



VIA ELECTRONIC MAIL ONLY (jason.pierschbacher@ccstn.org)

October 23, 2024

Cheatham Middle School
700 Scoutview Dr.
Ashland City, TN 37015

Re: Unauthorized Use of the University Cincinnati Trademarks

Dear Principal Jason Pierschbacher:

My name is Taryn Beverly and I work for Collegiate Licensing Company (“CLC”). If you are not familiar with our company, CLC represents over 800 universities, conferences, and bowl games as their exclusive licensing agent. In short, we assist our client institutions in managing their brands, which includes use of university names, logos, colors, slogans, mascots and other proprietary rights (hereinafter “Marks”) that represent the equity each has built in their valuable brands.

It has come to the attention of the University of Cincinnati (the “University”) that Cheatham Middle School (“Cheatham”) is using the University’s C-Paw Design® Mark, BEARCATS® Word Mark and Vintage Bearcat Design® Mark, on signage, promotional materials, uniforms, gear and apparel items. Though the University is grateful for your appreciation of its Marks, no one may use the University’s Marks without authorization from the University and/or CLC. We understand that you may not have intended to create any issues by using the Marks, but it is important the University is diligent in controlling all uses of its Marks.

You and your staff are likely aware of the value of university brands, and we hope you will work with us to resolve this matter by ceasing all Cheatham’s use of the University’s logo. We understand that some uses of the logo may not change immediately but, if possible, we would like to discuss a process for doing so beginning, perhaps, with websites/social media and other promotional materials. From there, we would like to discuss reasonable time periods for removal of the mark from team uniforms, equipment, and any other uses of the mark. To that end, please provide us with a comprehensive list of Cheatham’s current uses of the University’s logo so that we may work to establish such time periods.

We ask that you please respond to this notice with the list referenced above by **November 7, 2024**. Please let us know if you have any questions or concerns. We sincerely appreciate your attention to this matter.

Sincerely,

Taryn Beverly
Associate Counsel