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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 LINDSIE JONES 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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18 I, LINDSIE JONES, 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 am the owner of Haute Bride, a bridal boutique with a flagship store located at
22 1952 Union Street in San Francisco, California, which I have operated for the past eight years.
23 Haute Bride sells couture bridal accessories including jewelry, headpieces and veils, sashes,
24 belts and footwear. I design much of the jewelry out of my jewelry shop, which is located in
25 Los Gatos.

26 3. I have known Bridget Brown and Bella Bridesmaid the entire time that I have
27 operated Haute Bride. My Union Street storefront is only a few blocks away from Bella
28 Bridesmaid's San Francisco location.

4. In addition to its proximity to my store, I also know Bella Bridesmaid by reputation. Bella Bridesmaid is well known in the San Francisco wedding industry and is often mentioned by brides in my store.

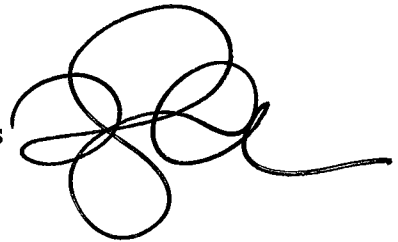
5. Many brides say "Bella Bride" when referring to Bella Bridesmaid. It is not unusual for me to hear people in my store talking about how they were just down the street at "Bella Bride" looking for bridesmaid dresses. To my knowledge, I have never heard anyone talking about Ms. Young's "The Bella Bride" salon, but if I heard someone mention "Bella Bride" I would assume they were referring to Bella Bridesmaid because of how often brides use that term to refer to Bella Bridesmaid.

6. In my opinion, the name "The Bella Bride" for a shop other than Bella Bridesmaid is definitely confusing. Bella Bridesmaid is extremely well known in San Francisco and, particularly with how close "The Bella Bride" is to Bella Bridesmaid geographically and the way brides already shorten the name, it would be easy to mistake one name for the other.

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 24 day of May, 2011 at Los Gatos, California.

Lindsie Jones

A handwritten signature in black ink, consisting of several overlapping loops and a long horizontal tail extending to the right.