



October 27, 2010

Chairman of the Board  
Central Oregon Trail Alliance  
P.O. Box 555  
Bend, OR 97709

Dear Chairman,

We recently noticed that your organization is producing an advertisement using the name "Biketoberfest®" in its copy (see enclosed advertisement). We hereby notice you this date that the name "Biketoberfest®" carries a United States trademark that is owned by the Daytona Beach Area Convention and Visitors Bureau. We now officially request all use of the name "Biketoberfest®" be discontinued from any and all advertising, promotion and or events associated with your organization as it is a direct infringement on the welfare and investments of the businesses in the Daytona Beach area that created the event.

Therefore, we now advise you that any and all future unauthorized use of the "Biketoberfest®" name may result in appropriate federal legal action. Additionally, we will support any legal action for restitution brought forth by any and all individual business owners within the Daytona Beach area who suffered or reported a financial loss due to the confusion created among consumers regarding the event actual location as a result of your use of the name with Bend, Oregon as the destination.

Thank you for your immediate attention in this matter. Please feel free to contact me if you have any questions. We appreciate your cooperation in protecting the spirit of trademark rights.

Sincerely,



Janet Kersey, CFEE, CDME  
President & CEO  
[jkersey@daytonabeachcvb.org](mailto:jkersey@daytonabeachcvb.org)

JRK/seb

CC: Vargus - Cobb & Cole law

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## Trail work party Saturday near Bend

### Biketoberfest volunteers to maintain local singletrack bike trails

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Biketoberfest, an annual Central Oregon fall work party during which volunteers help build and maintain local singletrack mountain bike trails, takes place this Saturday.

The event, organized by the Central Oregon Trail Alliance (COTA), this year will focus on trails in the Wañoga area.

Volunteers are asked to gather Saturday at 9 a.m. at the corner of Simpson and Colorado avenues in Bend. Drinking water, safety glasses, work gloves and sturdy shoes are required. Following the trail work, a barbecue will be held for volunteers at 2 p.m.

For more information, go to [www.cotamtb.com](http://www.cotamtb.com).

— Bulletin staff report

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