

June 11, 2018

Via UPS

Toppers World Headquarters
Attn: Legal
333 W. Center Street
Whitewater, WI 53190

Re: Unauthorized use of Domino's Intellectual Property

To Whom It May Concern:

Domino's Pizza®, founded in 1960, is the recognized world leader in pizza delivery and has invested substantial resources in protecting its intellectual property. Considerable time and resources were spent by Domino's in the creative design, display and usage of the Domino's name and logo. Domino's is the owner of federally registered trademarks in the Domino's logo including: DOMINO'S LOGO Registration No. 4,389,262. A copy of the Registration is enclosed.

It has recently been brought to our attention that your company's marketing strategies include advertisement that defames our brand and incorporates our registered trademark. I have enclosed a copy of an advertisement that was sent to us by a customer. Toppers is not affiliated with Domino's Pizza and has no authorization to use the Domino's logo in any advertisement. The use of the Domino's logo in this fashion is damaging to our brand, unlawful, and an infringement of our federally registered trademark.

We hereby request that you immediately cease and desist all marketing and advertisements that use our registered trademarks. We request written confirmation that you have complied with our requests or that you are in the process of complying, no later than five (5) business days from receipt of this letter. Should you fail to provide written confirmation, we will be forced to take further legal action to protect our trademark and brand reputation.

Please feel free to contact us at (734) 930-3985 should you have any questions or care to discuss this matter in greater detail. We appreciate your prompt attention to this matter.

Very truly yours,

Dawn Bushart
Domino's IP/Legal Department
IP@dominos.com

Enclosures

DOMINO'S PIZZA LLC

30 Frank Lloyd Wright Drive • P.O. Box 997 • Ann Arbor, MI 48106-0997 • (P) 734-930-3985 • (F) 734-327-8877

DULUTH HILLSIDE
112 E. 2nd St.

DULUTH
1701 Woodland Ave.

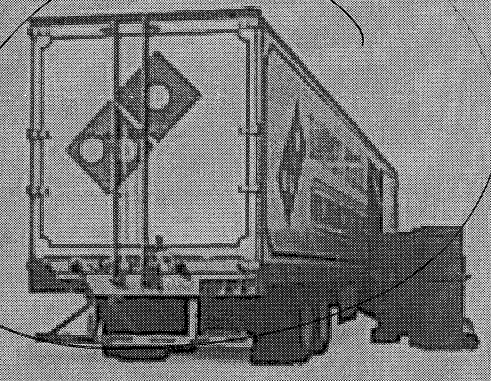
DULUTH
309 N. Central Ave.

HERMANTOWN
4960 Miller
Trunk Highway

MIX AND MATCH
Choose Any 2 or More
Any 2-Topping Pizza, Bread Toppin,
Salad, Donuts & Muffins, Cookie Brownies,
Specialty Chicken, App. Smoothies, Smoothies,
Desserts, Specialty Burgers, Soft
Drinks, Specialty Sandwiches, etc.

OLD EXCLUSIVE
\$7

THEM
DOUGH FRESH OFF THE SEMI



US
DOUGH MADE FRESH IN-HOUSE DAILY

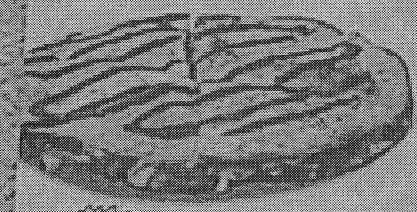


**NOT MAKING DOUGH IN-HOUSE?
WHAT. THE. TRUCK.**

NEVER SETTLE



ANY MEDIUM 8-TOPPINGS PIZZA



NEW ANY DESSERTS

PICK ANY 2 OR MORE
\$5.99 EACH
W/ 10% OFF TO GO & 10% OFF DRIVE THRU
ORDER NOW
TOPPERS.COM



NEW ANY 1/2 LB. FRESH & DAILY



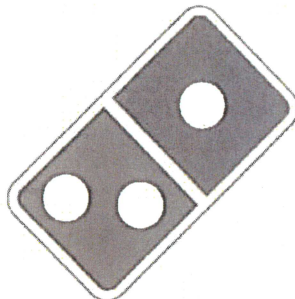
ANY 1/2 LB. FRESH & DAILY



ANY SINGLE ORDERS OF TOPPERS™

United States of America

United States Patent and Trademark Office



Reg. No. 4,389,262

Registered Aug. 20, 2013

Int. Cls.: 29, 30, 35, and 43

TRADEMARK

SERVICE MARK

PRINCIPAL REGISTER

DOMINO'S IP HOLDER LLC (DELAWARE LIMITED LIABILITY COMPANY)
24 FRANK LLOYD WRIGHT DRIVE, P.O. BOX 485
ANN ARBOR, MI 48106

FOR: CHICKEN; PRE-CUT VEGETABLE SALAD; CHEESE, IN CLASS 29 (U.S. CL. 46)

FIRST USE 11-14-2011; IN COMMERCE 11-14-2011.

FOR: PREPARED PIZZA, HOT AND COLD SANDWICHES, BREAD STICKS, FRESH BAKED DUMPLING-LIKE DOUGH BALLS, AND PREPARED PASTA ENTREES MADE TO ORDER FOR CONSUMPTION ON OR OFF THE PREMISES; CANDY, COOKIES, CHEESECAKE AND BAKERY DESSERTS; DRIED PEPPER SPICE FOR USE AS SEASONING, IN CLASS 30 (U.S. CL. 46).

FIRST USE 11-14-2011; IN COMMERCE 11-14-2011.

FOR: ON-LINE ORDERING SERVICES IN THE FIELD OF RESTAURANT TAKE-OUT AND DELIVERY; FRANCHISE SERVICES, NAMELY, OFFERING BUSINESS MANAGEMENT ASSISTANCE IN THE ESTABLISHMENT AND OPERATION OF RESTAURANTS, TAKE-OUT RESTAURANTS AND RESTAURANTS FEATURING HOME DELIVERY, IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

FIRST USE 10-1-2012; IN COMMERCE 10-1-2012.

FOR: RESTAURANT SERVICES, NAMELY, PROVIDING OF PIZZA, OTHER FOOD AND BEVERAGES FOR CONSUMPTION ON OR OFF THE PREMISES; TAKE-OUT RESTAURANT SERVICES; AND RESTAURANTS FEATURING HOME DELIVERY, IN CLASS 43 (U.S. CLS. 100 AND 101).

FIRST USE 11-14-2011; IN COMMERCE 11-14-2011.

OWNER OF U.S. REG. NOS. 1,382,556, 3,853,517, AND OTHERS.

THE COLOR(S) RED, BLUE, BLACK AND WHITE IS/ARE CLAIMED AS A FEATURE OF THE MARK.



Lena Stankovic
Acting Director of the United States Patent and Trademark Office