federally registered with the United States Patent and Trademark Office (Reg. No. 2,974,987). Although **VITAMINWATER®** enhanced water products now coexist with other enhanced waters in the market (including SOBE LIFEWATER, PROPEL FITNESS WATER, and SNAPPLE ANTIOXIDANT WATER), none of those competitors describe their product as "vitamin water." Instead, the standard way of referring to this category of beverages throughout the industry is as "enhanced waters."

We would be delighted if you and your writers would write about our client's product in your stories. However, we respectfully request that you identify our client's trademark **VITAMINWATER®** as a brand name, or use it in a way that its role as a trademark is more apparent. It is easy for you to comply with this request. Here are some simple guidelines that you can follow in referring to our client's trademark:

- DO distinguish our client's **VITAMINWATER®** trademark in writing – as one word (without a space in the middle) and in all capitals or italics or any other distinguishing manner. At the barest minimum, we request that you either use a capital "V" (in other words, "Vitaminwater"), since our client's trademark is a proper name, or show the trademark in the unique style used on their label, with the word "vitamin" in bold, as shown at right (*i.e.*, vitaminwater®).
- DO add the registration symbol ("®") at the end of the trademark to show that it is our client's trademark and is registered with the U.S. Patent and Trademark Office.
- DO follow all references to our client's trademark with the words "enhanced water," because **VITAMINWATER®** is their brand of enhanced water.
- DON'T use terms such as "vitaminwater," "vitamin water" or "vitamin waters" to refer to enhanced water products generally – **VITAMINWATER®** only refers to our client's brand of enhanced water products, not generically to all types of water products with additives.

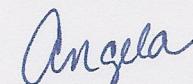


When you use our client's name correctly, you help protect the integrity of their innovative enhanced water product.

We genuinely appreciate it.

To learn more about our client's **VITAMINWATER®** enhanced waters, please visit their website at www.vitaminwater.com.

Very truly yours,


Angela Wilson

Enclosure

Cc: Lisa Borden



California Consumers Feeling Like Santorum (or Romney?) After Iowa
Hey EPA, Stop Stalling Your Study on One of the Most Toxic Chemicals on the Planet!

Guest Blogger: 50 Things I Do To Reduce

Crossposted from [Kids Around Canada](#), by
Eco-Communications professional, Lisa Borden.

We recently came across this article by fellow eco-tip lover Lisa Borden. It's a run-down of the 50 things she does to reduce the stuff in her everyday life, and it's a real-life, practical list—not just some promotion for so-called "green" products that will just add to the junk we already have. Because, as we all know, we "can't buy our way out of the problem".

Below are our six favorites from Lisa's list (in no particular order), but you can also see the [full list of 50 here](#).

1. Stop all junk mail (Here's a link to Practically Green <http://practicallygreen.com/sign-up-for-a-catalog-reduction-service>, where you can stop your unwanted catalogues as well as find resources to stop all that other junk).
2. No water in plastic bottles – that includes vitamin waters, herbal waters and other bottled water pretending to be better than bottled water (keeping our hormones undisrupted).
3. Asking waiters/hosts at restaurants to not give paper and plastic disposables – napkins, placemats, straws, cups, ketchup and soy sauce packets (don't get me started on that green plastic sushi grass!).
4. Offering products we no longer need to friends – try listing on Craigslist, or Freecycle if no one I know wants it.
5. Taking kids art and remodeling into other art, or making it into gift tags (after taking digital pictures to preserve the memory, of course).
6. Remembering to unplug chargers, and refusing to use energy when it's not working for me. (bonus: lower bills).

For the full list, see [50 Things I Do to Reduce](#) by Lisa Borden.



This entry was written by [All Gearing-Kline](#), posted on January 25, 2012 at 8:00 am, filed under [Eco-Tip](#), [Electronics](#), [Green Living](#), [Safe Foods](#), [Toxins in Everyday Products](#), [Toxins in Children's Products](#), [Toxins in Household Products](#) and tagged [bottled water](#), [eco-tips](#), [less waste](#), [recycle](#), [reduce](#), [reuse](#), [takeout waste](#), [use less](#). Bookmark the permalink. Follow any comments here with the [RSS feed for this post](#). [Post a comment](#) or leave a trackback: [Trackback URL](#).

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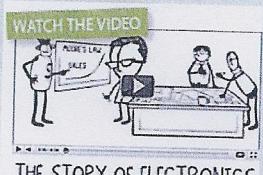


[CEH at New York Stroller Brigade for Safe Chemicals](#)
CBS News, New York

Watch Now:



[CEH at Brains & Beakers Event in Oakland](#)
Youth Radio Video



[The Story of Electronics](#)
From makers of the "Story of Stuff" and the Electronics Takeback Coalition.

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Take Action

Stand Up to Support the Safe Chemicals Act!

The mounting evidence can't be denied: toxic chemicals we're exposed to everyday can significantly increase the risk of developing a myriad of health problems including infertility, learning and developmental disabilities, and even cancer. Congress has an obligation to pass a law that will protect our families from harmful chemicals.

[Tell Congress: We're tired of being exposed to toxic chemicals! Support the Safe Chemicals Act today.](#)

Tell Walmart: Just Say No to GMO Corn!

Monsanto's new experimental GMO corn contains a toxic pesticide in every bite, intended for the frozen and/or canned corn market. This experimental corn will not be labeled, so consumers cannot know when they may be eating a GMO food. As the nation's largest retailer and a major provider of frozen and canned corn, Walmart has the responsibility to take action to protect consumers from this risky new corn.



More than 300,000 Americans have already signed a petition urging Walmart to make a