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DISTRICT OF UTAH
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**IN THE UNITED STATES DISTRICT COURT IN AND FOR
THE DISTRICT OF UTAH**

WORLD WIDE ASSOCIATION OF
SPECIALTY PROGRAMS, a Utah
corporation,

Plaintiff,

vs.

PURE, INC., PURE FOUNDATION, INC.,
SUE SCHEFF, JEFF BERRYMAN,
BARBE STAMP, DONNA HEDRICK and
DOES 1 THROUGH 10,

Defendants.

**PLAINTIFF'S MOTION FOR
PRELIMINARY INJUNCTION**

Civil No. 2:02-CV-0010 PGC

Honorable Judge Paul G. Cassell

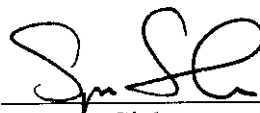
Plaintiff World Wide Association of Specialty Programs ("World Wide") hereby respectfully submits Motion for Preliminary Injunction pursuant to Fed. R. Civ. P. 65. PURE has violated and continues to violate the Lanham Act, 15 U.S.C. § 1125(a)(1)(B) by the systematic publication of false and misleading advertising concerning PURE and World Wide. PURE's illegal marketing scheme is causing irreparable harm to World Wide's reputation and goodwill, in addition to driving

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off customers, the number of which is impossible to calculate. Therefore, World Wide moves this Court for a preliminary injunction enjoining PURE from publishing false and misleading statements concerning itself or World Wide pending resolution of this lawsuit. Plaintiff's Motion is supported by the Memorandum and exhibits filed herewith.

DATED this 22nd day of April, 2003.

SILVESTER & CONROY, L.C.

A handwritten signature in black ink, appearing to read 'Spencer Siebers', is written over a horizontal line.

Spencer Siebers

Attorneys for Plaintiff

CERTIFICATE OF SERVICE

I hereby certify that on this 22 day of April, 2003, a true and correct copy of the foregoing **PLAINTIFF'S MOTION FOR PRELIMINARY INJUNCTION** was served by mailing the same via first-class U.S. Mail, postage prepaid to the following:

C. Richard Henriksen, Jr.
James E. Seaman
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