

December 2007 Newsletter

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of Los Angeles**

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Protect Your Most Valuable Asset -

Register Your Trademark

You have invested a great deal of money to start-up your company and promote your business, shouldn't you also protect your business' most valuable asset – i.e., your *company's name*?

There are innumerable benefits that a federal trademark registration provides. Most importantly, registering a trademark amplifies the protection a trademark receives, deters others from using your trademark, and increases your award if someone does infringe your trademark.

Greater Protection

Registering your trademark with the U.S. Patent & Trademark Office provides nationwide protection. Without federal registration, a trademark will only be protected in the territory where it is used. Consequently, anybody who uses your mark in a different territory before your registration will be able to stop you from using that mark in his or her particular territory. To the contrary, once your trademark is registered, you will be able to

stop their geographical expansion of using that same mark. Therefore, national expansion is a risky business without a federal trademark.

In addition, after you continuously use your registered trademark for five years, you can apply for the Incontestability Status. Once you obtain this status, you can eliminate most of the difficult and expensive-to-defend challenges to your trademark.

Greater Deterrence

Another invaluable benefit of registering your trademark is that it allows you to use the ® symbol ("encircled R"). Using this symbol puts the world on notice that the mark is claimed as an exclusive right. This may help to deter many costly lawsuits down the road because the U.S. Patent & Trademark Office will refuse to register any mark that is confusingly similar to yours, and this will likely discourage others from adopting the same or similar trademark. Since the vast majority of businesses would rather avoid a lawsuit,

simply letting the world know your trademark is out there could save you thousands, if not tens-of-thousands, in potential litigation expenses.

Furthermore, if you choose to engage in a lawsuit against someone who infringes your federally registered trademark, merely having a federal registration gives you a lead in the battle. First, an opponent will be more intimidated, and a judge or jury more convinced by your position if you have a registration. Conversely, if you failed to register your mark, it appears to be a subtle admission that you did not consider it a valid mark to begin with. Finally, a registration tells potential opponents that you have already invested money in your trademark, and suggests that you are ready to defend your investment. The cost of registration is already paid for on these bases alone.

Greater Awards

Among the other great benefits that a federally registered trademark owner

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From the President:

It is with pleasure to introduce our new Executive Director for the Chinese Chamber of Commerce, the Honorable Carol Kwan. As many of you know, she has successfully coordinated our Golden Dragon Parade for 5 years; and Carol's family is very connected to the Chinatown Community through the Jing Ying Benevolent Association. We are very fortunate to have her as our new ED, as we feel she is the best qualified person to lead our organization to a higher level for the next generation.

While quite successful, Carol's family emigrated to the United States in 1971 and have settled in the Los Angeles area. As being typical for many immigrant families, they opened a family run restaurant, which Carol assumed responsibility running all aspects of the business at an early age.

Since that time, Carol Kwan has several major accomplishments in opening several successful businesses and has demonstrated her commitment to the people of the community through active political involvement in the water industry. As we know, we could not survive without clean, healthy water. Here are just a few of her accomplishments:

- 1st Asian American Female to be elected as President of the West Basin Municipal Water District, currently serving her 3rd term
- 1st Asian American Female to be appointed as a Director of the prestigious Metropolitan Water District, the largest & most influential water agency in the country, served as the Vice Chair
- Vice President of the Chinese Chamber of Commerce of LA
- Vice Chair & Chair of the Golden Dragon Parade
- Vice Chair of the Chinese Heart Council of the American Heart Association
- Chair of Heartfest of Los Angeles, 2000
- Board Member of the Center for the Pacific Asian Family

This only a small mention of all that Carol has done & is capable of doing for us as Executive Director. Carol Kwan is fluent in English, Cantonese & Mandarin.

Let's welcome Carol aboard and work together as a team so that we will always have the ability to preserve & share our culture with the world!!!

Welcoming our Newest Members

Apex Advisors, Inc.
 Betty Tse
 Paul Bukauskas, Bright Ideas
 Chinese-American Professional Insurance Agency
 Dijulio Law Group
 EDD
 Eternal Colour Graphics
 Face & Body Laser Skin Clinic
 George Leong
 George Munoz/Shaw Properties
 George Munoz/World Leadership Group
 Ima Koda LLC
 Japon Bistro
 Kenneth Yee/Wachovia Securities
 Ngy Stones Enterprise Inc.
 Oriental Natural Treatment
 Patrick Chan
 Richard Kwan
 Southern California Edison
 Stuart B. Shim, Smith Barney
 Sunlight International
 Vision to Visual

Let's extend a warm welcome back to one of newest Chamber members, Mr. Clarence Wong, who owns & operates Japon Bistro in Pasadena. CA. Japon Bistro was voted #1 Sushi Restaurant in all of Los Angeles (it's true, I've gone there many times!) Clarence brings a wide array of experience & commitment to the community. Says Wong, "I am happy to be in a position to give back to the community. When I see a smile on a person's face after eating at my restaurant, I feel happy." "It is also an honor to be in this position; one should always remember their cultural roots."



FAR EAST NATIONAL BANK

遠東國民銀行

 SinoPac Holdings Group Company

We at Far East National Bank are pleased to announce the relocation of our Pasadena Branch to a new and modern banking facility in order to better serve you. Our new banking facility will be located at 600 South Lake Avenue, Suite 100, Pasadena, California 91106, on the southeast corner of Lake Avenue and California Boulevard.

In order not to interrupt our banking services to you, we will be moving on or about October 27, 2007, and will be ready to serve you at our new location on or about October 29, 2007.

Please contact Eli Hanaian at (626) 397-6300 if you have any questions regarding our move.

遠東國民銀行

帕莎迪納分行喬遷

為向閣下提供更完善的銀行服務，遠東國民銀行正式宣佈位於帕莎迪納(Pasadena)之分行，將喬遷至設備更具現代化之新址繼續營業。新址位於600 South Lake Avenue, Suite 100, Pasadena, 即Lake Avenue 與California Blvd. 交界東南方。

為避免帕莎迪納分行因為喬遷而對閣下的服務造成影響，有關喬遷日期已訂定為十月二十七日，而新址則於十月二十九日開始為閣下提供服務。

任何關於帕莎迪納分行喬遷之查詢，請直接與Eli Hanaian 聯絡。電話：626-397-6300

Helping Others

While Chester was in England with his L.A. Sheriff group, he and a few others helped an American lady recover her handbag. This letter appeared in the L.A. Times – ed.

I am a Pittsburgh PA woman who had a terrific experience with a group of wonderful people from the LA County Sheriff's Department while traveling in Italy. I never met these people but I do have three business cards and a beautiful letter which renews my faith in my fellow Americans.

I was in Verona Italy in a gelato cafe. When I left the store, I didn't realize at the time that I had left my handbag on the floor. Boarding the bus, which was taking us to our next destination, I became aware of my carelessness and reported it to our tour guide.

I was frantic because the bag had my passport, money, credit cards, and debit card. When we returned to the hotel I phoned my daughter in Pittsburgh to let her know what had taken place. She had already received a call (my emergency number) from a Mr. Chester Chong, Sr. Commander of the LA Sheriff's Dept. saying he had found my bag at the store. He was traveling with 100 people from the Dept. and made arrangements for me to recover my bag in Rome and leave it in security at the hotel in Rome. It was truly unbelievable. He also safely put the purse in a box and completely sealed it with tape. Upon examination he had listed every item in the bag to let me know that it was all there. The wonderful employees of the LA County Sheriff's Dept. wrote me a heartwarming letter.

The people involved in my recovery were Chester Chong, Mark Guertin, Deputy, and Judy Gerhardt, Lieutenant. I phoned the station one evening and requested that I be permitted to send them a reward but they refused my offer. If you happen to speak with any of these fine people, I feel that I have made a group of wonderful friends who deserve recognition.

Thank you
Bonnie Martin

本人為居住於賓州匹茲堡的一名婦人，日前在意大利旅遊期間，不慎遺失錢包，可幸遇到拾金不昧的洛杉磯警察局的警察，令我有著一段終身難忘的經歷。我雖然與這幾位洛杉磯警察素未謀面，但第一次看到他們留下的三張名片及感人肺腑的信件，足以改變我對美國同胞的印象。本人出遊意大利弗隆那(Verona)期間，不經意地在一間咖啡店遺失了錢包，離開咖啡店登上旅遊巴士，前往下一個觀光點期間，才發現失去了錢包；我連忙向導遊報告及求助，導遊立刻打電話聯繫該咖啡店，試圖尋找我的錢包。最令我擔心的是包括護照、大量現金、信用卡、健康保險卡等，都存放在該錢包內，頓時變得身無分文。當我失望地回到酒店，打長途電話給匹茲堡的女兒，告訴她這個壞消息時，卻反得到好消息，女兒告訴我她接到洛杉磯警察局後備役指揮官莊佩源的長途電話，指出他們在咖啡店內拾獲我的錢包。其時莊警官與一百多位警官在當地觀光交流，他們將我的錢包寄存在羅馬下榻的酒店裡。這是一件簡直令人難以置信的事情，莊佩源警官等人，除了將錢包儲存在一個箱子裡，並以清單列出錢包內所有東西；這些洛杉磯警官也留下一封感人肺腑的信件。我從信件裡知道了幫助我解困的三位警官，分別是莊佩源、Mark Guertin 及Judy Gerhardt。我曾經打電話給他們，希望送給他們一些酬金，但卻遭到拒絕。若你們有機會碰到這些好人時，我可以公開地，他們都是我最美好的朋友。

By: **Bonnie Martin**

A brief message from the Executive Director:

I want to thank those that supported & believed in me for the position of the Executive Director of the CCC. I look forward to working with all of you to help revitalize Chinatown as an economic hub of the City of Los Angeles. I envision our community, Chinatown, working together as a team to showcase us as one of the more progressive areas of town in this great city. I envision a Chinatown that will bridge the gap between the new & the old, an area dedicated to making California "green," and an area that embraces our culture and stands out amongst the best in Southern California.

We have a lot to look forward to, including our premier event, the 2008 Year of the Rat, Golden Dragon Parade; a golf tournament etc. (see calendar from last newsletter) I will be calling on all of you to come & help participate in terms of time, in kind donations and fund-raising; as it cannot be done without our own combined efforts! I would also like to take this time to welcome all of the new members of CCC as well as future members & sponsors.

Again, it is my pleasure to be able to work with you.

Carol Kwan



Valuable Asset

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enjoys is the protection of triple damages. In the event that someone does infringe your trademark, in spite of his/her notice of your registration, and you choose to protect your rights in a lawsuit, in many cases, you have the right to receive a court-awarded judgment for THREE TIMES the amount of damages suffered, plus your attorneys' fees from the infringer. This benefit allows you to recover maximum damages in the most egregious abuses of your intellectual property rights.

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2008 CALENDAR OF EVENTS

Friday, January 4 5:00 p.m.	Press Conference Empress Pavilion Restaurant 988 North Hill Street, Los Angeles Chinatown
Saturday, January 5 11:00 a.m. Reception 12:00 p.m. Lunch	Miss L.A. Chinatown Charity Fashion Show San Gabriel Hilton 225 West Valley Blvd. San Gabriel, CA 91776
Saturday, January 19 6:00 p.m. Social Hour 7:00 p.m. Dinner 8:00 p.m. Pageant	2008 Annual Miss L.A. Chinatown Pageant Westin Bonaventure Hotel 404 S. Figueroa Street, Los Angeles Downtown
Saturday, January 26 3:00 p.m. - 5:00 p.m.	Little King & Queen Contest Castelar Elementary School 840 Yale Street, Los Angeles Chinatown
Thursday, February 7, 2008	Chinese New Year of the Rat 4706
Saturday, February 9 2:00 p.m. - 5:00 p.m. 10:00a.m. - 7:00p.m.	109th Annual Golden Dragon Parade Los Angeles Chinatown Chinese New Year Festival Los Angeles Chinatown - Broadway & Caesar Chavez Ave.
Sunday, February 10 10:00 a.m. - 5:00 p.m.	Chinese New Year Festival Los Angeles Chinatown
Friday, February 22 6:00 p.m. 6:45 p.m. Dinner	Chinese New Year Imperial Banquet Reception Empress Pavilion Restaurant 988 North Hill Street, Los Angeles Chinatown
Friday, May 30 11:30 a.m. Lunch 1:00 p.m. Tee-off 6:00 p.m. Awards Dinner	3rd Annual Asian Friendship Golf Tournament Industry Hills Golf Club at Pacific Palms One Industry Hills Parkway City of Industry, CA



Chester and Ms. Tang, Ms. Tang is with Chinese National Acrobatic Troup who are performing at Pasadena Civic Center.