

On Wed, Mar 27, 2019 at 12:15 PM Silverberg, Janet {PEP} <Janet.Silverberg@pepsico.com> wrote:

To Whom It May Concern:

I handle trademark matters at PepsiCo. One of the brands for which I am responsible is our GATORADE brand. As you may know, Pepsi, through its wholly-owned subsidiary, Stokely-Van Camp, Inc., manufactures and sells GATORADE thirst quencher. We have used our “Gatorade & Lightning Bolt Design” (shown below) quite prominently on and in connection with our Gatorade products for many years. The logo has become quite well-known and consumers immediately associate it with our products.



It has come to our attention that Crossfit has modified our well-known mark and is using it on the www.crossfit.com site as shown below.

COMMENTS ON UNDEFINED



THE HYPONATREMIA OF EXERCISE, PART 3 

The third post in Professor Tim Noakes' hyponatremia series continues to review the influential Wyndham and Strydom heatstroke study and evaluates its various levels of scientific evidence. Noakes also presents a scale for grading the relative validity of different experimental designs.

[READ MORE](#)

We believe that your use of our well-known logo infringes upon, dilutes and damages our rights in our trademark and therefore we must request that you **immediately** remove the logo from your web site

and from any other materials on which it appears. If you do not cease use of this design in a timely manner, we will have no option but to take further appropriate legal action.

We hope to resolve this matter amicably. To that end, we look forward to receiving prompt confirmation that you have removed the design and that you will make no use of the design at issue again in the future.

Kind regards,

Janet Silverberg/Chief Trademark Counsel
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