

# 'Come on down' to court

## Boch sues Bob's over catchy pitch

By JERRY KRONENBERG

New England car mogul Ernie Boch Jr. is demanding that all Bob's Discount Furniture ads with the slogan "Come on Down" come on down.

"The distinctive 'Come on Down' phrase made the Boch dealerships famous throughout New England," Boch Jr.'s lawyers wrote in a trademark-infringement lawsuit filed in Suffolk Superior Court.

"(Bob's Furniture) knowingly began using the (slogan) in a calculated effort to pirate for themselves the Boch dealerships' carefully crafted image."

Bob's chief Bob Kaufman — who, like Boch Jr., serves as his company's TV pitchman — did not immediately return calls seeking comment.

But in a 2000 interview with the



Connecticut Business News Journal, Kaufman admitted to cribbing slogans for his ads from old TV shows and other pop-culture sources.

However, Kaufman claimed to have taken the "Come on Down" line from TV game-show host Bob Barker, who uses it on "The Price is Right."

But in court papers, Boch's

lawyers wrote that since "at least" the 1970s, Boch or his late father, Ernie Boch Sr., have used "Come on Down" ads similar to Kaufman's.

"Bob Kaufman personally at the end of (commercials) says: 'Come on Down,' accompanied by a swing of his arm identical to the manner used by Mr. Boch Jr. and previously used by (Boch Sr.)."



HERALD FILE PHOTOS BY TED FITZGERALD, LEFT, AND TIM CORREIRA, ABOVE

**PITCH BATTLE:** Ernie Boch Jr., left, is claiming that furniture dealer Bob Kaufman pilfered his trademark appeal.

The suit demands that Bob's stop using the catchphrase in ads, and also hand over all signs, packaging and other materials that contain the slogan.

Boch Jr. also wants Bob's to pay triple damages on whatever amount of compensation, if any, a jury decides the auto dealer deserves.