

Bo Muller-Moore <bo@eatmorekale.com>

M a note to CFA
1 messageKathleen Tyree <stackwood@gmail.com>
To: Bo@eatmorekale.com

Wed, Mar 28, 2012 at 10:17 PM

Dear Chik-fil-A:

I hurts that you think I'm an idiot. I have always thought myself a fair-minded and intelligent human... and honestly, would never confuse a chicken sandwich with fresh leafy vegetables. It never would have occurred to me.

Chik-fil-a has always been my fast-food love, for many years a rare and blissful treat! I could get your tasty sandwiches (served up by your very polite and helpful staff) only when visiting my family in GA or SC. When a restaurant finally opened in Middle TN I was thrilled!

My kids finally got to enjoy visiting a "fast-food" place somewhat regularly, because I trusted you and would agree to bring them to Chik-fil-A.

I do not follow a defined branch of Christianity, but I respect that others do, and if that means my fave chicken sandwich is not available on Sundays, so be it! Not a problem.

But this hurts me, this non-christian thought of not sharing or, seeming to even care. Bo started screening shirts years ago in support of local farmers. You don't even have stores in Vermont! How is he possibly causing confusion?

I'd received an Eat More Kale sticker from a friend who had traveled in Vt, saw it and brought it back to TN for me, as he knew how much I love to eat leafy greens.

It has been on my car for 3 years... and many times my car was parked in the Chik-fil-A lot while I enjoyed a #1 with lemonade. Never did anyone ask where to get a kale sandwich or kale fries. Never did anyone call me a hypocrite for displaying a kale decal but eating a chicken sandwich.

People are pretty intelligent.

But I wonder now. With you causing all this hullabaloo... I want to enjoy a chicken sandwich again.... but I'm not sure I can. After following your suit against Bo Muller-Moore, I've lost my taste for you.

He's not hurting you - how could he? Chik-fil-A is Enormous! And, it seems, rather ignorant.

Let it go Chik-fil-A. You'll enjoy better press, regain the business of those you have estranged, and I bet you'll gain converts as well if you just let it go.

Respectfully, Kathleen M. Tyree

--

Turn your face toward the sun and the shadows will fall behind you.

- Maori Proverb -

 **Fan of chikin & kale**
1 message

Bo Muller-Moore <bo@eatmorekale.com>

Cherise Harper <charper@ptd.net>
To: bo@eatmorekale.com

Thu, Mar 29, 2012 at 3:54 PM

I am writing to let you know that I am a fan of both chikin' (the Chick-fil-a kind) and kale (the kind I grown in my garden.) Clearly they are two different things and I have never confused one for the other. Although they are both eaten, I have never accidentally fried my kale or eaten chicken raw in a salad. If the American public cannot distinguish the differences between these two foods then I have lost all confidence in humanity. If Chick-fil-a wins this suit and shuts down eatmorekale.com then I will have to cease and desist eating at their establishments. I don't care if one of my best friends is a manager there or that one of the stores is owned by friends at church, or if all my kid's friends work there and they respect the Sabbath by not opening on Sunday. None of that matters if Chick-fil-a is allowed to bully another business that DOESN'T EVEN SELL FOOD into shutting down because they don't like them using the words "eat more." IT'S NOT EVEN SPELLED CORRECTLY ON CHICK-FIL-A's signs!!!

I am, and will forever be, a bigger fan of the little guy rather than a little fan of the big guys. You go, Bo! Bought two t-shirts about 15 minutes ago along with some stickers. I'll be following you to see the progress common sense is making.

Cherise Harper
Reading, PA

 **Not confused!**
1 message

Bo Muller-Moore <bo@eatmorekale.com>

Kim Pike <thepikes@mindspring.com>
To: Bo@eatmorekale.com

Thu, Mar 29, 2012 at 10:42 AM

My family loves Chic-Fil-A. We live in the south, and CFA cow billboards are ***everywhere***, and have been for almost the entirety of my four kids' lives. There is no way we could not be familiar with their "eat more chicken" campaign since it's been around for longer than any other single ad campaign in the history of ad campaigns. However, I can honestly say that prior to seeing your post on Facebook about CFA's fear of confusion, I never even remotely associated "Eat More Kale" with CFA's "Eat More Chicken."

As an attorney, I recognize the importance of aggressively protecting one's brand and trademarks/service marks. However, CFA should be ashamed of this *one on many levels: market saturation of their brand v. market scope/influence of "eat more kale"; ridiculousness of alleged potential confusion; potential for harm to CFA (zero).*

Good luck.
--KPP

Bo Muller-Moore <bo@eatmorekale.com>

 **Eat less Chicken**
1 message

Timothy Adkins <patiodadio@windstream.net>
To: bo@eatmorekale.com

Thu, Mar 29, 2012 at 7:52 AM

I used to take my family to Chick-Fil-A every couple of weeks, we will never go back again. No way would we ever confuse Eat More Kale with Eat Mor Chikin ! For being a giant Corporate bully, myself and my family we never support Chick-Fil-A and never eat there again !

Bo Muller-Moore <bo@eatmorekale.com>

M Letter to Chick-fil-A
1 message

Catherine Leon-Guerrero <islandgirl7790@gmail.com>
To: Bo@eatmorekale.com

Wed, Mar 28, 2012 at 11:35 PM

Dear Chick-fil-A,

I too am appalled by your legal action against Bo Muller-Moore and his "Eat More Kale" slogan. He is a small business, a guy that is passionate in his beliefs and like all Americans has the right to pursue the success of a small business.

I have only eaten a Chick-fil-A sandwich once. Frankly, I didn't care for it. I do however have a VERY LARGE FAMILY AND MANY MANY FRIENDS THAT LIVE ALL OVER THIS COUNTRY THAT DO! WELL THEY WON'T BE ANYMORE! I don't know anyone that would confuse your slogan of "Eat Mor Chicken" with "EAT MORE KALE". It's absurd!

Mr. Bo Muller-Moore has a VERY LARGE FOLLOWING! Each person who supports him, I'm sure knows alot of people! Seriously, you ought to re-think this legal action! You stand to loose alot of customer's over this insanity! I've already told my family to eat chicken some where else! We all support Bo! Do the right thing Chick-fil-A.....drop this whole thing! SHAME ON YOU CHICK-FIL-A!

671 Island girl

Bo Muller-Moore <bo@eatmorekale.com>

 anti-bullying
1 message

Jennifer Brewer <jen51374@yahoo.com>

Wed, Mar 28, 2012 at 11:07 PM

Reply-To: Jennifer Brewer <jen51374@yahoo.com>

To: "Bo@EATMOREKALE.com" <Bo@eatmorekale.com>

I consider myself an educated person. I have a college degree and teach music as well as carrying on with my professional music career. Never once in my life have I even come close to confusing kale with a Chick fil-a chicken sandwich. How one person who is making t-shirts one at a time that encourage people to eat healthier and live a healthy lifestyle is hurting your huge corporation is beyond me. I thought you were supposed to be a Christian company. I am extremely disappointed in Chick-fil-a and will not be going back there. My guinea pig and I, though, will definitely be eating more kale.

Sincerely,

Jennifer Brewer
Amarillo, TX
jen51374@yahoo.com
806.930.0226

 **revised Eat more Kale and Eat mor Chikin**
1 message

Bo Muller-Moore <bo@eatmorekale.com>

Pocher Faux Farm <pocherfauxfarm@comcast.net>
To: Bo@eatmorekale.com

Wed, Mar 28, 2012 at 11:02 PM

Hello Bo & Chick Fil A,

I must be honest and say that I like you both. I eat a balanced diet and mostly eat food that I grow myself, including my cows and chickens.

I live in a rural area and there aren't any Chick Fil A's however when I go visit my Mom in Elkton Maryland I always treat myself to a Chick Fil A sandwich with some extra pickles and Waffle fries. However I am very disappointed in you Chick Fil A for fighting with a small AMERICAN community business. We know you are a big corporate company but do you need to be the only company that has the words "eat more...." Ridiculous. we should all be eating alot more vegetables but that doesn't mean you can't enjoy a Chick Fil A sandwich but I will not and my whole family will not (who are regulars since you are in their neighborhood) until you back off of small American businesses who want to use the words "eat more" - that is just self fish.

Not sure if you are familiar with the case of the Monster drink vs a local VT brewer Rock Art Brewery who made a beer named the Vermonster. the big company thought they owned the word monster - how can a company own the word monster? that would be like owning the word Halloween.

"Eat more" is the same thing -we should eat more (not Mor) of alot more of alot of differeent foods. I Sincerely Hope you take this into consideration and just Drop this and Let Eat More Kale, a Small American Business, continue in making a living.

Sincerely,
Meg Pocher
5671 Randolph Road
Morrisville, VT 05661

Ps for the record Chick Fil A - I may live in the same state as Bo but I do not know him - I have had a T-shirt and a Sticker for about 5 few years now. I am a farmer and I grow Kale (among many other things) so I got a kick out of the sticker when I first saw it. I am not a friend asked to write a letter - I am a person who enjoys yummy kale and other veggies as well as a nice moist Chick Fil A sandwich - but if this isn't dropped I will NEVER EVER AGAIN eat another one. Don't Disappoint Me

 **not confusing!**
1 message

Bo Muller-Moore <bo@eatmorekale.com>

mrhauglle@q.com <mrhauglle@q.com>
To: bo@eatmorekale.com

Wed, Mar 28, 2012 at 10:45 PM

Dear Eat More Kale guy,

I'm a supporter of Eat More Kale and also a fan of Chik-Fil-A ... I have a hard time seeing how EMK could be reasonably confused with Chik-Fil-A's trademark, on the grounds that Eat More Kale is spelled correctly and not pushed by anthropogenic cows. I have a hard time believing that Chik-Fil-A is just going to win this lawsuit and walk away.

Best,

Marianna Hauglie

Bo Muller-Moore <bo@eatmorekale.com>

 **I'm not confused...**
1 message

Monica Mulder <mulder.monica@gmail.com>
To: Bo@eatmorekale.com

Wed, Mar 28, 2012 at 10:31 PM

This case continues to confound me. Does Chick-Fil-A think their customers are uneducated? That we couldn't possibly handle or understand that there is a difference between Chicken and Kale? If I read "Eat Mor Chicken" will I run to the store and buy some kale? If I read "Eat More Kale" will I go buy some Chick-Fil-A? Well, perhaps that would be a good thing for them wouldn't it? But that's not the case. Since I refuse to believe CFA really thinks their customers are so incompetent, I must say it looks like some serious corporate bullying for no reason but the fact that they can. This will backfire. Not many people know about the Eat More Kale shirts, but the ones that do, will certainly have a foul taste in their mouth at the thought of supporting a company that would put a small business owner out of business because they think they own the two English words "Eat More".

I for one will spread the word and will never eat CFA again unless this nonsense is dropped.

Sincerely, a former CFA customer,
Monica Mulder



1 message

Bo Muller-Moore <bo@eatmorekale.com>

embot onre <embotonre@hotmail.com>
To: bo@eatmorekale.com

Wed, Mar 28, 2012 at 10:22 PM

Hi Bo,

I wanted to write you as a (now former) fan of Chik-fil-a living in the Bay Area of California. Whenever I visit my friends in the South I'd always go to CFA, which is not around locally where I live. I also LOVE kale, and I honestly cannot see how people would confuse your business with that of CFA and their slogan.

I also feel it's ridiculous that anyone could or would confuse the two. I don't think that a small t-shirt company that encourages people to eat more vegetables could ever be confused with their business, nor interfere with their business. I think that there is absolutely room for companies to use slogans including the words "Eat More (insert food item here)" besides CFA. Their ad campaign features misspelled words written by cows and is intended to be silly and funny (and it is quite cute), but I don't see how your shirts could be an infringement upon that phrase.

Kale is such a far cry from "chikn", so I find the implication that people would be confused to be frankly ridiculous. I could MAYBE see if it was another type of meat and was advertising a food business, but that is not at all what you are doing. I understand businesses wanting to protect themselves, but I feel that in this case it's a waste of time to even cause this to be an issue.

GOOD LUCK! You have many supporters, keep on fighting this!

Sincerely,
Emily Hooven

Bo Muller-Moore <bo@eatmorekale.com>

 (no subject)
1 message

naomi2three@gmail.com <naomi2three@gmail.com>
To: Bo Muller-Moore <bo@eatmorekale.com>

Wed, Mar 28, 2012 at 8:53 PM

Bo you haven't confused me yet! And I won't be eating at Chick-fil-a till you win! Mor and more are NOT the same...and everyone already knows that. My dad has even written to Chick-fil-a and complained about there lack of Christian behavior towards you. My dad is a small business owner and has owned many throughout his life.

Keep up the fight Bo we're here with.

Sent from my HTC Status™ on AT&T

Bo Muller-Moore <bo@eatmorekale.com>

M oh yea
1 message

Bo Muller-Moore <bo@eatmorekale.com>
To: Bo Muller-Moore <bo@eatmorekale.com>

Wed, Mar 28, 2012 at 8:49 PM

Dear Chick-fil-A,

I'm appalled by your legal action against Bo Muller-Moore and his Eat More Kale slogan, art and website. By US copyright and trademark law, his work in no way fits the definitions of copyright or trademark infringement or dilution, and bears no resemblance to your slogan, other than using the words "Eat More". Common usage words and phrases are not available for copyright or trademark (although specific designs using them are). For your case to have standing, we'd all have to stop using the words "eat more" with ANYTHING after them, and that is not supported by any laws in this country. I seriously doubt that you'll find anyone stupid enough to confuse his Eat More Kale art and message with your trademarked Eat Mor Chicken.

I'm a graphic and web designer, and I take copyright and trademark infringement VERY seriously, but you are utterly in the wrong here. Not only have I contributed to Bo's Kickstarter campaign and purchased merchandise from his site, but I am pushing this issue on all social media avenues. In addition, as someone who actually loves your chicken sandwiches, I will no longer be a customer of yours, and I will be pushing all friends and family to follow suit.

12 minutes ago · Like · 8



1 message

Bo Muller-Moore <bo@eatmorekale.com>

Kathryn Szumski <kmszumski@gmail.com>
To: Bo@eatmorekale.com

Wed, Mar 28, 2012 at 8:46 PM

Hey Bo,

Dropping you a quick line of support and a little background. I've eaten and enjoyed Chik-Fil-A at a few airports here and there. I moved to Asheville, NC from Philadelphia, PA about three years ago and soon, everywhere I went was Chik-Fil-A! I realize that my once every other month or "in case of an emergency meal" wasn't solely responsible for their constructed legal department; however, going forward, regardless of how much I might crave some fast food or how much of a hurry I'm in, I'll cruise on by that big 'ole red and white sign. I've had an "eat more kale" sticker given to me quite some time ago at a concert. Now, what used to be a "fun" sticker to me now begs to tell everyone the new story it takes on. Good luck and push on, you've got a lot of support. Perhaps Chik-Fil-A can introduce a Kale burger, then they might have some use for a few of your stickers... if they can change spelling, font, sizing, target market, color, etc.

Best,
Kathryn

Bo Muller-Moore <bo@eatmorekale.com>

 **Chick-Fil-A**
1 message

Chris Krasovich <chris@gsdesign.com>
To: bo@eatmorekale.com

Wed, Mar 28, 2012 at 8:46 PM

Dear Bo,

It is with serious disappointment that I write to tell you that I will no longer be able to sink my teeth into the tender, juicy, delectable chicken sandwiches and crispy, mouthwatering waffle fries served by Chick-Fil-A. Why? Because they recently insulted my intelligence by suggesting that I couldn't tell the difference between their, err, sophisticated and extremely droll, "Eat Mor Chikin" campaign the very dissimilar, bovine-free, "Eat More Kale" position you and my doctor wisely espouse. Kale may not yet have earned a convert, but Chick-Fil-A, because of their heavy-handed, overbearing treatment of your microbusiness has absolutely lost me as a customer.

Chris Krasovich - Project Manager/Social Marketing Strategist
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