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7 Bella Bridesmaid, LLC

8 UNITED STATES DISTRICT COURT

9 NORTHERN DISTRICT OF CALIFORNIA - SAN JOSE

10 BRIDGET BROWN and BELLA
BRIDESMAID, LLC

11 Plaintiffs,

12 vs.

13 YVONNE YOUNG,

14 Defendant.

Case No.: C11-02517 HRL

**DECLARATION OF NANCY LIU CHIN
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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16 I, NANCY LIU CHIN , declare as follows:

17 1. I am not a party to 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. I have been in business as a floral event designer in San Francisco since 2001.
20 Much of my business comes from the wedding industry.

21 3. I have been familiar with Bella Bridesmaid for many years. Bella Bridesmaid is
22 the only recognizable name in the wedding industry specifically for bridesmaids. It is also
23 known locally as a national business that does extensive advertising and is high profile. In my
24 experience, Bella Bridesmaid is a wonderful vendor known for very good quality services. It is
25 the only place I recommend whenever someone asks me if I can recommend a good place to
26 look for bridesmaid dresses.

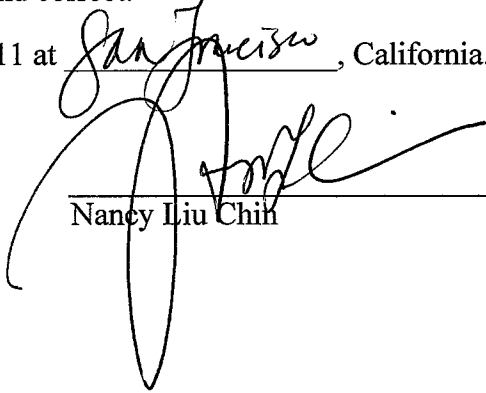
27 4. I first saw the defendant's The Bella Bride storefront over a year ago. It is
28 located across the street from my mother-in-law's house, so I am familiar with the location, and

I knew that it used to be a different bridal salon. The instant I saw it, I thought it was an expansion by Bridget Brown. At first glance, the logo and the name looked extremely similar, between the similar words and the alliteration with the Bs. In addition, it is close to where Bella Bridesmaid is located. Bella Bridesmaid is on Union Street near Steiner, and The Bella Bride is located on Steiner, less than a mile away. It seemed like a natural location that Bridget might have chosen for expansion. I also know that some brides who are looking for simpler dress designs buy their gowns from Bella Bridesmaid, so it seemed natural to me that Bridget might be expanding into the bridal gown business more fully.

5. I immediately called Bridget and asked if that was her new business, because I wanted to blog about her new location and start sending clients to her. She told me that it was a competitor with whom she had no affiliation.

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 7 day of May, 2011 at San Francisco, California.



Nancy Liu Chih