



SOLVE THE **PUZLCAKE™!**
FIND THE
10½ DIFFERENCES™
BETWEEN
PHOTO #1 + PHOTO #2

*Happy 78th Birthday
Social Security!*

FDR LIBRARY • 8-14-2013



PHOTO #1



PHOTO #2

BAKED BY
HOMESTYLE DESSERTS BAKERY
PEEKSKILL, NY
WWW.HOMESTYLEDESSERTSBAKERY.COM

PUZLCAKE™
DESIGNED BY
STEFAN LONCE
WWW.PUZLCAKE.COM

INSPIRED BY
PEOPLE® MAGAZINE

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ANSWERS & MORE ON OTHER SIDE! ⇨

INTRODUCING... THE PUZLCAKE™

A **PUZLCAKE™** is a cake decorated with a puzzle consisting of 2 adjacent graphic or photographic images, with **10½ DIFFERENCES™** between the 2 images. There are 2 vanity plates in the **PUZLCAKE™** design.



Stefan Lonce

PUZLCAKE™ Designer
& future co-author of:

*LCNS2ROM - LICENSE TO ROAM:
OUR PERSONAL QU3ST 2
VANITIZE THE USA & CANADA 2! -
A BUSINESS MEMOIR™ BY
STEFAN LONCE & MH FRYBURG*

www.PUZLCAKE.com



Rose Sanca

PUZLCAKE™ Baker

HOMESTYLE DESSERTS BAKERY

24 South Water Street
Peekskill, NY 10566

914-737-4659

www.HomestyleDessertsBakery.com

THE PUZLCAKE™ SOLUTION

THE **10½ DIFFERENCES™**
BETWEEN PHOTO #1
AND PHOTO #2 ARE:

1. The portrait in **PHOTO#2** has changed from Jefferson to Washington.
2. The man in the white suit is missing his cigar in **PHOTO#2**.
3. There is a **LCNS2ROM** vanity license plate on the desk in **PHOTO#2**.
4. Frances Perkins's collar (behind FDR's left shoulder) is rounded in **PHOTO#2**.
5. The handkerchief is missing from the man's pocket behind FDR's right shoulder in **PHOTO#2**.
6. There is a **HOMSTYLE** vanity license plate on the desk in the lower left corner.
7. The man standing behind FDR is missing his moustache in **PHOTO#2**.
8. The clock, directly under the portrait, is missing in **PHOTO#2**.
9. There is a man behind the tall man in the grey suit missing from **PHOTO#2**.
10. The hand of the man in the white suit is missing from **PHOTO#2**.
- 10½. The tall man in the grey suit has a "1/2" on his lapel in **PHOTO#2**.

TO ORDER A **PUZLCAKE™**
CALL STEFAN LONCE
914-629-4580

SAVE THIS FLYER...
IT'S A COLLECTIBLE!

SOLVE THE **PUZLCAKE™**!
 FIND THE **10 1/2 DIFFERENCES™** BETWEEN CARD #1 & CARD #2.

M.H. FRYBURG
 ATTORNEY-AT-LAW

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 WHITE PLAINS, NY

CARD #1

M.H. FRYBURG
 ATTORNEY-@-LAW

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 REAL ESTATE & BUSINESS LITIGATION
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PUZLCAKE™
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 WWW.PUZLCAKE.COM



BAKED BY
 HOMESTYLE
 DESSERTS BAKERY
 PEEKSKILL, NY

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THE PUZLCAKE™

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PUZLCAKE™ Designer
 & future author of:
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 HOMESTYLE DESSERTS BAKERY
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All about the PUZLCAKE™

Let me explain why I think the PUZLCAKE™ will become America's favorite new dessert.

A PUZLCAKE™ is a cake, decorated with a puzzle, consisting of 2 adjacent graphic or photographic images, with 10½ DIFFERENCES™ between the 2 images. Guests at PUZLCAKE™ parties get flyers depicting the cake, with an answer key.

I co-invented the PUZLCAKE™ with Stefan Lonce, who designs the cakes. Lonce edits and designs *The Montauk Sun*; I practice law in White Plains.

"I designed the world's 1st PUZLCAKE™ for Franklin Delano Roosevelt's 131st birthday party, at the FDR Presidential Library (Hyde Park, NY) on 1-30-2013," Lonce said. "FDR's love of puzzles and games, and *People*® Magazine's 'Second Look' column, which challenges readers to find the 10 differences between 2 photographs, inspired the PUZLCAKE™."

"Most guests at FDR's PUZLCAKE™ party tried to solve the PUZLCAKE™ by finding the 10½ DIFFERENCES™ between the 2 images, and most guests kept the flyers, proving that they thought solving the PUZLCAKE™ was fun," Lonce said.

The world's 2nd PUZLCAKE™, which Lonce designed to be photographed by Bob Rozycki for a Westchester *WAG* story by Mary Shustack, proves that a PUZLCAKE™ can simultaneously be a game + an edible platform for an ad.

That's why the *WAG* PUZLCAKE™ puzzle is 2 fanciful business cards touting me, M.H. FRYBURG, ATTORNEY-AT-LAW, with 10½ DIFFERENCES™ between



Can you solve the *WAG* PUZLCAKE™?

the cards. Having watched people perusing the *WAG* PUZLCAKE™ flyer as they try to solve the PUZLCAKE™, let me explain that almost everyone said it was fun!

The *WAG* PUZLCAKE™ depicts the *WAG* logo and 2 actual NY vanity license plates: LCNS2ROM™, the title of the forthcoming book, *LCNS2ROM - LICENSE TO ROAM: MY PERSONAL Q3ST 2 VANITIZE THE USA & CANADA2! - A BUSINESS MEMOIR BY STEFAN LONCE* (I am the editor), and HOMSTYLE, Rose Sanca's vanity plate celebrating her Homestyle Desserts

Bakery in Peekskill, which baked the *WAG* PUZLCAKE™.

A blockbuster product needs a catchy/memorable name, and, let me explain that everyone I told about the PUZLCAKE™ loves the name and can recite and remember "PUZLCAKE™" after hearing it only once!

That's why LCNS2ROM, INC. (the NY corporation Mr. Lonce and I formed to start a business selling books, greeting cards, calendars, posters, photos, cake decorations, etc., all with vanity license plates, which we named after the vanity plate affixed to the 2012 Honda Civic owned by LCNS2ROM, INC.) is filing to register PUZLCAKE™ as a trademark. If you have a distinctive, catchy/memorable name for a brand, product, or slogan, then you should register your trademark, and give notice that the term is trademarked by using the ™ before registration and the ® symbol after it's registered. You can check federally registered trademarks online at www.uspto.gov.

Lonce will design a photographic PUZLCAKE™ for the National Birthday Party for Social Security, which he will chair at the FDR Library on 8-14-2013 at 2 PM.

You can order a PUZLCAKE™ by calling Stefan Lonce at 914-629-4580. A PUZLCAKE™ baked by Homestyle Desserts is sold as a ½ sheet-cake, serving 40, or as a full sheetcake, serving 100; prices range from \$75 to \$115, plus Lonce's design fee (starting at \$25).

Think about it.

RIDDLE: How many times did "Let me explain" appear in this column? See ANSWER TO RIDDLE below.



M.H. Fryburg is an attorney who is of counsel to the White Plains law firm of Himmelfarb & Sher, L.L.P. He can be reached by phone at: 914-629-0855 or by email at: mhfryburg@yahoo.com

ANSWER TO RIDDLE: FIVE

THE PUZLCAKE™ SOLUTION/ ANSWER KEY

1. The scale's crossbar is different in CARD #2.
2. The scales are balanced in CARD #1 and tipped in CARD #2.
3. The positions of the LCNS2ROM™ and HOMSTYLE plates in CARD #1 are reversed in CARD #2.
4. The corners of CARD #1 are square while the corners of CARD #2 are rounded.
5. CARD #1 has a black gavel, while CARD #2 has a brown gavel.
6. The document in CARD #1 says "Mortgage of..." while the Document in CARD #2 says "Deed to..."
7. CARD #1 says ATTORNEY-AT-LAW, while CARD #2 says ATTORNEY-@-LAW.
8. CARD #1 says "OF COUNSEL TO," while CARD #2 says "OF COUNSEL 2."
9. White Plains, NY is missing from CARD #2.
10. The lines beginning "Real Estate" and "Business Law" in CARD #1 are reversed in CARD #2.
- 10½. The Deed in CARD #2 says "1/2."

SAVE THIS FLYER... IT'S A COLLECTIBLE!

PLEASE READ THE OTHER SIDE ⇨