

Bo Muller-Moore <bo@eatmorekale.com>

 **Confused?**
1 message

Bo Muller-Moore <bo@eatmorekale.com>

 **Chick-Fil-A**
1 message

Susan St. Laurent <sstlaurent@bak.rr.com>
To: Bo@eatmorekale.com

Wed, Mar 28, 2012 at 8:39 PM

I wish they'd quit trying to throw their weight around. It's so self-important.

Susan
Bakersfield, CA, within spitting distance of a Chick-Fil-A

Bo Muller-Moore <bo@eatmorekale.com>

 **EMK <3 CFA**
1 message

Brittanie Markham <brittanie.markham@gmail.com>
To: bo@eatmorekale.com

Wed, Mar 28, 2012 at 8:41 PM

Hey Bo!

Saw you FB status about compiling letters...I'm a vegan and love EMK, and hubby is quite the carnivore and loves his CFA. There's no way in hell we could confuse the two and EMK is certainly not raining on CFA's parade, lol. There's no way you could confuse the two, I mean, c'mon, how could you confuse KALE with CHICKEN? Pretty lame how they're bullying you. I hope things get better for you and your good fight.

Much love,
Brittanie

 **PLEASE WIN!!**
1 message

Bo Muller-Moore <bo@eatmorekale.com>

Max Schell <schellymax@gmail.com>
To: Bo@eatmorekale.com

Wed, Mar 28, 2012 at 8:35 PM

I am here to proudly say i am a EMK fan and am still a current CFA customer, and no you have not confused me in the least, I wish you the best of luck!

Bo Muller-Moore <bo@eatmorekale.com>

 **I have eaten at Chik Fil-A and I love Kale**

1 message

Robert Sheldon <rsheldon@austin.rr.com>
To: Bo@eatmorekale.com

Wed, Mar 28, 2012 at 8:59 PM

Eat more Kale is not confusing to me, especially when compared to Eat Mor Chikin. I ask, what would Jesus do? He would have lots of Kale with his spicy chicken filets, I bet!

V/R,
Bob Sheldon
5 Lost Meadow Cove
Austin, TX 78738



Bo Muller-Moore <bo@eatmorekale.com>

Ferne Emery <getstitcheddesigns@gmail.com>
To: bo@eatmorekale.com

Wed, Mar 28, 2012 at 9:06 PM

Bo,

I cannot recall specifically when I heard of your company. I believe it was when I was researching Chick-fil-A's non-profit, WinShape. My google search mentioned a trademark lawsuit, and I was intrigued. After doing a bit of research, I formed the educated opinion that Chick-fil-A has no leg to stand on. I became a "fan" of yours to find out more of what this was all about. Chick-fil-A is a national organization. I know all about their product without question.

Their slogan, "Eat Mor Chikin" is directly related to the sales of their fast food product, the Chikin' Sandwich. I've bought a few in my life along with some of their other fast food items. I also own one of your "Eat More Kale" t-shirts, and I recently ordered another of your designs. At no time, have I wanted to eat my cotton t-shirt. I am actually offended that they think so little of my intelligence that they believe I could be confused between the two. All of their customers should be offended that they do not give us the benefit of the doubt to know the difference.

In all honesty, the reason they are losing my business is because I found out through my own research that they think I am an idiot. I am a business owner. I realize that they, by law, have to defend their trademark; however, it is up to them to make the original determination what is and is not infringement. I refuse to enter their establishments now because I'm insulted. I could see if, perhaps, KFC tried to trademark the slogan, "Eat More Fried Chicken." If I heard it on the airwaves, I might do a double-take and wonder whose add I was listening to. There would be a perfect example of confusion in the marketplace caused by a blatant trademark infringement. I am not confused about a t-shirt designer selling a t-shirt with a slogan on it promoting an item that Chick-fil-A does not even sell. Actually, Chick-fil-A doesn't sell t-shirts, that I'm aware of, and Kale is not on their menu, nor has it ever been on their menu. How can I be confused, if you two are not even selling similar items?

To summarize, I am not confused. My child isn't confused either, and he's three. He LOVES Chick-fil-A, and this boycott has irritated him. I can tell him to Eat More Broccoli or Eat More Peas, and he cries. I tell him to eat more of his Chicken Nuggets, and I hear no beef (ha ha, get it?)

When I get him dressed in the morning, he does not try to eat his t-shirts. He likens eating Kale to eating a t-shirt. In his mind, it's inedible and likely to cause a gag reflex, so he's not going to eat that either...I've even tried Kale chips. Fail. Give him a Chick-fil-A waffle fry, and that kid is on cloud nine. NOT CONFUSED! I wish he was confused about green vegetables and fried foods FOR SURE!

If Chick-fil-A wins this ridiculous claim, it's a serious slap in the face to anyone with any sense. Does the government and Chick-fil-A really think we're all that uneducated? Let's hope not. I know they've been diverting funds from education, but if that's the point we're at in America, then we are screwed.

Ferne Emery
Get Stitched Designs -
Handmade in No. Carolina
336-782-1861
Visit Me on Facebook

p.s. I just did my standard spell check, and anything that is misspelled is directly related to Chick-fil-A and ONLY Chick-fil-A. Awesome.

 **Not Confused**
1 message

Bo Muller-Moore <bo@eatmorekale.com>

Andrew Kerbs <andrewkerbs@gmail.com>
To: bo@eatmorekale.com

Wed, Mar 28, 2012 at 9:08 PM

I, for one, am not in the least confused between Eat Mor Chikin and Eat More Kale. As someone who enjoys CFA, I honestly find it as an insult to my intelligence that their boys in corporate think I'm stupid enough to be confused by something so plain. As far as I can tell, this is little more than corporate bullying. *There is no American consumer with at least an average IQ who will confuse these two slogans.*

Now CFA, you had better listen up. Until you drop this ridiculous case, I will not be purchasing ANYTHING from CFA. As we speak, I've not paid CFA \$0.01 since this case has come to the forefront of the media. Though I enjoy CFA, I dislike corporate bullying more so. Get real CFA. With Wendy's, McDonald's, Burger King, Hardee's, Arby's, and many other fast food joints out there, don't pretend as though your immune to competition. I can't speak for the rest of us who support Eat More Kale, but as for me, you just lost a long-time customer to McDonald's (and also created an ardent supporter of Eat More Kale). Congratulations CFA!

-Andrew Kerbs

Bo Muller-Moore <bo@eatmorekale.com>

 **Eat more Kale.**
1 message

Edna <ekotrola@earthlink.net>
Reply-To: Edna <ekotrola@earthlink.net>
To: Bo@eatmorekale.com

Wed, Mar 28, 2012 at 9:05 PM

I'm sorry, I think you have to be pretty stupid to confuse "Eat more Chicken" with "Eat more Kale."

How about Eat more corn? Eat more carrots, Eat more eggs?

Does this mean that Chick-Fil-A has a trade mark on all "Eat More's"?

Chick-Fil-A must really have a low opinion of the public. And they also sound very insecure.

<http://www.quiltsforcomfort.com>

 **CFA customer and not confused**
1 message

Bo Muller-Moore <bo@eatmorekale.com>

natalie rockwell <natalie1215@yahoo.com>
Reply-To: natalie rockwell <natalie1215@yahoo.com>
To: "Bo@eatmorekale.com" <Bo@eatmorekale.com>

Wed, Mar 28, 2012 at 8:56 PM

Hello Bo,

I was an avid Chick Fil-A customer. They had the best tasting fastfood chicken and their fries were my number one pick. I loved the cute commercials cows falling from the sky encouraging american's to eat more chicken, notice I corrected their spelling. I am an adult who can read and in no way am I confused between your site, t-shirts, bumper stickers, and the misspelled eat mor chicken message that Chick Fil A uses in their nationwide ad's.

I have quit being a Chick fil A customer due to their hassle of your micro business. I will not return as their customer, nor will my other friends and family until they drop this suit against you. My patronage may not mean a lot to a large corperation but I know my support of your micro business will be valued and appericated.

Thank you
Natalie S. Pierce

Bo Muller-Moore <bo@eatmorekale.com>

 **Confused? No I'm not confused!**
1 message

Amanda Reppel <amreppel@gmail.com>
To: Bo@eatmorekale.com

Wed, Mar 28, 2012 at 8:53 PM

Bo,

I have eaten at Chick-fil-A about five times in the past four years. I had never heard of the chain until I moved to North Carolina. While their slogan of 'Eat Mor Chikin' is cute I have not confused it with your slogan 'Eat More Kale'. It's hard to confuse a fast food conglomerate that doesn't know how to spell more or chicken with a small business owner who spells more correctly. I first heard of your plight when it made somewhat headline news on yahoo. I'm rooting for you, the small business owner, we need to get back to small, local businesses. I plan to purchase a shirt in the near future.

Good luck,

Amanda Reppel
Chick-fil-A boycotter

Bo Muller-Moore <bo@eatmorekale.com>

 (no subject)
1 message

tyler cline <camanocline@yahoo.com>
Reply-To: tyler cline <camanocline@yahoo.com>
To: "Bo@eatmorekale.com" <Bo@eatmorekale.com>

Wed, Mar 28, 2012 at 9:21 PM

Hello Bo,

My name is Tyler Cline. I am from Seattle Washington. My brother lives in DC. 5 years ago I ate at Chick-Fil-A for the first time. I immediately fell in love with the food. It actually became a family joke about how we were not going to visit my brother, just going to DC so we can eat at Chick-Fil-A. Their food is great. Their politics are horrible. This battle that Chick-Fil-A has fought with Bo and Eat more Kale is ridiculous. I am in no way confused by his Eat more Kale shirts. I think each company can and should co-exist without any legal battles. Why is such a big company frightened by a local shirt maker? I am very angry and disappointed with Chick-Fil-A. They have lost me and my family as loyal customers. I would rather give my money to another company who's food might not be as delicious, but does not fight useless battles with harmless citizens. Please understand that Chick-Fil-a has lost an entire family of loyal customers for life. Good luck Bo.

Sincerely,

Tyler Cline

Bo Muller-Moore <bo@eatmorekale.com>

 **Not confused by kale**
1 message

Kristen Lewis <lewiskn@gmail.com>
To: bo@eatmorekale.com

Wed, Mar 28, 2012 at 9:20 PM

Hi Bo,

I have grown up in the south, and enjoyed a good bit of Chick-Fil-A in my day. I also love kale, and have never once confused the two. I'm eating a lot more kale these days than Chick-Fil-A, though, because chicken doesn't taste as good when it's being served by corporate bullies, or supporters of anti-gay hate groups.

There are a lot of things that Chick-Fil-A gets right, and I would happily eat there again if they could clean up their act.
Best of luck to you, Bo!

Kristen Lewis
Jacksonville, FL

Sent from my iPad

Bo Muller-Moore <bo@eatmorekale.com>

 **NO confusion**
1 message

Rebecca White <rebeccawhite1@yahoo.com>
Reply-To: Rebecca White <rebeccawhite1@yahoo.com>
To: Bo Muller Moore <Bo@eatmorekale.com>

Wed, Mar 28, 2012 at 9:45 PM

Bo~

My family in Utah LOVES Chic-fil-a. When I was visiting them in Logan they wanted to stop there for a sandwich. I was adamant that I would not support Chic-fil-a because of Eat more Kale. They had never heard of Kale, they had no clue what it was. There was NO confusion!

Rebecca

Rebeccawhite1@yahoo.com
Rebecca White
3822 NE 71st Ave
Portland OR 97213

Bo Muller-Moore <bo@eatmorekale.com>

 **The bullies formerly known as Chik-fil-a**

1 message

Anne Nadel <wimseysechoanne@yahoo.com>
Reply-To: Anne Nadel <wimseysechoanne@yahoo.com>
To: "Bo@eatmorekale.com" <Bo@eatmorekale.com>

Wed, Mar 28, 2012 at 9:40 PM

Dear Bo,

Long ago, Chik-fil-a was my favorite "fast food." I learned to love chicken sandwiches with mayo and pickles because of them, and if I was given the option between them and one of the burger chains, I'd go for the chicken.

Well, nowadays, I think their powers that be have gone off the deep end. As a writer who has created logos and ad copy, I cannot fathom how on earth they could possibly think your funny kale shirts and slogan could negatively impact them. If they really believe that I and the rest of the public are so incredibly stupid that we don't know the difference between properly spelled words exhorting us to eat a green leafy vegetable and a slogan that illiterately encourages us to eat the mis-spelled "chikin," then they plainly don't deserve my money for their food. I am not some ignorant dupe so easily swayed and confused by advertising. I find intelligent advertising funny, and thought so about their ads when I first saw them. Nowadays, I find bullying tactics by monster corporations appalling, and will studiously avoid any Goliath enterprise that seeks to stomp the free enterprise of a business that does not even venture into the same forum as that giant. Shame on Chik-fil-a!

Anne Nadel-Walbridge
(yeah the wife of that funny guy at the hardware store!)

Bo Muller-Moore <bo@eatmorekale.com>

 **Chick Fil A**
1 message

Alicia Soret <aliciasoret@gmail.com>
To: Bo@eatmorekale.com

Wed, Mar 28, 2012 at 9:49 PM

Hi Bo!! After hearing your story, I haven't eaten at Chick Fil A, because I'm appalled that it's even become an issue. I don't want to support a company that so blatantly wants to crush a small business that has no affiliation and is in no way a threat to their giant corporation, especially over a silly slogan like Eat Moar Chikin or however it's spelled.

They might win their ridiculous case, but for what? To hurt you and quell any 'confusion'? WHAT CONFUSION?? They've already lost lots of customers in the process, and the damage has been done. I wish you the best, and hope your small business continues to thrive!! We have our own business as well, and because of people like us, this country is what it is today. It's sad to think that Chick Fil A has gotten so big that they've forgotten where they came from or how they started. I wonder how the founder of CFA would feel if he knew this was going on. Take care.

Alicia Soret

Bo Muller-Moore <bo@eatmorekale.com>

 **CFA and you**
1 message

Charles Puffe <cpuffe@gmail.com>
To: Bo@eatmorekale.com

Wed, Mar 28, 2012 at 9:49 PM

Hi Bo,

I liked Chick-Fil-A well enough when I lived in Texas. Their sandwiches were top-notch. Their stores were clean and well-lighted, and their employees were pleasant in a zoned-out, chemically blessed, mind-controlled kind of way. It was less than optimal that they were closed on Sundays though.

However, one would have to be a blazing moron to confuse "Eat Mor Chikin" with "Eat More Kale" in any way, shape or form.

I fully support you, EatMoreKale.com, and your battle with the religious right... err... this mega corporation run by people named "Cathy" that have a sekrit Jesus-as-avenger "Left Behind" agenda. Right. Well, then, hopefully a judge with the capacity for independent thought and critical reasoning will hear your dispute and find, appropriately, in your favor.

Please keep me informed as to how this goes. I hope you prevail. It would be a victory against big corporations and for common sense.

Best regards,

Charles Puffe

Bo Muller-Moore <bo@eatmorekale.com>



Denise Michna <denisemichna@gmail.com>
To: Bo@eatmorekale.com

Wed, Mar 28, 2012 at 9:51 PM

Bo,

I was once a customer of Chick-fil-a (recently, since they just opened one here in Aurora, IL in the last year or two). I heard about it from others who lived in other states. So, I was very excited once I heard there was one coming to my town, I believe it was the 1st one in Illinois. And yes, it was good. After hearing about them suing you, I am no longer a customer.... and I tell others why when I am asked. The taste is not worth what I feel is now, ethically and morally wrong.

#1: You are a small business that is not profiting from Chick-fil-a in anyway.

#2: Your business has nothing to do with chicken or against chicken or Chick-fil-a as a company.

#3: Kale and Chicken (even if spelled wrong) are 2 different WORDS (my 1st grade daughter knows the difference when reading the words and is not confused by it). So, if someone can read, they know they are 2 DIFFERENT words.

#4: Kale is a vegetable and chicken is poultry, two completely DIFFERENT things.