

Julie F. Klahr  
jklahr@cityatty.com



**GOREN CHEROF  
DOODY & EZROL P.A.**  
ATTORNEYS AT LAW

February 14, 2017

**VIA CERTIFIED AND REGULAR U.S. MAIL**

**(Tracking No. 7009 1680-0000 6359 3881)**

Ms. Sharon Aron Baron  
Talk Media  
2900 North University Drive, No.75  
Coral Springs, FL 33065

Re: City of Tamarac's Trademarked Logo/Cease and Desist

Dear Ms. Baron:

Our law firm serves as the Office of the City Attorney for the City of Tamarac, Florida. It has come to our attention that you have used the City of Tamarac's registered, service marked logo in your web blog posted January 12, 2017 entitled, "It's Good to be The King When You are the Mayor of Tamarac." Please be advised that you have not requested nor obtained permission to use the City's registered logo. Accordingly, your use of the City's registered logo in your advertisement constitutes trademark infringement in violation of § 3.01 of the City Charter and § 495.131, Florida Statute (2015).

This letter shall serve as formal notice to you to immediately cease and desist from such continued unauthorized use of the City of Tamarac's trademarked logo on your website. Should you fail to comply with this request, the City may pursue legal action against you to enforce and protect the City's legal and proprietary rights to the fullest extent of the law and seek relief to which it may be entitled. As you are aware, this is not the first time the City has had to send you such a request. Should the City observe future similar violations it may proceed to such legal remedies without further notice.

{00166762.1 2704-0501640}

Please reply to Fort Lauderdale Office

Fort Lauderdale Office  
3099 E. Commercial Blvd., Suite 200, Fort Lauderdale, FL 33308. T 954-771-4500 | F 954-771-4923

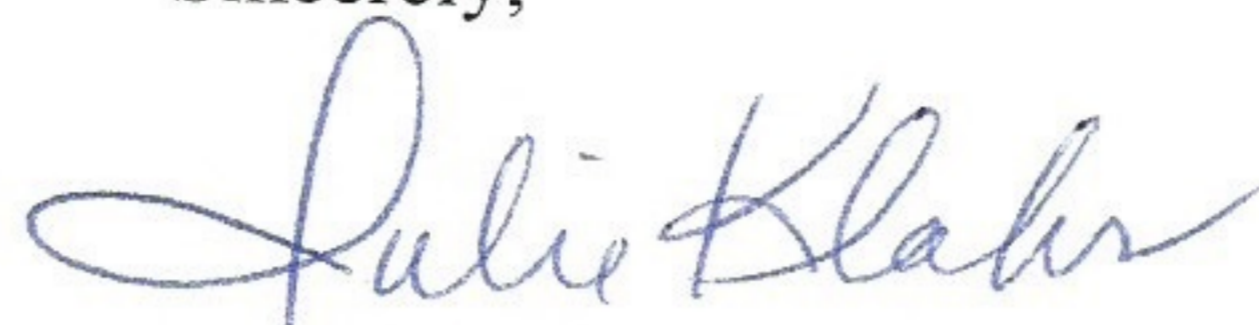
Delray Beach Office  
76 N.E. Fifth Avenue, Delray Beach, FL 33483. T 561-276-9400

www.cityatty.com

City of Tamarac's Trademarked Logo/Cease and Desist  
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**PLEASE GOVERN YOURSELF ACCORDINGLY.**

Sincerely,



JULIE F. KLAHR  
Deputy City Attorney  
City of Tamarac

JFK:/ecd

Enclosure

cc: Michael C. Cernech, City Manager  
Elise Boston, Public Information Officer  
Samuel S. Goren, City Attorney