

October 28, 2016

VIA E-MAIL
(singer@singersf.com)

Mr. Sam Singer
SINGER ASSOCIATES, INC.
47 Kearny Street, Second Floor
San Francisco, California 94108

Re: Unauthorized Domain Name and Twitter User Name Registrations
<sagafravideogames.com> and @SAGAFTRAVGames
Client/Matter No.: S2269-0006

Dear Mr. Singer:

We are intellectual property counsel for Screen Actors Guild-American Federation of Television and Radio Artists (SAG-AFTRA).

You should know that our client owns United States Service Mark Registrations covering the SAG-AFTRA mark for labor union and entertainment services. Copies of these registrations are enclosed.

It has recently come to our attention that Singer Associates has caused to be registered, without SAG-AFTRA's consent or approval, the Internet domain name <sagafravideogames.com>. We are also aware that @SAGAFTRAVGames has been registered as Twitter User Name handle. Both domain name and Twitter handle incorporate our client's federally registered SAG-AFTRA mark in its entirety. Additionally, both the domain name and Twitter handle are improperly linked to websites providing deceptive and inaccurate information regarding SAG-AFTRA's strike with the video game companies (the "Strike"). Moreover, the tab on the <sagafravideogame.com> website depicts just "SAG-AFTRA." A copy of this webpage is also enclosed. Unsuspecting Internet users searching for our client's position on the Strike will mistakenly believe that the <sagafravideogames.com> and @SAGAFTRAVGames Twitter handle are sponsored, licensed or authorized by SAG-AFTRA.

The unauthorized registration and deceptive use of the <sagafravideogames.com> domain name and @SAGAFTRAVGames Twitter handle greatly disturbs SAG-AFTRA and constitutes an infringement of its federally registered rights in its SAG-AFTRA mark in violation of the Uniform Domain Name Resolution Policy (UDRP) and Twitter Terms of Service Agreement and Trademark Policy.

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We therefore demand that you immediately cease using (and transfer to our client) the <sagaftravideogames.com> domain name and @SAGAFTRAVGames Twitter handle, and any other domain names and Twitter handles that incorporate the SAG-AFTRA mark.

Should you wish to amicably resolve this matter, as outlined above, please contact by no later than midnight tonight (12:00 am).

Very truly yours,

BUCHALTER NEMER
A Professional Corporation

By


Stephen J. Strauss

SJS:alh

Enclosures

cc: Danielle Van Lier, Esq. (w/ encls., via e-mail)

United States of America
United States Patent and Trademark Office

SAG-AFTRA

Reg. No. 4,327,043

Registered Apr. 30, 2013

Int. Cl.: 35

SERVICE MARK

PRINCIPAL REGISTER

SCREEN ACTORS GUILD-AMERICAN FEDERATION OF TELEVISION AND RADIO
ARTISTS (DELAWARE CORPORATION), AKA SAG-AFTRA
LEGAL DEPARTMENT
5757 WILSHIRE BLVD, 7TH FLOOR
LOS ANGELES, CA 90036

FOR: LABOR UNIONS, IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

FIRST USE 1-29-2012; IN COMMERCE 3-30-2012.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NOS. 2,013,058, 2,410,100 AND OTHERS.

SER. NO. 85-588,245, FILED 4-3-2012.

MEREDITH MARESCA, EXAMINING ATTORNEY



Leea Street Lee

Acting Director of the United States Patent and Trademark Office

United States of America

United States Patent and Trademark Office

SAG-AFTRA

Reg. No. 4,467,105

Registered Jan. 14, 2014

Int. Cl.: 41

SERVICE MARK

PRINCIPAL REGISTER

SCREEN ACTORS GUILD-AMERICAN FEDERATION OF TELEVISION AND RADIO ARTISTS (DELAWARE CORPORATION), AKA SAG-AFTRA,
LEGAL DEPARTMENT
5757 WILSHIRE BLVD, 7TH FLOOR
LOS ANGELES, CA 90036

FOR: ENTERTAINMENT IN THE NATURE OF ANNUAL TELEVISION PROGRAM IN CONNECTION WITH THE RECOGNITION OF DISTINGUISHED ACHIEVEMENT IN ACTING; PROVIDING ONLINE NEWSLETTERS IN THE FIELD OF ISSUES RELATING TO ACTORS, BROADCASTERS, DANCERS, JOURNALISTS, SINGERS AND OTHER PERFORMERS AND MEDIA PROFESSIONALS VIA E-MAIL; PROVIDING ON-LINE NEWSLETTERS IN THE FIELD OF ISSUES RELATING TO ACTORS, BROADCASTERS, DANCERS, JOURNALISTS, SINGERS AND OTHER PERFORMERS AND MEDIA PROFESSIONALS; EDUCATIONAL SERVICES, NAMELY, CONDUCTING CONFERENCES AND SEMINARS IN THE FIELD OF MOTION PICTURE FILM, TELEVISION, RADIO, EMERGING MEDIA, ACTING AND PERFORMING; EDUCATIONAL SERVICES, NAMELY, CONDUCTING PROGRAMS IN THE FIELD OF ISSUES RELATING TO ACTORS, BROADCASTERS, DANCERS, JOURNALISTS, SINGERS AND OTHER PERFORMERS AND MEDIA PROFESSIONALS; PROVIDING INFORMATION VIA AN ONLINE NETWORK IN THE FIELD OF ISSUES RELATED TO PRODUCTION OF AND ACTING AND PERFORMING IN MOTION PICTURE FILM, TELEVISION, RADIO, AND EMERGING MEDIA, NAMELY, ONLINE, MOBILE, DIGITAL AND INTERACTIVE MEDIA ; ENTERTAINMENT SERVICES, NAMELY, PROVIDING WEBCASTS IN THE FIELD OF ISSUES RELATING TO MOTION PICTURE FILM, TELEVISION, RADIO, EMERGING MEDIA, ACTING AND PERFORMING; ENTERTAINMENT INFORMATION, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).



FIRST USE 1-29-2012; IN COMMERCE 3-30-2012.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NOS. 2,013,058, 2,410,100, AND OTHERS.

Michelle K. Lee

Deputy Director of the United States
Patent and Trademark Office

SN 85-598,720, FILED 4-16-2012.

MEREDITH MARESCA, EXAMINING ATTORNEY



Video Game Company Facts in SAG-AFTRA Labor Negotiations

SAG-AFTRA has launched a strike against the very Video Game Companies that are the biggest advocates and largest clients of SAG-AFTRA talent in an industry that overwhelmingly uses non-union performers.

This is a strike that did not have to happen

SAG-AFTRA never communicated to its membership what was on the table when, on October 19, it declined to counter the Companies' last proposal and pushed away from the negotiations.

Our offer of a 9% wage increase accelerates the entire payment into the first year - an