

Janis M. Manning, Esquire
Assistant General Counsel,
Trademarks & Copyrights
Legal Department



Verizon Corporate Services
Group Inc.
1515 North Court House Road
Suite 500
Arlington, Virginia 22201

Phone 703-351-3080
Fax 703-351-3669
janis.manning@verizon.com

January 9, 2007

VIA EMAIL (info@bluefishtshirts.com and jdean@bluefishtshirts.com),
FACSIMILE (949-203-0441) AND COURIER

Mr. Justin Dean
Blue Fish T-Shirts
4021 McGinnis Ferry Road
Suite # 1532
Suwanee, Georgia 30024

**Re: Unauthorized Use of the Trademarks VERIZON
and the VERIZON Logo**

Dear Mr. Dean:

I am intellectual property counsel to Verizon Communications Inc. and its subsidiaries which are among one of the world's leading providers of communications products and services. Verizon Trademark Services LLC ("Verizon") is the owner of the famous, federally registered trademarks VERIZON and the VERIZON Logos. Copies of some illustrative federal registrations are enclosed as Exhibit A.

Verizon recently learned that Blue Fish T-Shirts is using the trademarks VERIZON and the VERIZON Logo (the "Verizon Marks") without Verizon's permission or authorization on its company website in connection with the advertisement, distribution, marketing and sale of merchandise located at <http://bluefishtshirts.com/verizonmath/> (the "Website"). Specifically, the Website displays altered versions of the VERIZON Logo on t-shirts, i.e. the REVIZONMATH Logo (consisting of the "VER" portion of VERIZON spelled backwards) and the .00Z Logo (consisting of the stylized red colored "Z" portion of VERIZON). The Website identifies those infringing t-shirts as "VerizonMath" t-shirts. A copy of the Website is enclosed as Exhibit B.

Blue Fish T-Shirts' unauthorized use of the VERIZON Marks constitutes trademark and trade name infringement and unfair competition under federal, state and common law. Such use of the VERIZON Marks conveys the false and misleading impression that your company's merchandise is sponsored or approved by Verizon or that your company is somehow affiliated with Verizon. Such infringing use violates Section 43(a) of the federal Lanham Act and also tarnishes Verizon's reputation and constitutes trademark dilution in violation of Section 43(c) of the Lanham Act. There is no justification for your company's unauthorized use of the VERIZON Marks.

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Furthermore, Blue Fish T-Shirts' unauthorized use of the VERIZON Logo constitutes copyright infringement under federal law.

In view of the foregoing, Verizon demands that Blue Fish T-Shirts immediately agree to immediately and permanently:

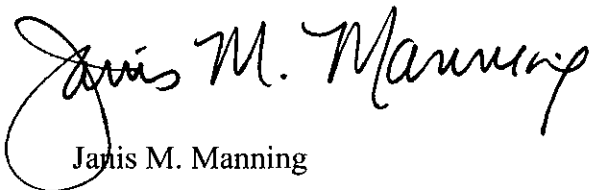
- 1) remove and destroy the aforementioned merchandise and cease supplying any other merchandise bearing VERIZON, the VERIZON Logo, or any altered versions or portions thereof;
- 2) remove all references to VERIZON and the altered versions of the VERIZON Logo from its Website; and
- 3) cease and refrain from all future use of VERIZON and the VERIZON Logo and any altered versions and portions thereof.

Please provide us with your company's written assurances no later than **January 19, 2007** that Blue Fish T-Shirts will comply with Verizon's demands.

While we hope to resolve this matter amicably, through your company's immediate compliance with the demands made in this letter, Verizon is prepared to take all necessary actions to protect its valuable trademark rights. Please contact my associate, Patrick Flaherty at 703-351-3020 to discuss this serious situation.

Nothing in this letter should be construed as a waiver, relinquishment or election of rights or remedies by Verizon. Verizon expressly reserves all rights and remedies under all applicable laws of the United States (federal, state and common law).

Very truly yours,



Jarvis M. Manning

Enclosures

c: President, Blue Fish T-Shirts (via courier w/enclosures)
Patrick M. Flaherty, Esquire (via email w/enclosures "patrick.m.flaherty@verizon.com")

Exhibit A

Int. Cls.: 9, 16, 35, 36, 37, 38, 41, and 42

Prior U.S. Cls.: 2, 5, 21, 22, 23, 26, 29, 36, 37, 38, 50,
100, 101, 102, 103, 104, 106, and 107

Reg. No. 2,886,813

United States Patent and Trademark Office Registered Sep. 21, 2004

TRADEMARK
SERVICE MARK
PRINCIPAL REGISTER

VERIZON

VERIZON TRADEMARK SERVICES LLC (VIRGINIA LTD LIAB CO)
1320 NORTH COURT HOUSE ROAD
8TH FLOOR
ARLINGTON, VA 22201

PHONE CALLING CARDS, IN CLASS 16 (U.S. CLS. 2, 5, 22, 23, 29, 37, 38 AND 50).

FIRST USE 4-4-2000; IN COMMERCE 4-4-2000.

FOR: TELECOMMUNICATIONS AND INFORMATION TECHNOLOGY EQUIPMENT, COMPONENTS, SUPPLIES AND SYSTEMS, NAMELY, PAGERS, TELEPHONES, COMPUTER PROGRAMS, NAMELY, FINANCIAL ACCOUNTING SYSTEM SOFTWARE, SOFTWARE USED FOR DETECTING AND PREVENTING FRAUD, SOFTWARE USED FOR THE PROVISION OF ONLINE INFORMATION SERVICES, NETWORK MANAGEMENT SOFTWARE, COMPUTER PROXY SOFTWARE FOR USE WITH OTHER SOFTWARE PROGRAMS, BILLING ANALYSIS SOFTWARE, AND SOFTWARE FOR USE IN NETWORK ACCESS CONTROL, AND CREATING AND MAINTAINING FIREWALLS; COMPUTER PROGRAMS FOR ACCESSING A GLOBAL COMPUTER NETWORK AND INTERACTIVE COMPUTER COMMUNICATIONS NETWORK; MACHINE-READABLE, MAGNETICALLY ENCODED CARDS, NAMELY, TELEPHONE CALLING CARDS AND CREDIT CARDS; BLANK SMART CARDS, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FIRST USE 4-4-2000; IN COMMERCE 4-4-2000

FOR: PRINTED MATTER, NAMELY, TELEPHONE DIRECTORIES, BOOKS, NEWSLETTERS, PAMPHLETS, BROCHURES, PRINTED SHEETS AND CARDS, AND INSTRUCTIONAL AND TEACHING MATERIALS ALL IN THE FIELDS OF TELECOMMUNICATIONS, INFORMATION TECHNOLOGY, SAFETY, NEWS, SPORTS, ENTERTAINMENT, CULTURE, BUSINESS AND FINANCE, AND TRAVEL; NON-MAGNETICALLY ENCODED PAPER AND PLASTIC CARDS FOR USE AS TELE-

FOR: TELEPHONE DIRECTORY SERVICES; ADVERTISING SERVICES, NAMELY, PROMOTING THE GOODS AND SERVICES OF OTHERS THROUGH PRINTED ADVERTISING, PRINTED DIRECTORIES, THROUGH ENCODED MEDIA AND THROUGH THE DISSEMINATION OF PROMOTIONAL MATERIALS; BUSINESS MANAGEMENT SERVICES, EXCLUDING AGRICULTURAL BUSINESS MANAGEMENT SERVICES, AND CONSULTING SERVICES IN THE FIELD OF ADVERTISING; BUSINESS INFORMATION SERVICES IN THE FIELD OF TELECOMMUNICATIONS, ADVERTISING, INFORMATION TECHNOLOGY, MARKETING AND RELATED FIELDS; BILLING SERVICES; DATA PROCESSING SERVICES; RETAIL STORE SERVICES, MAIL ORDER CATALOG SERVICES, AND ELECTRONIC ORDERING SERVICES ALL IN THE FIELDS OF TELECOMMUNICATION AND INFORMATION TECHNOLOGY PRODUCTS; OFFICE EQUIPMENT LEASING SERVICES; PROVIDING TELEPHONE AND INTERNET ADDRESS DIRECTORY INFORMATION VIA TELEPHONE, AND GLOBAL COMMUNICATIONS NETWORKS, PROVIDING INFORMATION VIA TELEPHONE AND GLOBAL COMMUNICATION NETWORKS IN THE FIELD OF BUSINESS, IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

FIRST USE 4-4-2000; IN COMMERCE 4-4-2000.

FOR: CREDIT CARD SERVICES; TELEPHONE CALLING-CARD SERVICES; PROVIDING INFORMATION VIA A GLOBAL COMMUNICATIONS NETWORK IN THE FIELD OF FINANCE; FINANCIAL SPONSORSHIP OF SPORTS, EDUCATIONAL

AND ENTERTAINMENT PROGRAMS AND
EVENTS, IN CLASS 36 (U.S. CLS. 100, 101 AND 102).

FIRST USE 4-4-2000; IN COMMERCE 4-4-2000.

FOR: INSTALLATION, MAINTENANCE AND
REPAIR OF TELECOMMUNICATIONS, COMPU-
TER HARDWARE, AUDIO AND VIDEO EQUIP-
MENT, COMPONENTS, AND SYSTEMS, IN CLASS
37 (U.S. CLS. 100, 103 AND 106).

FIRST USE 6-30-2000; IN COMMERCE 6-30-2000.

FOR: TELECOMMUNICATIONS AND INFOR-
MATION TECHNOLOGY SERVICES, NAMELY
TRANSMISSION OF VOICE, DATA, IMAGES,
AUDIO, VIDEO, AND INFORMATION VIA TELE-
PHONE, AND GLOBAL COMMUNICATION NET-
WORKS; PERSONAL COMMUNICATIONS
SERVICES; PAGER SERVICES; LEASING TELE-
COMMUNICATIONS EQUIPMENT, COMPO-
NENTS, SYSTEMS AND SUPPLIES; ELECTRONIC
MAIL SERVICES; PROVIDING MULTIPLE-USER
ACCESS TO A GLOBAL COMMUNICATIONS NET-
WORK; CONSULTING IN THE FIELD OF TELE-
COMMUNICATIONS, IN CLASS 38 (U.S. CLS. 100,
101 AND 104).

FIRST USE 4-4-2000; IN COMMERCE 4-4-2000.

FOR: PROVIDING NEWS IN THE NATURE OF
CURRENT EVENTS REPORTING AND ENTER-

TAINMENT INFORMATION VIA A GLOBAL COM-
MUNICATIONS NETWORK, IN CLASS 41 (U.S. CLS.
100, 101 AND 107).

FIRST USE 6-30-2000; IN COMMERCE 6-30-2000.

FOR: HOSTING THE WEB PAGES OF OTHERS
ON A COMPUTER SERVER FOR A GLOBAL COM-
PUTER NETWORK; WEB PAGE DESIGN SERVICES
FOR OTHERS; TECHNICAL OPERATION OF ELEC-
TRONIC INFORMATION NETWORKS FOR OTH-
ERS; COMPUTER CONSULTING IN THE FIELDS
OF INFORMATION TECHNOLOGY, COMPUTER
PROGRAMMING, AND GLOBAL COMMUNICA-
TION NETWORKS; DESIGN FOR OTHERS IN THE
FIELDS OF INFORMATION TECHNOLOGY, COM-
PUTER PROGRAMMING, TELECOMMUNICA-
TIONS AND GLOBAL COMPUTER NETWORKS;
INSTALLATION, MAINTENANCE AND REPAIR
OF COMPUTER SOFTWARE; PROVIDING INFOR-
MATION ON A WIDE VARIETY OF TOPICS OF
GENERAL INTEREST TO THE CONSUMING PUB-
LIC VIA TELEPHONE, TELEVISION AND GLOBAL
COMPUTER NETWORKS, IN CLASS 42 (U.S. CLS.
100 AND 101).

FIRST USE 6-30-2000; IN COMMERCE 6-30-2000.

SN 75-983,489, FILED 9-10-1999.

ZHALEH DELANEY, EXAMINING ATTORNEY

Int. Cls.: 9, 16, 35, 36, 37, 38, 41, and 42

Prior U.S. Cls.: 2, 5, 21, 22, 23, 26, 29, 36, 37, 38, 50,
100, 101, 102, 103, 104, 106, and 107

Reg. No. 2,879,802

United States Patent and Trademark Office Registered Aug. 31, 2004

**TRADEMARK
SERVICE MARK
PRINCIPAL REGISTER**



VERIZON TRADEMARK SERVICES LLC (DELA-
WARE LTD LIAB CO)
1320 NORTH COURT HOUSE ROAD, 8TH FLOOR
ARLINGTON, VA 22201

FOR: TELECOMMUNICATIONS AND INFOR-
MATION TECHNOLOGY EQUIPMENT, COMPO-
NENTS, SUPPLIES AND SYSTEMS, NAMELY,
PAGERS, TELEPHONES, COMPUTER PROGRAMS,
NAMELY, FINANCIAL ACCOUNTING SYSTEM
SOFTWARE, SOFTWARE USED FOR DETECTING
AND PREVENTING FRAUD, SOFTWARE USED
FOR THE PROVISION OF ONLINE INFORMATION
SERVICES, NETWORK MANAGEMENT SOFT-
WARE, COMPUTER PROXY SOFTWARE FOR USE
WITH OTHER SOFTWARE PROGRAMS, ALARM
MONITORING SOFTWARE, BILLING ANALYSIS
SOFTWARE, AND SOFTWARE FOR USE IN NET-
WORK ACCESS CONTROL AND CREATING AND
MAINTAINING FIREWALLS; COMPUTER PRO-
GRAMS FOR ACCESSING A GLOBAL COMPUTER
NETWORK AND INTERACTIVE COMPUTER COM-
MUNICATIONS NETWORK; MACHINE-READ-
ABLE, MAGNETICALLY ENCODED CARDS,
NAMELY TELEPHONE CALLING CARDS AND
CREDIT CARDS, IN CLASS 9 (U.S. CLS. 21, 23, 26,
36 AND 38).

FIRST USE 4-4-2000; IN COMMERCE 4-4-2000.

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AND CARDS, AND INSTRUCTIONAL AND
TEACHING MATERIALS ALL IN THE FIELDS OF
TELECOMMUNICATIONS, INFORMATION TECH-
NOLOGY, SAFETY, NEWS, SPORTS, ENTERTAIN-
MENT, CULTURE, BUSINESS, FINANCE, AND

TRAVEL; NON-MAGNETICALLY ENCODED PA-
PER AND PLASTIC CARDS FOR USE AS TELE-
PHONE CALLING CARDS, IN CLASS 16 (U.S. CLS. 2,
5, 22, 23, 29, 37, 38 AND 50).

FIRST USE 6-30-2000; IN COMMERCE 6-30-2000.

FOR: TELEPHONE DIRECTORY SERVICES; AD-
VERTISING SERVICES, NAMELY, PROMOTING
THE GOODS AND SERVICES OF OTHERS
THROUGH PRINTED ADVERTISING, PRINTED
DIRECTORIES, THROUGH ENCODED MEDIA
AND THROUGH THE DISSEMINATION OF PRO-
MOTIONAL MATERIALS; BUSINESS MANAGE-
MENT SERVICES, EXCLUDING AGRICULTURAL
BUSINESS MANAGEMENT SERVICES, AND CON-
SULTING SERVICES IN THE FIELD OF ADVERTIS-
ING; BUSINESS INFORMATION SERVICES IN THE
FIELD OF TELECOMMUNICATIONS, ADVERTIS-
ING, INFORMATION TECHNOLOGY, MARKET-
ING AND RELATED FIELDS; BILLING SERVICES;
DATA PROCESSING SERVICES; RETAIL STORE
SERVICES, AND ELECTRONIC ORDERING SER-
VICES IN THE FIELDS OF TELECOMMUNICATION
AND INFORMATION TECHNOLOGY PRODUCTS;
OFFICE EQUIPMENT LEASING SERVICES; PRO-
VIDING TELEPHONE DIRECTORY INFORMA-
TION VIA TELEPHONE, AND GLOBAL
COMMUNICATIONS NETWORKS; PROVIDING IN-
FORMATION VIA TELEPHONE AND GLOBAL
COMMUNICATIONS NETWORKS IN THE FIELD
OF BUSINESS, IN CLASS 35 (U.S. CLS. 100, 101 AND
102).

FIRST USE 6-30-2000; IN COMMERCE 6-30-2000.

FOR: CREDIT CARD SERVICES; TELEPHONE CALLING-CARD SERVICES; PROVIDING INFORMATION VIA THE GLOBAL COMMUNICATIONS NETWORKS IN THE FIELD OF FINANCE; FINANCIAL SPONSORSHIP OF SPORTS, EDUCATIONAL AND ENTERTAINMENT PROGRAMS AND EVENTS, IN CLASS 36 (U.S. CLS. 100, 101 AND 102).

FIRST USE 6-30-2000; IN COMMERCE 6-30-2000.

FOR: INSTALLATION, MAINTENANCE AND REPAIR OF TELECOMMUNICATIONS, COMPUTER HARDWARE, AUDIO AND VIDEO EQUIPMENT, COMPONENTS, AND SYSTEMS, IN CLASS 37 (U.S. CLS. 100, 103 AND 106).

FIRST USE 6-30-2000; IN COMMERCE 6-30-2000.

FOR: TELECOMMUNICATIONS AND INFORMATION TECHNOLOGY SERVICES, NAMELY TRANSMISSION OF VOICE, DATA, IMAGES, AUDIO, VIDEO, AND INFORMATION VIA TELEPHONE, AND GLOBAL COMMUNICATION NETWORKS; PERSONAL COMMUNICATIONS SERVICES; PAGER SERVICES; LEASING TELECOMMUNICATIONS EQUIPMENT, COMPONENTS, SYSTEMS AND SUPPLIES; ELECTRONIC MAIL SERVICES; PROVIDING MULTIPLE-USER ACCESS TO A GLOBAL COMMUNICATIONS NETWORK; CONSULTING SERVICES IN THE FIELD OF TELECOMMUNICATIONS, IN CLASS 38 (U.S. CLS. 100, 101 AND 104).

FIRST USE 6-30-2000; IN COMMERCE 6-30-2000.

FOR: PROVIDING NEWS IN THE NATURE OF CURRENT EVENTS REPORTING AND ENTER-

TAINMENT INFORMATION VIA GLOBAL COMMUNICATIONS NETWORKS, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 6-30-2000; IN COMMERCE 6-30-2000.

FOR: HOSTING THE WEB PAGES OF OTHERS ON A COMPUTER SERVER FOR A GLOBAL COMPUTER NETWORK; WEB PAGE DESIGN SERVICES FOR OTHERS; TECHNICAL OPERATION OF ELECTRONIC INFORMATION NETWORKS FOR OTHERS; COMPUTER CONSULTING SERVICES IN THE FIELDS OF INFORMATION TECHNOLOGY, COMPUTER PROGRAMMING, AND GLOBAL COMMUNICATION NETWORKS; DESIGN FOR OTHERS IN THE FIELDS OF INFORMATION TECHNOLOGY, COMPUTER PROGRAMMING, TELECOMMUNICATIONS AND GLOBAL COMMUNICATION NETWORKS; INSTALLATION, MAINTENANCE AND REPAIR OF COMPUTER SOFTWARE; PROVIDING INFORMATION ON A WIDE VARIETY OF TOPICS OF GENERAL INTEREST TO THE CONSUMING PUBLIC VIA GLOBAL COMMUNICATIONS NETWORKS, IN CLASS 42 (U.S. CLS. 100 AND 101).

FIRST USE 6-30-2000; IN COMMERCE 6-30-2000.

THE MARK CONSISTS OF THE WORD "VERIZON" APPEARING IN A STYLIZED FORM, ABOVE WHICH APPEARS A HIGHLY STYLIZED COMBINATION OF TWO ADJOINING LINES FORMING AN ANGLE.

SN 75-983,490, FILED 3-3-2000.

ZHALEH DELANEY, EXAMINING ATTORNEY

Exhibit B



\$5 SHIPPING EVERY ORDER

ORDERS SHIP IN 24-48 HRS

PROFESSIONAL SCREEN PRINTING

**SHOP FOR
T-SHIRTS**

**SHOP FOR
T-SHIRTS**

**VIEW THE
PROFILES**

**SHOP OUR
BAND**

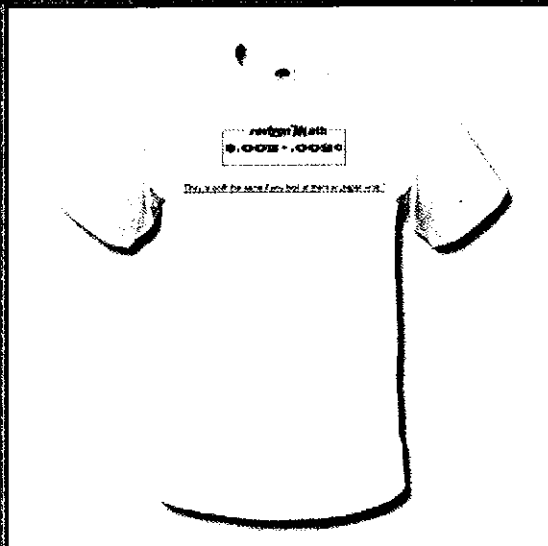
**DESIGN
T-SHIRTS**

**SHOP THE
STUFF**

Home > Shop > T-Shirts > Verizon Math

Verizon Math - Verizon Wireless T-Shirt

Verizon Wireless is proud to announce the launch of our new Verizon Math T-Shirt.



Verizon Wireless is proud to announce the launch of our new Verizon Math T-Shirt.

Available in white only.

Verizon Wireless is proud to announce the launch of our new Verizon Math T-Shirt.

Small



Price: \$19.99

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Home > Shop > T-Shirts > Verizon Math

Verizon Math - Verizon Wireless T-Shirt

Available in white or black.

Verizon Wireless is proud to announce the launch of our new Verizon Math T-Shirt.

Small



Price: \$19.99

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Small



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Small



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Small



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Small



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