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January 27, 1993

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Mr. John Gillen  
Intergroup World Services, Inc.  
P.O. Box 146  
Croton Falls, New York 10519

Re: The Big Book  
Our Ref.: 100506/Intergroup

Dear Mr. Gillen:

It is clear from some of your recent correspondence that you did receive my December 3, 1992 letter. Another copy is nonetheless attached. As that letter makes clear, THE BIG BOOK is a registered trademark owned by AAWS. You do not have permission to use the mark in connection with any type of publication, and we must again insist that you immediately cease use of BIG BOOK on publications, in advertisements or in any other manner in connection with distribution of publications. It has come to our attention that you have advertised under the phrases LITTLE BIG BOOKS and MINI BIG BOOK in both the January 1993 Sober Times and in the January 1993 issue of Recovering Together. Both of these advertisements, and any others like them, must cease at once.

It has further been brought to our attention that you are still using the name "Intergroup World Services, Inc." on letterhead and in answering the telephone. If one were to call the 800 number in your advertisements, therefore, the name "Intergroup World Services, Inc." would be associated with your publications, and further strengthen the misimpression that Alcoholics Anonymous is associated with or has approved your publications.

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To exacerbate matters further, we have been advised that in response to a specific telephone inquiry as to whether your company is part of AA, your employee affirmatively stated that Intergroup World Services, Inc. is "part of the AA system". This practice must also immediately cease.

To summarize, I would still like an answer to the questions posed on page 2 of my December 3, 1992 letter. We also seek your immediate assurance that you will cease all use of BIG BOOK alone or as part of another phrase in connection with the distribution of publications, that you will cease using the name "Intergroup World Services, Inc." in connection with your business, and that you will inform your employees that they are to immediately cease making any implied or express representation that your company is part of Alcoholics Anonymous.

I look forward to hearing from you in the very near future.

Very truly yours

/s = "Cindy Weber"/

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