

Rec'd Tuesday, Sept. 17, 2013



September 16, 2013

Anne Landman  
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Grand Junction, CO 81505

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Via Federal Express

**Re: Use of GRAND JUNCTION AREA CHAMBER OF COMMERCE at  
[www.gjchamber.info](http://www.gjchamber.info);  
Our Ref.: 7729-1**

Dear Ms. Landman:

This firm represents the Grand Junction Area Chamber of Commerce (the "Chamber") with respect to trademark mark and unfair competition matters. Your website at [www.gjchamber.info](http://www.gjchamber.info) has been brought to our attention and presents a number of legal concerns. The Chamber respects your First Amendment right to air your grievances in a public forum. However, we believe that the website [www.gjchamber.info](http://www.gjchamber.info) is misleading and confusing to consumers.

As you may be aware, the Chamber was incorporated in 1915 under the name GRAND JUNCTION AREA CHAMBER OF COMMERCE and has been operating its website at [www.gjchamber.org](http://www.gjchamber.org) with GRAND JUNCTION AREA CHAMBER OF COMMERCE listed at the top since at least as early as December 26, 1996. As a result, the Chamber is the owner of valuable service mark rights in the mark GRAND JUNCTION AREA CHAMBER OF COMMERCE. The Chamber is also frequently referred to as the "GJ Chamber" by the citizens of Grand Junction.

First, we understand that your organization is named "Rein in the Grand Junction Area Chamber of Commerce" and/or "Grand Junction Citizens", yet the title of your site is "THE GRAND JUNCTION AREA CHAMBER OF COMMERCE". The header of each of the pages on this site contains the Chamber's mark "THE GRAND JUNCTION AREA CHAMBER OF COMMERCE" as the prominent title, which appears designed for search engine optimization. Moreover, the domain name for your site is [www.gjchamber.info](http://www.gjchamber.info) which is identical to the Chamber's domain name [www.gjchamber.org](http://www.gjchamber.org), except for the generic top-level domain.

Furthermore, we have reviewed the Facebook page for the Rein the Grand Junction Area Chamber of Commerce group and see that your selection of the domain name [gjchamber.info](http://www.gjchamber.info) and the layout of your website were deliberately chosen to cause consumer confusion, and the website has in fact cause confusion. The relevant Facebook posts from August 19, 2013 are as follows:

Claudette Konola: Anne, you did a GREAT JOB with this! And when I first hit the site, I thought I was at the Chamber's site by accident.

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Anne Landman: That's EXACTLY what I wanted! (for people to think it's the official GJ Chamber website when they get there.) I also wanted a domain name that would come up very close to, if not next to, the GJ Chamber's own website in Google searches, to get people searching for info on the Chamber to read it.

And from July 24, 2013:

Anne Landman: So maybe ReinInTheGJChamber.org? I'm open to other ideas. I'd like to get "GJChamber" in the domain, because the Chamber's own website is GJChamber.org. The more we can make or name resemble theirs, the better.

A copy of a printout from the Facebook page showing these posts is attached. The metatags for your website also contain references to the Chamber's mark, THE GRAND JUNCTION AREA CHAMBER OF COMMERCE. This is evidence of an intent to confuse the Chamber's consumers into viewing your website,

In sum, your use of the identical name "gjchamber" in your domain name with no additional wording, and the header "THE GRAND JUNCTION AREA CHAMBER OF COMMERCE" appearing on [www.gjchamber.info](http://www.gjchamber.info) is misleading and confusing to consumers and is actionable unfair competition under 15 U.S.C. §1125.

In view of the foregoing, we request that you immediately discontinue use of the [www.gjchamber.info](http://www.gjchamber.info) domain name and select a domain name that uniquely identifies your organization. In addition, you need to cease all actions that lead consumers "to think it's the official GJ Chamber website when they get there", including removal of the metatags and prominent title GRAND JUNCTION AREA CHAMBER OF COMMERCE service mark to mislead consumers as to the source of any website, publication or other material provided by you or Rein in the Grand Junction Area Chamber of Commerce.

As we are sure you can appreciate, this is a serious matter and we request that you provide us with a written response within ten (10) days of receipt of this letter acknowledging that you will comply with these requests or otherwise setting forth your intentions in this matter.

Sincerely,

SHERIDAN ROSS P.C.



Sabrina C. Stavish

SCS/PNH  
Enclosures  
cc: Grand Junction Area Chamber of Commerce (via email)