



THE TRUSTED ADVISOR

Mental Health & Wellness: More Important Than Ever

Stress and anxiety are something we all have to deal with at one time or another. Everyone is faced with different scenarios that cause it. A football player might feel anxious right before a game. An office worker could feel a little stressed about a project they're trying to finish in a reasonable amount of time. Even someone driving through heavy traffic could feel a little on edge. Yet, the year 2020 is fraught with far more stress and anxiety than usual.

Since COVID-19 hit our country, people are more on edge and worried. This virus has affected and impacted everyone and everything. It's changed our way of life in more ways than one and is something we've all had to adapt to pretty quickly. People are stressed about the changes, the anxiety of losing a job, and the constant fear about people getting sick from the virus.

It's because we're living through such uncertain and anxiety-filled times that it's more crucial than ever to be aware of our mental health. Mental health is important to our overall well-being and even helps us feel happier and lighter when taken care of properly. This month is a perfect time to focus on what mental health means for you: Oct. 10 celebrates World Mental Health Day, giving everyone a chance to focus on what we can do to help ourselves.

Having some form of mental release is important and varies from person to person. Whether that's watching movies, exercising, playing games, calling friends, or talking to a mental health professional, the importance is that it helps you relax. For Nick and Zac, there are several activities that help them release their everyday stress so they can focus on important things.

Zac: For me, my favorite way to fight stress and stay mentally healthy is through exercise. I have quite a few different things I like to do, such as tennis, surfing, jogging, snowboarding, golfing, riding bikes, and riding on my one-wheel on the beach. All help me release stress, stay healthy, and clear my head.

Nick: Like Zac, I am very physically active. Almost every morning, I am up early, and I go to the gym. I enjoy CrossFit competitions when I have time. I also enjoy skiing and jogging, and I am an avid golfer. Exercise helps me stay in shape, keep focused, and relieve stress.

During this time, we've noticed the parallels between the circumstances the pandemic has put us through and when someone is injured. A tough thing



about when someone gets injured is that there can be a large amount of uncertainty. How will they pay medical bills (present and future)? How will they get their car fixed? How are they going to recover? The questions go on and on.

When someone is involved in an accident and they or their family members are injured, the process of going through a case is daunting — on top of everything else. That is why we do what we can to try and ease that uncertainty on the legal side of things. Whether someone has never gone through the process before or been through it at least once, it can be hard to understand every step. That is why we are here. Our team does its best to give people security in a time of uncertainty. We guide them through the process, set a road map for what lies ahead, and direct them to professionals who can help them get better whether that is physically or mentally. For example, if we notice that one of our clients is having a difficult time mentally, we recommend they seek the guidance of professional help, either through therapy or counseling.

As we mentioned above, mental health is more important than ever. World Mental Health Day serves as a reminder and an opportunity to find ways we can help ourselves both now and in the future. We can make it through this pandemic, one step at a time.

Catchphrase!

6 Things Celebrities Tried to Trademark — and Some Who Succeeded

Celebrities love to trademark all sorts of things for one simple reason: People associate certain words with the celebrity's brand, and the celebrity wants to protect that. It makes sense from a business perspective, but sometimes, it can get a little silly. Read on to see what the U.S. Trademark and Patent Office gave its blessing to and which trademarks it outright refused to create.

Blue Ivy Carter

Just days before their first daughter was born in 2012, Beyoncé and Jay-Z filed for a trademark on her name. The problem was that a wedding planning company called Blue Ivy was already using the name. Plus, Jay-Z mentioned to the media that their intention was to prevent others from using it. The trademark was denied.

Kylie

This generic trademark was filed by Kylie Jenner (of the Kardashians and Jenners). Her intention was to use her trademarked name for marketing purposes. The trademark was denied, and Jenner even ended up in a brief legal battle with singer Kylie Minogue.

'Let's get ready to rumble!'

One of the most well-known catchphrases of all time was successfully trademarked in 1992 by its creator, boxing announcer Michael Buffer. Even better, it's made Buffer a *very* wealthy man. To date, he has made nearly \$500 million dollars by licensing the trademark.

'Rock Star From Mars'

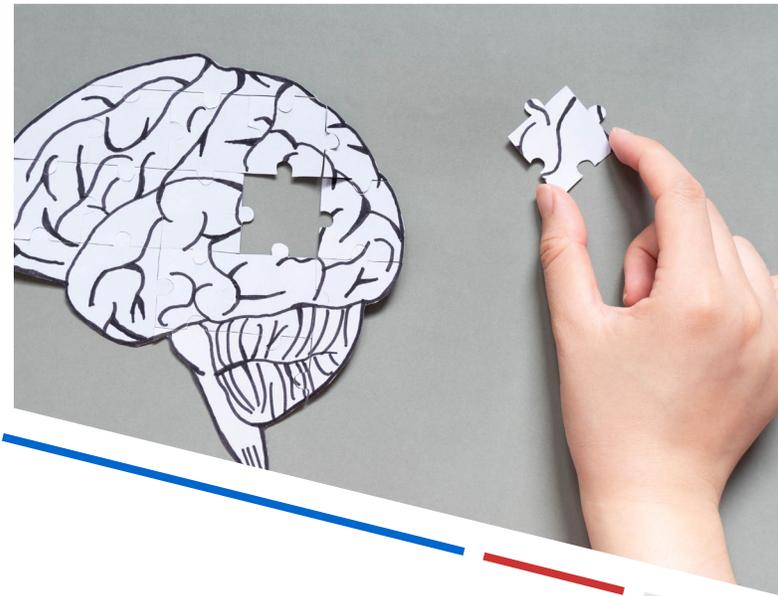
Back in 2011, actor Charlie Sheen had a very public meltdown. During the episode, he rambled off countless phrases such as "Duh, winning," "tiger blood," and "rock star from Mars." In the end, he tried to trademark a total of 22 phrases, but all were rejected by the U.S. Patent and Trademark Office.

'You're fired!'

Donald Trump is known for many things, including emblazoning his name on everything he owns. Long before he was president and while host of "The Apprentice," he filed a trademark on the show's catchphrase. It was denied because it was too close to a preexisting (and trademarked) board game called You're Hired.

'BAM!'

TV chef Emeril Lagasse was a pioneer in the world of cooking shows. He popularized cooking on TV and captivated audiences by exclaiming one simple phrase every time he added an ingredient to whatever he was making: "BAM!" Naturally, he trademarked his signature phrase, but he doesn't discourage people from using it as long as they keep it in the kitchen.



3 Great Apps to Maintain Your Mental Health at Home

When you lead a busy lifestyle, mental health often takes a back seat to other pressing matters. Thankfully, there are a number of easy-to-use apps to help address this concern. Even if you're pressed for time, these apps can help you maintain your mental health. And if you're just looking for some simple resources to guide you through mood-boosting exercises, they've got you covered there too.

Moodfit (GetMoodfit.com) Think of this app as a fitness tracker for your mind. The mood tracker allows you to record your moods and thoughts and follow trends and changes over time. You can look at these trends yourself or set the app to monitor specific areas of your mood. This highly customizable app is packed with tools and resources to help you with your mental health. In addition to the mood tracker, Moodfit offers a range of breathing exercises and a guide to mindfulness meditation.

MoodMission (MoodMission.com) If you're struggling with mental health issues, like anxiety and depression, you may feel like this free, evidence-based app was designed just for you. MoodMission asks you a series of questions to assess how you're feeling, then suggests a series of "missions" you can complete to help you get into a better state of mind. Missions are short, achievable tasks, like taking a walk around the block or cleaning up a room in your home. Of course, like all the apps listed here, it is not a replacement for professional mental health care, but it offers evidence-based exercises and a level of support that's not often found in smartphone apps.

Talkspace (Talkspace.com) While this app contains a number of mental health tools, its primary purpose is to connect you quickly with one of the company's thousands of licensed and experienced therapists you can message on a regular basis. Unlike traditional therapy where you schedule an appointment and meet in person, Talkspace allows its user to communicate with their therapist through the app's encrypted messaging system. It also allows you to request a check-in from your therapist and provides a place for them to upload your therapy notes. Talkspace is more costly than some other apps, but depending on your specific needs, it may be worth it.



The Night Martians Invaded New Jersey

Orson Welles Recounts 'The War of the Worlds'



On the evening of Oct. 30, 1938, an eloquent voice graced the airwaves in New Jersey:

"We now know in the early years of the 20th century, this world was being watched closely by intelligences greater than man's, and yet as mortal as his own. We now know as human beings busied themselves about their various concerns, they were scrutinized and studied, perhaps almost as narrowly as a man with a microscope might scrutinize the transient creatures that swarm and multiply in a drop of water ..."

And so began Orson Welles' classic radio broadcast, a retelling of H.G. Wells' "The War of the Worlds." Peppered in the retelling were fictional news bulletins informing the public of an alien invasion. Martians had arrived in New Jersey!

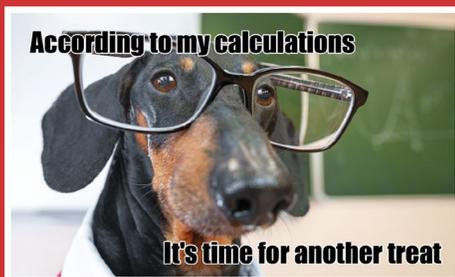
Some listeners, who had missed the fact that this was a retelling of "The War of the Worlds," assumed the news bulletins were the real thing. Frenzied, they called local police, newspapers, and radio stations hoping for more information about the invasion. What were they supposed to do?

Higher-ups at the CBS radio studio where Welles delivered the live reading called and told him he needed to stop and remind listeners that this was a work of fiction. The panic, it seemed, was growing as the Martians "approached" New York. A little later that night, police showed up at the studio with the intent of shutting the whole thing down.

The next day, the story broke across the country — newspapers reported on mass hysteria and stories poured out that the nation had erupted in panic. However, as we now know, the extent of the panic was exaggerated. In fact, the program didn't even have very many listeners that night, and most who had tuned in were aware they were listening to a radio play rather than a news broadcast.

American University media historian W. Joseph Campbell, who researched the broadcast in the 2000s, found that while there had been some panic, most listeners simply enjoyed the show. It turns out the person who was the most frightened was Welles himself who thought his career had come to an end.

Have a Laugh



Spooky Strawberry Ghosts

Inspired by CandiQuik.com

Ingredients

- 16 oz white chocolate, chopped
- 24 strawberries
- 1 package mini dark chocolate chips

Directions

1. In a microwave-safe bowl, heat the white chocolate at 50% power for 30 seconds. Remove it and stir, then repeat the process until melted.
2. Lay out a sheet of parchment paper.
3. One by one, dip the strawberries into the melted white chocolate and set them on the parchment. Allow the extra chocolate to pool to form a "tail" effect.
4. Before the chocolate coating fully cools, add three mini chocolate chips to each berry to form two eyes and a mouth.
5. Let chocolate set, then serve your spooky snacks!

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Razor Blades and Pot?

Halloween Myths the Media Loves to Scare Us With

For many people, Halloween is the time of year when certain spooky myths and superstitions come alive. It's when we hear stories of black cats and bad luck or ghosts in the attic. But there are some recent myths that often get perpetuated by both mainstream and social media — stories that frighten parents and create an anxious, fearful atmosphere.

Razor Blades and Poison

For a long time, the “razor blades in candy” has been a go-to media story. Every year around Halloween, you're sure to see your local news running a segment that encourages parents to check their kids' candy for tampering so their children don't swallow razor blades or poison.

There have been zero substantiated cases of any child or parent finding a razor blade hidden in the chocolate and nougat. There has, however, been one lone case of a child being poisoned. In 1974, a father hid cyanide in his son's candy in Texas, leading to the child's death. It was discovered that the father was attempting to collect life insurance to ease his \$100,000 debt.

THC

THC (tetrahydrocannabinol) is the primary psychoactive compound found in cannabis, and it's the chemical that makes people high. In more recent years, there have been an increasing number of stories spread on social media about THC-laced candy or edibles being found in kids' candy bags.

There are also news stories of THC-laced candy being found during warranted searches. However, that's as far as the story goes, at least when it comes to Halloween. In 2019, police in Johnstown, Pennsylvania, warned parents to be on the lookout for THC-laced candies after they found some in a bust. While the warning was certainly valid, nothing ever came of it.

Should you check your child's candy? Most definitely! It's always good to check just in case, though the danger is negligible. That said, kids should never take unwrapped or homemade treats while trick-or-treating. This has less to do with hidden razors and more to do with simply not knowing what's in those items, such as potential allergens.