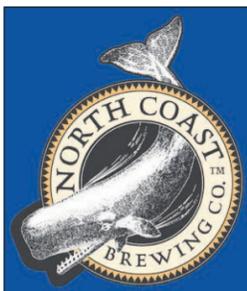


Distillery: 'It just feels like a bigger guy coming after a smaller startup'

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vodka and gin. But the trademark challenge shows how zealously entrepreneurs in the emerging craft beer and distillery markets guard their brands.

"It just feels like a bigger guy coming after a smaller startup," said Cary, who opened on Duane Street in February 2014 and expanded into Seaside this fall. "Other than that, why would you take someone to federal court?"



North Coast Brewing Co.

Explosion of breweries

The Brewers Association, a trade group, reported in September that the number of breweries in the United States topped 4,000, rivaling the beer boom of the 1870s. The explosion of breweries has led to competition over territory and names.

Locking down place names, even generic ones like "North Coast," can be important to carve out market identity, but trademark spat has also occurred over words, phrases and logos.

Earlier this year, Drop Anchor Brewery in Cathlamet, Washington, switched to River Mile 38 Brewing Co. after a legal threat from Anchor Brewing Co., which owns the venerable Anchor Steam brand in San Francisco.

Cary was aware of North Coast Brewing when he first opened North Coast Distilling, he said, but was told by his lawyers that the similar names would not cause a problem.

Cary first heard from the brewery in February, according to case documents, but at the time his lawyers told him the challenge would not be an issue because his distillery falls under a different classification than North Coast Brewing, he said.

Unfair competition

At the time, representatives of North Coast Brewing had asked Cary to stop using North Coast Distilling, claiming that Cary's continued use of the "North Coast" portion of the distillery's name would cause damage to the brewery's business and reputation, according to case documents.

Then, in July, Cary heard

from North Coast Brewing again and, about a month later, the brewery filed suit in federal district court in San Francisco. The lawsuit alleged trademark infringement and unfair competition. North Coast Brewing owns multiple trademarks relating to the phrases "North Coast" and "North Coast Brewing."

Representatives of North Coast Brewing could not be reached for comment.

Cary officially changed the name of his business to Pilot House Spirits in October, ending the threat of a trademark suit from the brewery.

This time around, Cary said, he researched each name option to find one that would not leave him at risk of another lawsuit. That meant vetoing multiple options before deciding on Pilot House Spirits.

"We had other names in mind, but we were advised from a different law firm not to use any of the names we picked because they would lead to the same complications, possibly," he said.

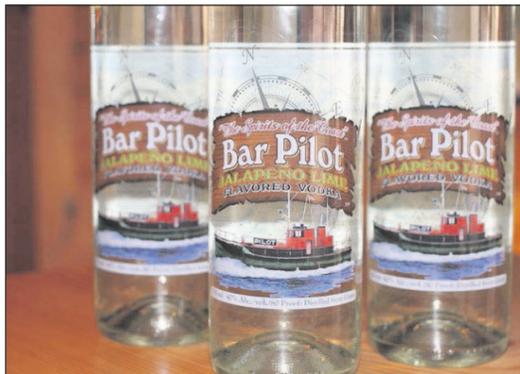
Cary added the extra precaution of trademarking Pilot House Spirits.

Reaching out to customers

The transition has forced Cary to reach out to customers to let them know that North Coast Distilling and Pilot House Spirits are one and the same. That effort has largely consisted of word of mouth and using the Pilot House social media platforms to keep customers informed and direct them to the distillery's new website.

The words "North Coast" can still be found in small print on all the distillery's bottles, despite the name and logo change.

"We have such a nice following that it's not an issue," Cary said. "We are a household brand, not just a branded house."



www.pilothousespirits.com

Bar Pilot Jalapeño Lime Flavored Vodka is pictured.

Crash: Fletcher vowed to maintain a clean, sober life

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The fatal crash occurred just before 7 a.m. on July 25, 2014, about three miles east of Astoria on U.S. Highway 30 near Liberty Lane.

Fletcher, driving a 1999 Toyota Tacoma pickup, was traveling westbound when she crossed the double solid centerline and sideswiped an eastbound 1993 Ford pickup, according to the Oregon State Police.

Fletcher was traveling with two passengers — Warrenton residents Arthur Romine Jr. and Bryce William Saranpaa.

Saranpaa, 43, died at the scene. He was riding in the

back seat. Romine Jr. was not injured.

Fletcher was seriously injured and extricated by firefighters.

The driver of the Ford pickup had non-life-threatening injuries.

Saranpaa's significant other spoke at the sentencing hearing Thursday. She described how Saranpaa was just two days shy of his 44th birthday when he died.

"In the blink of an eye, I



Joshua Bessex/The Daily Astorian

Volunteer Di Stuppy of Seaside looks for toys for a young child.

Wishing Tree: Program finds a way to give a gift to each child

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community service, write a report and give a presentation to complete their senior projects.

Ethan McCarley, an AHS senior, said the community service, report and presentation all have to connect in some way.

For his project, McCarley is planning to find a connection between the Wishing Tree program and foster children in the community.

"Some of them are not as privileged as other kids, so doing this makes them feel better and feel like they are wanted," McCarley said.



Joshua Bessex/The Daily Astorian

Toys for children line tables at the Clatsop County Fairgrounds as part of the Wishing Tree program.

Where the presents go

The Wishing Tree program started more than 30 years ago as a countywide effort. Roberts remembers supplying toys to children in the South County and in Warrenton.

Over the years, the focus of the program shifted to just the Astoria and Knappa area.

The change has caused some confusion in Warrenton, especially since some of the Wishing Trees are in Warrenton banks and in Fred Meyer.

Warrenton Mayor Mark Kujala said he plans to talk with Roberts about keeping Warrenton children a part of the program.

"If Warrenton businesses are participating, they do so with the notion that some Warrenton kids benefit from it," he said.

As of now, the only similar program in Warrenton is the Fire Department handing out donated food. Occasionally, Kujala said, anonymous toy donations will be made, but that is not a guarantee.

In the meantime, Warrenton resident Shelly Coleman launched a fundraising campaign for a toy drive for Warrenton families. The campaign is online at www.gofundme.com/christmasforwarren.

The number of children in need has increased with nearly 800 last year. No matter how many children are in need, Roberts said, she finds a way to give

a gift to each child. "She works until after Christmas sometimes," her husband said. "She can't say no."

Focusing on the Astoria area has been plenty of work for the volunteers, Roberts said.

Elisa Long, Medical Assistant
CMH Women's Center
8 years at CMH

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