

## Re: Unauthorized Trade Name Use

Dear Sir or Madam:

Polaris LIVE, LLC (“PolarisLIVE”) is the owner of the Trade Name with the exclusive rights to the use of the trade name “Golden Heart Strong”. See attached **Exhibit A**. To maintain certain legal rights, PolarisLIVE has established separate licensing programs to control the use of their respective Trade Name and Marks (“Marks”). As such, the commercial use of any of these Marks is subject to specific licensing requirements.

Federal, state, and common laws protect registered trade names, marks, and common law marks, by providing remedies against trademark infringement, dilution, false advertising, and unfair competition.

It was recently brought to our attention that Golden Heart Strong Political Organization (“GHSPO”) is soliciting donations, organizing events, and producing, buttons, banners, and signs paid for by FRIENDS OF FAIRBANKS SCHOOLS FOR PROP and advertising on social media and a website, all bearing our Marks. See attached **Exhibit B** for specific examples of infringing uses. Our records indicate that GHSPO has not been granted authorization to use any of our Marks in any manner.

Such unauthorized use of our Marks constitutes trademark infringement and violates our trademark rights. Specifically, GHSPO’s unauthorized use of the Marks implies a misleading designation of source, origin, endorsement, sponsorship, or approval by us in connection with political campaign and events services offered by your political organization.

At this time, we would like to resolve this matter amicably. To rectify this matter, we are requiring that you immediately cease and desist any and all use of the Marks including the use of any web domains, and social media handles. Any continued unauthorized uses of the Marks will be considered willful. Please provide written confirmation that corrective measures are underway no later than **May 14, 2024**. We look forward to receiving your written response.

This letter is written without prejudice, and PolarisLIVE expressly reserves all rights and remedies available under federal, state, and common law.

This letter is a confidential legal communication and is not for publication. Any publication, dissemination, or broadcast of any portion of this letter will constitute a breach of such confidence and a violation of Copyright Law, and you are not authorized to publish this letter in whole or in part.

Sincerely,

Matthew Lebeau  
*Chief Operating Officer*  
Polaris LIVE, LLC.

Polaris LIVE, LLC.

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