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The Cupcakery Owner Pamela Jenkins Sets the Record Straight

Pamela Jenkins, the original creator, founder and owner of The Cupcakery, with three Las Vegas locations, feels the time is right to set the record straight about the word "cupcakery" being a free use noun.

"I am proud to have created such a successful business in Las Vegas with The Cupcakery. Through research, I've found that the word cupcakery existed before I opened The Cupcakery. I believe the use of cupcakery as a noun can only maximize the exposure for myself and others who believe in the delicious spirit of cupcakes and cupcakeries. It is not, and never has been, my intent to limit the use of the word cupcakery or purport to own the word, as my former partner is attempting to do. As I have received numerous requests nationwide regarding the phenomenon of cupcakes, the word cupcakery and other cupcake-related questions of late, I felt it was the right time to share the glory of The Cupcakery and all cupcakeries freely," said Jenkins.

Jenkins would also like to clear up any confusion regarding ownership of the various locations of The Cupcakery. The locations in Texas are carbon copies of the original location in Las Vegas, but the company was split two years ago and Jenkins is no longer affiliated with, nor can she speak for, The Cupcakery locations in Texas.

Since the opening of the first location of The Cupcakery five years ago, Jenkins has been recognized and awarded with numerous accolades and honors.

"The recent lawsuit filed against me by my former partner and uncle, Ricky Perritt, is egregious and outrageous and has no basis in truth," said Jenkins.

She added, "I truly want to run my cupcakeries as they always have been, providing great products and much joy to all my customers. Nothing would please me more than to have my uncle create his own website domain so that we can both move on in our businesses in ways which work for each of us. We only share the name The Cupcakery and have unfortunately found that our business practices have nothing in common."

About The Cupcakery
 Baked fresh daily, The Cupcakery uses only the finest ingredients for quality you can taste. With a signature line-up of more than 16 distinctive flavors, The Cupcakery also features seasonal and monthly cupcakes. Local delivery service is available. Specialty orders, including themed and corporate logos, can be ordered with advance notice. Customers can also visit the website, www.thecupcakery.com, for easy online ordering, upcoming specials, contests and breaking cupcake news! *The Cupcakery...the best little cupcakes in Vegas!*

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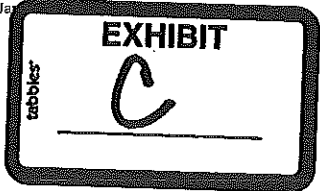
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


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