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March 2, 1979

CERTIFIED MAIL - RRR

Ms. Loren Billings
Director
Gallery 1134,
Fine Arts Research & Holographic Center
1134 West Washington Boulevard
Chicago, Illinois 60607

Dear Ms. Billings:

Re: MUSEUM OF HOLOGRAPHY and Conflict
with MUSEUM OF HOLOGRAPHY in Chicago
(Our Ref: MOH TC-79/86)

We represent the Museum of Holography, a New York corporation which has been using the trade name and trademark MUSEUM OF HOLOGRAPHY since December, 1976. Our clients' name and mark have achieved a wide degree of fame both in New York and throughout the United States. It is the major center for holographic displays in New York, with its permanent collection located at 11 Mercer Street, and it also runs a traveling exhibition which has been viewed in many cities throughout the United States, including those in the Midwest.

We do not believe it necessary to go into greater detail with you regarding the fame of the trademark, since we understand that our client is on your mailing list, and is one of your regular correspondents. In fact, it was through a recent mailing that our clients became aware of the fact that you have just begun using the trading name MUSEUM OF HOLOGRAPHY for your own operation. In view of the identical marks and services involved, your use of this trading name and trademark is a direct infringement of our clients' rights, and we must ask you to cease such use immediately. Our clients have expended a great deal of time and effort in promoting their trademark and building a reputation for it, and your use of the identical mark can only serve to destroy their efforts.

Therefore, we look forward to hearing from you, by return mail, that you have ceased using the term "MUSEUM OF HOLOGRAPHY" in connection with your activities, and that you will remove such

references from any materials which you have already printed.

Sincerely,

ELLEN J. SEEHERMAN

EJS:bs

cc: Ms. Rosemary H. Jackson