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June 9, 2014

VIA E-MAIL  
VIA REGULAR MAIL

Chatham College Independent Alumnae  
Association  
[savechatham@gmail.com](mailto:savechatham@gmail.com)

Re: **Chatham University and Chatham College Independent Alumnae Association**

Dear Alumnae:

This law firm represents Chatham University. Chatham recently became aware of the “Chatham College Independent Alumnae Association,” formerly known as “Save Chatham” (“CIAA”), and the organization’s activities and efforts.

Chatham is the owner of the name and trademark CHATHAM. The mark is used and/or licensed for use for a wide variety of services associated with the school, including alumni services provided by the Chatham University Alumni Association Board. Undoubtedly, you are familiar with the Chatham name and the Alumni Association Board.

The University Board is concerned with CIAA’s use of “Chatham” as part of the name for an organization that is raising funds contrary to Chatham’s mission and interests. CIAA’s use of “Chatham” in its name has not been licensed or authorized by Chatham. Indeed, CIAA’s minutes from its June 4 kick-off meeting state “The Chatham University Alumnae Association will have no ties whatsoever to Chatham.” Yet, CIAA’s name will certainly cause interested parties (e.g., alumnae and potential students and contributors) to mistakenly believe there is some sponsorship, affiliation or connection between the two.

On behalf of our client we respectfully request that you immediately and permanently discontinue any and all use of “Chatham” as a name or trademark, or as part of a name or

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trademark. This includes, but is not limited to, use of "Chatham," or any name or mark confusingly similar thereto, as part of any domain name or business name. We ask that you supply us with written confirmation of your agreement to this request **no later than June 20, 2014.**

We further ask for written confirmation that neither CIAA nor its affiliates or related entities own any federal, state, business name or domain name applications or registrations that incorporate "Chatham" or any name or mark confusingly similar thereto, and will permanently abandon all plans to register any such names or marks.

Nothing contained in this letter, nor any act or omission to act by Chatham University is intended or should be deemed to be a waiver, abridgment, alteration, modification or reduction of any rights or remedies which University may have in regard to this matter, and all rights and remedies, whether at law or in equity, are hereby expressly reserved.

Very truly yours,

A handwritten signature in blue ink, appearing to read 'CSC', with a long horizontal flourish extending to the right.

Christiane S. Campbell, Esq.

CSC:cs

cc: Alexa New  
Sarah Stulga  
Rachel Lunsford  
Kelly McKown