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TRADEMARKS & COPYRIGHTS  
CORPORATION AND BUSINESS  
COMPUTER & CYBERLAW  
ENTERTAINMENT & FRANCHISING  
REGISTERED PATENT ATTORNEY  
FLORIDA BAR BOARD CERTIFIED  
INTELLECTUAL PROPERTY LAWYER

CERTIFIED MAIL  
RETURN RECEIPT REQUESTED  
and FIRST CLASS MAIL

August 10, 2011

Robert King  
Doug [REDACTED]  
DR's BBQ LLC  
[REDACTED]

[info@drsbbq.com](mailto:info@drsbbq.com)

Re: Registered Trademarks DR. BBQ and DR. BBQ'S  
Trademark Infringement, Dilution, Injury to Business  
Reputation, Unfair Competition and Cybersquatting

Sirs:

This office represents Raymond W. Lampe, known as **DR. BBQ**, a celebrity in the world of barbecue who has written five books and appeared widely throughout the country as an instructor, demonstrator, and judge in a variety of cookoffs and other events, and has also appeared on television on the Food Network and other programs, and has been featured in numerous magazines and other publications.

My client is the owner of U.S. Registered Trademarks for **DR. BBQ'S** and **DR BBQ** registered with the United States Patent and Trademark Office for Barbecue spices and sauces; and educational services, namely, conducting classes and demonstrations in the field of cooking, and distributing course materials in connection therewith; and entertainment services, namely, personal appearances by a celebrity in the field of cooking, in International Classes 32 and 41, U.S. Registration Nos. 3,168,468 and 3,144,444.

My client has used these Registered Trademarks in commerce in the United States for over eighteen years and has acquired considerable good will and reputation under the marks by reason of his continuous and exclusive use of the marks during that time.

We have learned that you are operating a business and advertising and providing services related to my client's using the name and logo DR's BBQ, which is almost identical to my client's Registered Marks, and are operating an Internet website at [www.drสบบq.com](http://www.drสบบq.com).

Your operation of a business and website using the name DR's BBQ and variants for related goods and services creates a likelihood of confusion, deception and misrepresentation as to the source of goods and services, unlawfully diverts business from my client's business to yours, and is without my client's consent. This unauthorized use of my client's Registered Marks constitutes trademark infringement, unfair competition, dilution of the distinctive quality of my client's mark, injury to my client's business reputation, under Federal and State Laws, and violation of the Federal Anticybersquatting Consumer Protection Act of 1999.

Under applicable trademark, cybersquatting and other laws, you and your associates are all, jointly and severally, subject to a host of statutory and common law remedies, including permanent and temporary injunctive relief; seizure, impoundment and destruction of infringing articles and the means to make them; an award of money damages, that can be trebled; disgorgement of any profits you earn or may have earned directly or indirectly from the infringing activities; and attorney's fees and court costs.

ACCORDINGLY, WE DEMAND THAT YOU IMMEDIATELY CEASE AND DESIST ALL USE AND ADVERTISING OF THE NAME AND MARK DR's BBQ OR ANY OTHER MARK SUBSTANTIALLY AND CONFUSINGLY SIMILAR TO MY CLIENT'S REGISTERED MARKS IN CONNECTION WITH YOUR BUSINESS AND THE PROVISION AND ADVERTISING OF YOUR GOODS AND SERVICES. IN ADDITION, WE DEMAND THAT YOU IMMEDIATELY CEASE AND DESIST YOUR CONTINUED REGISTRATION AND OPERATION OF YOUR WEBSITE UNDER THE DRสบบq.COM DOMAIN NAME, AND THAT YOU IMMEDIATELY TAKE ACTION TO COMPLETE A REGISTRANT NAME CHANGE AGREEMENT TO TRANSFER THE DOMAIN NAME REGISTRATION TO MY CLIENT.

YOU ARE DIRECTED TO CONTACT US WITHIN FIVE (5) DAYS AFTER YOUR RECEIPT OF THIS LETTER TO PROVIDE SATISFACTORY ASSURANCE THAT YOU ARE TERMINATING THE USE OF MY CLIENT'S MARKS OR ANY CONFUSINGLY SIMILAR MARKS FOR YOUR BUSINESS AND THE PROVISION AND ADVERTISING OF YOUR GOODS AND SERVICES, AND TAKING IMMEDIATE ACTION TO TRANSFER YOUR DOMAIN NAME TO MY CLIENT. If we do not receive your written assurance that you are ceasing such use, we are prepared to take appropriate legal action to protect our client's trademark and other intellectual property rights.

Be guided accordingly,

A handwritten signature in cursive script that reads "David R. Ellis".

David R. Ellis

cc: Raymond W. Lampe, Dr. BBQ