

Coast News
Aaron Burgin

Re: Cease and Desist

We are a local clothier company who received the trademark Leucadia® from the United States Patent and Trademark office several years ago. Like many other clothiers with popular names matching locations such as Hollister® or Patagonia®, it is not uncommon to investigate infringing apparel manufacturers.

Unfortunately, our team served such notice on two local vendors due to misinformation. Once the error was discovered, the orders were rescinded and apologies made. It was misdirected.

We are locally owned by Flashbuz and employ local designers for local artistic collaborations. Our owners; Flashbuz manage many brands and are the ongoing anchor sponsor of the Cardiff Soccer Club (Mustangs). We recognize the value of local philanthropy, especially for kids.

It was a simple mistake with a swift correction. No harm done. We are proud to build a local, reputable brand under the name Leucadia®, here in Leucadia and never wished to disrupt another local vendor.

Although we have been approached by a national brand, it is not our intention or desire to sell Leucadia® to outside parties, regardless of rumors. We wish to build a brand that represents the amazing place we live.

Sincerely

A handwritten signature in black ink, appearing to read 'SP Chase', with a long horizontal line extending to the right.

Steven P Chase
Brand Management
Leucadia®
leucadia.us