

Thursday, September 6, 2018

Shatto and Sons
696 N Coast Highway 101
Leucadia, CA 92024

Re: Leucadia®

Dear: Shatto and Sons

It is has come to our attention that you are selling apparel that bears our trade name; 'Leucadia'. Leucadia® is a Federally registered trademark (Registration number 86388515) which restricts its use on such apparel as identified below;

IC 025. US 022 039. G & S: Button down shirts; Collared shirts; Dress shirts; Hooded sweat shirts; Long-sleeved shirts; Shirts and short-sleeved shirts; Short-sleeved or long-sleeved t-shirts; Sun protective clothing, namely, rash guards; Sweat shirts; T-shirts.

This Federal restriction includes apparel bearing the 'Leucadia' mark (word) anywhere on the apparel with or without words or marks before or after the mark, including but not limited to single use of the word 'Leucadia'. Although we have served several vendors and organizations in the area with 'Cease and Desist' notices, we have withheld such legal notice to you in hopes of reaching a more amicable and perhaps collaborative solution.

The investors and owners of the brand 'Leucadia®', have spent a substantial amount of time and money building the brand and halting other vendors from infringing and diluting the brands value, therefore we cannot ignore your operation, although you currently market only to your immediate neighborhood.

As a local Encinitas business, we would like to extend an invitation to you to collaborate on apparel which bears our trade name as to avoid any loss of business to you. Although we are a national brand, we are local and therefore do not wish to be abrasive to our fellow business owners, nor do we wish to be disruptive in any way. Our intent is to protect the brand we have worked so hard to build, while partnering with select merchants to create a collaborative environment for all to benefit.

We look forward to your cooperation and communication on this matter. Please feel free to contact me directly via email (support@leucadia.us).

Thank You



Steven P. Chase
Brand Counsel
C/O
Leucadia®
(a subsidiary of Flashbuz, Inc.)
215 Melrose Ave
Encinitas, CA 92024
leucadia.us

