



Colin O'Brien
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May 2, 2024

(Via Email Straubpolo@aol.com)

Glenn F. Straub
11199 Polo Club Road
Wellington, Florida 33414

Re: Infringement of MISS AMERICA Trademarks

Dear Mr. Straub:

We are outside intellectual property and litigation counsel for Miss America IP, LLC., and its wholly owned subsidiary, MAO IP Holding Company, LLC (collectively, "MAIP"). As you surely know MAIP is the rightful owner of the numerous trademarks for its iconic Miss America enterprise including but not limited to, MISS AMERICA (Reg. Nos. 631496 and 2071527) and THE MISS AMERICA PAGEANT (Reg. No. 1630311) ("MISS AMERICA Marks"). These registrations signify the extensive goodwill and consumer recognition and are extremely valuable assets owned exclusively by MAIP.

We have recently learned that you have begun using MAIP's MISS AMERICA Marks in connection with a specious claim that you are owner of MAIP's intellectual property. We note you recently issued a press release in which you state:

Live Zoom Conversation with business entrepreneur GLENN STRAUB on his ownership of the Miss America Competitions, LLC, Miss America IP, LLC & MAO IP Holding Company, LLC. Mr. Straub and his executive staff will be answering live questions pertaining to the future of the Miss America program under his leadership and newly established management team.

Your public assertion that you are the owner or the leader of MAIP claim is false.

Mr. Straub, you are not affiliated with or related to MAIP in any way nor have you been licensed by MAIP or otherwise authorized to use the MISS AMERICA Marks. The use of the MISS AMERICA Marks by you creates confusion as to the source of services under the MISS AMERICA Marks.

Your use of the MISS AMERICA Marks constitutes trademark infringement and unfair competition, subjecting you to a potential civil action for an injunction, damages, an accounting of your profits, and recovery of our client's costs and attorneys fees.

Therefore, we demand that you immediately:

1. Cease and desist all further use of the MISS AMERICA Marks;
2. No longer assert any ownership in the MISS AMERICA Marks; and
3. Cease and desist from use of any other marks, or variations thereof, that are similar to the MISS AMERICA Marks

If we do not have your complete cooperation in this matter, MAIP has authorized us to take appropriate legal action to compel your compliance. If you do not comply with our demands any further use of the MISS AMERICA Marks will be viewed as willful infringement.

Yours truly,
s/Colin O'Brien
Colin O'Brien