

LAW OFFICES  
SUGHRUE, MION, ZINN, MACPEAK & SEAS  
2100 PENNSYLVANIA AVENUE, N.W.  
WASHINGTON, D.C. 20037-3202

TELEPHONE  
(202) 293-7060

October 27, 1992

CERTIFIED  
RETURN RECEIPT  
REQUESTED

OF COUNSEL  
RICHARD G. SUGHRUE, P.C.  
GARY D. KRUGHAN  
L. PETER FARKAS

TELEX  
6491103

FACSIMILE  
(202) 293-7860  
(202) 293-9131

JAPAN OFFICE  
TOEI NISHI SHIMBASHI BUILDING 4F  
13-3 NISHI SHIMBASHI 1-CHOME  
MINATO-KU, TOKYO 105 JAPAN  
TELEPHONE (03) 3 503-3760  
FACSIMILE (03) 3 503-3756

JOHN H. MION, P.C.  
DONALD E. ZINN  
THOMAS J. MACPEAK, P.C.  
ROBERT J. SEAS, JR., P.C.  
DARRYL MEXIC, P.C.  
ROBERT V. SLOAN, P.C.\*  
PETER D. OLEKY, P.C.  
J. FRANK OSMA  
WADDILL A. BODDART, P.C.  
ROBERT G. HEMORROW, P.C.  
LOUIS GUBINSKY, P.C.  
NEIL S. SIEGEL  
DAVID J. CUSHING  
CYNTHIA CLARKE WESER  
JOHN R. INGE  
JOSEPH J. RUCH, JR.\*  
SHELDON I. LANDSMAN, P.C.  
RICHARD G. TURNER  
HOWARD L. BERNSTEIN, P.C.  
ALAN J. KASPER  
KENNETH J. BURCHFIELD  
GORDON KIT  
SUSAN J. KACZ  
FRANK L. BERNSTEIN  
MARK BOLAND\*

WILLIAM H. MANDIR  
ABRAHAM J. ROSSER  
BRUCE E. KRAMER  
SEAN M. MOJIB  
SCOTT H. DANIELS  
PAUL F. NELE  
BRETT S. SYLVESTER  
H. SANDERS OWEN, JR.  
RAYMOND W.L. POWELL, JR.\*  
GARY S. LEVCHSON  
ROBERT H. MASTERS\*  
DORZEN S. LADER\*  
BRIAN W. HANNON  
TERESA H. MARTINEZ\*  
RANON R. HOOP\*  
EUGENE LEDONNE\*  
PAUL A. FAIR\*  
ANNETTE L. BADE\*  
HENRY B. KADAC\*  
STEVEN M. GRUSKIN\*  
GEORGE F. LEHNICK\*  
MARG S. KAUFMAN\*  
MARIE CLAIRE BOSEVORT\*  
\*NOTIFIED OTHER THAN D.C.

Intergroup World Services, Inc.  
P.O. Box 146  
Croton Falls, New York 10519-0146

Re: Third Edition of the Big Book  
Our Ref: 100-156/Intergroup

Dear Sirs:

This firm represents Alcoholics Anonymous World Services, Inc. (AAWS) with respect to trademark, copyright and unfair competition matters.

It has recently been brought to AAWS' attention that you are selling a miniature size copy of the soft cover Third Edition of Alcoholics Anonymous (i.e., the Big Book). You have made every effort in designing this book to make it appear that the book emanates from AAWS and is an official Big Book. For example, your name "Intergroup World Services, Inc.," is composed of the word Intergroups, a term used almost exclusively in A.A., and the words World Services, Inc., which is remarkable similar to the last half of the name my client's organization, Alcoholics Anonymous World Services, Inc. Additionally, you mention the AA trademarks in the fly leaf—which gives you the opportunity to repeat the AA and ALCOHOLICS ANONYMOUS names four times. Finally, you use the identical dark blue trade dress associated with the official, soft cover Third Edition of the Big Book. These actions on your part were clearly calculated to mislead relevant consumers into believing that your book is indeed an authorized abridged version of the Big Book (without the personal stories) emanating from AA itself. This creates the likelihood of confusion, mistake or deception in violation of Section 43(a) of the Lanham Act (15 USC §1025(a)), the federal unfair competitions statute.

Intergroup World Services, Inc.  
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The purpose of this letter is to request that you immediately cease and desist from all further sale of what can most accurately be termed a "knock off" of the soft cover version of the Third Edition of the Big Book. I look forward to hearing from you or you attorneys within two weeks of the date of this letter.

Very truly your  
/s/  
Cynthia Clarke Webber

CCW/pag  
Cc: Mr. Thomas K. Jasper.