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7 Bella Bridesmaid, LLC

8
9 UNITED STATES DISTRICT COURT

10 NORTHERN DISTRICT OF CALIFORNIA - SAN JOSE

11 BRIDGET BROWN and BELLA
BRIDESMAID, LLC

12 Plaintiffs,

13 vs.

14 YVONNE YOUNG,

15 Defendant.
16

Case No.: C11-02517 HRL

**DECLARATION OF WHITNEY
SLATKIN IN SUPPORT OF
PLAINTIFFS' MOTION FOR
PRELIMINARY INJUNCTION**

Date: July 19, 2011

Time: 10:00 a.m.

Dept. Courtroom 2, 5th Floor

17
18 I, WHITNEY SLATKIN, declare as follows:

19 1. I am not a party to this action. I have personal knowledge of the facts contained
20 in this declaration and, if called as a witness, I would testify competently thereto.

21 2. I live in Clayton, California, and I am engaged to be married this year. During
22 the course of the past few months, I have interacted with both Bella Bridesmaid and The Bella
23 Bride in San Francisco.

24 3. I initially contacted The Bella Bride, hoping to arrange an appointment to try on
25 bridal gowns. I called several times and had a series of very negative interactions with the store.
26 They were rude and dismissive of me and seemed unwilling to work within my timeline for
27 getting a gown.
28

4. Based on the interaction I had with The Bella Bride, I was not inclined to go to the store I believed to be The Bella Bride's sister store, Bella Bridesmaid. Eventually, I stopped in only because I happened to be going to the neighborhood already. I expected another negative interaction, but instead had a good experience and was able to find a beautiful dress for the bridesmaids in my wedding party.

5. On April 3, 2011, I wrote a Yelp! review of Bella Bridesmaid, recounting my experience. In that review I mentioned Bella Bridesmaid's other boutique, Bella Bride. A true and correct copy of my Yelp! review is attached hereto as Exhibit A.

6. After I published the Yelp! review, Bridget Brown called me to explain that Bella Bridesmaid is not affiliated with The Bella Bride. I was surprised to learn this, as I thought that I had heard somewhere or read online from another reviewer or blogger that the two businesses were related, and it also seemed obvious that they were connected because of the similarity in the two names.

7. If I had not already been heading to Bella Bridesmaid's neighborhood, my negative experience with The Bella Bride and my belief that the two stores were part of the same business would have made me unwilling to even try Bella Bridesmaid.

I declare under the penalty of perjury under the laws of the State of California and the United States that the foregoing is true and correct.

Executed this 10 day of May, 2011 at Wainut Creek, California.

Whitney Slatkin

EXHIBIT A

Whitney S.'s Reviews | San Francisco | Yelp - Windows Internet Explorer

http://www.yelp.com/user_details?userid=WhitneyS...
File Edit View Favorites Tools Help

Bookmark Send Compliment Send To A Friend Link to this Review

Bella Bridesmaid

Category: Bridal

Neighborhood: Marina/Cow Hollow

2250 Union St
San Francisco, CA 94123
(415) 931-5492

4/3/2011 3 Check-ins Here

This place has a great selection of dresses but they are a little pricey. I recently had my bridesmaids get their dresses here for my wedding and the whole processes was very smooth.

The store is located down a small, bricked lined alley between two other store. when you first walk in, there is a receptionist area, though, i have never seen anyone ever sitting there. The boutique is very clean and bright with beautiful window panned doors located towards the back of the store. The store is small but even with 5 of us and two other larger groups there at the same time, we were comfortable. They have so many different styles of dresses and colors which was great because I wanted to find a dress that was comfortable and looked great on everyone(not an easy task). There were so many to pick from which was great. We ended up going with a beautiful grey, floor length dress. The also have a store located in Los Angeles which ended up working out perfectly for my two bridesmaids that are located in SoCal.

The staff is super friendly, ready to help and not pushy at all.

My only downside with this place is that I had to call several times to even get an appointment. I originally had called to look at wedding dresses(they have another boutique called Bella Bride that carry a small selection of wedding gowns) and when I tried to make an appointment, the women on the phone made no effort to try and help set an appointment. For the bridesmaid dresses, I had left several messages and the only time they had called me back was when I said in the message that I was looking to set up an appointment to BUY the bridesmaid dresses. Though, every time i have gone there they have been very busy.

bottom line: store is great, girls are helpful, great selection of dresses but prepared to spend a little more.

Was this review ... ? Useful Funny Cool

Bookmark Send Compliment Send To A Friend Link to this Review

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