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

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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
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Case No.: C11-02517 HRL

**DECLARATION OF ANDREW WEEKS
IN SUPPORT OF PLAINTIFFS'
MOTION FOR PRELIMINARY
INJUNCTION**

Date: July 19, 2011

Time: 10:00 a.m.

Dept. Courtroom 2, 5th Floor

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19 I, ANDREW WEEKS, declare as follows:

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

22 2. I have been working as a wedding photographer in the San Francisco Bay Area
23 for approximately 7 or 8 years. I am very familiar with many of the well-known bridal industry
24 businesses in this area. I have been familiar with Bella Bridesmaid for approximately 7 or 8
25 years -- roughly the same amount of time that I have been working as a wedding photographer.

26 3. In my experience, Bella Bridesmaid is very well-recognized in the wedding
27 industry. It is well-known to other wedding industry vendors in the San Francisco Bay Area.
28 Bella Bridesmaid is also well-recognized by consumers in the San Francisco Bay Area. On

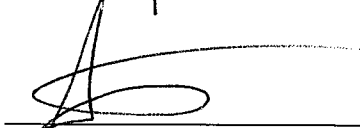
1 multiple occasions, when my photography customers (typically brides) have asked for a referral
2 to bridal stores and I have mentioned Bella Bridesmaid, they have indicated that they are
3 familiar with Bella Bridesmaid.

4 4. When I first heard the name "The Bella Bride," I thought that it was confusing.
5 To me, the name seemed very similar to Bella Bridesmaid.

6 5. In my opinion, it would be an advantage for a local store to use a name that is
7 similar to Bella Bridesmaid, because of the high degree of familiarity there is with Bella
8 Bridesmaid in the San Francisco Bay Area, among both consumers and wedding industry
9 vendors.

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

12 Executed this 22 day of May, 2011 at Chicago, Illinois.

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15 _____
16 Andrew Weeks

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