

H A C O Y

TRADEMARK CEASE AND DESIST LETTER

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TRADEMARK CEASE AND DESIST LETTER

하코이(사업자/간이사업자

16. November 2021

Jang Jae-yong

Dongsomun-ro 13na-gil, Seongbuk-gu, Seoul, Republic of Korea

Re: Infringement of the HACOY mark

Dear Jang Jae-yong:

We have recently discovered that your business is using the mark **HACOY** for your service and/or product. We believe your use infringes on our ownership of the **HACOY** mark. We learned of your use of the same **HACOY** mark on 10.11.2021. We discovered your use of the mark in your social media account on Instagram and on your website.

We believe we have the exclusive right to use this trademark for the following reasons:


1. We have registered the trademark with Patent and Trademark Office in Germany and Internationally with the World Intellectual Property Organization (WIPO). Proof of evidence you will find attached. Register No. DE302020248782 on 03.12.2020 and Register No. 1626757 on the 05.07.2021 respectively.
2. We began using the registered trademark on 24.11.2020. We have established priority in the mark because our use of the mark precedes your use.

Because you are using the same or similar mark on the same or similar products, we believe your use of the mark has caused confusion among our consumers and is likely to continue to cause customer confusion in the future.

While the purpose of this letter is to open a dialogue between us, please be advised that we are prepared to take all actions necessary to protect our mark. You have infringed on our mark. You must cease and desist any use of the mark. Furthermore, you should sign the statement below certifying that you will cease using the mark.

If you have any questions about this letter, please feel free to contact me.

Regards,



Signature of Maximilian Rupp

Cease and Desist Agreement

I, Jang Jae-yong, personally, and on behalf of infringing company, if any, agree to immediately cease and desist from any and all further use of the registered trademark **HACOY**. If I or my company breach this agreement, Maximilian Rupp shall be entitled to all costs, including attorney's fees, related to any and all claims or actions brought to enforce this agreement and Maximilian Rupp shall be free to pursue all rights it had as of the date of this letter. I certify that I have the authority to enter into this agreement on behalf of myself and 하코이(사업자/간이사업자).

Signature of Jang Jae-yong,

Date