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# BUSINESS

▶ STOCKS D4 ▶ MUTUAL FUNDS D5 ▶ FOR THE RECORD D6

## Plight of large airline passenger draws no sympathy

The story of a local man who was asked to buy an extra airline ticket because he's a "person of size" is generating lots of reader response. And NONE of the callers and e-mailers have sympathy for the former football player. Indeed, they all have horror stories of being forced to sit for hours, in already-so-small airline seats, squeezed between very large people.

"They encroach, hang over, bulge, hog armrests, crowd, push and just generally make the airplane trip very uncomfortable for other passengers," says Marie Arsen, a frequent flier. She's delighted

that Southwest Airlines is charging such people for two seats when flights are crowded.

"I am tired of being squished in airplanes," she says.

Eleanor Gore Kendall feels the same way - even though her late husband was a big man and would have been charged for an extra seat under the airline's policy.

"He *should have* been charged if he



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hadn't had poor little old me beside him" to absorb most of the abuse.

And then there's the prominent Sacramento businessman who asked that his name not be used. He was on a recent flight to Dallas, on the aisle

seat, next to a man who was very tall and well over 300 pounds.

"I had to sit at a 45 degree list into the aisle because his shoulders were so big,"

the businessman says, "and every time the serving staff brought their carts by, they'd hit me in the head."

That's the reaction so far. Now let's hear from the other side!

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They've got sol: They're going green at Arden Fair mall.

Officials last week completed installation of an array of solar panels along the shopping center's roof. And they're set to start construction next month of a covered valet parking area in the front lot that also will include solar panels.

▶ SHALLIT, page D6

## Shallit: Is Yellow Cab just a plain old taxi?

▶ CONTINUED FROM D1

Together, the two projects will cost about \$285,000 and generate 65 kilowatts of electricity - just over 5 percent of the mall's annual needs, says Arden Fair manager Chris Facas.

The energy savings should offset the costs of the projects in about seven years - a payback that might not be that appealing to some business owners.

But Facas says the twin solar projects "start the process of diversifying our energy sources ... and set an example for what other businesses can do."

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**Seeing yellow:** Let's call it the battle of the Yellow Cabs.

Yellow Cab of Sacramento, a company with a history dating back to the early 1900s, is suing a much younger company, Yellow Cab of Elk Grove.

The issue: trademark infringement, of course.

The Sacramento company contends it has the exclusive right to the Yellow Cab name, and anybody else using it is unfairly trading on its good reputation.

Defending the Elk Grove company is Jeff Kravitz, the same attorney who has - so far suc-

cessfully - represented Scott Smith of Sacramento's own EntrepreneurPR against a trademark claim from the publisher of Entrepreneur Magazine.

In Kravitz's view, the cases are identical: Both defendants are using terms so common - entrepreneur or Yellow Cab - that they can't be trademark protected.

"To most people, Yellow Cab means 'licensed' cab or 'official' cab ... the term is generic and you can use it," he says.

Sharon Sandeen, the attorney representing the Sacramento company, disagrees completely.

Her argument: A consumer doesn't equate the terms Yellow Cab and taxi the way some link Kleenex and tissue.

"When you ask somebody to call you a cab, you don't say, 'Call me a Yellow Cab.' You say, 'Call me a taxi,'" Sandeen says.

"I think that clearly (the term) is not generic."

It's an interesting debate - leading here to another fine example of yellow journalism.

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