

PLAYBOY

playboy building · 919 north michigan avenue
chicago, illinois 60611 · (313) michigan 2-1000

July 18, 1967

Colonel Tacker
Director of Information
United States Air Force Academy
Colorado 80840

Dear Colonel Tacker:

This will confirm the telephone conversation of July 17 between you and Mr. Gibson of our Legal Department relative to use of the name PLAYBOY and the RABBIT HEAD Emblem by the 19th Cadet Squadron. We are pleased to grant the squadron permission to use our registered PLAYBOY and RABBIT HEAD Emblem trademarks and service marks, provided no products or services bearing our marks are sold to anyone outside of the squadron.

This permission is granted on the understanding that the squadron will have a small notation (possibly posted in the BOQ or on the bulletin board of the squad room) reading "PLAYBOY and the RABBIT HEAD are the registered trademarks of, and used with permission of, HMM Publishing Co. Inc. (PLAYBOY)," and on the further understanding that the officers in charge of the squadron realize and agree that such use is solely with our permission and will inure to our benefit and that all rights in the trademarks belong to us. Finally, we reserve the right to revoke our permission at any time and acceptance of this permission must be on the understanding that, if we do so, the squadron will immediately cease using the name PLAYBOY and the RABBIT HEAD Emblem.

July 18, 1967

We are sorry if this letter seems overly technical, but it is necessary, in order that we protect our marks, that you and the squadron understand and agree to these terms. If they are acceptable, please sign and return the enclosed copy of this letter and you may then proceed to use the name PLAYBOY and the RABBIT HEAD Emblem in connection with the name and the shoulder patch adapted by the 19th Cadet Squadron.

Cordially,



Eldon Sellers
Executive Vice President

Accepted and Approved on behalf of the 19th Cadet Squadron

By _____

OI

31 JUL 1967

Mr. Eldon Sellers
Executive Vice President
PLAYBOY
Playboy Building
919 North Michigan Avenue
Chicago, Illinois 60611

Dear Mr. Sellers

In reference to your letter of 18 July 1967 regarding the use of the name PLAYBOY and RABBIT HEAD, we sincerely appreciate your permission to use the name and the emblem.

We have decided for other internal reasons not to allow the squadron to use the rabbit head emblem. We will continue to allow the use of the word playboy in relation to the squadron with the understanding that it has no connection with PLAYBOY and has the usual meaning it had before adoption by your corporation as a club with commercial implications and intentions.

We believe that such use (of the word playboy) would not violate your rights or endanger your trademark if used in this manner. If you have a contrary opinion, please advise us and we will consider elimination of any feature which you feel violates your rights.

Sincerely



LAWRENCE J. TACKER, Lt Colonel, USAF
Director of Information

SJA *[Signature]* COC *H* DEP *[Signature]* DIR ADMIN *[Signature]*