



12400 WILSHIRE BLVD. SUITE 1400 LOS ANGELES, CA 90025
T (310) 820-5300 F (310) 820-5301 WWW.GLOBALICONS.COM

VIA Email

robbie@skullandbones.co.nz

August 4, 2010

Skull and Bones
New Zealand

Re: Unauthorized Use of the Hollywood Stylized Mark in connection with skullandbones.co.nz

To Whom It May Concern:

Pursuant to its agreement with the Hollywood Chamber of Commerce (the "**Chamber**"), the legal entity which owns and controls certain rights in and to various trademarks and service marks associated with the Hollywood Stylized mark, commonly referred to as the Hollywood Sign on the Hill (the "**Property**"), Global Icons, LLC ("**Global Icons**") serves as the Chamber's exclusive, worldwide merchandising and licensing agent. Among other things, Global Icons administers and enforces existing licenses relating to the Property as well as protects and enforces the Chamber's proprietary rights in and to the Property.

We recently have been informed that skullandbones.co.nz ("Skull and Bones") has impermissibly utilized the Property, or derivatives thereof, in an image used on the Skull and Bones website. More specifically, a Wellywood Sign Generator found at the following addresses infringes on our client's mark: <http://wellywood.skullandbones.co.nz/> (the "**Unauthorized Use**"). I have attached an image of the item at the end of this letter, for your reference. Such Unauthorized Use and exploitation of the Property without the prior consent of the Chamber may represent an unlawful attempt to associate Skull and Bones with the Property and improperly indicates the Chamber's endorsement and /or approval of Skull and Bones and their products. Such conduct may also constitute an infringement of the Chamber's proprietary rights, including the Chamber's rights under state and federal trademark law, and may constitute unfair competition.

Accordingly, the Chamber hereby demands that Skull and Bones immediately cease and desist from any and all further exploitation and use of the Property and contact Global Icons to discuss an amicable resolution of this matter. Please be advised that until such time, if ever, that Skull and Bones enters into an agreement with the Chamber for such use, any further and/or continued use of the Property may subject Skull and Bones to additional liability. Additionally, be



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Skull and Bones
August 4, 2010
Page 2 of 4

advised that our client may require a settlement fee to address the past-unauthorized commercial use of its intellectual property.

As a demonstration of its good faith, and as a condition of the Chamber entering into an Agreement with Skull and Bones please provide Global Icons with the following documents and/or information within ten (10) business days from the date of receipt of this letter:

1. A detailed report specifying each and every use of the Property in connection with Skull and Bones and any affiliated businesses or websites.
2. Samples of any and all merchandise, products and/or marketing materials which utilize the Property; and
3. Assurance that all use and exploitation of the Property by Skull and Bones and/or any person or entity acting on behalf of or under an agreement with Skull and Bones has ceased or, in the alternative, that Skull and Bones is interested in obtaining the necessary license from the Chamber for the continued use of the Property.

After receiving the foregoing information, we will discuss with our client an acceptable resolution of this matter. Please be advised that in the event that Global Icons does not receive a response to this letter, including the foregoing documents as requested above, within ten (10) business days receipt hereof, the Chamber will have no other option but to pursue all available rights and remedies.

I look forward to hearing from you in the immediate future and to resolving this matter in due course. Please note that I can be reached directly at christines@globalicons.com or at the address and/or fax # listed on this letterhead.

Finally, this letter should not be construed as a full recitation of the facts supporting the Chamber's claims, and nothing contained herein is intended to, or does, constitute a waiver of any right, remedy or claim of the Chamber, each and all of which are expressly reserved.



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Skull and Bones
August 4, 2010
Page 3 of 4

Very truly yours,

Christine M. Sovich
Of Counsel

cc: Hollywood Chamber of Commerce:
Leron Gubler, CEO/President

Global Icons:

Mr. Bill McClinton, Senior Vice President of Licensing

Ms. Ericka Te Slaa, Director of Contracts and Trademark Licensing



BUILDING BRANDS AND PROFITABILITY THROUGH LICENSING

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Skull and Bones
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Page 4 of 4

WELLYWOOD SIGN GENERAT

