



**T R U M P**  
THE TRUMP ORGANIZATION

Alexis L. Robinson  
Assistant General Counsel  


August 23, 2012

**Via E-mail and Overnight Courier**

Chris Puchowicz  


Re: *www.trump.org*

Dear Mr. Puchowicz:

I am writing on behalf of Donald J. Trump, the well-known businessman, real estate developer, and star of the television show *The Apprentice*.

The Trump<sup>®</sup> name is internationally known and famous as a result of Mr. Trump's long, extensive, and high-profile business activities. Mr. Trump is the owner of the Trump<sup>®</sup> name as a trademark, as well as many trademarks that incorporate the Trump<sup>®</sup> name, including The Trump Organization, all of which we scrupulously protect.

With this background in mind, it has come to our attention that you have registered the domain name *www.trump.org* (the "Domain Name"). Your unauthorized use of such Domain Name constitutes willful trademark infringement and cyber piracy. Such unauthorized use of the Trump<sup>®</sup> name as described above will inevitably cause confusion in the public's mind and dilute and tarnish the value of the Trump<sup>®</sup> mark. Your use of the Trump<sup>®</sup> mark violates Mr. Trump's common law and federal trademark rights, including, inter alia, under Section 43(a) of the Lanham Act, 15 U.S.C. § 1125. The Lanham Act provides that Mr. Trump may recover (1) your profits, (2) any damages sustained by Mr. Trump, and (3) the costs of bringing an action against you (which may be tripled by the reviewing court).

Additionally, your illegal registration and use of the infringing Domain Name subjects you to liability under the Anticybersquatting Consumer Protection Act, 15 U.S.C. § 1125(d) ("ACPA"). The ACPA renders a person liable in a civil action who, in bad faith, registers a domain name that is identical or confusingly similar to the trademark of another person. Your liability to Mr. Trump under the ACPA is in the amount of up to \$100,000 per domain name registration. 15 U.S.C. § 1117(d).

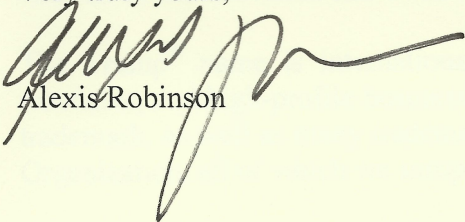
Mr. Trump considers this to be a very serious matter and has authorized our legal team to take all necessary and appropriate actions to bring an immediate halt to your blatant and unauthorized use of his trademark. In the interest of avoiding what will certainly be a costly litigation process for you, we are prepared to offer you the one-time opportunity to rectify this matter by providing us with your prompt written assurances, to be received no later than **August 31, 2012**, that:

- (1) you have immediately ceased all uses of Mr. Trump's name and the Trump<sup>®</sup> trademark;  
and
- (2) you agree not to associate Mr. Trump's name and/or the Trump<sup>®</sup> trademark with you or your commercial activities in any way, at any point in the future; and
- (3) you will immediately transfer your infringing Domain Name to my client.

If we do not receive these assurances by **August 31, 2012**, we will pursue all remedies available to us at law or in equity against you.

I look forward to your prompt written response. Please contact me at your earliest convenience if you would like to discuss this matter further. This letter is sent without waiver of or prejudice to my client's rights with respect to this matter, all of which are hereby expressly reserved.

Very truly yours,



Alexis Robinson