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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.

Case No.: C11-02517 HRL

**DECLARATION OF KEVIN CHIN IN
SUPPORT OF PLAINTIFFS' MOTION
FOR PRELIMINARY INJUNCTION**

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

16
17 I, KEVIN CHIN , declare as follows:

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

20 2. I have been a wedding and portrait photographer working in the San Francisco
21 Bay Area for over 20 years, and I also maintain a blog about my work, local trends and matters
22 of interest to me. I am very familiar with many of the well-known bridal industry businesses in
23 this area.

24 3. I have been familiar with Bella Bridesmaid for many years. In my experience,
25 everyone in the wedding industry knows Bella Bridesmaid. It is pretty much the only business
26 that specializes in bridesmaid attire, and it has well-known national advertising. In this area,
27 among vendors, the business is highly recognizable.

4. I was confused about whether or not there was a connection between “The Bella Bride” and Bella Bridesmaid when I first heard the name of the defendant’s business. The names seemed very similar to me.

5. In my opinion, it would be an advantage for a local store to use a name that is similar to Bella Bridesmaid because of the high degree of familiarity there is with Bella Bridesmaid in the San Francisco area.

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 17 day of May, 2011 at SAN FRANCISCO, California.



Kevin Chin