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Bella Bridesmaid, LLC  
7

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.  
15

Case No.: C11-02517 HRL

**DECLARATION OF AMY KUSCHEL IN  
SUPPORT OF PLAINTIFFS' MOTION  
FOR PRELIMINARY INJUNCTION**

Date: July 19, 2011

Time: 10:00 a.m.

Dept. Courtroom 2, 5<sup>th</sup> Floor

16  
17 I, AMY KUSCHEL, 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. For approximately 11 years I have owned a business that designs and sells  
21 wedding gowns. We sell wedding gowns locally in the San Francisco Bay Area, as well as  
22 nationally. I am very familiar with many of the well-known bridal industry businesses in this  
23 area.

24 3. I have been familiar with Bella Bridesmaid for approximately 9 or 10 years. My  
25 business focuses on the sale of wedding gowns, but customers frequently ask me for a  
26 recommendation on where to purchase bridesmaid attire, and I refer those customers to Bella  
27 Bridesmaid for their bridesmaid needs.

28 4. In my experience, Bella Bridesmaid is very well-recognized in the wedding

industry. It is well-known to other San Francisco Bay Area wedding businesses, such as jewelry vendors, florists, and photographers. I have also seen Bella Bridesmaid's well-known advertising on the Internet, in national magazines, and in local publications.

5. In my experience, Bella Bridesmaid is also recognized by consumers. On multiple occasions, when I have recommended Bella Bridesmaid to brides who are customers of my business, they have indicated that they are familiar with the name Bella Bridesmaid.

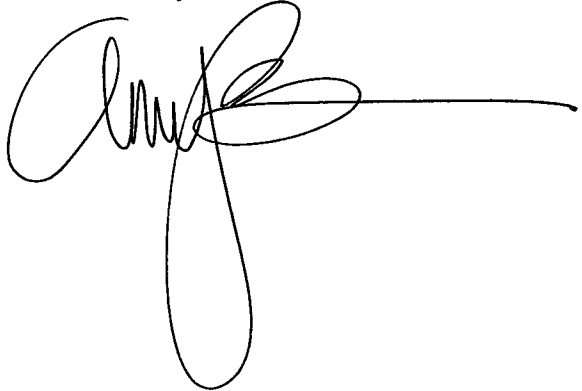
6. When I first heard the name "The Bella Bride," I thought that it was confusing. To me, the name seemed very similar to Bella Bridesmaid.

7. 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 Bay 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<sup>th</sup> day of May, 2011 at San Francisco, California.

Amy Kuschel

A handwritten signature in black ink, appearing to read 'Amy Kuschel', with a long horizontal line extending to the right.