



July 31, 2018

Noah Eskew  
1000 Regent University Drive

Fit Forever  
100 Running Lane  
Red Bluff, CA 96080

Dear Fit Forever,

Thank you for entrusting our law firm to research trademarks for your new products: Holiday Juicery and The Fit Life. Developing, branding, and launching a new product or service is always an exciting time. Product names often determine the success of a campaign. But before anyone gets emotionally attached to the brainstormed possibilities, let's test the working names with the law.

#### **Holiday Juicery**

Currently, there are no registered trademarks that utilize *these* words in this order. Holiday is fair game and goes well with the sales period. The word 'juicery' is registered for a few cafés and bars, but the word combination, 'Holiday Juicery' is an available product name.

#### **The Fit Life**

Unfortunately, this exact mark is already registered for fashion related products. This brand of apparel is geared toward the fitness and exercise market. Because fitness clothes and exercise equipment are so closely related, it would neither be wise or legal to use this mark.

**Please contact our office at 555-555-5555 to schedule an appointment.**

Sincerely,

Noah Eskew  
for Attorney Elias Paulson