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July 25, 2014

Via Email and Regular Mail

Dan Farr
Dan Farr Productions, LLC
927 Southfork Drive
Draper, UT 84020

John Sloan
Newspaper Agency Company, LLC
4770 S 5600 W
West Valley City, UT 84118-4005

Re: Our Client: San Diego Comic Convention
Subject: Intellectual Property Infringement

Dear Messrs. Farr and Sloan:

This firm is legal counsel to San Diego Comic Convention (“SDCC”) which is the owner and producer of several conventions including the world’s largest popular arts convention, San Diego Comic-Con.

SDCC is the owner of several Registered Trademarks relating to the SDCC’s Comic-Con convention. These registered rights include the following:



U.S. Service Mark Reg. No. 3,221,808

COMIC-CON

U.S. Service Mark Reg. No. 3,219,568

**COMIC CON
INTERNATIONAL**

U.S. Service Mark Reg. No. 3,218,236

ANAHEIM COMIC-CON

U.S. Service Mark Reg. No. 4,425,806



Dan Farr
John Sloan
July 25, 2014
Page 2

These registered marks are collectively referred to as the “Comic-Con marks.” SDCC has used the Comic-Con marks on a variety of goods and services either directly or through authorized licensees. The SDCC Comic-Con marks are widely recognized and famous and are closely associated with SDCC and its services.

It is our understanding that Dan Farr Productions, LLC and Newspaper Agency Company, LLC organize and produce a convention under the name Salt Lake Comic Con. Based on the information provided at the website www.saltlakecomiccon.com it is clear that your convention services are for the exact services identified in the above referenced Federal Registrations. Moreover, these services are directed at the same attendees and exhibitors as are SDCC’s Comic-Con services.

Attendees, exhibitors and fans seeing use of “Comic Con” in connection with your convention will incorrectly assume that your convention is in some way affiliated with SDCC and its Comic-Con convention. Use of “Comic Con” in connection with your convention is likely to cause confusion in the minds of attendees, exhibitors and fans as to the source, sponsorship or endorsement of your Salt Lake Comic Con convention. In fact, we are aware of multiple instances where persons have incorrectly believed that the Salt Lake Comic Con convention was an SDCC event. One such example occurred this week when a business contacted SDCC about a vehicle skinned to promote the Salt Lake Comic Con convention. These persons believed that this vehicle belonged to SDCC.

Use of “Comic Con” in this manner is an infringement of SDCC’s valuable registered trademark rights. As a result, SDCC is entitled to an award of damages against your companies, as well as entry of an injunction prohibiting further infringing conduct.

The promotional vehicle noted above presents another issue. As you are aware, Comic-Con 2014 is underway this week. Your use of the skinned vehicle during Comic-Con 2014 by driving it around the Comic-Con convention vicinity is clearly intended to confuse Comic-Con attendees, exhibitors and fans. Use of the Comic Con mark to promote your convention during SDCC’s Comic-Con convention is clear evidence that you are blatantly and wilfully attempting to confuse attendees, exhibitors and fans. It is also evidence that you are improperly attempting to take advantage of the notoriety and fame of the Comic-Con convention and the Comic-Con marks.

In view of the foregoing, we hereby demand on behalf of SDCC that Dan Farr Productions, LLC and Newspaper Agency Company, LLC immediately cease and desist from further infringing the Comic-Con marks. Complying with this demand



Dan Farr
John Sloan
July 25, 2014
Page 3

requires that Dan Farr Productions, LLC and Newspaper Agency Company, LLC immediately discontinue all use of "Comic Con," "Comic-Con" "Comiccon" or any other confusingly similar variation of the Comic Con marks in connection with convention services. You will also need to immediately remove all instances and uses of "Comic Con" (and confusingly similar variations) from your websites, on-line ads and any other promotional materials and sites for your convention. You will also need to transfer to SDCC all domain names owned by you that include "comiccon" or variations thereof.

We believe that discontinuing use of "Comic Con" should not be a major issue as you could either use your FanXperience brand for your convention or simply switch to calling the convention Salt Lake Comic Convention.

Assuming your companies immediately comply with the foregoing demand, SDCC is willing to forego its right to recover actual damages and attorney's fees in exchange for Dan Farr Productions, LLC and Newspaper Agency Company, LLC entering into a settlement agreement with SDCC in which your companies agree to refrain from using the Comic-Con marks or confusingly similar variations in the future.

We trust that you will take this matter seriously and hope that you will take this limited opportunity to resolve this matter quickly without the necessity of involving the courts. Given the severity of the infringement, please respond on or before **August 6, 2014**.

Sincerely,

A handwritten signature in blue ink, appearing to read "PKH". The signature is stylized and written in a cursive-like font.

Peter K. Hahn
of
PILLSBURY WINTHROP SHAW PITTMAN LLP