

**Eddie Schneider**

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**Trademark Attorney**

28<sup>th</sup> August, 2020

**CONFIRMATION VIA FIRST-CLASS MAIL**

Rock Violet Motion, LLC  
468 North Camden Dr., Ste. 200  
Beverly Hills, California, 90210

Re: Infringement of Intellectual Property Rights ROCK VIOLET MOTION, US  
Trademark Serial No. 90104552

Dear Sir or Madam,

This firm represents **The Jackson Agency LLC**, a leader in the field of Production Company and Talent Management Services. In connection with such services, Jackson Agency owns United States Trademark Serial No. **90104552** for the mark ROCK VIOLET MOTION, which was granted by the United States Patent & Trademark Office on **August 10, 2020**.

It has recently come to our attention that your organization is using a mark confusingly similar to that of our client's ROCK VIOLET MOTION trademark in connection with services offered by the organization, as shown on your website at <http://rockvioletphoto.com>. For your information, screenshots showing your use of the mark are attached hereto as **Exhibit A**.

Your unauthorized use of a mark confusingly similar to our client's federally registered trademark for similar services has made consumer confusion not only likely, but virtually certain. Consumers will perceive the services offered by your organization under the ROCK VIOLET MOTION designation as sponsored by, affiliated with, or somehow associated with the services offered by Jackson Agency under its federally registered mark.

Such actions constitute willful trademark infringement, unfair competition, trademark infringement, trademark dilution and false designation of origin, and a deliberate intent to unfairly to trade upon Jackson Agency's goodwill and reputation, in violation of federal and state laws, for which you may be subject to an award of substantial monetary damages, disgorgement of profits, and attorneys' fees, in addition to equitable relief, including a preliminary and permanent injunction.

In view of the foregoing, we demand written confirmation, within **15 days** of this letter, that you will (1) immediately cease and desist from any and all use of ROCK VIOLET MOTION as well as any other trademark, design mark, or other designations similar to that owned by Jackson Agency, or any colorable imitation thereof; (2) promptly delete or destroy all materials under your control bearing the infringing ROCK VIOLET MOTION designation; and (3) refrain from resuming any future use of the infringing ROCK VIOLET MOTION designation or any confusingly similar mark.

In the event that we do not receive your written confirmation as set forth above, The Jackson Agency may conclude that all steps short of litigation have been exhausted, and proceed accordingly.

The foregoing is not meant to be either an exhaustive statement of the facts or of The Jackson Agency's legal position in this matter and shall not waive or prejudice any rights or remedies that The Jackson Agency may have in connection with the subject matter hereof, all of which are hereby expressly reserved.

Thank you for your attention to this matter. We await your response.

Eddie Schneider



## EXHIBIT A

