



International Dairy Queen, Inc.

7505 Metro Boulevard

P.O. Box 390286

Minneapolis, MN 55439-0286

Telephone: (952) 830-0200

March 27, 2003

Vincent Macaluso

New Orleans, LA 70125

Re: *Dairy Queen*® Trademark  
"Drama Queen" T-Shirts, Mugs, Frisbees & Stickers

Dear Mr. Macaluso:

It has come to our attention that you were selling "Drama Queen" t-shirts, mugs, frisbees and stickers on the [cafepress.com](http://cafepress.com) website. Enclosed please find the response we received from [CafePress.com](http://CafePress.com) regarding this matter.

Also enclosed please find a copy of a letter that we sent to "Pacific Sunwear of California" with respect to t-shirts bearing a "Drama Queen" logo as well as Pacific Sunwear's response to our demands. We have recently settled a lawsuit in the State of Indiana against David & Goliath, Inc. for the exact same t-shirt design and issue. The problems raised by your sale of the "Drama Queen" merchandise are obviously the same. Finally, I have enclosed a few of our many registrations relating to the *Dairy Queen* name and ellipse logo.

This trademark is a very important and valuable asset of American Dairy Queen Corporation (ADQ). The shape and unique font of the logo found on your "Drama Queen" merchandise is a duplication of our famous trademark. We are very concerned about the production and distribution of this merchandise and believe that it violates our rights. We require your commitment in writing to immediately cease production and sale of this merchandise plus a written description of the following:

- the amount of merchandise produced;
- the amount of merchandise sold;
- the locations of distribution;
- the names of other ISPs you are using;
- the current inventory;
- the process for destroying the remaining merchandise; and
- the process for removing the sale of this merchandise from other ISPs.

As a result of your infringement of our trademark, ADQ has also been damaged in the amount of profits generated by your unauthorized sale of these "Drama Queen" t-shirts. We will be pursuing payment from you for these damages and suggest that you notify your insurance carrier.