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April 3, 2014

**VIA EMAIL ([timlynch@umich.edu](mailto:timlynch@umich.edu); [rmodrak@umich.edu](mailto:rmodrak@umich.edu); [contact@remadeco.org](mailto:contact@remadeco.org))**  
***Confirmation Copies Via Federal Express***

Timothy G. Lynch, Esq.  
Vice President and General Counsel  
University of Michigan  
Central Campus Legal Office  
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Ms. Rebekah Modrak  
Associate Professor  
Stamps School of Art & Design  
University of Michigan  
2000 Bonisteel Boulevard, Office 2072 AA  
Ann Arbor, Michigan 48108

**Re: Copyright and Trademark / Trade Dress Infringement of Best Made Company Intellectual Property**

Dear Mr. Lynch and Ms. Modrak:

We are intellectual property counsel to the Best Made Company (“Best Made”), a leading outdoor goods company that designs, manufactures, and sells a variety of goods including, but not limited to, axes, apparel, knives, camp supplies, and bags and cases. Best Made operates a website at [www.bestmadeco.com](http://www.bestmadeco.com) (the “Best Made Website”) at which it advertises and sells its axes and other products. Best Made advertises its goods on websites including Facebook: <https://www.facebook.com/BestMadeCo> (the “Best Made Facebook Page”).

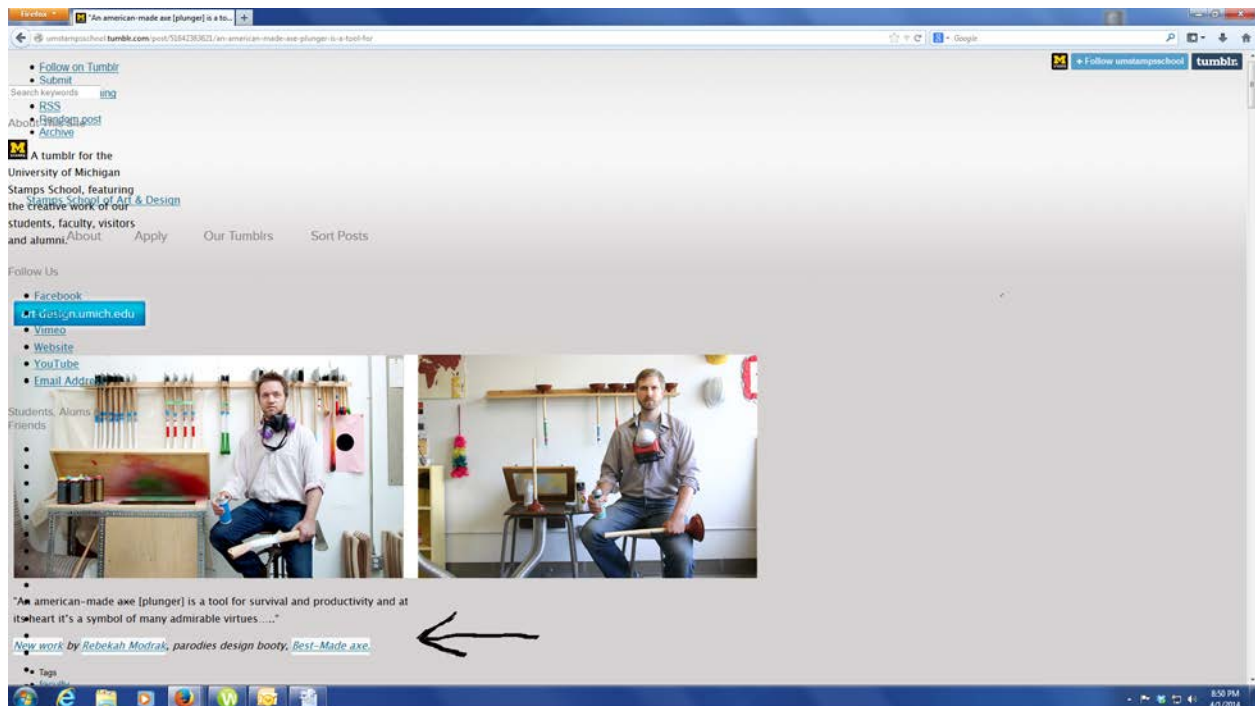
Our client became aware of a website for a fictitious company called Re Made Company (“Re Made” or “Re Made Company”) accessible from the domain name [www.remadeco.org](http://www.remadeco.org) which contains content extensively and unlawfully copied from the Best Made Website and the Best Made Facebook Page (“Re Made Website”).

The creator of the Re Made Website has, until recently, concealed his or her identity by registering the domain name for the Re Made Website anonymously. On March 27, 2014, our

client sent an e-mail to [contact@remadeco.org](mailto:contact@remadeco.org), an email address appearing on the Re Made Website, requesting that the wholesale copying of the Best Made Website stop. He received a disingenuous response which ignored his demand and referred to “Peter Smith-Buchanan,” a name based upon the name of the founder of Best Made Company, Peter Buchanan-Smith. A copy of the email exchange is attached to this letter.

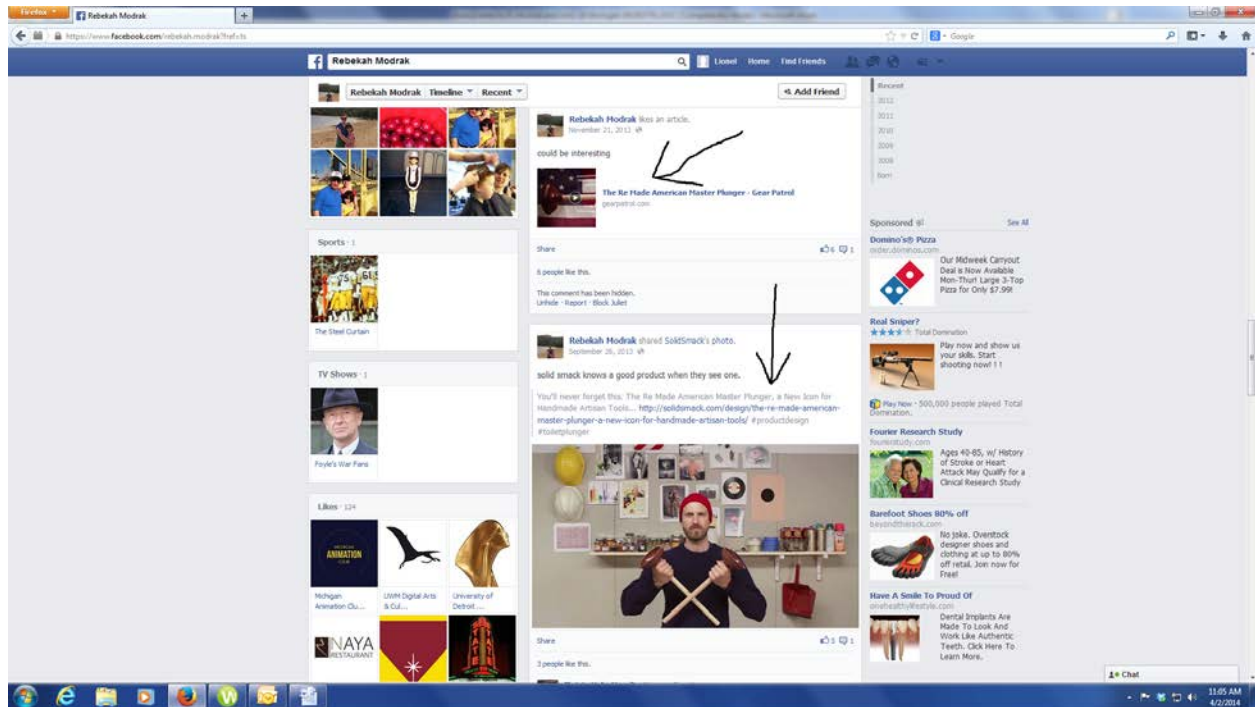
Our investigation into this matter uncovered the Tumblr.com page for the University of Michigan, School of Art & Design which indicates that the Re Made Website was created by Ms. Rebekah Modrak, an Associate Professor at the University of Michigan School of Art & Design (as indicated by the black arrow below).

It appears that either Ms. Modrak or others at the University of Michigan may have been involved in creating and operating the Re Made Website and the infringing content that appears on it. Because Ms. Modrak is employed by the University of Michigan, we are writing both to her directly and the University.

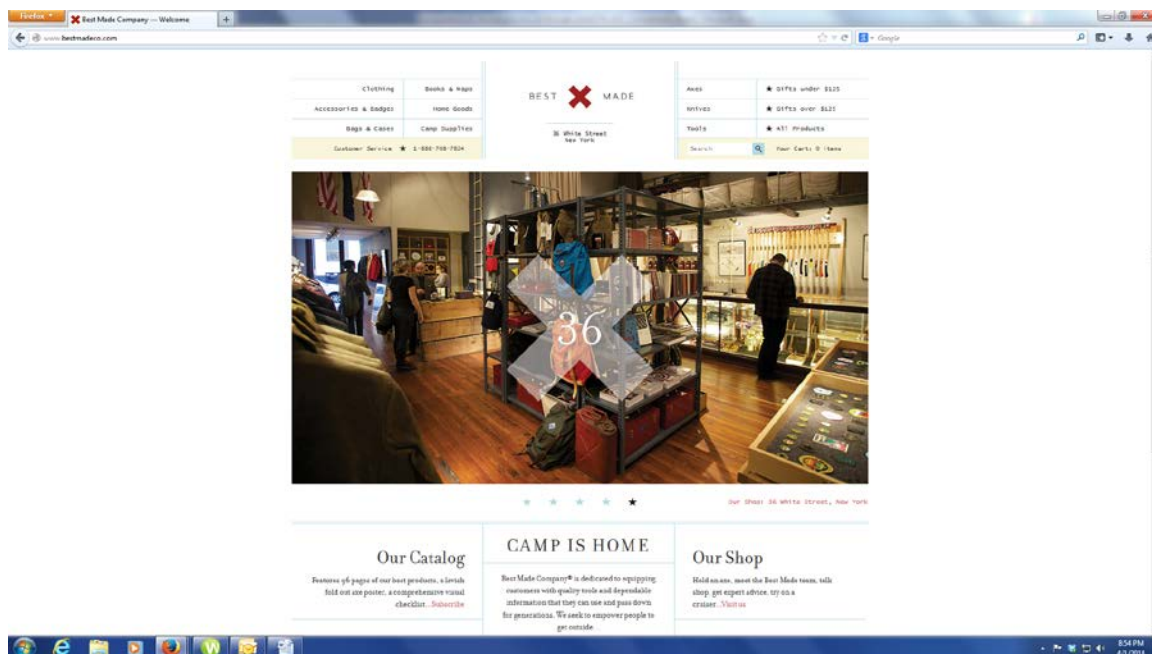


In addition, we discovered that Ms. Modrak’s Facebook page contains several references to the Re Made Website as shown in the screenshots below, the first of which indicates that the site may be a “new project on rhizome” by Ms. Modrak. If Ms. Mondrak is not the creator and operator of the Re Made Website, we ask the University of Michigan and Ms. Mondrak to fully cooperate with us to identify those responsible for the website.



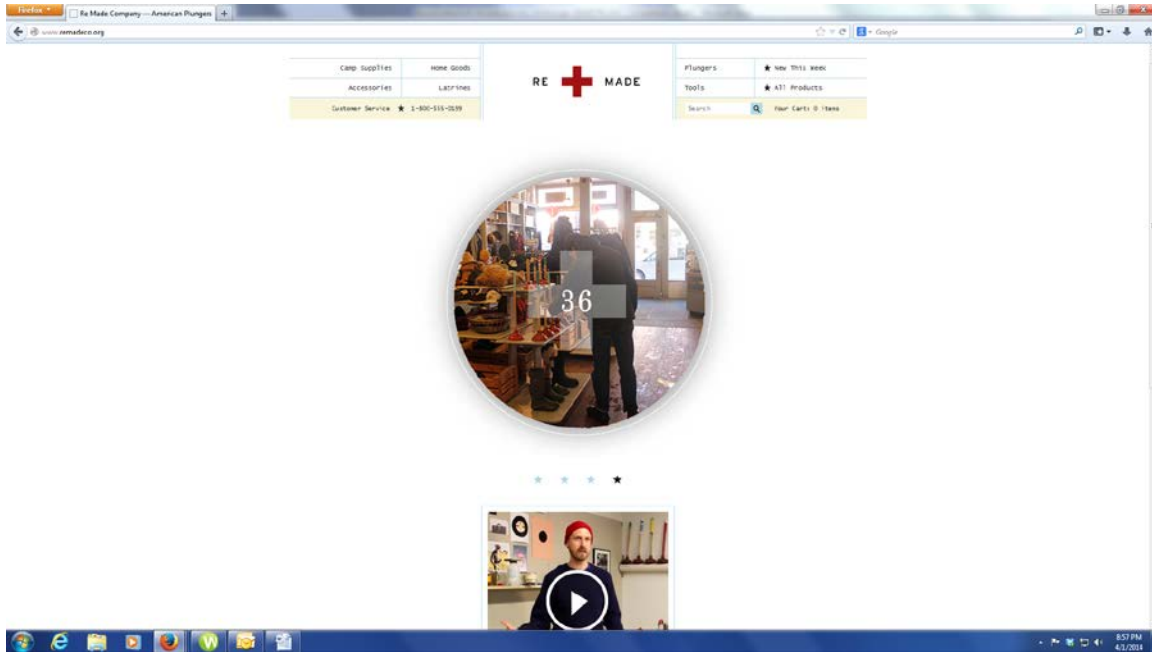


The Re Made Website violates our client's intellectual property rights in several ways. First, the Re Made Website mimics the appearance of the Best Made Website in its overall design and in the coordination and arrangement of graphic elements. As an example, below is a screenshot of the homepage for the Best Made Website.

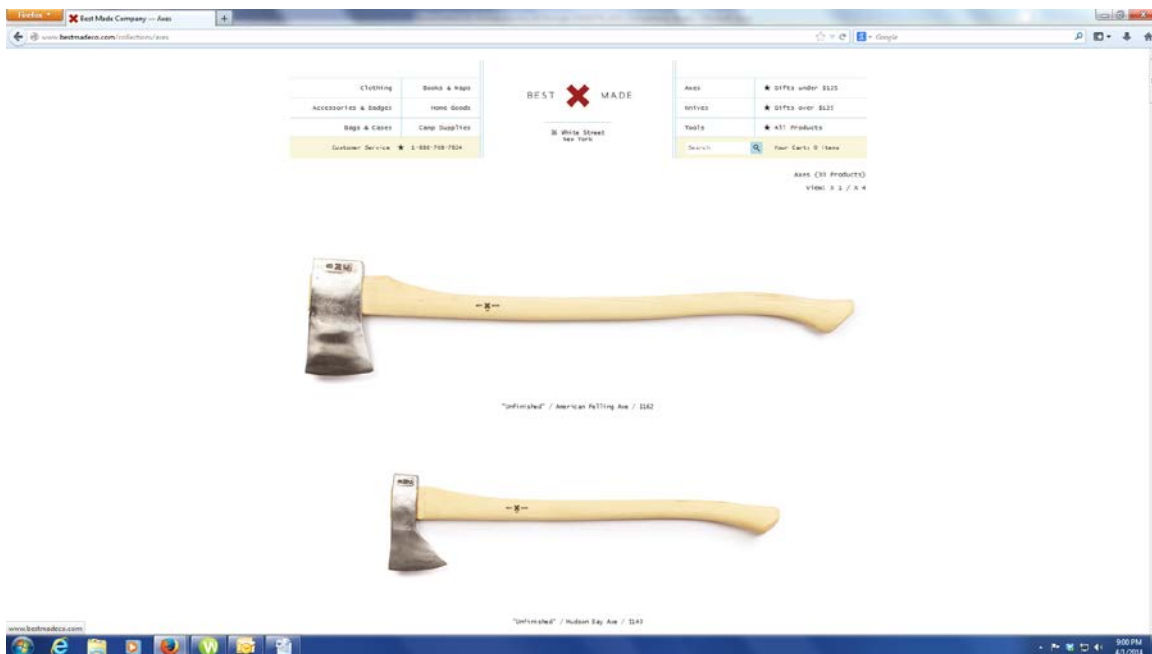




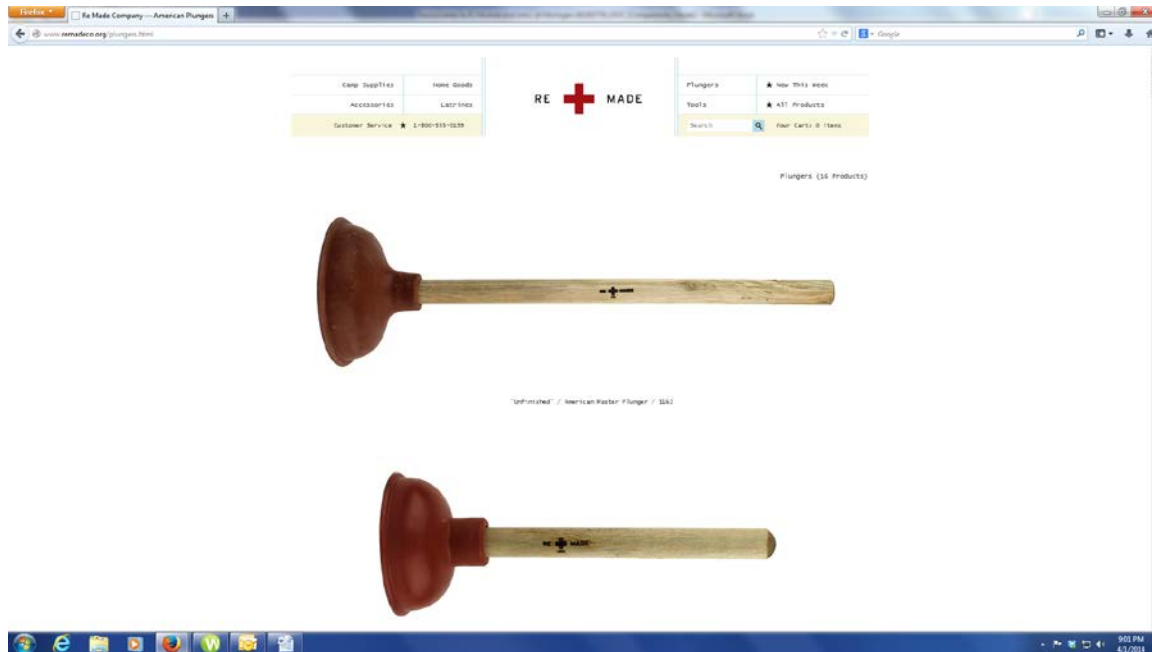
And following below for comparison is a screenshot of the homepage for the Re Made Website:



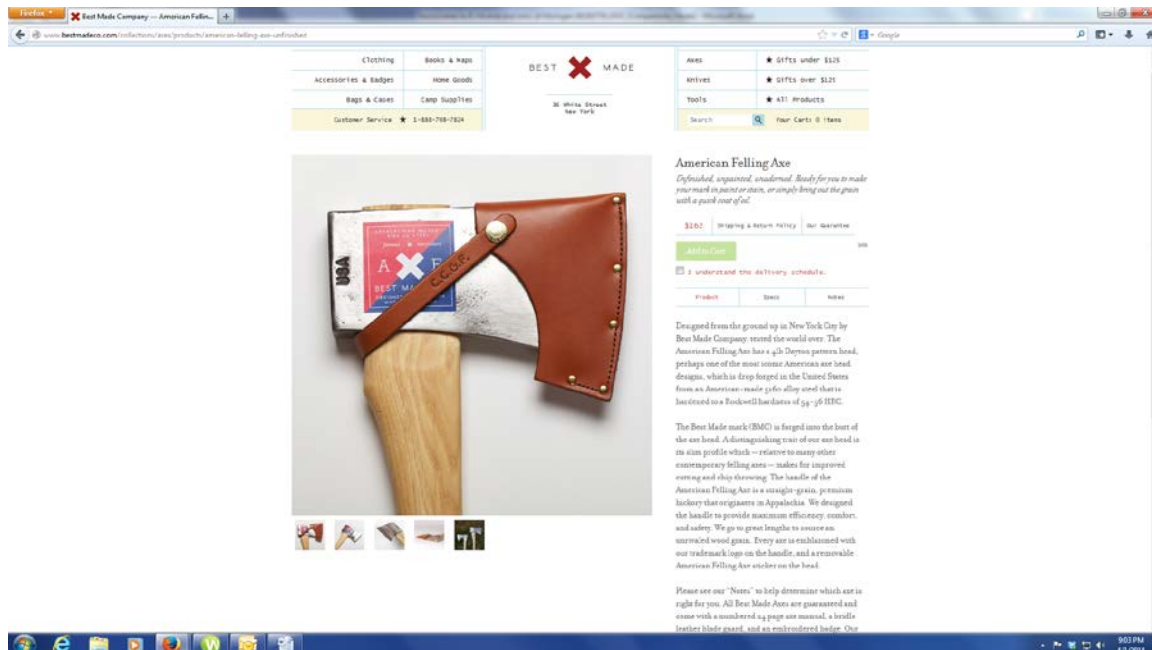
As you will see, in addition to using a similar red-cross logo, both homepages have a similar layout and appearance with regard to the product categories that appear at the top and the usage and placement of graphical elements. This is also true for other pages of the websites as well, examples of which appear below. From the Best Made Website:

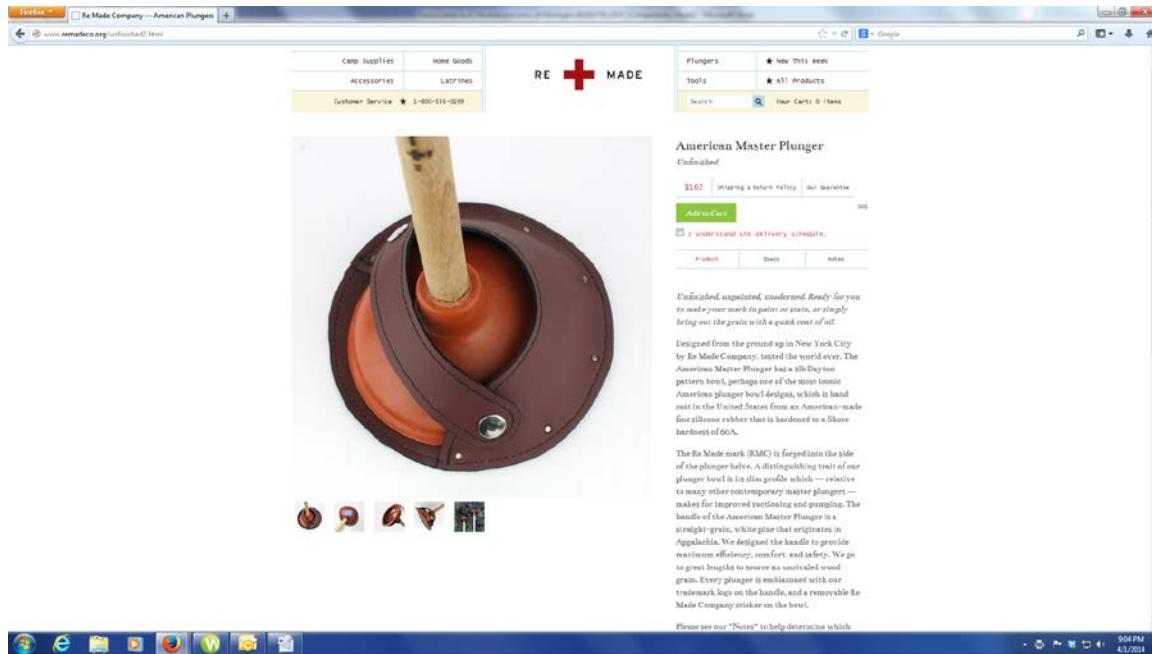


From Re Made's Website:



In numerous instances, the Re Made Website has also copied word-for-word the original product descriptions and other textual content from the Best Made Website. For example, below is the product description for Best Made's product the American Felling Axe taken from the Best Made Website, and below that is Re Made's product description for the product American Master Plunger.





As you can see, the visual elements are virtually identical, and Re Made has essentially copied the product descriptions, mainly changing where necessary to refer to a plunger instead of an axe. The Best Made description reads as follows:

*Unfinished, unpainted, unadorned. Ready for you to make your mark in paint or stain, or simply bring out the grain with a quick coat of oil*

Designed from the ground up in New York City by Best Made Company, tested the world over. The American Felling Axe has a 4lb Dayton pattern head, perhaps one of the most iconic American axe head designs, which is drop forged in the United States from an American-made 5160 alloy steel that is hardened to a Rockwell hardness of 54-56 HRC.

The Best Made mark (BMC) is forged into the butt of the axe head. A distinguishing trait of our axe head is its slim profile which — relative to many other contemporary felling axes — makes for improved cutting and chip throwing. The handle of the American Felling Axe is a straight-grain, premium hickory that originates in Appalachia. We designed the handle to provide maximum efficiency, comfort, and safety. We go to great lengths to source an unrivaled wood grain. Every axe is emblazoned with our trademark logo on the handle, and a removable American Felling Axe sticker on the head.

Please see our “Notes” to help determine which axe is right for you. All Best Made Axes are guaranteed and come with a numbered 24 page axe manual, a bridle leather blade guard, and an embroidered badge. Our premium painted axes come securely packed in wood wool in a hand-made wooden crate, which is boxed in crush proof corrugated cardboard. We ship our axes all over the world.

In comparison, the Re Made description for the American Master Plunger reads as follows and is virtually identical:

*Unfinished, unpainted, unadorned. Ready for you to make your mark in paint or stain, or simply bring out the grain with a quick coat of oil.*

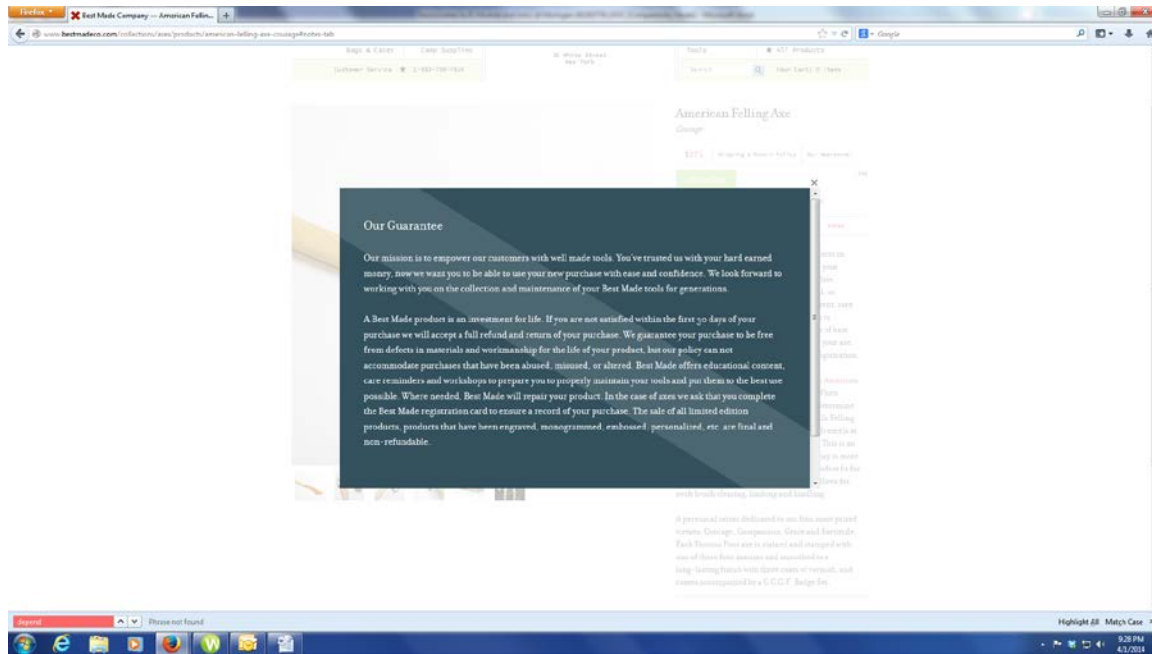
Designed from the ground up in New York City by Re Made Company, tested the world over. The American Master Plunger has a 2lb Dayton pattern bowl, perhaps one of the most iconic American plunger bowl designs, which is hand cast in the United States from an American-made fine silicone rubber that is hardened to a Shore hardness of 60A.

The Re Made mark (RMC) is forged into the side of the plunger helve. A distinguishing trait of our plunger bowl is its slim profile which — relative to many other contemporary master plungers — makes for improved suctioning and pumping. The handle of the American Master Plunger is a straight-grain, white pine that originates in Appalachia. We designed the handle to provide maximum efficiency, comfort, and safety. We go to great lengths to source an unrivaled wood grain. Every plunger is emblazoned with our trademark logo on the handle, and a removable Re Made Company sticker on the bowl.

Please see our “Notes” to help determine which plunger is right for you. All Re Made Plungers are guaranteed and come with a numbered 24 page plunger manual, a bridle leather bowl guard, and an embroidered badge. Our premium painted plungers come securely packed in wood wool in a hand-made wooden crate, which is boxed in crush proof corrugated cardboard. We ship our plungers all over the world.

As another example, the Re Made Website has also copied verbatim the “Help” and “Guarantee” sections of the Best Made Website:





Above is the “Our Gurantee” text from the Best Made Website which states:

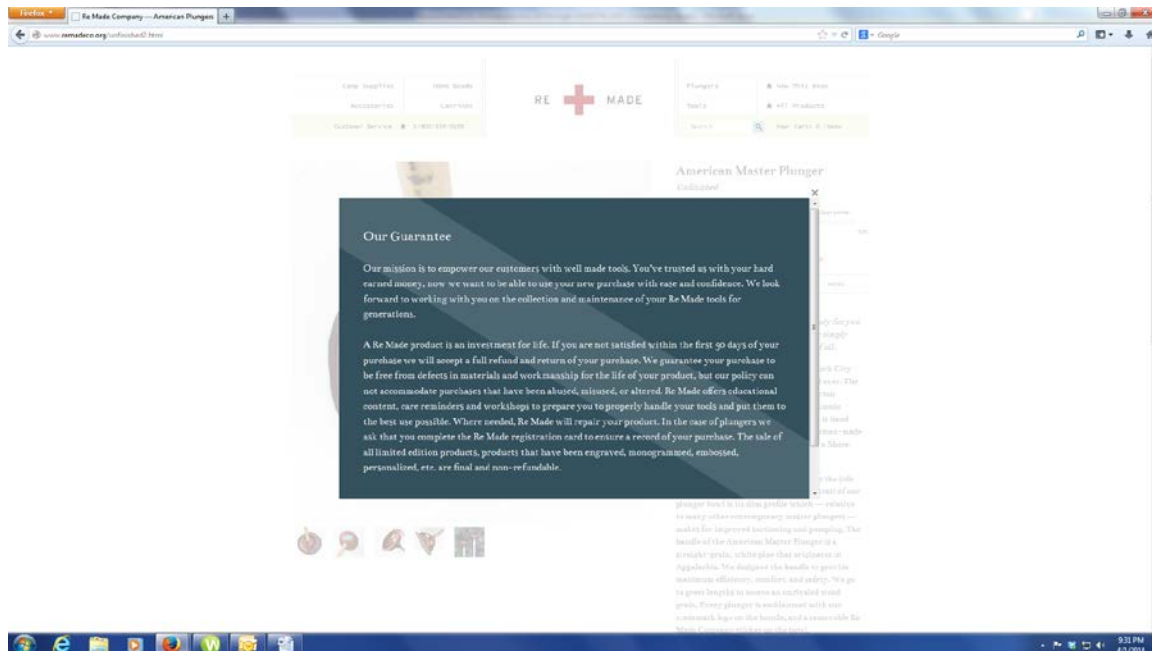
Our mission is to empower our customers with well made tools. You’ve trusted us with your hard earned money, now we want you to be able to use your new purchase with ease and confidence. We look forward to working with you on the collection and maintenance of your Best Made tools for generations.

A Best Made product is an investment for life. If you are not satisfied within the first 30 days of your purchase we will accept a full refund and return of your purchase. We guarantee your purchase to be free from defects in materials and workmanship for the life of your product, but our policy can not accommodate purchases that have been abused, misused, or altered. Best Made offers educational content, care reminders and workshops to prepare you to properly maintain your tools and put them to the best use possible. Where needed, Best Made will repair your product. In the case of axes we ask that you complete the Best Made registration card to ensure a record of your purchase. The sale of all limited edition products, products that have been engraved, monogrammed, embossed, personalized, etc. are final and non-refundable.

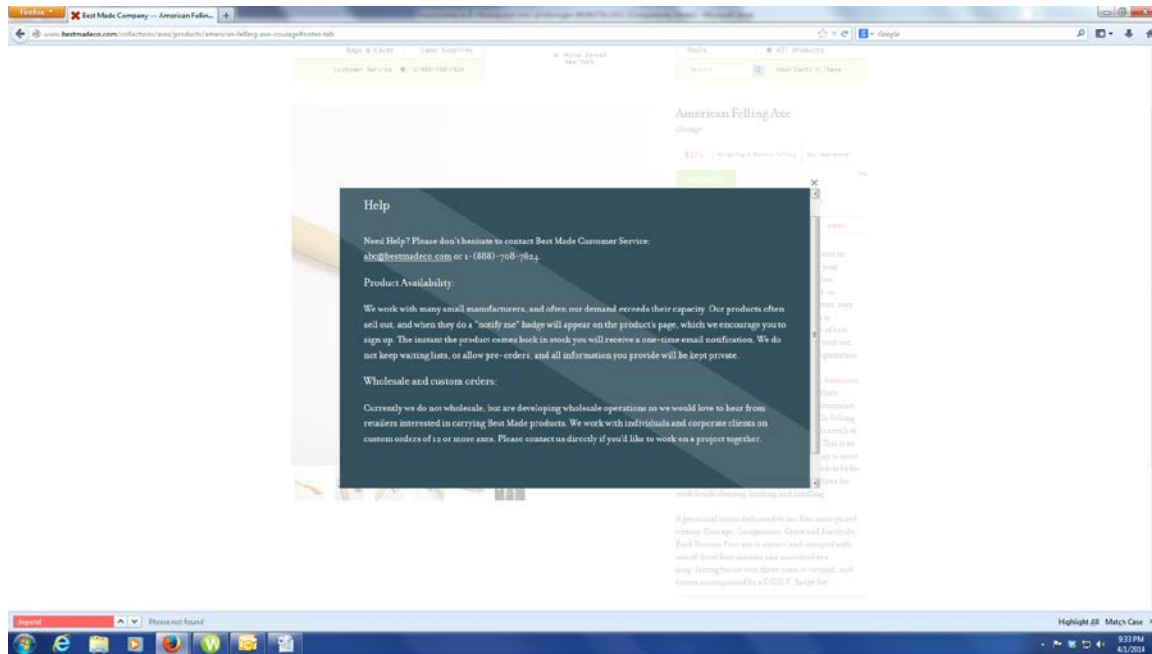
And below is the virtually identical language taken from the Re Made Website and which states as follows:

Our mission is to empower our customers with well made tools. You’ve trusted us with your hard earned money, now we want to be able to use your new purchase with ease and confidence. We look forward to working with you on the collection and maintenance of your Re Made tools for generations.

A Re Made product is an investment for life. If you are not satisfied within the first 30 days of your purchase we will accept a full refund and return of your purchase. We guarantee your purchase to be free from defects in materials and workmanship for the life of your product, but our policy can not accommodate purchases that have been abused, misused, or altered. Re Made offers educational content, care reminders and workshops to prepare you to properly handle your tools and put them to the best use possible. Where needed, Re Made will repair your product. In the case of plungers we ask that you complete the Re Made registration card to ensure a record of your purchase. The sale of all limited edition products, products that have been engraved, monogrammed, embossed, personalized, etc. are final and non-refundable.



The Best Made Website also has a “Help” section as shown below, which can be found by going to a specific product’s description page on the site and clicking the letters “SOS” to the right of the green “Add to Cart” button:



The above language states:

Need Help? Please don't hesitate to contact Best Made Customer Service: [abc@bestmadeco.com](mailto:abc@bestmadeco.com) or 1-(888)-708-7824.

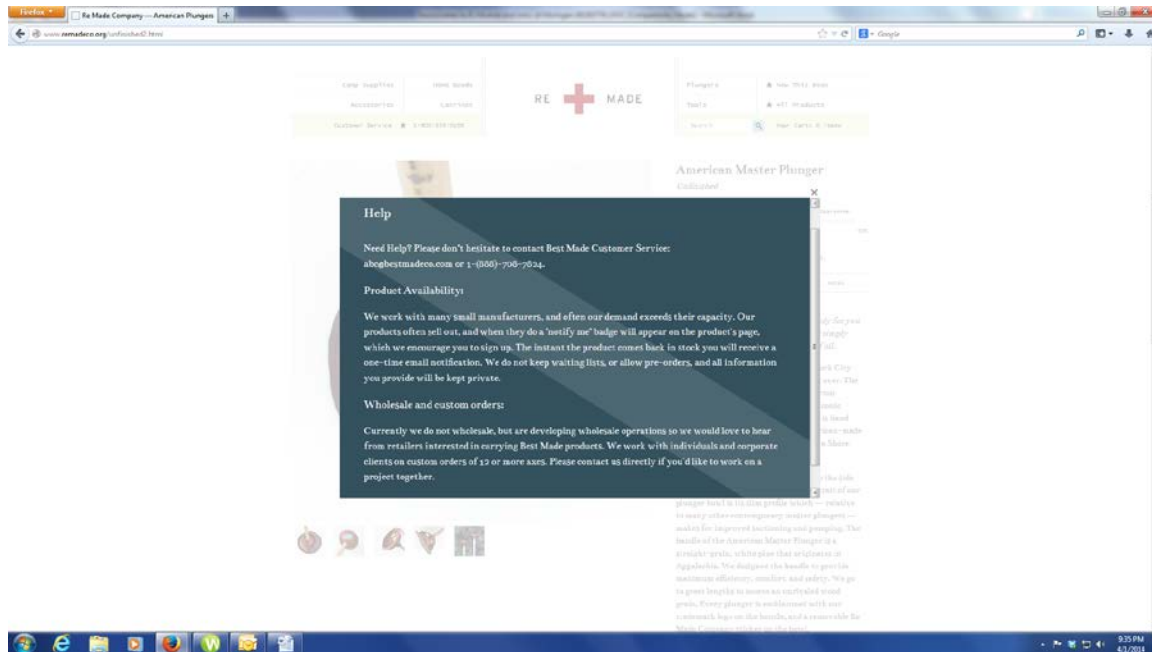
#### Product Availability:

We work with many small manufacturers, and often our demand exceeds their capacity. Our products often sell out, and when they do a "notify me" badge will appear on the product's page, which we encourage you to sign up. The instant the product comes back in stock you will receive a one-time email notification. We do not keep waiting lists, or allow pre-orders, and all information you provide will be kept private.

#### Wholesale and custom orders:

Currently we do not wholesale, but are developing wholesale operations so we would love to hear from retailers interested in carrying Best Made products. We work with individuals and corporate clients on custom orders of 12 or more axes. Please contact us directly if you'd like to work on a project together.

In comparison, the Re Made Website has an identical "Help" section as it simply copies verbatim the "Help" section of the Best Made Website, *including using Best Made's company name, e-mail address, and phone number*. And not surprisingly, the "Help" section on the Re Made Website is similarly found by going to a specific product's description page, and clicking the letters "SOS" which appear to the right of the green "Add to Cart" button, which are themselves even more elements taken from the Best Made Website.



The above language reads as follows:

Need Help? Please don't hesitate to contact Best Made Customer Service: [abc@bestmadeco.com](mailto:abc@bestmadeco.com) or 1-(888)-708-7824.

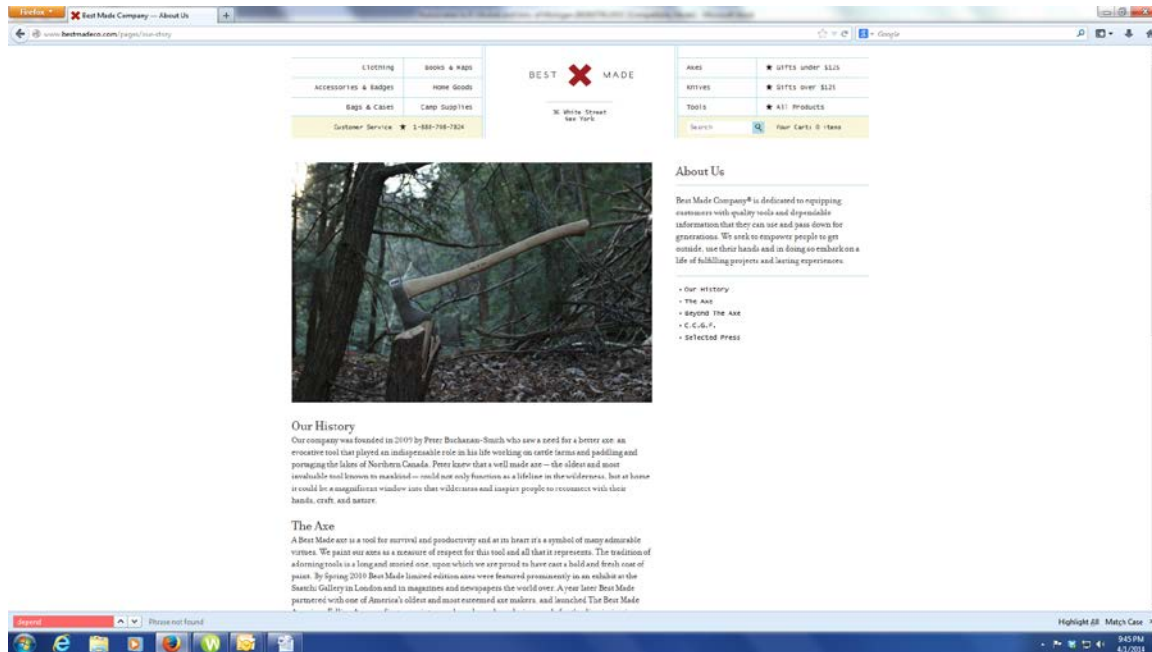
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We work with many small manufacturers, and often our demand exceeds their capacity. Our products often sell out, and when they do a "notify me" badge will appear on the product's page, which we encourage you to sign up. The instant the product comes back in stock you will receive a one-time email notification. We do not keep waiting lists, or allow pre-orders, and all information you provide will be kept private.

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And yet another example of infringement can be seen by comparing the websites' "About Us" sections. Below is what the "About Us" section on the Best Made Website states:



The entire text on the above page reads as follows:

### Our History

Our company was founded in 2009 by Peter Buchanan-Smith who saw a need for a better axe: an evocative tool that played an indispensable role in his life working on cattle farms and paddling and portaging the lakes of Northern Canada. Peter knew that a well made axe — the oldest and most invaluable tool known to mankind — could not only function as a lifeline in the wilderness, but at home it could be a magnificent window into that wilderness and inspire people to reconnect with their hands, craft, and nature.

### The Axe

A Best Made axe is a tool for survival and productivity and at its heart it's a symbol of many admirable virtues. We paint our axes as a measure of respect for this tool and all that it represents. The tradition of adorning tools is a long and storied one, upon which we are proud to have cast a bold and fresh coat of paint. By Spring 2010 Best Made limited edition axes were featured prominently in an exhibit at the Saatchi Gallery in London and in magazines and newspapers the world over. A year later Best Made partnered with one of America's oldest and most esteemed axe makers, and launched The Best Made American Felling Axe: our first proprietary and unadorned axe design, made for the discriminating consumer, priced and fabricated to compete with the best.



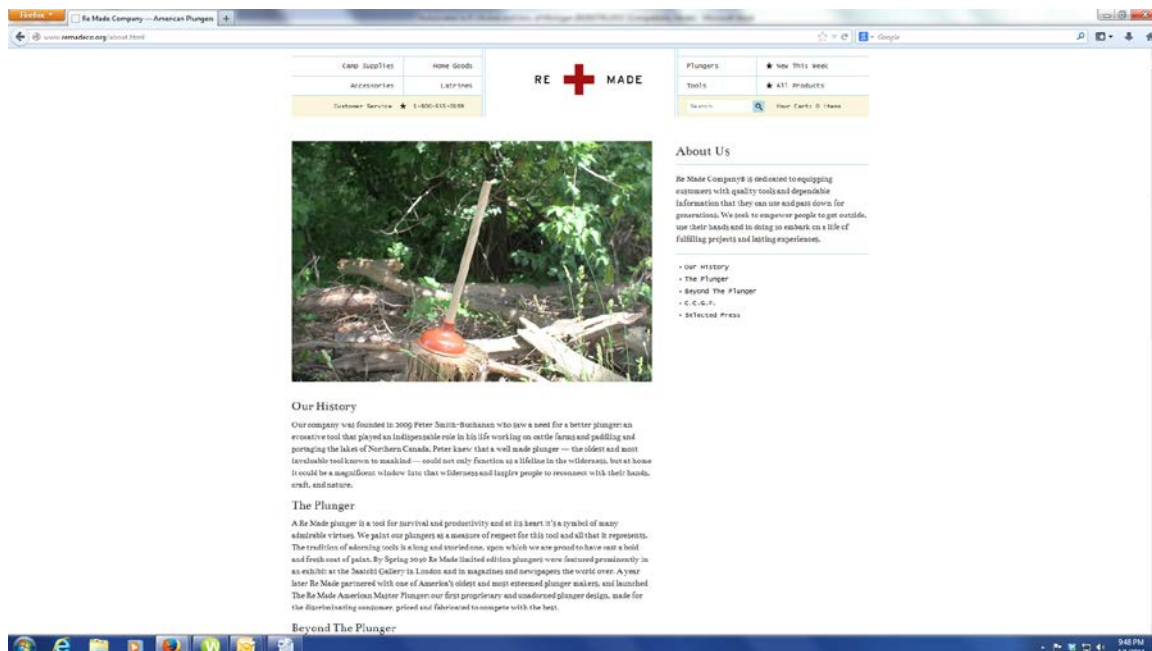
## Beyond The Axe

In the Fall of 2010, with the axe as our perch, we embarked on a new line of products, which included wearable goods, bags, a first aid kit, and our popular limited edition map series: the foundations were thus laid to a more ambitious and sustainable mission. Working closely with esteemed designers and manufacturers the world over we continue to expand our catalog with the same care and precision that goes into the making of every new product we offer.

## C.C.G.F: The Famous Four

Courage, Compassion, Grace and Fortitude (C.C.G.F.). Our four most cherished virtues that we aspire to live up to — all of which are embodied by and emblazoned on our axes — and that we hope will inspire others. Purchasing a Best Made axe is more than a simple transaction; it's an investment into substantial, lasting products and relationships: between you and your new purchase, between yourself and those you spend time with around the campfire, and between you and Best Made. We are a trusted resource that will not only equip you with the right tools and resources, but will enable a bold and brave outlook from within. For a limited time, we are donating proceeds from our Fortitude axe and our Be Optimistic Felt Badge to the It Gets Better Project, which inspires hope for LGBT kids who are facing bullying and other forms of harassment. Please spend some time on the It Gets Better website to learn more about this urgent and inspirational campaign.

And the “About Us” section of the Re Made Website appears as shown below:



The entire text from the above webpage reads as follows below, but indicates that an individual named “Peter Smith-Buchanan” instead of the founder of Best Made “Peter Buchanan-Smith” started the Re Made Company:

### Our History

Our company was founded in 2009 Peter Smith-Buchanan who saw a need for a better plunger: an evocative tool that played an indispensable role in his life working on cattle farms and paddling and portaging the lakes of Northern Canada. Peter knew that a well made plunger — the oldest and most invaluable tool known to mankind — could not only function as a lifeline in the wilderness, but at home it could be a magnificent window into that wilderness and inspire people to reconnect with their hands, craft, and nature.

### The Plunger

A Re Made plunger is a tool for survival and productivity and at its heart it’s a symbol of many admirable virtues. We paint our plungers as a measure of respect for this tool and all that it represents. The tradition of adorning tools is a long and storied one, upon which we are proud to have cast a bold and fresh coat of paint. By Spring 2010 Re Made limited edition plungers were featured prominently in an exhibit at the Saatchi Gallery in London and in magazines and newspapers the world over. A year later Re Made partnered with one of America’s oldest and most esteemed plunger makers, and launched The Re Made American Master Plunger: our first proprietary and unadorned plunger design, made for the discriminating consumer, priced and fabricated to compete with the best.

### Beyond The Plunger

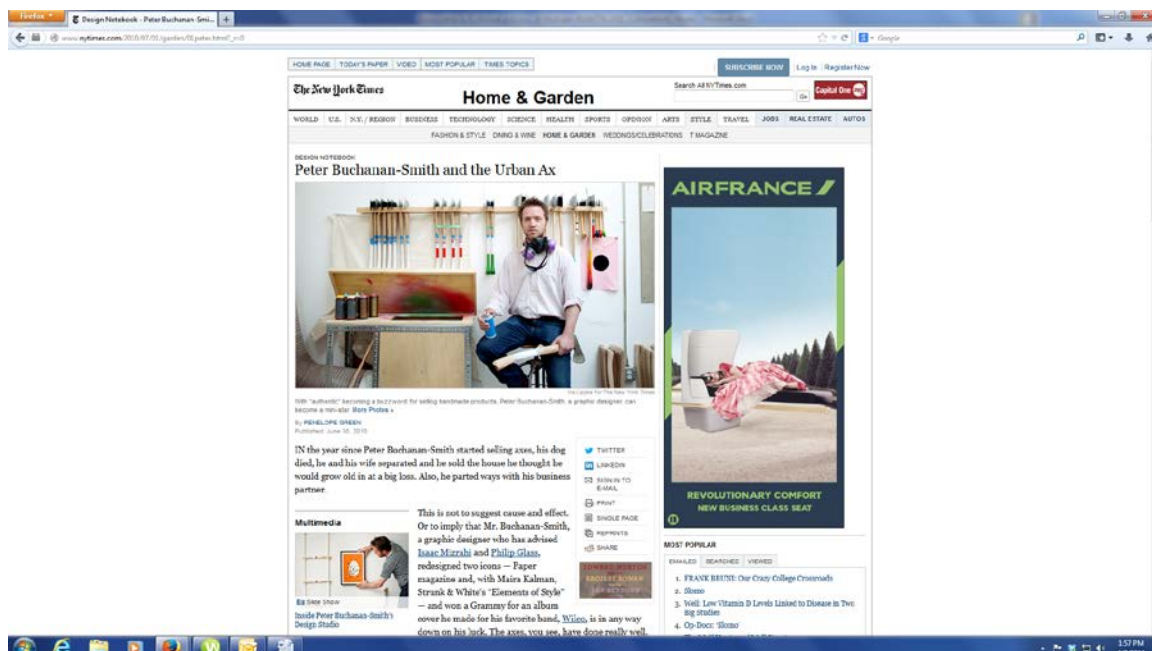
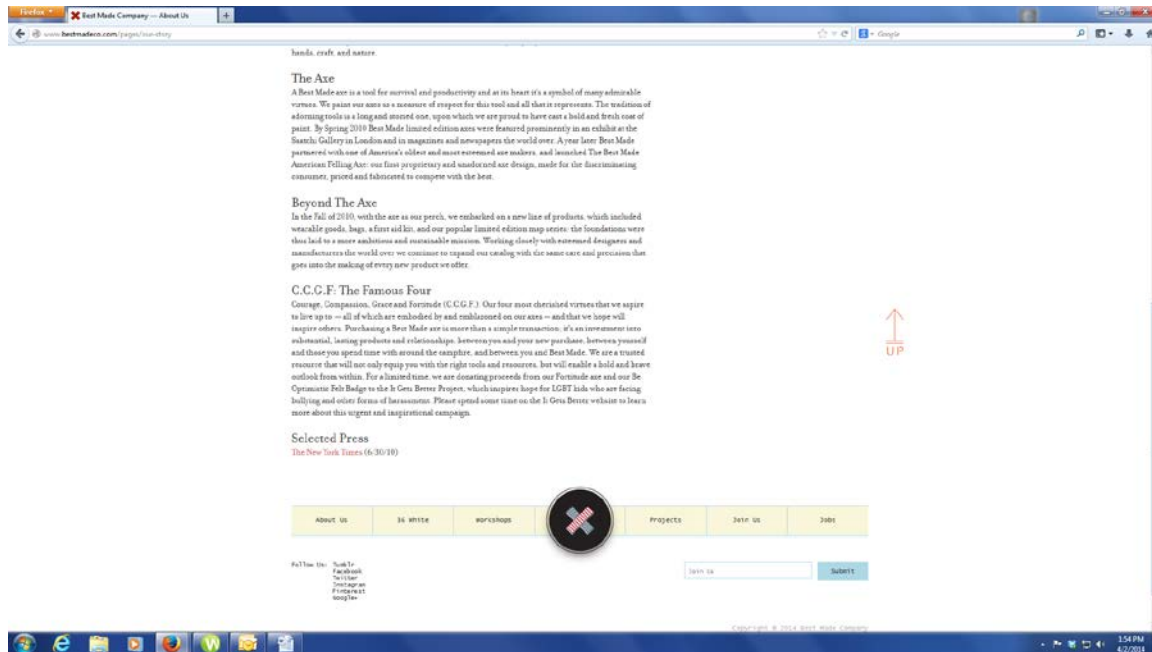
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### C.C.G.F: The Famous Four

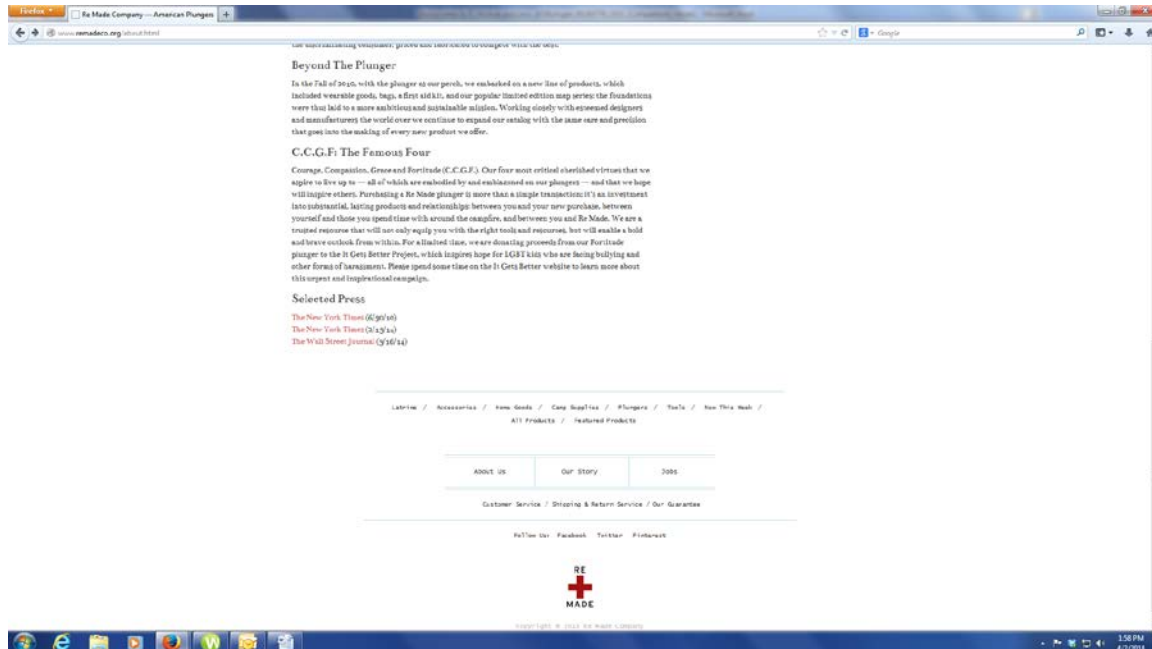
Courage, Compassion, Grace and Fortitude (C.C.G.F.). Our four most critical cherished virtues that we aspire to live up to — all of which are embodied by and emblazoned on our plungers — and that we hope will inspire others. Purchasing a Re Made plunger is more than a simple transaction; it’s an investment into substantial, lasting products and relationships: between you and your new purchase, between yourself and those you spend time with around the campfire, and between you and Re Made. We are a trusted resource that will not only equip

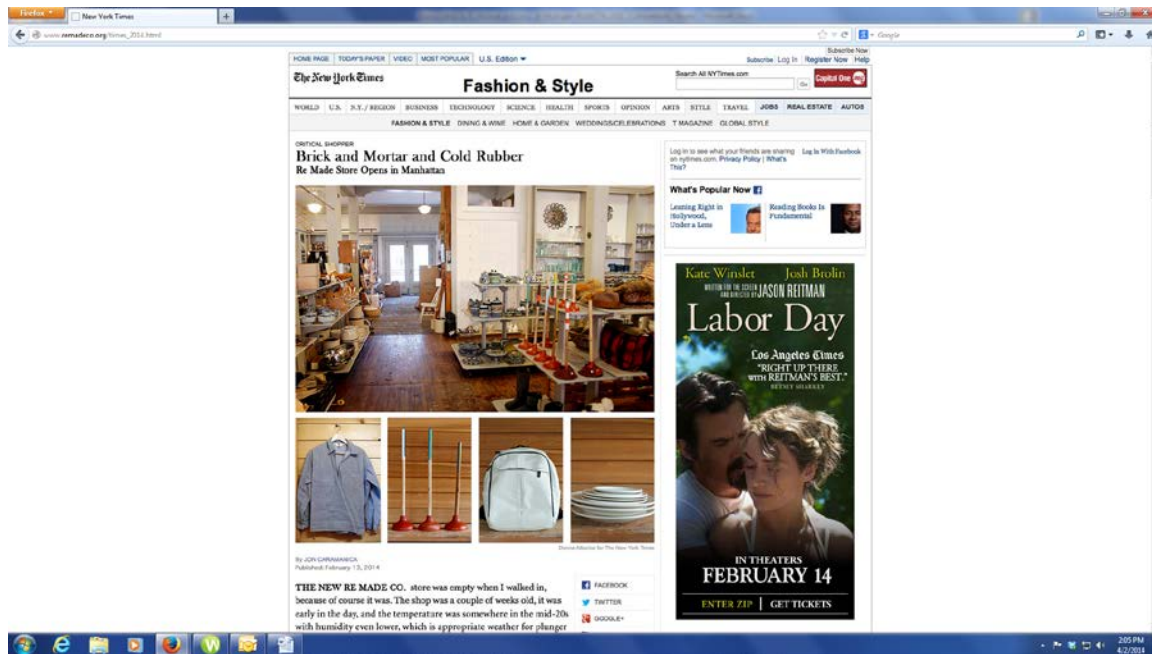
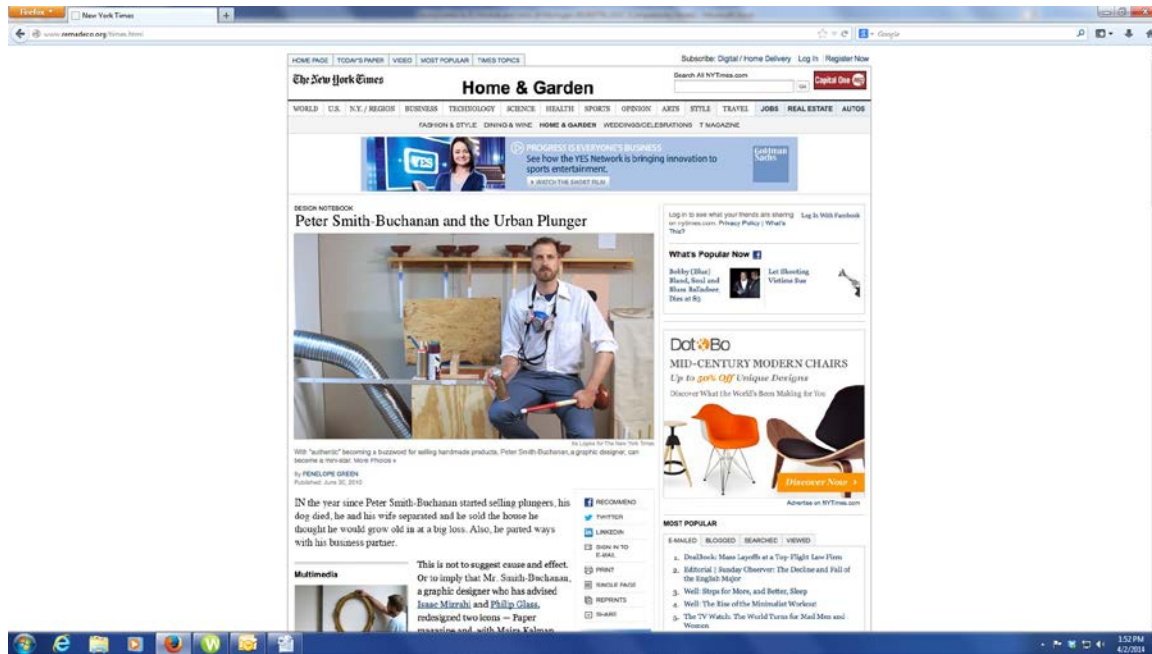
you with the right tools and resources, but will enable a bold and brave outlook from within. For a limited time, we are donating proceeds from our Fortitude plunger to the It Gets Better Project, which inspires hope for LGBT kids who are facing bullying and other forms of harassment. Please spend some time on the It Gets Better website to learn more about this urgent and inspirational campaign.

The “About Us” section of the Best Made Website also shows an article from the *New York Times* as shown below:

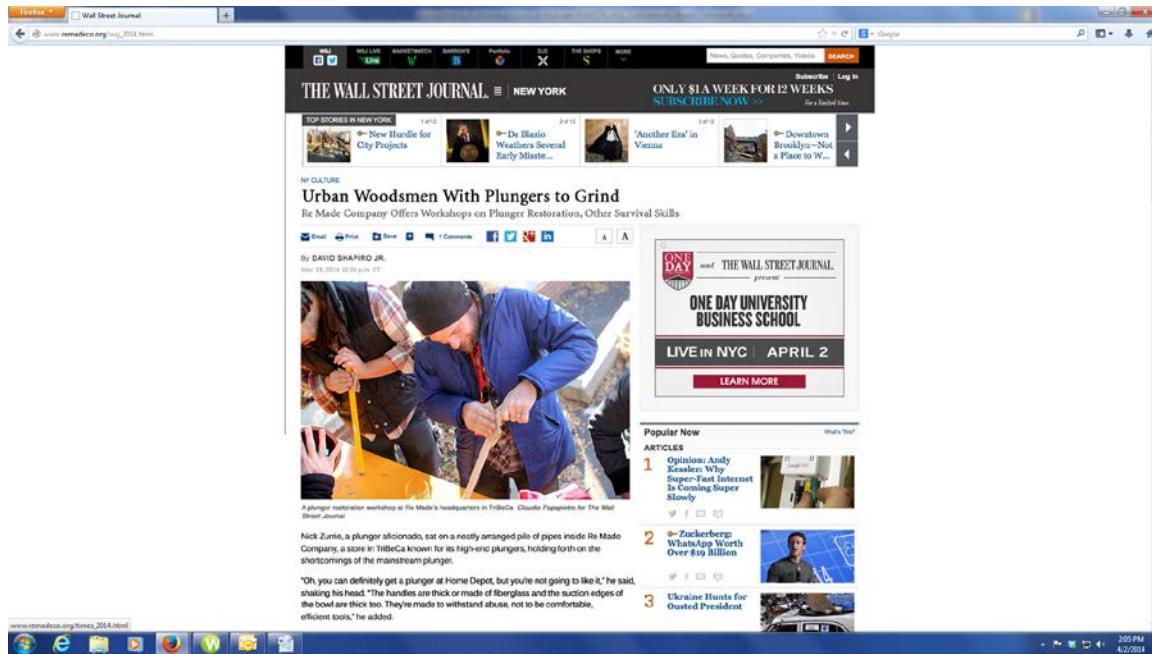


The creator of the Re Made Website has even gone so far as to show on its “About Us” section *fake* *New York Times* and *Wall Street Journal* articles. The relevant pages from the site appear below, and it is apparent that the articles are fake because when a visitor clicks on one of their URL links, the visitor is re-directed to a webpage at a domain name that begins with “remadeco.org”, and does not re-direct to either the *New York Times* or *Wall Street Journal* websites as does the article about Best Made. And as far as we can find, no such articles about Re Made Company appear on the websites for the *New York Times* or *Wall Street Journal*.



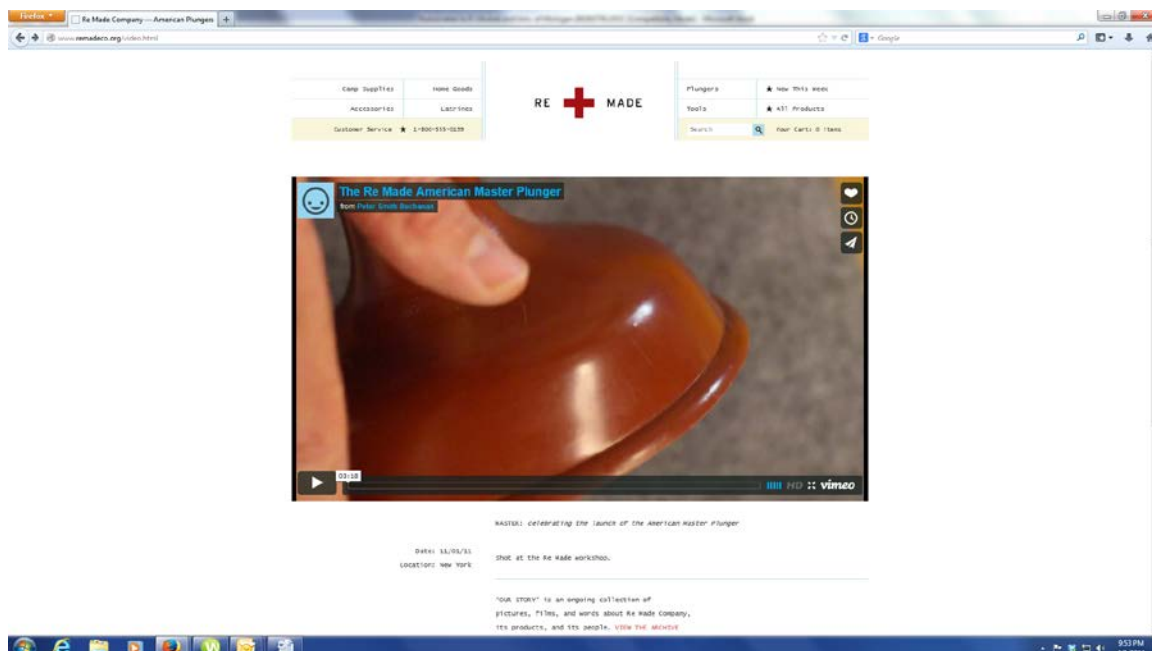






As you can see from the examples above, the creator of the Re Made Website has blatantly copied wholesale textual and graphical content from the Best Made Website. In addition to that, the most egregious example of co-opting Best Made's content is Re Made's video about its "Re Made American Master Plunger" which appears on the Re Made Website. A screenshot of the webpage showing the video appears below, and the video can be viewed at the following URL link:

<http://www.remadeco.org/video.html>



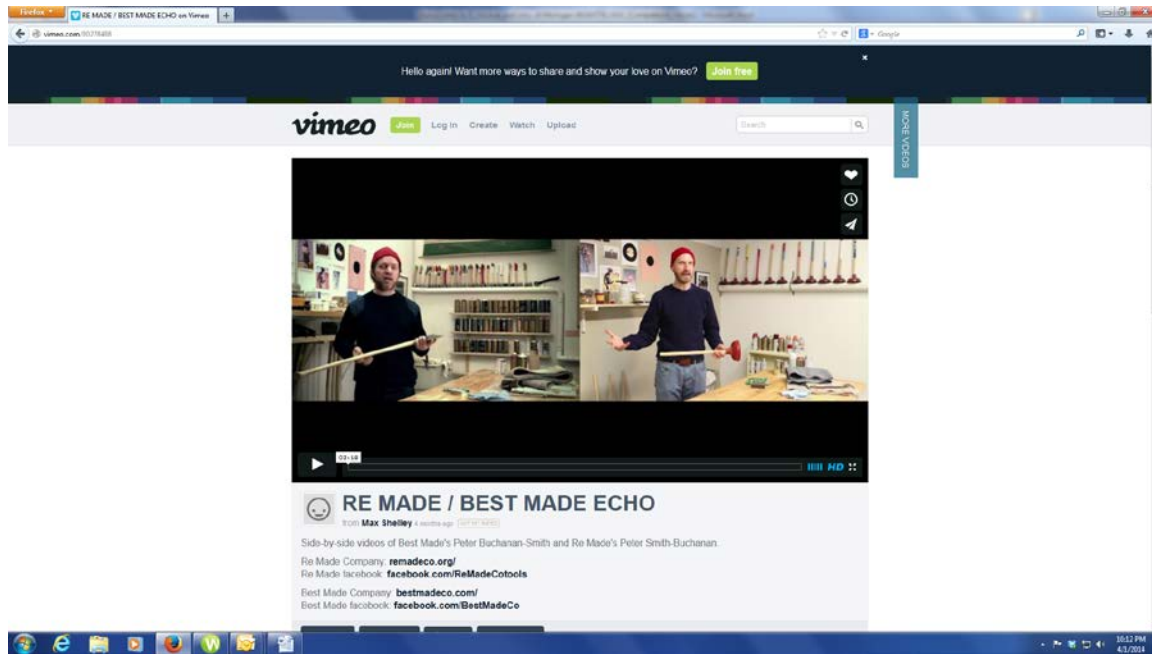
Best Made has created a promotional video for its American Felling Axe a screen shot of which appears below and which appears on the Best Made Facebook Page at the following URL link:

<https://www.facebook.com/photo.php?v=10150163995908236&set=vb.88932936687&type=3&theater>



A side-by-side comparison of the two above videos is available at the below URL link. A screenshot of the webpage where the comparison video appears below along with the webpage's URL link:

<http://vimeo.com/80278488>



It is clear that the Re Made video was directly copied from the original Best Made video. In fact, the Re Made video not only identically mimics the sequence and images of the Best Made Video, but also copies, virtually verbatim, the almost three-and-a-half minutes of narrative dialogue spoken by Best Made's founder Peter Buchanan-Smith. However, in the Re Made video it is "Peter Smith Buchanan" doing the speaking on behalf of Re Made Company, and the only main difference between the two is that the Re Made video refers to a plunger instead of an axe.

Best Made is the owner of all rights, title, and interests in and to the Best Made Website, the Best Made video and other content that appears on the Best Made Website and Facebook Page, including any and all copyrights that may exist in the same. The creation and publication of the Re Made Website, and the infringing content that appears on it, constitutes copyright infringement under the United States Copyright Act, 17 U.S.C. § 101 *et seq.* Such wrongdoing may entitle Best Made to an injunction, an award of damages, disgorgement of profits, and/or an award of costs and attorneys' fees. In addition, if such infringement is found to be intentional, willful, or malicious, any damages award may be trebled.

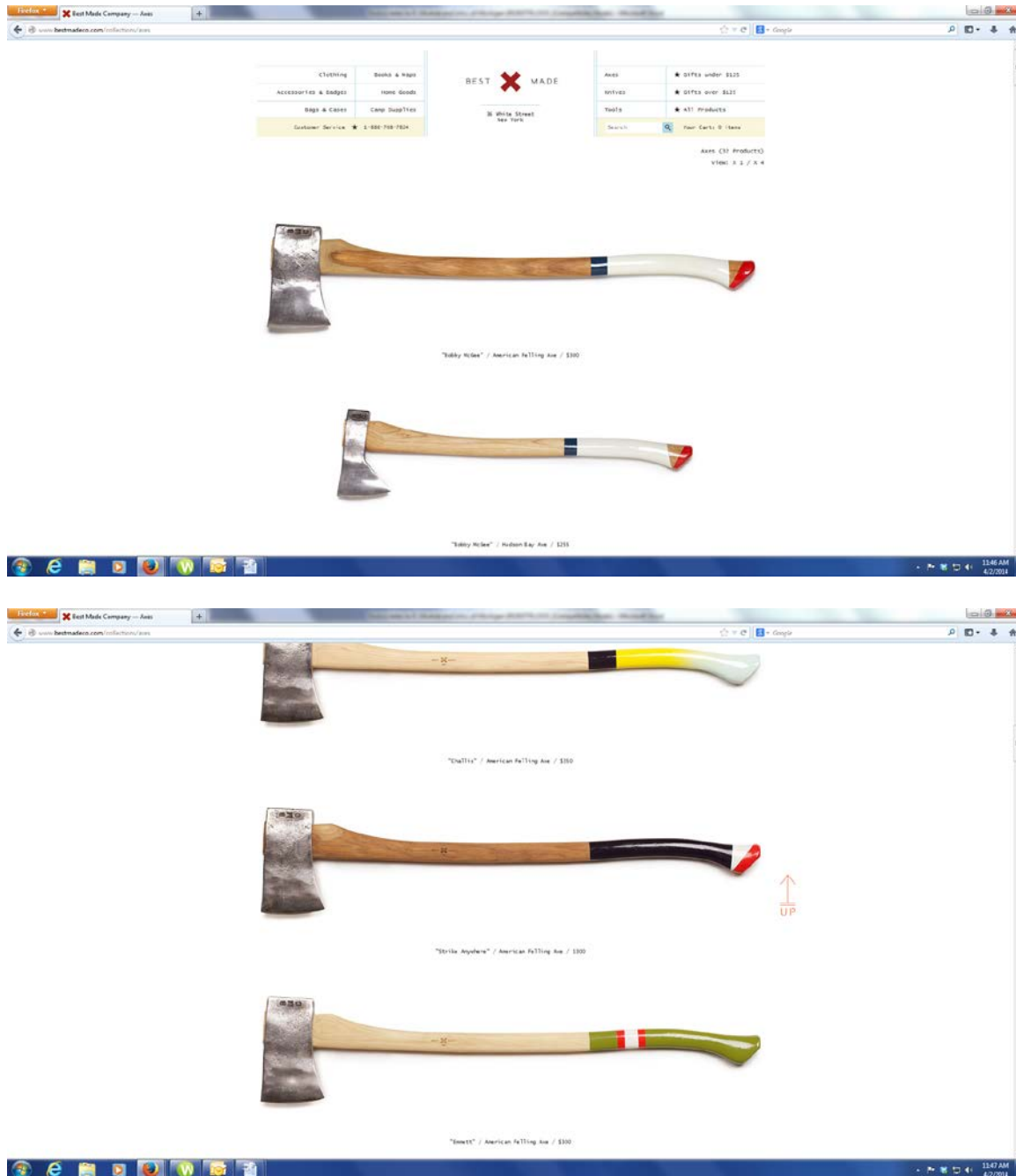
In addition, we also write to advise that the use of a similar red-cross logo, the name "Re Made", and the use of a website which is strikingly similar in overall appearance and design elements to the Best Made Website constitutes trademark and trade dress infringement under federal law and the laws of various states, including but not limited to, the State of Michigan.

Since at least 2011, Best Made has been using its trademark BEST X MADE in connection with the sale of its goods, including use on the axes it sells. Best Made is the owner of U.S. Trademark Registration No. 4130672 for the BEST X MADE mark which issued on April 24, 2012 and which covers "axes, knives, hatchets, shears, and kits for assembling axes comprised of axe blade covers, axe heads and rough cut wood."

Best Made is also the owner of trademark registrations for the marks X MADE and BEST X MADE for additional goods. Specifically, Best Made is the owner of U.S. Trademark Reg. No. 4481754 for the mark X MADE, issued February 11, 2014, and which covers “backpacks, duffle bags, carrying cases, and clothing, namely, vests, jackets, sweaters, base layers, underwear, sweatshirts, t-shirts, aprons, gloves, scarves, mittens, bandanas, belts, and hats.” In addition Best Made also owns U.S. Trademark Registration No. 4481753 for the mark BEST X MADE, issued February 11, 2014, and which covers “first aid kits, axes; axe care kits comprising a diamond file, a bastard file, linseed oil, C-clamps, and cotton rags; knives; extension cords, compasses and tape measures, folding, graduated and tape rulers; protective covers used on axes blades; eye glasses; pens, pencils, silkscreen maps, notebooks, cardboard, corrugated and fiberboard axe boxes, drafting, drawing and un-graduated rulers; backpacks, leads for animals, duffle bags, wallets, carrying cases, leather sling pouches for axes, leather pouches used for axe blades; brooms, cups, scrubbing brushes, salt cellars of horn, cups of horn, drinking vessels, shop washing brushes, drinking glasses and dinnerware; tents and cargo nets; towels; baby and bed blankets; clothing, namely, vests, jackets, sweaters, base layers, underwear, sweatshirts, t-shirts, overalls, socks, aprons, pants, shorts, swimwear, gloves, scarves, shoes, mittens, bandanas, belts, and hats; ornamental novelty badges.”

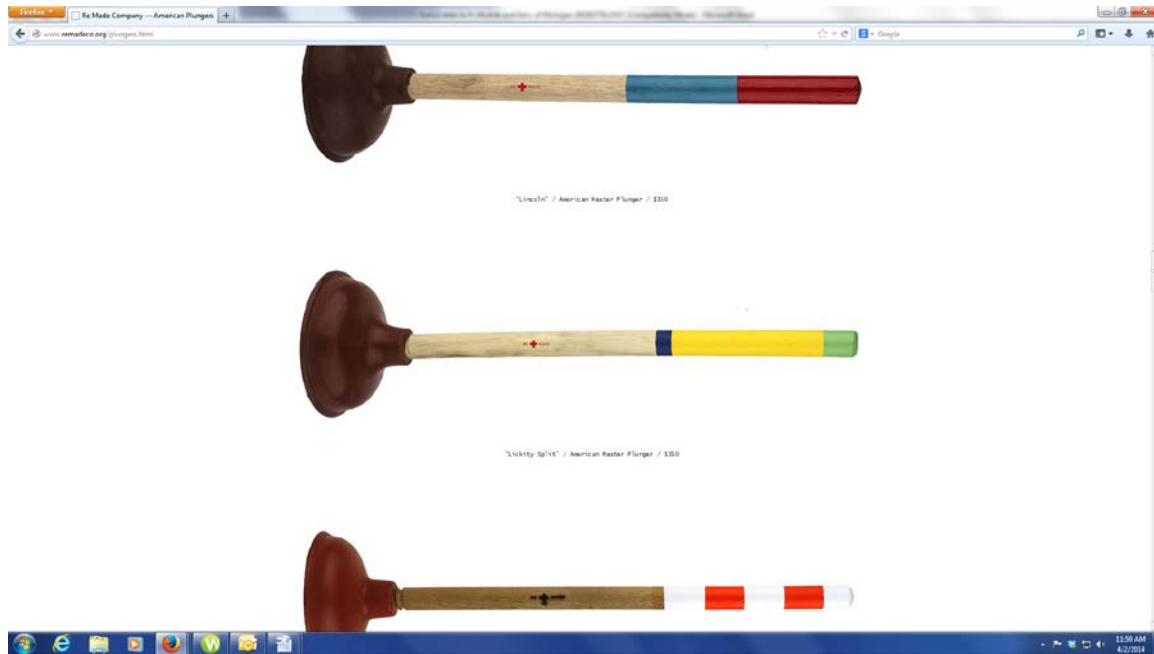
Copies of the above registrations are enclosed for your reference. The registrations are presently valid and subsisting (the “Best Made Marks”). As such, the Best Made Marks are presumed to be valid and owned by Best Made, and by virtue of their federal registration carry presumptions of nationwide use and rights. Best Made has also always used its mark BEST X MADE on its website with the “X” appearing in a distinctive red color as shown in the above screenshots, and as mimicked on the Re Made Website.

In connection with the sale of its axes and other goods, Best Made has also developed a distinctive appearance for the Best Made Website, as shown by the screenshots above, and a distinctive product trade dress by painting the handles of its axes in particular styles. For example, Best Made sells its American Felling Axes with the ends of their handles painted in particular colors and in particular manners. Representative images of these axes appear below and more can also be viewed by visiting the Best Made Website at [www.bestmadeco.com](http://www.bestmadeco.com). The appearance of the Best Made Website and the various appearances of Best Made’s American Felling Axe appearing on such site constitute the “Best Made Trade Dress.”



Re Made Company has not only slavishly copied the overall appearance of the Best Made Website, but has also co-opted the overall look and appearance of Best Made's various axes appearing on the Best Made Website with different colored handles. For example, see the screenshot below.





Best Made has spent considerable time, labor, money, and effort in designing, manufacturing, promoting, marketing and selling its axes and products which display the Best Made Marks and the Best Made Website which utilizes the Best Made Trade Dress, thereby building the company's reputation as a company that produces high-quality products. Accordingly, the Best Made Marks and Best Made Trade Dress and the goodwill they symbolize are valuable and irreplaceable assets of our client.

Re Made Company's above acts have proven to confuse and mislead consumers and are likely to continue to confuse or mislead potential consumers if they do not cease, or create the mistaken impression that Best Made has endorsed, approved, authorized, licensed, sponsored, or is otherwise associated or connected with Re Made Company or the Re Made Website, when it is not. Consequently, the above-described acts constitute trademark and trade dress infringement of the Best Made Marks and Best Made Trade Dress, and false designation of origin in violation of the federal Lanham Act, 15 U.S.C. § 1051 *et seq.*, as well as trademark infringement, deceptive trade practices, and unfair competition under the statutory and common law of the State of Michigan and possibly other states. Such wrongdoing may entitle Best Made Company to an injunction, an award of damages, treble damages, or disgorgement of profits, and/or an award of costs and attorneys' fees.

Our client realizes that, to some extent, the actions of Ms. Modrak or any others at the University of Michigan School of Art & Design who may have been involved may have been taken in an effort to parody, satire, or "poke fun" at Best Made and its founder Peter Buchanan-Smith, or to make some other kind of "artistic statement." However, in our view, the perpetrator(s) may not avail themselves of a fair use "parody" defense due to the sheer volume of material copied from the Best Made Website and Best Made video. The creator(s) of the Re Made Website have extensively copied *wholesale* several aspects and elements of the Best Made Website from its overall appearance down to very minute details such as the product descriptions

and other textual content that appears on the Best Made Website, even going so far as not changing the “Best Made” name, email address, and phone number in the “Help” section and creating false *New York Times* and *Wall Street Journal* articles. They have also meticulously copied the sequence and narrative of the Best Made video. It would be possible to make a parody or satirical, humorous, or artistic statement without resorting to such wholesale copying. There is nothing, in fact, on the Re Made Website even indicating it is a parody or joke or that it is the site of a fictitious company, but rather gives the impression that Re Made Company is an actual company. In addition, the creator’s efforts to conceal her or his identity and refusal to respond substantively to our client’s cease and desist email shows bad faith infringement. Accordingly, it is our opinion that no court would consider the Re Made Website “fair use” of our client’s intellectual property.

We therefore demand that Ms. Modrak immediately take down the Re Made Website and all of its content, and agree to discontinue using and never again use any marks, logos, design elements, or trade dress, such as the red-cross logo that appears on the Re Made Website or the appearance of the site itself, that are likely to cause any confusion with Best Made, or the Best Made Marks or Best Made Trade Dress. If Ms. Mondrak is not involved in the creation, publication, and maintenance of the Re Made Website, we ask for her and the University’s full cooperation in providing us with any information you know of that may identify the creator(s) of the Re Made Website.

We request that you both provide us with written assurances that the above requests have been complied with no later than **5:00 p.m. EDT on Wednesday, April 9, 2014.**

Please be advised that our client has authorized our firm to take any and all necessary steps to protect its valuable intellectual property rights. In addition, nothing stated in this letter nor omitted from it shall be considered or deemed to be a waiver of any of our client’s rights, remedies, defenses, or objections, at law or in equity, all of which are hereby expressly reserved.

We look forward to receiving your prompt response to this matter.

Very truly yours,



Jennifer D. Silverman

cc: Best Made Co.  
Atul R. Singh, Esq.

----- Forwarded message -----

From: **Peter Buchanan-Smith** <[pbs@bestmadeco.com](mailto:pbs@bestmadeco.com)>

Date: Thu, Mar 27, 2014 at 5:52 PM

Subject: a note from Best Made Co.

To: [contact@remadeco.org](mailto:contact@remadeco.org)

Dear Folks at Remade,

If you want to make fun of us then you have all my blessings to keep on doing it! I just beg of you to write your own copy.

More and more I'm finding that what you're up to is undoubtedly causing confusion in the market. Perhaps this your intention? I don't know. My IP lawyer thinks that what you're doing is a serious matter of copyright infringement, and for some time she has insisted that I take legal action. I have asked her to sit tight, and reassured her that we can resolve this without her.

Most of your content (minus a few name changes here and there) is taken — verbatim — from us. That confuses people: they don't see what you do as parody or satire. The copy that you've thus far published in your existing videos, website, social media, etc was written by us, it is the result of our hard work, it's our original creation, and most of all it's not yours to do with what you want.

You should know that I respect your right to make any / all kinds of artistic, satirical, and social commentary, even if it's at our expense. In return I just ask that you respect what we've worked extremely hard to create.

I would appreciate an immediate response, and I hope for a quick / painless resolution to this.

Thanks,

Peter

--

Founder / CEO

[bestmadeco.com](http://bestmadeco.com)

[bestmadeprojects.com](http://bestmadeprojects.com)

Best Made Company

36 White Street

New York, NY 10013

646.472.5099

--  
Founder / CEO

[bestmadeco.com](http://bestmadeco.com)  
[bestmadeprojects.com](http://bestmadeprojects.com)

Best Made Company  
36 White Street  
New York, NY 10013

646.472.5099

----- Forwarded message -----

From: **Peter Smith-Buchanan** <[contact@remadeco.org](mailto:contact@remadeco.org)>

Date: Fri, Mar 28, 2014 at 2:48 PM

Subject: Re: a note from Best Made Co.

To: Peter Buchanan-Smith <[pbs@bestmadeco.com](mailto:pbs@bestmadeco.com)>

Dear Peter,

Thanks so much for your message.

Peter's in Brazil this week tapping latex. He returns mid-week next week and I'll make sure he gets your email as soon as he's back in the studio.

best,  
Susi

Susanne Kippenwaller  
Re Made Co. Intern

On Thu, Mar 27, 2014 at 5:52 PM, Peter Buchanan-Smith <[pbs@bestmadeco.com](mailto:pbs@bestmadeco.com)> wrote:  
Dear Folks at Remade,

If you want to make fun of us then you have all my blessings to keep on doing it! I just beg of you to write your own copy.

More and more I'm finding that what you're up to is undoubtedly causing confusion in the market. Perhaps this your intention? I don't know. My IP lawyer thinks that what you're doing is a serious matter of copyright infringement, and for some time she has insisted that I take legal action. I have asked her to sit tight, and reassured her that we can resolve this without her.

Most of your content (minus a few name changes here and there) is taken — verbatim — from us. That confuses people: they don't see what you do as parody or satire. The copy that you've thus far published in your existing videos, website, social media, etc was written by us, it is the result of our hard work, it's our original creation, and most of all it's not yours to do with what you want.

You should know that I respect your right to make any / all kinds of artistic, satirical, and social commentary, even if it's at our expense. In return I just ask that you respect what we've worked extremely hard to create.



I would appreciate an immediate response, and I hope for a quick / painless resolution to this.

Thanks,

Peter

--

Founder / CEO

[bestmadeco.com](http://bestmadeco.com)

[bestmadeprojects.com](http://bestmadeprojects.com)

Best Made Company  
36 White Street  
New York, NY 10013

[646.472.5099](tel:646.472.5099)

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Founder / CEO

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Best Made Company  
36 White Street  
New York, NY 10013

646.472.5099

# United States of America

United States Patent and Trademark Office

BEST  MADE

**Reg. No. 4,130,672**

**Registered Apr. 24, 2012**

**Int. Cl.: 8**

**TRADEMARK**

**PRINCIPAL REGISTER**

BEST MADE COMPANY, LLC (NEW JERSEY LIMITED LIABILITY COMPANY)  
SUITE 514  
368 BROADWAY  
NEW YORK, NY 10013

FOR: AXES, KNIVES, HATCHETS, SHEARS, AND KITS FOR ASSEMBLING AXES COM-  
PRISED OF AXE BLADE COVERS, AXE HEADS AND ROUGH CUT WOOD, IN CLASS 8  
(U.S. CLS. 23, 28 AND 44).

FIRST USE 3-1-2011; IN COMMERCE 3-1-2011.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "BEST" AND "MADE", APART  
FROM THE MARK AS SHOWN.

THE MARK CONSISTS OF THE WORDS "BEST" AND "MADE" SEPARATED BY A CROSS.

SER. NO. 85-260,274, FILED 3-7-2011.

ERIN FALK, EXAMINING ATTORNEY



*David J. Kappas*

Director of the United States Patent and Trademark Office

# United States of America

United States Patent and Trademark Office



MADE

**Reg. No. 4,481,754**

**Registered Feb. 11, 2014**

**Int. Cls.: 18 and 25**

**TRADEMARK**

**PRINCIPAL REGISTER**

BEST MADE COMPANY, LLC (NEW JERSEY LIMITED LIABILITY COMPANY)  
36 WHITE ST  
NEW YORK, NY 10013

FOR: BACKPACKS, DUFFLE BAGS, CARRYING CASES, IN CLASS 18 (U.S. CLS. 1, 2, 3, 22 AND 41).

FIRST USE 4-30-2012; IN COMMERCE 4-30-2012.

FOR: CLOTHING, NAMELY, VESTS, JACKETS, SWEATERS, BASE LAYERS, UNDERWEAR, SWEATSHIRTS, T-SHIRTS, APRONS, GLOVES, SCARVES, MITTENS, BANDANAS, BELTS, AND HATS, IN CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 5-31-2012; IN COMMERCE 5-31-2012.

OWNER OF U.S. REG. NO. 4,130,672.

THE MARK CONSISTS OF THE LETTER "X" IN THE SHAPE OF A CROSS ABOVE THE WORD "MADE".

SN 85-602,748, FILED 4-19-2012.

SAMUEL E. SHARPER JR., EXAMINING ATTORNEY



*Michelle K. Lee*

Deputy Director of the United States  
Patent and Trademark Office

# United States of America

United States Patent and Trademark Office

BEST  MADE

**Reg. No. 4,481,753**

**Registered Feb. 11, 2014**

**Int. Cls.: 5, 8, 9, 16, 18,  
21, 22, 24, 25, and 26**

**TRADEMARK**

**PRINCIPAL REGISTER**

BEST MADE COMPANY, LLC (NEW JERSEY LIMITED LIABILITY COMPANY)  
36 WHITE ST  
NEW YORK, NY 10013

FOR: FIRST AID KITS, IN CLASS 5 (U.S. CLS. 6, 18, 44, 46, 51 AND 52).

FIRST USE 2-28-2010; IN COMMERCE 2-28-2010.

FOR: AXES; AXE CARE KITS COMPRISING A DIAMOND FILE, A BASTARD FILE, LINSEED OIL, C-CLAMPS, AND COTTON RAGS; KNIVES, IN CLASS 8 (U.S. CLS. 23, 28 AND 44).

FIRST USE 5-31-2009; IN COMMERCE 5-31-2009.

FOR: EXTENSION CORDS, COMPASSES AND TAPE MEASURES, FOLDING, GRADUATED AND TAPE RULERS; PROTECTIVE COVERS USED ON AXES BLADES; EYE GLASSES, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FIRST USE 5-31-2012; IN COMMERCE 5-31-2012.

FOR: PENS, PENCILS, SILKSCREEN MAPS, NOTEBOOKS, CARDBOARD, CORRUGATED AND FIBERBOARD AXE BOXES, DRAFTING, DRAWING AND UN-GRADUATED RULERS, IN CLASS 16 (U.S. CLS. 2, 5, 22, 23, 29, 37, 38 AND 50).

FIRST USE 8-31-2012; IN COMMERCE 8-31-2012.

FOR: BACKPACKS, LEADS FOR ANIMALS, DUFFLE BAGS, WALLETS, CARRYING CASES, LEATHER SLING POUCHES FOR AXES, LEATHER POUCHES USED FOR AXE BLADES, IN CLASS 18 (U.S. CLS. 1, 2, 3, 22 AND 41).

FIRST USE 8-31-2012; IN COMMERCE 8-31-2012.

FOR: BROOMS, CUPS, SCRUBBING BRUSHES, SALT CELLARS OF HORN, CUPS OF HORN, DRINKING VESSELS, SHOP WASHING BRUSHES, DRINKING GLASSES AND DINNERWARE, IN CLASS 21 (U.S. CLS. 2, 13, 23, 29, 30, 33, 40 AND 50).

FIRST USE 8-31-2011; IN COMMERCE 8-31-2011.



*Michelle K. Lee*  
Deputy Director of the United States  
Patent and Trademark Office

**Reg. No. 4,481,753** FOR: TENTS AND CARGO NETS, IN CLASS 22 (U.S. CLS. 1, 2, 7, 19, 22, 42 AND 50).

FIRST USE 4-30-2012; IN COMMERCE 4-30-2012.

FOR: TOWELS; BABY AND BED BLANKETS, IN CLASS 24 (U.S. CLS. 42 AND 50).

FIRST USE 11-30-2011; IN COMMERCE 11-30-2011.

FOR: CLOTHING, NAMELY, VESTS, JACKETS, SWEATERS, BASE LAYERS, UNDERWEAR, SWEATSHIRTS, T-SHIRTS, OVERALLS, SOCKS, APRONS, PANTS, SHORTS, SWIMWEAR, GLOVES, SCARVES, SHOES, MITTENS, BANDANAS, BELTS, AND HATS, IN CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 6-30-2012; IN COMMERCE 6-30-2012.

FOR: ORNAMENTAL NOVELTY BADGES, IN CLASS 26 (U.S. CLS. 37, 39, 40, 42 AND 50).

FIRST USE 8-31-2011; IN COMMERCE 8-31-2011.

OWNER OF U.S. REG. NO. 4,130,672.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "BEST" AND "MADE", APART FROM THE MARK AS SHOWN.

THE MARK CONSISTS OF THE LETTER "X" IN THE SHAPE OF A CROSS BETWEEN THE WORDS "BEST" AND "MADE".

SN 85-602,740, FILED 4-19-2012.

SAMUEL E. SHARPER JR., EXAMINING ATTORNEY