

KEISLING PIEPER & SCOTT PLC

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January 19, 2010

Mr. Stephan Pierce
196 Hwy. 380E
Graham, Texas 76450-8140

RE: Infringement of U.S. Trademark Serial Nos. 77/914,881 and 77/914,911
for **SHORT WING** and **SHORT WING design**
Our File No. 019582

Dear Mr. Pierce:

We represent Short Wing Piper Club, Inc. ("Short Wing") in its intellectual property matters. As you may know, Short Wing offers various services in connection with the names and marks Short Wing and Short Wing design (collectively referred to as "Short Wing Marks"). Short Wing has been using the Short Wing marks for a number of years and is the owner of U.S. trademark applications for its Short Wing Marks.

As a result of Short Wing's extensive advertising and provision of services in connection with the Short Wing Marks, and its promotion and use of the marks, Short Wing has established a strong reputation in the marketplace for the Short Wing Marks and has acquired strong rights under trademark and unfair competition laws. See 15 U.S.C. §1125 and §1115. Among other things, these rights prohibit unauthorized use of the marks, or any confusingly similar marks.

Moreover, Short Wing owes an important duty to its customers and potential customers, who have come to expect high quality in all services associated with the Short Wing Marks. In order to ensure the integrity of its marks, Short Wing must be alert to any unauthorized uses of its marks, and must take appropriate action with respect to those who use marks that are likely to cause confusion in the marketplace.

It has come to Short Wing's attention that you have been using the term "Shortwingpipers.org" in connection with your website. Short Wing has reason to believe that your use of Shortwingpipers.org is causing confusion and that it infringes upon its Short Wing Marks.

You must appreciate that the terms you are using are confusingly similar to Short Wing's well-known name and marks. Furthermore, the services in connection with which you are using are highly related to Short Wing's services. Thus, your promotion of services in connection with

the Short Wing Marks is likely to cause customers and potential customers to mistakenly believe there is some connection or association between your services and Short Wing's services or that Short Wing is endorsing, sponsoring or otherwise affiliated with you and/or your services. Accordingly, your use of the term "Shortwingpipers.org" may constitute trademark infringement, dilution and unfair competition in violation of federal and state laws.

We are certain that you have no interest in violating any of Short Wing's intellectual property rights. Moreover, we are confident that you will agree that all involved parties have an interest in avoiding public confusion and in identifying their respective products and services separate and apart from one another. Accordingly, Short Wing requests that you cease and desist from all use of the infringing term "Shortwingpipers.org" and refrain from use or adoption of any confusingly similar mark.

Due to the importance of this matter, we would appreciate receiving written assurances within fifteen (15) days of the date of this letter indicating that you will comply with these requests. While our client desires to amicably resolve this dispute, your failure to comply with our requests will result in our client taking all appropriate legal measures to protect its valuable property rights. Such measures could include litigation in Federal Court to obtain injunctive relief and the recovery of all appropriate compensatory damages, treble damages, attorney's fees and costs.

We appreciate your anticipated cooperation in this matter and we look forward to hearing from you by the date specified above. Of course, the demands asserted in this letter are without prejudice to Short Wing and with full reservation of all other rights or remedies Short Wing may have in this matter. Should your attorney wish to discuss any aspect of this matter or advance other ameliorative actions, please feel free to contact our office.

Sincerely,

KEISLING PIEPER & SCOTT PLC



Meredith K. Lowry

Cc: Short Wing.