



Olive & Olive, P.A.

Protecting Intellectual Property Since 1957

[Redacted]

Phone [Redacted]
Fax [Redacted]
www.oliveandolive.com

March 27, 2017

Mr. Wayne Curtiss
Smack Apparel Company

[Redacted]

Via Priority Mail Tracking No. [Redacted]

Re: Unauthorized Use of Image and Name
Of Grayson Allen
Our Ref: DUKU9900

Dear Mr. Curtiss:

Our firm has been retained to address your company's apparent unauthorized use of the name and image of Grayson Allen.

As you are aware, Mr. Allen is a skilled and well-known athlete. We have been made aware that his name and image have appeared on your website in connection with products sold for commercial advantage. We are specifically aware of T-shirts that have been sold bearing Mr. Allen's name, but given the transitory nature of your product line, there also could be other products that we have not yet located.

Please be advised that Mr. Allen has not consented, and does not consent, to such use; nor has he authorized any agent or other person to grant consent to you for such use. Mr. Allen does not permit the use of his name, or any picture of himself, to appear on commercial products sold by an individual or agency, to be used on commercial products offered by your firm, or to advertise, recommend or promote the sale of a commercial product or service by your company.

While we do not believe that your use of his name and image is likely to have been innocent, **we place you on express notice that use by you of Mr. Allen's image and/or name for commercial purposes, including use on or to promote commercial products, is forbidden.**

We shall expect you to cease and desist from use of his image and name, and to conform your conduct to the requirements of the law.

Mr. Wayne Curtiss
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If there is any reason why you believe you cannot or should not do so, or any reason you believe you have been authorized by Mr. Allen to use his name and image, please let us know immediately.

Sincerely,
Susan Freya Olive
Susan Freya Olive

SFO/s

