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Please let me know if you have any changes for the proposed program.

Looking forward to seeing you again,

Yours very truly,

Boder

cc: Messrs. B Kuhn E. Stoop

Enc]. : mentioned

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DAHIEL

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October 1997 31,

The Honorable Orrin G _ Hatch United States Senator
Chairman, Committee on the Judiciary United States
Senate vashington; 10610-6275

Dear Senator Hatch:

I enclosing the answers to the written questions posed to me bY Senator Grassley. Some additional
information which he sought with respect to Smokeless tobacco products will be provided directly by
U , 5 . Iobacco Company -

Meye

Koplow

MGK /tv

Mr . Scott Yasuda

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As you are no doubt aware, MARLBORO 1s the world's leading cigarette and one Of the most famous Of all American trademarks_ Horeover , while cigarettes are substantial business is done in several areas and , as you are no doubt , aware MARLBORO sponsors several race cars and racing teans around the world, including the world champion MARLBÖRO-McLaren racing team.

MARLBORO the MARLBORO Roof Design, and the combination thereof are all trademarks Morris In addition, we also United States Registration No_ 1400689 for MARLBORO WORLD CHAMPIONSHIP PEAX (4 racing car) Red Roof Design) which covers "entertainment services_ namely conduct car racing events. # Simllar rights are in existence in almost every country world-vide_ the usage our trademarks and those confusingly similar infringe our trademark rights under federal and state lavs our Common law tradewark and state unfair coupetition rlights, and our rights under national and international lavs in other countries. ing

In the circumstances , we must demand that You cease all such usage and that You recall all games currently existing in the marketplace: It will be appreciated that as long as these games remain in the marketplace_ constitute continuing infringenents Of our rights in and to the HARLBORO MARLBORO Roof Device; and MARLBORO Roof Device trademarks and tradedress. Moreover_ this demand should be considered as one also for your parent company , to the extent that such games are in the marketplace in other countries. they

This is an extremely serious matter to us_ and we therefore must have Your favorable reply without delay, in the hopes that can Yet resolve the matter anicably, and vithout resort to litigation.

Barry M. Krivisky

BMK: inz

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Mr . Scott Yasuda

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