

July 22, 2015

VIA FEDEX & E-MAIL

Scott Brennan
Access Publishing
806 9th Street, #2D
Paso Robles, CA 93445
Tel: 805.226.9890

Re: Trademark Infringement

Dear Mr. Brennan:

This firm is counsel to North County Newspapers, Inc., the owner of Atascadero News, and the Atascadero News trademark, which has been in continuous use in the Atascadero community for more than 50 years.

Atascadero News is a long-established, well-known, and respected part of the Atascadero community, and has enjoyed significant goodwill and other benefits, both tangible and intangible, resulting from its presence in and relationship with the community.

It has come to our attention that you have been publicly using the terms “Atascadero Daily News” and “Atascadero News” (for example, in the Twitter account @atascaderonews) in connection with the business activities of Access Publishing. Because the “Atascadero News” mark is uniquely associated with Atascadero News, and is thus widely understood within the community as referring to, and only to, Atascadero News, and not to any other news service or other entity, your use of the terms “Atascadero Daily News” and “Atascadero News” creates a likelihood of confusion with our client as to the source, sponsorship, affiliation, and creation of news, advertising, subject matter, and other content. This conduct thus constitutes trademark infringement at least under the laws of the State of California and is actively harming the brand, reputation, standing in the community, and financial interests of Atascadero News and News Media Corporation.

While our client does not seek to silence your publication of legitimate and newsworthy events, it cannot allow impermissible use of terms that infringe its trademarks and cause significant confusion and irreparable harm to its business. Our client considers the unauthorized use of the infringing phrase to be a serious matter and will take those steps necessary to protect its intellectual property rights.

While we hope to be able to resolve this issue without the necessity of litigation, we are prepared to seek immediate relief should it become necessary to do so. Accordingly, we request

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your written confirmation by 5:00 PM PT on Monday July 27, 2015, that you will cease and desist from any further use of the terms “Atascadero Daily News”, “Atascadero News”, “@atascaderonews”, or any similar term, name, or phrase that would be confusingly similar to the “Atascadero News” mark. If we do not receive such confirmation, we will have no choice but to seek injunctive relief.

We look forward to receiving your written assurance by 5:00 PM PT on July 27, 2015. Thank you for your consideration of and prompt attention to this matter.

The information set forth in this letter constitutes a confidential communication and cannot otherwise be retransmitted or disseminated. Nothing in this letter can or shall be construed as an admission or a waiver of any of our clients’ rights and remedies, all of which are hereby reserved.

Sincerely,

A handwritten signature in blue ink, appearing to read "Brandon H. Stroy". The signature is stylized with a large initial "B" and a long horizontal stroke at the end.

Brandon H. Stroy