

1 DAVID C. LEE #193743  
 DAWN NEWTON #209002  
 2 ILSE C. SCOTT #233433  
 FITZGERALD ABBOTT & BEARDSLEY LLP  
 3 1221 Broadway, 21<sup>st</sup> Floor  
 Oakland, California 94612  
 4 Telephone: (510) 451-3300  
 Facsimile: (510) 451-1527  
 5 Emails: dlee@fablaw.com; dnewton@fablaw.com;  
 iscott@fablaw.com

6 Attorneys for Plaintiffs  
 7 Bridget Brown and Bella Bridesmaid, LLC

8 UNITED STATES DISTRICT COURT  
 9 NORTHERN DISTRICT OF CALIFORNIA - SAN JOSE

10 BRIDGET BROWN and BELLA  
 BRIDESMAID, LLC

Case No.: C11-02517 HRL

11 Plaintiffs,

**DECLARATION OF BRIDGET BROWN  
 IN SUPPORT OF PLAINTIFFS'  
 MOTION FOR PRELIMINARY  
 INJUNCTION**

12 vs.

13 YVONNE YOUNG,

Date: July 19, 2011  
 Time: 10:00 a.m.  
 Dept. Courtroom 2, 5<sup>th</sup> Floor

14 Defendant.  
 15

16 I, BRIDGET BROWN, declare as follows:

17 1. I am a Plaintiff in this action. I have personal knowledge of the facts contained  
 18 in this declaration and, if called as a witness, I would testify competently thereto.

19 2. In 2000, I founded a luxury boutique carrying high end bridesmaid attire, and  
 20 operating under the brand name Bella Bridesmaid. I began Bella Bridesmaid as a single store  
 21 location on Union Street, in San Francisco, California. The concept I created was to have a  
 22 boutique that catered specifically to bridesmaids, carrying gowns and accessories suitable for  
 23 bridal parties.

24 3. Over the next decade, I developed Bella Bridesmaid into a nationwide franchise,  
 25 with locations from coast to coast. Today there are more than 40 Bella Bridesmaid locations in  
 26 26 states. Attached as Exhibit A is a map showing the locations of current Bella Bridesmaid  
 27 boutiques across the United States.

1           4.       Bella Bridesmaid boutiques carry high end gowns, and have a number of  
2 exclusive arrangements with designers whose dresses are not carried in any other stores. The  
3 stores operate by appointment only and are designed to provide an intimate and luxurious  
4 environment for a bride and her bridal party to view and order dresses.

5           5.       While Bella Bridesmaid boutiques are designed to cater primarily to bridesmaids,  
6 my San Francisco flagship boutique also carries wedding gowns. In addition, the stores are  
7 frequently visited by brides who are interested in purchasing a bridesmaid dress in white or  
8 ivory and wearing it as a wedding gown, either because they prefer the simpler design of a  
9 bridesmaid dress compared to the average wedding gown or because the price of a bridesmaid  
10 gown is lower than the typical wedding gown.

11          6.       Since 2000, while expanding the Bella Bridesmaid name nationwide, I have  
12 continued to operate the original Bella Bridesmaid storefront location in San Francisco as the  
13 chain's flagship store, located at 2250 Union Street, Suite 1B, in San Francisco, California.

14          7.       The San Francisco boutique is widely known throughout the San Francisco  
15 wedding industry. Since 2000, I have continuously advertised Bella Bridesmaid in both local  
16 and national magazines. Since its inception, Bella Bridesmaid LLC, Bella Bridesmaid  
17 Franchises, LLC (the franchising entity) and I have collectively spent tens of thousands of  
18 dollars on promoting the Bella Bridesmaid name. Between December 2008 and today, I have  
19 spent \$19,000 on advertising in *San Francisco Brides*, a leading local publication read by brides  
20 who are planning their weddings. Bella Bridesmaid has also continuously advertised four times  
21 a year in the national magazine *Martha Stewart Weddings* since 2006, and this year took out a  
22 full page advertisement in the national magazine *C Magazine*.

23          8.       As a result of the extensive advertising and promotional efforts for the boutiques'  
24 high end services, Bella Bridesmaid's marks are widely and favorably recognized and relied  
25 upon by the consuming public in the bridal industry as indicating luxury services originating  
26 exclusively from Bella Bridesmaid. Since I opened the flagship San Francisco Bella  
27 Bridesmaid location, the brand has received unsolicited and unpaid mentions in more than 50  
28

1 magazine articles, e-zines and blogs, including *San Francisco Magazine*, *SF Gate*, *SF Weekly*,  
2 *San Francisco Brides* magazine, *The Examiner* blog (examiner.com), *The Bride's Guide* (the  
3 *Martha Stewart Weddings* magazine blog), *7x7 Magazine's* blog, Daily Candy  
4 (dailycandy.com), Paper City (papercitymag.com), Pink Blossom List blog  
5 (pinkblossomlist.blogspot.com), The City Sage blog (annesage.com), Style Me Pretty blog  
6 (stylemepretty.com), Amy Nichols' blog (amynichols.com, a San Francisco wedding planner),  
7 and the Lovely Little Details blog (lovelylittledetails.com).

8 9. We have also received accolades in the San Francisco Baylist's Best of the Bay  
9 annual contest, in which popular Bay Area businesses in various categories are nominated and  
10 voted by the public. In both 2010 and 2011, Bella Bridesmaid received 2<sup>nd</sup> place for "Best  
11 Wedding Dresses." (baylist.cityvoter.com/bella-bridesmaid/biz/118926)

12 10. In order to protect the extensive goodwill symbolized by the mark, I sought and  
13 obtained a federal registration for the mark, BELLA BRIDESMAID + Design, for retail store  
14 services featuring bridal clothing and accessories on the Principal Register of the United States  
15 Patent and Trademark Office ("USPTO") Registration Number 3,114,088, with a registration  
16 dated July 11, 2006 (the "Mark"). A true and correct copy of the USPTO's listing for this  
17 registration is attached hereto as Exhibit B and incorporated herein by reference.

18 11. In or about November 2009, I first learned that a new bridal boutique had opened  
19 in San Francisco at 1821 Steiner Street, which had signage for a bridal salon advertising itself as  
20 "The Bella Bride." "The Bella Bride" storefront was just 0.8 miles away from Bella Bridesmaid  
21 Attached as Exhibit C is a print-out from Google Maps, showing the distance between Bella  
22 Bridesmaid's San Francisco location and 1821 Steiner Street, San Francisco. Prior to the  
23 opening of "The Bella Bride," the storefront at 1821 Steiner Street had operated as a bridal salon  
24 called L'Ezu Atelier, a business which never had any negative impact on Bella Bridesmaid and  
25 had never been confused with my store, to my knowledge.

26  
27  
28

1           12.     I subsequently discovered that on June 1, 2009, Yvonne Young registered the  
2 domain name "thebellabride.com" as the URL for her Internet website. The domain name for  
3 Bella Bridesmaid is "bellabridesmaid.com," a domain name I have owned and used in  
4 commerce in connection with the Bella Bridesmaid federally registered trademark since 2000.

5           13.     In response to these discoveries, I contacted Ms. Young, notified her of the  
6 infringement on Bella Bridesmaid's Mark, and asked her to change the name of her salon. After  
7 a personal meeting with my husband and me, Ms. Young agreed to change the name of her  
8 salon to "Yve's" and said that she would start that transition by putting "Yve's" in front of her  
9 store name. Based on her representation that she was moving away from "The Bella Bride" to  
10 "Yve's," I accepted her proposal and agreed to allow her a reasonable time in which to modify  
11 her signage to reflect "Yve's Bella Brides" as an interim name. True and correct copies of the  
12 e-mail exchanges between myself and Ms. Young, reflecting our agreement, are attached hereto  
13 as Exhibits D-L.

14           14.     Initially, Ms. Young told me that she would have the name change completed  
15 before May 2010. When she later told me that the change was more complicated than she had  
16 anticipated and was taking longer but was still in process, I agreed to allow her the additional  
17 time she needed to complete the change. I know firsthand the demands of operating a small  
18 business, and I have prided myself on having a positive relationship with others in the wedding  
19 industry in San Francisco, so I was willing to provide her with some leeway, since she assured  
20 me continuously that the name change would happen soon.

21           15.     I now believe that Ms. Young had no intention of changing her business name or  
22 that she has deliberately delayed changing her business name despite her promises to me, in  
23 order to continue trading on the tremendous goodwill associated with my nationally recognized  
24 Mark and enormous reputation in San Francisco. Even the easiest steps that she could have  
25 taken to minimize or eliminate confusion were not taken. She now shows absolutely no  
26 indication of eventually changing her name to "Yve's" and has refused to even stop using "The  
27 Bella Bride."

1           16.     Ms. Young assured me that she always answers the phones at her business as  
2 “Yve’s Bella Bride” and that she was doing everything she could both to limit any confusion  
3 between our two businesses and to help with the transition to her new business name. In April  
4 2011, I received an angry call from a bride who said I had not returned multiple voicemail  
5 messages she had left for me. After I determined that she had been leaving messages for “Yve’s  
6 Bella Bride,” I called that store to hear its outgoing voicemail message. The voicemail message  
7 referred to the store exclusively as “The Bella Bride” and repeated that name twice. It never  
8 mentioned Yve. On April 25, 2011, I recorded that voicemail message as it played over the  
9 phone. Attached as Exhibit M is a true and correct transcription of the voicemail message I  
10 recorded.

11           17.     As of June 7, 2011, the organic search results for “The Bella Bride” in San  
12 Francisco show that Ms. Young is advertising her business online as “The Premiere San  
13 Francisco Bridal Salon: The Bella Bride.” Nothing in the listing references Yve. The second  
14 listing, which is also hers, lists “Trunk Shows and Bridal Events at The Bella Bride, San  
15 Francisco, CA,” also omitting any reference to Yve or “Yve’s Bella Bride.” A true and correct  
16 copy of this printout from Google is attached as Exhibit N.

17           18.     To date, Ms. Young’s signage currently continues to reference “The Bella Bride”  
18 and until today she continued to use her “thebellabride.com” domain. This morning (June 10<sup>th</sup>),  
19 I learned that Ms. Young has changed her site, undoubtedly in response to this lawsuit, of which  
20 she has notice. If you go directly to [www.thebellabride.com](http://www.thebellabride.com), there is a blank page with no  
21 content. However, the sub-pages for that web site remain active, including  
22 [www.thebellabride.com/yves](http://www.thebellabride.com/yves) and [www.thebellabride.com/events](http://www.thebellabride.com/events). True and correct screenshots  
23 of these pages are attached as Exhibit O. In addition, the search engine listings for Ms. Young’s  
24 new site, which is apparently [www.yvesbellabrides.com](http://www.yvesbellabrides.com), still reference “The Bella Bride.” A  
25 true and correct screenshot showing the search engine listing is attached as Exhibit P.

26  
27  
28

1           19.     Since November 2009, after “The Bella Bride” opened, I have been contacted by  
2 wedding industry vendors who thought that Bella Bridesmaid might be expanding into  
3 traditional bridal gowns, as well as by customers who confused the two stores. I have received  
4 numerous comments and inquiries from individuals who believe that “The Bella Bride” is  
5 related to Bella Bridesmaid. I have also received complaints from customers who have assumed  
6 that there is a relationship between the two businesses. The declarations submitted together  
7 with this one represent only a small fraction of the contacts I have received regarding confusion  
8 between the two businesses.

9           20.     Given the ongoing confusion of Bella Bridesmaid with “The Bella Bride,” I am  
10 extremely worried that Bella Bridesmaid’s goodwill and profits will be negatively impacted. I  
11 have invested a great deal of time and money in building up Bella Bridesmaid’s goodwill and  
12 recognition, and am concerned that customer and vendor confusion with “The Bella Bride” will  
13 undermine those efforts.

14           21.     I no longer believe that Ms. Young will cooperate in trying to eliminate  
15 confusion between our two stores, which was the basis for my willingness to allow her to  
16 temporarily continue using the phrase “Bella Bride” in a portion of her store’s name. Until we  
17 brought legal action, she took none of the steps she repeatedly promised would do very quickly,  
18 and it now appears that she has no intention of moving toward “Yve’s” as the name of her  
19 business at all.

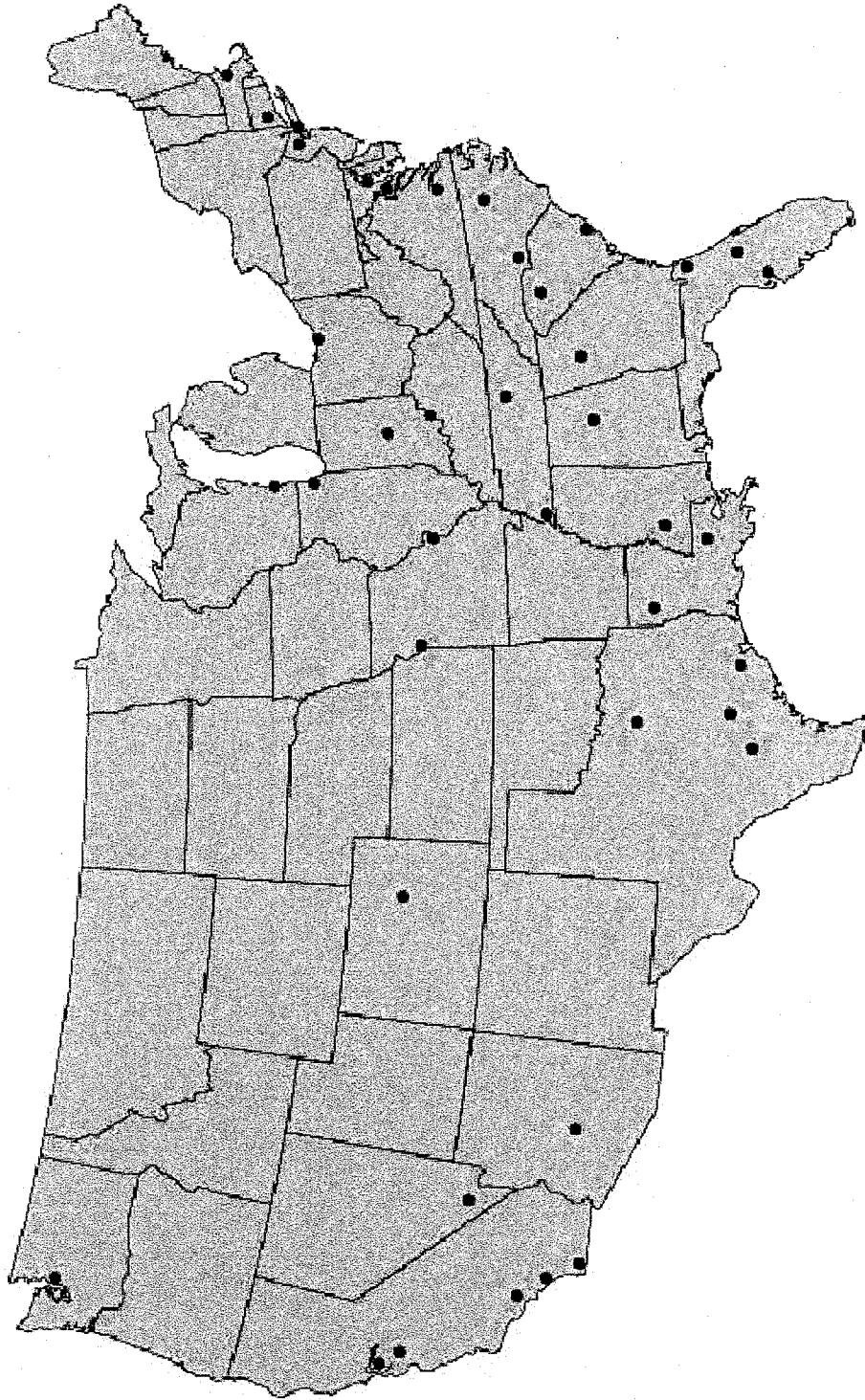
20           22.     In San Francisco, spring and fall are the two “wedding seasons” in the dress  
21 business, and we see much higher traffic during those seasons. We have now suffered through a  
22 couple of busy seasons with Ms. Young’s infringement, while I attempted to be supportive of a  
23 small business in my industry and relied on Ms. Young’s promises of a coming name change. If  
24 Ms. Young’s continuing trademark infringement is not enjoined immediately, we will have to  
25 suffer through another fall high season while fighting the confusion and negative impact of her  
26 infringement. My business will be negatively impacted and Bella Bridesmaid’s name and  
27 goodwill will continue to be harmed.



**EXHIBIT A**



LOCATIONS • AUSTIN • BOSTON • CHICAGO • DALLAS • DENVER • HOUSTON • LOS ANGELES • MIAMI • MINNEAPOLIS • NEW YORK • PHOENIX • PORTLAND • SAN ANTONIO • SEATTLE • TAMPA • WASHINGTON



*Bella Bridesmaid*

A COLLECTION FOR THE MODERN BRIDESMAID



BECOME A FAN

CONTACT US

**EXHIBIT B**

Int. Cl.: 35

Prior U.S. Cls.: 100, 101 and 102

Reg. No. 3,114,088

United States Patent and Trademark Office

Registered July 11, 2006

SERVICE MARK  
PRINCIPAL REGISTER



*Bella Bridesmaid*

BROWN, BRIDGET (UNITED STATES INDIVIDUAL)

1850 UNION STREET

SAN FRANCISCO, CA 94123

FOR: RETAIL STORE SERVICES FEATURING BRIDAL CLOTHING AND ACCESSORIES, IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

FIRST USE 3-1-2000; IN COMMERCE 3-1-2000.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "BRIDESMAID", APART FROM THE MARK AS SHOWN.

THE ENGLISH TRANSLATION OF THE WORD "BELLA" IN THE MARK IS "BEAUTIFUL".

SER. NO. 78-648,680, FILED 6-10-2005.

KATINA MISTER, EXAMINING ATTORNEY



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## Trademark Assignment Abstract of Title

**Total Assignments: 1**Serial #: [78648680](#)

Filing Dt: 06/10/2005

Reg #: [3114088](#)

Reg. Dt: 07/11/2006

Registrant: Brown, Bridget

Mark: BELLA BRIDESMAID

**Assignment: 1**Reel/Frame: [3335/0548](#)

Received: 06/21/2006

Recorded: 06/21/2006

Pages: 3

Conveyance: ASSIGNS THE ENTIRE INTEREST

Assignor: [BRIDGET BROWN](#)

Exec Dt: 04/16/2006

Entity Type: INDIVIDUAL

Citizenship: UNITED STATES

Entity Type: LIMITED LIABILITY COMPANY

Citizenship: CALIFORNIA

Assignee: [BELLA BRIDESMAID, LLC](#)

1850 UNION STREET

NO. 2

SAN FRANCISCO, CALIFORNIA 94123

Correspondent: MAHSA HAKIMI, ESQ.

2261 MARKET STREET

SUITE 223

SAN FRANCISCO, CA 94114

Search Results as of: 06/10/2011 01:41 PM

If you have any comments or questions concerning the data displayed, contact PRD / Assignments at 571-272-3350. v.2.1  
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<b>Word Mark</b>	<b>BELLA BRIDESMAID</b>
<b>Translations</b>	The English translation of the word "BELLA" in the mark is "BEAUTIFUL".
<b>Goods and Services</b>	IC 035. US 100 101 102. G & S: Retail store services featuring bridal clothing and accessories. FIRST USE: 20000301. FIRST USE IN COMMERCE: 20000301
<b>Mark Drawing Code</b>	(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS
<b>Design Search Code</b>	09.03.04 - Dresses; Gowns, ladies' ball; Skirts; Suits, Women's 11.09.02 - Clothes hangers; Hangers (clothing)
<b>Serial Number</b>	78648680
<b>Filing Date</b>	June 10, 2005
<b>Current Filing Basis</b>	1A
<b>Original Filing Basis</b>	1A
<b>Published for Opposition</b>	February 21, 2006
<b>Registration Number</b>	3114088
<b>Registration Date</b>	July 11, 2006
<b>Owner</b>	(REGISTRANT) Brown, Bridget INDIVIDUAL UNITED STATES 1850 Union Street San Francisco CALIFORNIA 94123
<b>Assignment Recorded</b>	ASSIGNMENT RECORDED
<b>Disclaimer</b>	NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "BRIDESMAID" APART FROM THE MARK AS SHOWN
<b>Type of Mark</b>	SERVICE MARK
<b>Register</b>	PRINCIPAL
<b>Live/Dead Indicator</b>	LIVE

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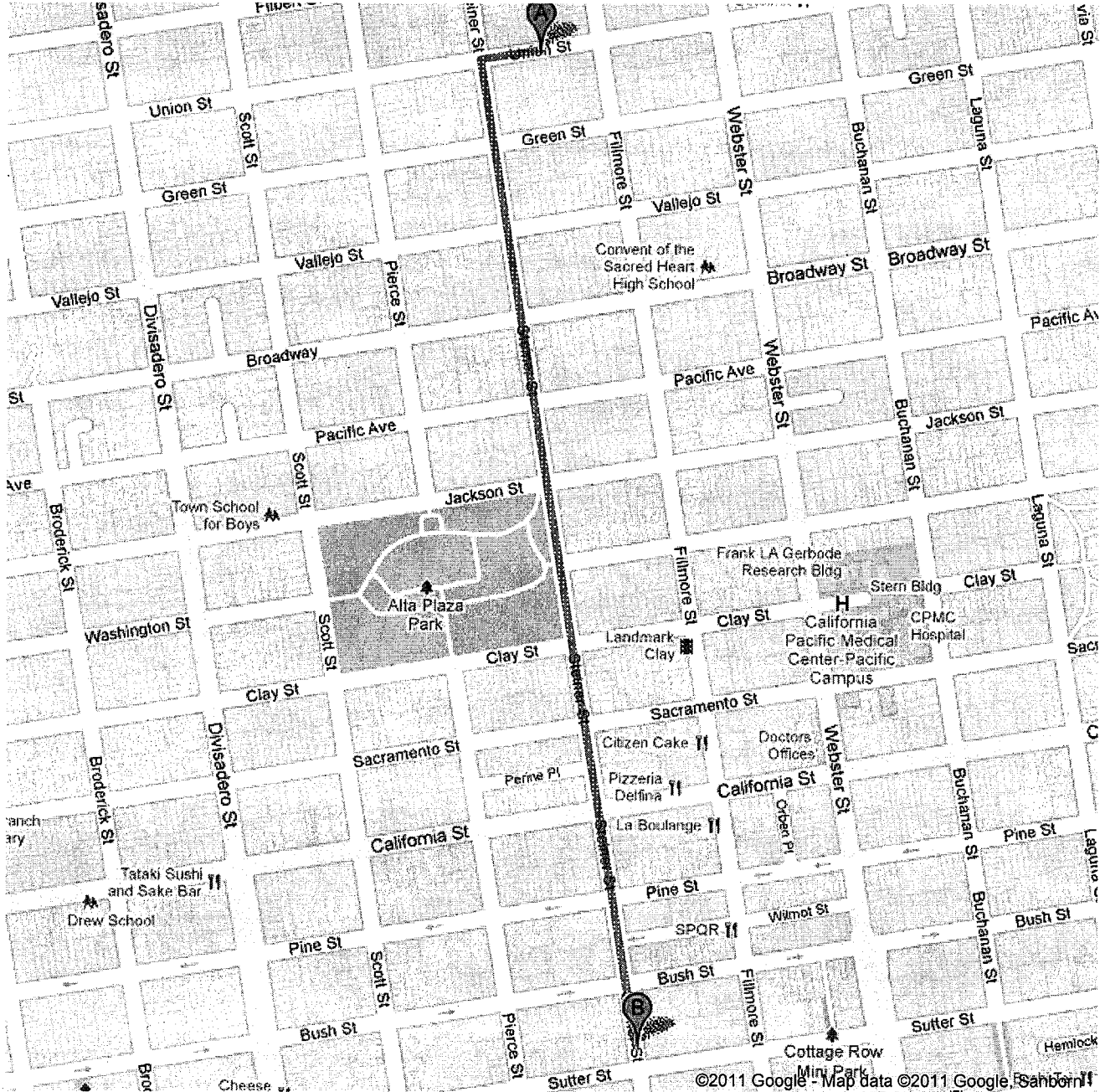
**EXHIBIT C**



Directions to 1821 Steiner St, San Francisco,  
CA 94115  
0.8 mi – about 4 mins

**Save trees. Go green!**

Download Google Maps on your  
phone at [google.com/gmm](http://google.com/gmm)






 2250 Union St, San Francisco, CA 94123


---

1. Head west on **Union St** toward **Steiner St**

go 240 ft  
total 240 ft

 2. Take the 1st left onto **Steiner St**  
Destination will be on the right  
About 4 mins

go 0.8 mi  
total 0.8 mi

 1821 Steiner St, San Francisco, CA 94115

---

These directions are for planning purposes only. You may find that construction projects, traffic, weather, or other events may cause conditions to differ from the map results, and you should plan your route accordingly. You must obey all signs or notices regarding your route.

Map data ©2011 Google

Directions weren't right? Please find your route on [maps.google.com](http://maps.google.com) and click "Report a problem" at the bottom left.

**EXHIBIT D**

## Dawn Newton

---

**From:** Bridget Brown [franchise@bellabridesmaid.com]  
**Sent:** Thursday, May 12, 2011 5:22 PM  
**To:** Dawn Newton  
**Subject:** Fwd: The Bella Bride/Bella Bridesmaid

Bridget Brown  
founder, Bella Bridesmaid Franchises  
[franchise@bellabridesmaid.com](mailto:franchise@bellabridesmaid.com)  
415.331.1242 studio  
415.276.6390 fax

[facebook.com/bellabridesmaid](https://www.facebook.com/bellabridesmaid)  
[twitter.com/bellabridesmaid](https://twitter.com/bellabridesmaid)  
[www.bellabridesmaid.com](http://www.bellabridesmaid.com)

----- Forwarded message -----

**From:** Yve Young <yve@thebellabride.com>  
**Date:** Tue, Dec 22, 2009 at 9:45 AM  
**Subject:** Re: The Bella Bride/Bella Bridesmaid  
**To:** Bridget Brown <[franchise@bellabridesmaid.com](mailto:franchise@bellabridesmaid.com)>

Hello Bridget,

I did not receive any prior email as I would respond immediately. I'm glad you reached out to me again as I too am very interested in meeting you in person.

Although we have not met, I know of Bella Bridesmaid and have nothing but the utmost respect for other business owners like myself.

It was never my intention to offend you but there have been some behind the scenes circumstances that is not as easily explained in a letter via an attorney.

So yes, I think a meeting would be good for all of us. Please feel free to contact me directly at the store or on my cell phone [650-703-3221](tel:650-703-3221).

Yve  
On Tue, Dec 22, 2009 at 9:31 AM, Bridget Brown <[franchise@bellabridesmaid.com](mailto:franchise@bellabridesmaid.com)> wrote:  
Hi Yve,  
I sent the below email over a week ago and haven't heard back so thought I'd reach out again.

Kind regards,  
Bridget  
Bridget Brown

founder, Bella Bridesmaid Franchises LLC  
[www.bellabridesmaid.com](http://www.bellabridesmaid.com)  
[franchise@bellabridesmaid.com](mailto:franchise@bellabridesmaid.com)  
415.331.1242 phone  
415.276.6390 fax

----- Forwarded message from [franchise@bellabridesmaid.com](mailto:franchise@bellabridesmaid.com) -----

Date: Tue, 15 Dec 2009 14:51:34 -0500  
From: Bridget Brown <[franchise@bellabridesmaid.com](mailto:franchise@bellabridesmaid.com)>  
Reply-To: Bridget Brown <[franchise@bellabridesmaid.com](mailto:franchise@bellabridesmaid.com)>  
Subject: The Bella Bride/Bella Bridesmaid  
To: [yve@thebella-ride.com](mailto:yve@thebella-ride.com)  
Cc: [nick@nickbrownphotography.com](mailto:nick@nickbrownphotography.com)

Dear Yve,

My name is Bridget Brown and my husband Nick and I are the owners of Bella Bridesmaid on Union St. Thanks for your reply back to our attorney re: the name conflict of The Bella Bride. We'd love the opportunity to chat live about this and meet, would you be open to this?

Thanks in advance!

Kind regards,  
Bridget  
Bridget Brown  
founder, Bella Bridesmaid Franchises LLC  
[www.bellabridesmaid.com](http://www.bellabridesmaid.com)  
[franchise@bellabridesmaid.com](mailto:franchise@bellabridesmaid.com)  
415.331.1242 phone  
415.276.6390 fax

----- End forwarded message -----

--  
Yve  
The Bella Bride  
<http://www.yelp.com/biz/the-bella-bride-san-francisco>

<http://www.yelp.com/biz/the-bella-bride-san-francisco>

y.

**EXHIBIT E**

## Dawn Newton

---

**From:** Bridget Brown [franchise@bellabridesmaid.com]  
**Sent:** Thursday, May 12, 2011 5:22 PM  
**To:** Dawn Newton  
**Subject:** Fwd: The Bella Bride/Bella Bridesmaid

Bridget Brown  
founder, Bella Bridesmaid Franchises  
[franchise@bellabridesmaid.com](mailto:franchise@bellabridesmaid.com)  
415.331.1242 studio  
415.276.6390 fax

[facebook.com/bellabridesmaid](https://www.facebook.com/bellabridesmaid)  
[twitter.com/bellabridesmaid](https://twitter.com/bellabridesmaid)  
[www.bellabridesmaid.com](http://www.bellabridesmaid.com)

----- Forwarded message -----

**From:** Yve Young <yve@thebellabride.com>  
**Date:** Tue, Dec 22, 2009 at 10:10 AM  
**Subject:** Re: The Bella Bride/Bella Bridesmaid  
**To:** Bridget Brown <[franchise@bellabridesmaid.com](mailto:franchise@bellabridesmaid.com)>

That will work. Will you come with Nick? I will ask my husband to be there also if Nick is coming so we can all meet and introduce ourselves. We'll see you soon.

Yve

On Tue, Dec 22, 2009 at 10:03 AM, Bridget Brown <[franchise@bellabridesmaid.com](mailto:franchise@bellabridesmaid.com)> wrote:  
How about Monday Jan 4th around 11am?

Bridget  
Bridget Brown  
founder, Bella Bridesmaid Franchises LLC  
[www.bellabridesmaid.com](http://www.bellabridesmaid.com)  
[franchise@bellabridesmaid.com](mailto:franchise@bellabridesmaid.com)  
[415.331.1242](tel:415.331.1242) phone  
[415.276.6390](tel:415.276.6390) fax

Quoting Yve Young <[yve@thebellabride.com](mailto:yve@thebellabride.com)>:

Bridget,

Mondays are best because that's the day we catch up from our weekends. The only caveat is next Monday I am out of town.

I would welcome you into our store any time that's convenient for you. If you think we can meet this week, I expect mornings this week to be fairly slow.

Let me know what works for you.

Yve

On Tue, Dec 22, 2009 at 9:50 AM, Bridget Brown <[franchise@bellabridesmaid.com](mailto:franchise@bellabridesmaid.com)> wrote:

Hi Yve,  
Thanks for the fast reply!

What is your schedule like the next couple of weeks? We'd like to come down to your store and meet you and chat, are Mondays best for you since you are closed?

Kind regards,  
Bridget  
Bridget Brown  
founder, Bella Bridesmaid Franchises LLC  
[www.bellabridesmaid.com](http://www.bellabridesmaid.com)  
[franchise@bellabridesmaid.com](mailto:franchise@bellabridesmaid.com)  
[415.331.1242](tel:415.331.1242) phone  
[415.276.6390](tel:415.276.6390) fax

Quoting Yve Young <[yve@thebellabride.com](mailto:yve@thebellabride.com)>:

Hello Bridget,

I did not receive any prior email as I would respond immediately. I'm glad you reached out to me again as I too am very interested in meeting you in person.

Although we have not met, I know of Bella Bridesmaid and have nothing but the utmost respect for other business owners like myself.

It was never my intention to offend you but there have been some behind the scenes circumstances that is not as easily explained in a letter via an attorney.

So yes, I think a meeting would be good for all of us. Please feel free to



contact me directly at the store or on my cell phone 650-703-3221.

Yve

On Tue, Dec 22, 2009 at 9:31 AM, Bridget Brown <[franchise@bellabridesmaid.com](mailto:franchise@bellabridesmaid.com)> wrote:

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Kind regards,

Bridget

Bridget Brown

founder, Bella Bridesmaid Franchises LLC

[www.bellabridesmaid.com](http://www.bellabridesmaid.com)

[franchise@bellabridesmaid.com](mailto:franchise@bellabridesmaid.com)

415.331.1242 phone

415.276.6390 fax

----- Forwarded message from [franchise@bellabridesmaid.com](mailto:franchise@bellabridesmaid.com) -----

Date: Tue, 15 Dec 2009 14:51:34 -0500

From: Bridget Brown <[franchise@bellabridesmaid.com](mailto:franchise@bellabridesmaid.com)>

Reply-To: Bridget Brown <[franchise@bellabridesmaid.com](mailto:franchise@bellabridesmaid.com)>

Subject: The Bella Bride/Bella Bridesmaid

To: [yve@thebellabride.com](mailto:yve@thebellabride.com)

Cc: [nick@nickbrownphotography.com](mailto:nick@nickbrownphotography.com)

Dear Yve,

My name is Bridget Brown and my husband Nick and I are the owners of Bella Bridesmaid on Union St. Thanks for your reply back to our attorney re: the name conflict of The Bella Bride. We'd love the opportunity to chat live about this and meet, would you be open to this?

Thanks in advance!

Kind regards,

Bridget

Bridget Brown

founder, Bella Bridesmaid Franchises LLC

[www.bellabridesmaid.com](http://www.bellabridesmaid.com)

[franchise@bellabridesmaid.com](mailto:franchise@bellabridesmaid.com)

415.331.1242 phone

415.276.6390 fax

**EXHIBIT F**

## Dawn Newton

---

**From:** Bridget Brown [franchise@bellabridesmaid.com]  
**Sent:** Thursday, May 12, 2011 5:22 PM  
**To:** Dawn Newton  
**Subject:** Fwd: Thank you!

Bridget Brown  
founder, Bella Bridesmaid Franchises  
[franchise@bellabridesmaid.com](mailto:franchise@bellabridesmaid.com)  
415.331.1242 studio  
415.276.6390 fax

[facebook.com/bellabridesmaid](http://facebook.com/bellabridesmaid)  
[twitter.com/bellabridesmaid](http://twitter.com/bellabridesmaid)  
[www.bellabridesmaid.com](http://www.bellabridesmaid.com)

----- Forwarded message -----  
**From:** Yve Young <yve@thebellabride.com>  
**Date:** Tue, Jan 5, 2010 at 12:59 PM  
**Subject:** Re: Thank you!  
**To:** Bridget Brown <[franchise@bellabridesmaid.com](mailto:franchise@bellabridesmaid.com)>

Dear Bridget,

You were most welcome. Del and I were very glad we were given the opportunity to discuss things with you and Nick. We enjoyed meeting you both and will definitely find time to come visit your store.

I wanted to let you know that Del and I discuss things further to try to see if there is anyway to minimize the negative impact and to not have to wait as long as we have to to make a name change. We both decided that it might be possible to work with our ads in the magazine's under "Bella" but on the front end to initiate the name change.

We are going to begin work on changing the name on logo, the store signage, as well as online advertising. The route might be that we will indicate a name change on our website. We are still working on the how to proceed but wanted you and Nick to know that we will not wait til May to begin this process.

Thank you again for taking the time to meet with us as well. We will be in touch.

Best regards,

Yve and Del

On Mon, Jan 4, 2010 at 3:53 PM, Bridget Brown <[franchise@bellabridesmaid.com](mailto:franchise@bellabridesmaid.com)> wrote:

Dear Yve and Dale,

Thank you so much for taking the time to meet with Nick and I this morning and address our concerns. We are thrilled to know you are changing the name to Yve's and truly appreciate your time and efforts.

Let us know if you want to stop in and see Bella Bridesmaid in the near future! Thank you again, and happy 2010!

Kind regards,

Bridget

Bridget Brown

founder, Bella Bridesmaid Franchises LLC

[www.bellabridesmaid.com](http://www.bellabridesmaid.com)

[franchise@bellabridesmaid.com](mailto:franchise@bellabridesmaid.com)

415.331.1242 phone

415.276.6390 fax

--  
Yve

The Bella Bride

<http://www.yelp.com/biz/the-bella-bride-san-francisco>

<http://www.yelp.com/biz/the-bella-bride-san-francisco>

**EXHIBIT G**

## Dawn Newton

---

**From:** Bridget Brown [franchise@bellabridesmaid.com]  
**Sent:** Thursday, May 12, 2011 5:23 PM  
**To:** Dawn Newton  
**Subject:** Fwd: 10% discount on orders?

Bridget Brown  
founder, Bella Bridesmaid Franchises  
[franchise@bellabridesmaid.com](mailto:franchise@bellabridesmaid.com)  
415.331.1242 studio  
415.276.6390 fax

[facebook.com/bellabridesmaid](https://www.facebook.com/bellabridesmaid)  
[twitter.com/bellabridesmaid](https://twitter.com/bellabridesmaid)  
[www.bellabridesmaid.com](http://www.bellabridesmaid.com)

----- Forwarded message -----

**From:** Yve Young <yve@thebellabride.com>  
**Date:** Mon, Jan 11, 2010 at 2:02 PM  
**Subject:** 10% discount on orders?  
**To:** Bridget Brown <[franchise@bellabridesmaid.com](mailto:franchise@bellabridesmaid.com)>

Hi Bridget,

I referred a girl with a wedding party over to Bella Bridesmaid last week and she wanted to know if she would be able to receive the usual trunk show discounts at other places.

I had told her that she should ask for you and that I would inquire for her.

The bride's name is Erika and one of her bridesmaid Rachel Florez has been really good about referring her friends to me. They placed an order already and asked for a 10% discount. But I think the store associate working with them didn't know about it.

Do you think this is something that you're willing to do? I wanted to make sure I don't over promise but sometimes when I send a bride over, they always ask if they will get a small discount as we do in here for familiar brides or referrals.

Thank you,

--  
Yve  
The Bella Bride

<http://www.yelp.com/biz/the-bella-bride-san-francisco>

<http://www.yelp.com/biz/the-bella-bride-san-francisco>

**EXHIBIT H**



## Dawn Newton

---

**From:** Bridget Brown [franchise@bellabridesmaid.com]  
**Sent:** Thursday, May 12, 2011 5:23 PM  
**To:** Dawn Newton  
**Subject:** Fwd: 10% discount on orders?

Bridget Brown  
founder, Bella Bridesmaid Franchises  
[franchise@bellabridesmaid.com](mailto:franchise@bellabridesmaid.com)  
415.331.1242 studio  
415.276.6390 fax

[facebook.com/bellabridesmaid](https://www.facebook.com/bellabridesmaid)  
[twitter.com/bellabridesmaid](https://twitter.com/bellabridesmaid)  
[www.bellabridesmaid.com](http://www.bellabridesmaid.com)

----- Forwarded message -----

**From:** Yve Young <yve@thebellabride.com>  
**Date:** Mon, Jan 11, 2010 at 2:10 PM  
**Subject:** Re: 10% discount on orders?  
**To:** Bridget Brown <[franchise@bellabridesmaid.com](mailto:franchise@bellabridesmaid.com)>

That's not right. I asked Rachel to ask about it if it's a trunk show.

Sorry for the confusion. I will let her know. Thanks for replying.

On Mon, Jan 11, 2010 at 2:09 PM, Bridget Brown <[franchise@bellabridesmaid.com](mailto:franchise@bellabridesmaid.com)> wrote:  
Hi Yve,

No, we don't discount unless it's during a promotion that is approved by the designer. We RARELY discount. Since we are a franchise we have to follow strict pricing guidelines, in addition we sign off on pricing procedures with all designers to avoid instances like this of one store offering a discount over another. It just creates a pricing war.

What designer is she ordering and not sure what you mean about the usual trunk show discount? We can only give those during the trunk show.

Actually in this instance, Erika emailed my manager and told her that "Bridget had offered her 10% off" but I've never met Erika before?

Thanks Yve!

Bridget  
Bridget Brown

founder, Bella Bridesmaid Franchises LLC

[www.bellabridesmaid.com](http://www.bellabridesmaid.com)

[franchise@bellabridesmaid.com](mailto:franchise@bellabridesmaid.com)

[415.331.1242](tel:415.331.1242) phone

[415.276.6390](tel:415.276.6390) fax

Quoting Yve Young <[yve@thebellabride.com](mailto:yve@thebellabride.com)>:

Hi Bridget,

I referred a girl with a wedding party over to Bella Bridesmaid last week and she wanted to know if she would be able to receive the usual trunk show discounts at other places.

I had told her that she should ask for you and that I would inquire for her.

The bride's name is Erika and one of her bridesmaid Rachel Florez has been really good about referring her friends to me. They placed an order already and asked for a 10% discount. But I think the store associate working with them didn't know about it.

Do you think this is something that you're willing to do? I wanted to make sure I don't over promise but sometimes when I send a bride over, they always ask if they will get a small discount as we do in here for familiar brides or referrals.

Thank you,

--

Yve

The Bella Bride

<http://www.yelp.com/biz/the-bella-bride-san-francisco>

<http://www.yelp.com/biz/the-bella-bride-san-francisco>

--

Yve

The Bella Bride

<http://www.yelp.com/biz/the-bella-bride-san-francisco>

<http://www.yelp.com/biz/the-bella-bride-san-francisco>

**EXHIBIT I**

## Dawn Newton

---

**From:** Bridget Brown [franchise@bellabridesmaid.com]  
**Sent:** Thursday, May 12, 2011 5:23 PM  
**To:** Dawn Newton  
**Subject:** Fwd: 10% discount on orders?

Bridget Brown  
founder, Bella Bridesmaid Franchises  
[franchise@bellabridesmaid.com](mailto:franchise@bellabridesmaid.com)  
415.331.1242 studio  
415.276.6390 fax

[facebook.com/bellabridesmaid](https://www.facebook.com/bellabridesmaid)  
[twitter.com/bellabridesmaid](https://twitter.com/bellabridesmaid)  
[www.bellabridesmaid.com](http://www.bellabridesmaid.com)

----- Forwarded message -----

**From:** Yve Young <yve@thebellabride.com>  
**Date:** Mon, Jan 11, 2010 at 5:00 PM  
**Subject:** Re: 10% discount on orders?  
**To:** Bridget Brown <[franchise@bellabridesmaid.com](mailto:franchise@bellabridesmaid.com)>

these brides are incredible sometimes. i gave rachel your name to ask for help before i knew you were not there all the time. i specifically said to ask about a 10% discount for trunk shows.

but in any event, i wrote back to her to clarify. i didn't make it awkward. i just clarified that it's against many designer's policy to do unauthorized discounts.

on a separate note, i wanted to let you know that we're going to start using yve's bella brides during transition over the next month to try to tie the marketing to the new name. we'll begin to answer our phones and change the store signage to reflect this as soon as the licensing paperwork goes through. del started the paperwork this week.

i had a bride on sunday that ended up at your store so i very much understand that this will be best for all.

have a great 2010 full of sales!

On Mon, Jan 11, 2010 at 4:56 PM, Bridget Brown <[franchise@bellabridesmaid.com](mailto:franchise@bellabridesmaid.com)> wrote:  
I know, it was sort of awkward that she used my name but I've never met her, but don't worry and don't say anything as I don't want to upset her! It's no big deal and I think we are placing her order this week.

Thanks Yve!

Bridget  
Bridget Brown  
founder, Bella Bridesmaid Franchises LLC  
[www.bellabridesmaid.com](http://www.bellabridesmaid.com)  
[franchise@bellabridesmaid.com](mailto:franchise@bellabridesmaid.com)  
415.331.1242 phone  
415.276.6390 fax

Quoting Yve Young <[yve@thebellabride.com](mailto:yve@thebellabride.com)>:

That's not right. I asked Rachel to ask about it if it's a trunk show.

Sorry for the confusion. I will let her know. Thanks for replying.

On Mon, Jan 11, 2010 at 2:09 PM, Bridget Brown <[franchise@bellabridesmaid.com](mailto:franchise@bellabridesmaid.com)> wrote:

Hi Yve,

No, we don't discount unless it's during a promotion that is approved by the designer. We RARELY discount. Since we are a franchise we have to follow strict pricing guidelines, in addition we sign off on pricing procedures with all designers to avoid instances like this of one store offering a discount over another. It just creates a pricing war.

What designer is she ordering and not sure what you mean about the usual trunk show discount? We can only give those during the trunk show.

Actually in this instance, Erika emailed my manager and told her that "Bridget had offered her 10% off" but I've never met Erika before?

Thanks Yve!

Bridget  
Bridget Brown  
founder, Bella Bridesmaid Franchises LLC  
[www.bellabridesmaid.com](http://www.bellabridesmaid.com)  
[franchise@bellabridesmaid.com](mailto:franchise@bellabridesmaid.com)  
415.331.1242 phone  
415.276.6390 fax

Quoting Yve Young <[yve@thebellabride.com](mailto:yve@thebellabride.com)>:

Hi Bridget,

I referred a girl with a wedding party over to Bella Bridesmaid last week and she wanted to know if she would be able to receive the usual trunk show

discounts at other places.

I had told her that she should ask for you and that I would inquire for her.

The bride's name is Erika and one of her bridesmaid Rachel Florez has been really good about referring her friends to me. They placed an order already and asked for a 10% discount. But I think the store associate working with them didn't know about it.

Do you think this is something that you're willing to do? I wanted to make sure I don't over promise but sometimes when I send a bride over, they always ask if they will get a small discount as we do in here for familiar brides or referrals.

Thank you,

--

Yve  
The Bella Bride  
<http://www.yelp.com/biz/the-bella-bride-san-francisco>

<http://www.yelp.com/biz/the-bella-bride-san-francisco>

--

Yve  
The Bella Bride  
<http://www.yelp.com/biz/the-bella-bride-san-francisco>

<http://www.yelp.com/biz/the-bella-bride-san-francisco>

--

Yve  
The Bella Bride

**EXHIBIT J**



## Dawn Newton

---

**From:** Bridget Brown [franchise@bellabridesmaid.com]  
**Sent:** Thursday, May 12, 2011 5:23 PM  
**To:** Dawn Newton  
**Subject:** Fwd: Update on name change?

Bridget Brown  
founder, Bella Bridesmaid Franchises  
[franchise@bellabridesmaid.com](mailto:franchise@bellabridesmaid.com)  
415.331.1242 studio  
415.276.6390 fax

[facebook.com/bellabridesmaid](https://www.facebook.com/bellabridesmaid)  
[twitter.com/bellabridesmaid](https://twitter.com/bellabridesmaid)  
[www.bellabridesmaid.com](http://www.bellabridesmaid.com)

----- Forwarded message -----

**From:** Yve Young <yve@thebellabride.com>  
**Date:** Sat, Mar 20, 2010 at 2:32 PM  
**Subject:** Re: Update on name change?  
**To:** Bridget Brown <[franchise@bellabridesmaid.com](mailto:franchise@bellabridesmaid.com)>

Bridget,

I just got thru my appointment with Rina who was one of the brides from today.

I haven't had the time to sit and write you about this but it has come to our attention that google has your address listed under Bella Bride

We are not Bella Bride and are listed accordingly under The Bella Bride.

We also have not deviated from letting our brides know about who they are booking their appointments with so the mistake is not with the identity of our stores but with the address.

I am going to look into google's issues and see if I can have that corrected.

We are still going with our plans for the name change but it's not as easy as just changing the name on the business license. I will update you as we progress.

Thanks!

On Sat, Mar 20, 2010 at 12:32 PM, Bridget Brown <[franchise@bellabridesmaid.com](mailto:franchise@bellabridesmaid.com)> wrote:  
Hi Yve,  
Hope this finds you well!

Wanted to give you an update. We've had many, many brides showing up the last month thinking we are The Bella Bride who have appts with you or are just stopping in. In addition, we've had lots of phone calls for the same. We had several brides the past few weekends who were VERY annoyed, given they had driven down, found parking, only to walk in and see we are a bridesmaid store.

I just think the name change is crucial given how much we've seen this in our busy season. Can you give me an update on when you plan to make the official change?

Thanks so much!

Kind regards,

Bridget

Bridget Brown

founder, Bella Bridesmaid Franchises LLC

[www.bellabridesmaid.com](http://www.bellabridesmaid.com)

[franchise@bellabridesmaid.com](mailto:franchise@bellabridesmaid.com)

[415.331.1242](tel:415.331.1242) phone

[415.276.6390](tel:415.276.6390) fax

--  
Yve

The Bella Bride

<http://www.yelp.com/biz/the-bella-bride-san-francisco>

<http://www.yelp.com/biz/the-bella-bride-san-francisco>

**EXHIBIT K**

## Dawn Newton

---

**From:** Bridget Brown [franchise@bellabridesmaid.com]  
**Sent:** Thursday, May 12, 2011 5:23 PM  
**To:** Dawn Newton  
**Subject:** Fwd: Checking in...

Bridget Brown  
founder, Bella Bridesmaid Franchises  
[franchise@bellabridesmaid.com](mailto:franchise@bellabridesmaid.com)  
415.331.1242 studio  
415.276.6390 fax

[facebook.com/bellabridesmaid](http://facebook.com/bellabridesmaid)  
[twitter.com/bellabridesmaid](http://twitter.com/bellabridesmaid)  
[www.bellabridesmaid.com](http://www.bellabridesmaid.com)

----- Forwarded message -----

**From:** Yve Young <yve@thebellabride.com>  
**Date:** Thu, Jun 17, 2010 at 11:45 AM  
**Subject:** Re: Checking in...  
**To:** Bridget Brown <[FRanchise@bellabridesmaid.com](mailto:FRanchise@bellabridesmaid.com)>

Hi Bridget,

I did not get a previous email from you. Thank you for checking in with me. We were not able to get our logo and art into the San Francisco Brides for new print. It's fine since we have other ads with Today's Bride that are not able to be changed.

We are working on changing the business name but it's not as simple as we had hoped. Rest assure it'll be done soon. With wedding season being at it's peak we're pretty slammed and I've not been able to push through some things I wanted to get done.

The new business name will be tied to a private label so there's a bit more involvement in changing the name and we didn't want to do things in piecemeal.

I'll be in touch to update you soon. Hope all is well with you.

On Thu, Jun 17, 2010 at 5:20 AM, Bridget Brown <[FRanchise@bellabridesmaid.com](mailto:FRanchise@bellabridesmaid.com)> wrote:

Hi Yve,  
Hadn't heard back from my last email. Did you receive it? Just need to get an update on the name change. I saw the new issue of SF Brides and was surprised you used the old name given it's out on newstands now for a few months.

Kind regards,

Bridget  
Bridget Brown, founder  
Bella Bridesmaid Franchises LLC  
415.331.1242 phone  
415.276.6390 fax  
franchise@bellabridesmaid.com

Become a fan on Facebook!  
facebook.com/bellabridesmaid

Yve  
The Bella Bride  
http://www.yelp.com/biz/the-bella-bride-san-francisco

http://www.yelp.com/biz/the-bella-bride-san-francisco

**EXHIBIT L**

## Dawn Newton

---

**From:** Bridget Brown [franchise@bellabridesmaid.com]  
**Sent:** Thursday, May 12, 2011 5:23 PM  
**To:** Dawn Newton  
**Subject:** Fwd: Checking in.

Bridget Brown  
founder, Bella Bridesmaid Franchises  
[franchise@bellabridesmaid.com](mailto:franchise@bellabridesmaid.com)  
415.331.1242 studio  
415.276.6390 fax

[facebook.com/bellabridesmaid](http://facebook.com/bellabridesmaid)  
[twitter.com/bellabridesmaid](http://twitter.com/bellabridesmaid)  
[www.bellabridesmaid.com](http://www.bellabridesmaid.com)

----- Forwarded message -----

**From:** yvey young <[msyvey@hotmail.com](mailto:msyvey@hotmail.com)>  
**Date:** Mon, Sep 6, 2010 at 1:28 PM  
**Subject:** Re: Checking in.  
**To:** Bridget Brown <[franchise@bellabridesmaid.com](mailto:franchise@bellabridesmaid.com)>

Bridget we will have it changed by end of month. Just waiting on signs and details.  
Sent via BlackBerry by AT&T

-----Original Message-----

**From:** Bridget Brown <[franchise@bellabridesmaid.com](mailto:franchise@bellabridesmaid.com)>  
**Date:** Mon, 6 Sep 2010 19:54:57  
**To:** <[yve@thebellabride.com](mailto:yve@thebellabride.com)>  
**Subject:** Re: Checking in.

Hi Yve,  
Hope all is well. The SF store managers have had many brides the past 3 weeks calling thinking we are you, so just wanted to check in again re: the official name change. Hopefully it will be soon so we can enter this busy season with less confusion!

Kind regards,  
Bridget

Bridget Brown, founder

Bella Bridesmaid Franchises LLC

415.331.1242. phone

415.276.6390 fax

franchise@bellabridesmaid.com <mailto:franchise@bellabridesmaid.com>

Become a fan on Facebook!

facebook.com/bellabridesmaid

On Aug 3, 2010, at 2:35 PM, Yve Young wrote:

We're going to Yves Bella Brides so we can always begin with Yves for short. This will allow for some continuity. Eventually we will go to Yves completely as I have a private label to tie into the store. Just sharing the plan so you can feel comfortable that we are moving towards that direction.

It's been a crazy busy season so I am sorry if things didn't happen quicker. Thanks for your patience. Have things been busy for you guys as well?

On Tue, Aug 3, 2010 at 10:42 AM, Bridget Brown <franchise@bellabridesmaid.com  
<mailto:franchise@bellabridesmaid.com> > wrote:

That is great news, thank you so much. What is the new name? Congrats!

Bridget Brown, founder

Bella Bridesmaid Franchises LLC

415.331.1242. phone

415.276.6390 fax

franchise@bellabridesmaid.com <mailto:franchise@bellabridesmaid.com>

Become a fan on Facebook!

facebook.com/bellabridesmaid <http://facebook.com/bellabridesmaid>

On Aug 3, 2010, at 10:40 AM, Yve Young wrote:



Hi Bridget,

I am happy to tell you that we have things underway already. New business cards were ordered and new ads are being submitted. I'm just waiting for business license and resell license to switch over and that should happen within the next 2 weeks.

On Tue, Aug 3, 2010 at 10:26 AM, Bridget Brown <[franchise@bellabridesmaid.com](mailto:franchise@bellabridesmaid.com)>  
<<mailto:franchise@bellabridesmaid.com>> > wrote:

Hi Yve,  
Hope all is well.

Just checking in again re: the name change. It's of utmost importance that it be taken care of ASAP...we're already past the original deadline of May 1. I know there's a transition, but for us the trademark infringement on the name is key to have cleared up since it was so problematic this past season.

Look forward to hearing from you.

Kind regards,  
Bridget  
Bridget Brown, founder  
Bella Bridesmaid Franchises LLC  
[415.331.1242](tel:415.331.1242). phone  
[415.276.6390](tel:415.276.6390) fax  
[franchise@bellabridesmaid.com](mailto:franchise@bellabridesmaid.com) <<mailto:franchise@bellabridesmaid.com>>

Become a fan on Facebook!  
[facebook.com/bellabridesmaid](http://facebook.com/bellabridesmaid) <<http://facebook.com/bellabridesmaid>>

--  
Yve  
The Bella Bride  
<http://www.yelp.com/biz/the-bella-bride-san-francisco>

<http://www.yelp.com/biz/the-bella-bride-san-francisco>

--  
Yve  
The Bella Bride  
<http://www.yelp.com/biz/the-bella-bride-san-francisco>

<http://www.yelp.com/biz/the-bella-bride-san-francisco>

**EXHIBIT M**

## **THE BELLA BRIDE VOICEMAIL**

Thank you for calling The Bella Bride. We're sorry we missed your call. Our salon hours are from Tuesday through Saturday, 10:30 am to 6:00 pm, by appointment. If you would like to make an appointment, please leave your name and number and we will call you back shortly. You may also visit us and make an appointment online at [thebellabride.com](http://thebellabride.com). Thank you and have a great day.

**EXHIBIT N**



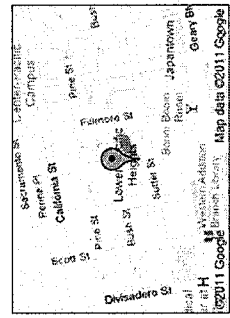
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- Images
- Videos
- News
- Shopping
- More
- Oakland, CA
- Change location
- All results
- Timeline

More search tools

## the bella bride san francisco

About 4,050,000 results (0.25 seconds)

**The Premiere San Francisco Bridal Salon: The Bella Bride**  
 Designer wedding fashions for every bride and bridesmaid. Our bridal salon in San Francisco features designs by Vera Wang, Badgley Mischka, Cymbeline Paris, ...  
[www.thebella bride.com/](http://www.thebella bride.com/) - Cached - Similar



**the bella bride**  
 Place page  
 1621 Steiner  
 San Francisco, CA 94115  
 (415) 931-1980  
 Bus, Street & Steiner St  
 Get directions · Is this accurate?  
 24 reviews

This is the cutest bridal salon I've been to and I am so excited about the ... - Yahoo.com

**Trunk Shows and Bridal Events at The Bella Bride, San Francisco, CA**  
 Our bridal salon in San Francisco features designs by Vera Wang, Badgley ...  
[www.thebella bride.com/events.html](http://www.thebella bride.com/events.html) - Cached - Similar

Show more results from thebella bride.com

**Yes Bella Brides - Pacific Heights - San Francisco, CA**

30 reviews · Price range: \$\$\$  
 I love this shop! It's a small boutique with tons of beautiful bridal gowns. One of the few bridal shops in the bay area ...  
[www.yelp.com](http://www.yelp.com) - Shopping - Fashion - Women's Clothing - Cached

Show more results from yelp.com

**Bella Bridal San Francisco**

Reviews on Bella Bridal in San Francisco - Bella Bridal, Yun Yun Wong, Yes ...  
[www.yelp.com](http://www.yelp.com) - bella-bridal - San-Francisco%2C - Cached - Similar

**Bella Bridesmaid - Marina/Cow Hollow - San Francisco, CA**

64 reviews · Price range: \$\$\$  
 This place has a great selection of dresses ...  
[www.yelp.com](http://www.yelp.com) - Shopping - Bridal - Cached - Similar

Show more results from yelp.com

**Bella Bridesmaid - Bridesmaid Dresses**  
 a collection of chic and modern bridesmaid dresses and accessories  
[www.bella bridesmaid.com/](http://www.bella bridesmaid.com/) - Cached - Similar

**The Bella Bride, San Francisco, CA - Reviews and maps - Yahoo! Local**

**EXHIBIT O**





Step 3: Click

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- singlesbrides.com **\$699**
- filipinabride.com **\$7,995**
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- bengalibrides.com **\$395**
- spanishbride.com **\$1,395**
- siberianbride.com **\$595**
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### Alternative Domains

- yves-bella-bride.com
- yvesbellabridegroom.com**
- yvesbelabridde.com
- yvesbellabrideguide.com**
- yvesbellabrideonline.com**
- onlineyvesbellabride.com
- zillayvesbellabride.com

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### Expired Domains

[bellalune.com](#)

[joinourbellabeautyteam.com](#)

[belladance.com](#)

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[bellahousecabinetry.com](#)

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Similar Domain Names

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