



SEVENTH-DAY
ADVENTIST®
CHURCH

General Conference
World Headquarters

Office of General Counsel

November 1, 2011

12501 Old Columbia Pike
Silver Spring, Maryland
20904-6600 USA
Telephone (301) 680-6320
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CERTIFIED/RETURN RECEIPT

Pastor Joel Laswell
PO Box 5075
Lafayette, IN 47903-5075

**FOR SETTLEMENT PURPOSES
ONLY, WITHOUT PREJUDICE**

Re: 2nd Request - "Eternal Gospel Fellowship of Historic Seventh-day Adventists" –
Trademark/Service Mark Infringement
False Designation of Origin
Unfair Competition
Dilution

Dear Pastor Laswell,

It has been almost three years since you were contacted by the Office of General Counsel of the General Conference of Seventh-day Adventists® to notify you of your infringement on the trademark Seventh-day Adventist®. To date we have not received a response. In addition, a search of the Internet indicates that your website continues to use, advertise and display the trademark "Seventh-day Adventist®" without authorization, in its confusingly similar name "Eternal Gospel Fellowship of Historic Seventh-day Adventists."

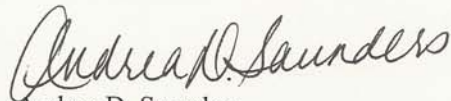
As a result of the above, we are making one final effort to secure your cooperation with respect to this matter. Therefore we are again requesting that you immediately cease and desist from using the registered marks Adventist®, Seventh-day Adventist®, or SDA™ to identify your website and church. Accordingly, we request that you immediately change the name of your website and church to something that is not infringing on the intellectual property rights of the General Conference of Seventh-day Adventists. Please understand that we are not interested in regulating the content of your site or the messages of your ministry, nor are we asking that you shut your site down or close your church doors. We are only requesting that you discontinue infringing on marks owned by the General Conference which causes confusion as to the source and origin of the information, the use of the tithe, and the support of the world church.

Kindly confirm your compliance with these demands by removing the registered marks owned by the General Conference from any domain names, websites, brochures, signage, literature or other publication, including bulletins, audio and video materials, and from any other place, location or other use.

This letter is written without prejudice to any and all further rights of the General Conference of Seventh-day Adventists, including but not by way of limitation, rights to injunctive relief to obtain the cessation of your improper and illegal use of the Church's names, trademarks, service marks, trade names, logos and/or acronyms heretofore specifically defined and identified; or any other use confusingly similar.

Please know that we take these claims very seriously and anticipate your cooperation in complying with our requests. In order to resolve this matter amicably, please contact me no later than **fourteen (14)** days from the date of this letter to update me on the efforts which have taken place to comply with these requests.

Very truly yours,

A handwritten signature in cursive script that reads "Andrea D. Saunders". The signature is written in dark ink and is positioned above the printed name.

Andrea D. Saunders
Associate General Counsel