

Barstool Sports, Inc.

SATURDAYS ARE FOR THE BOYS

Barstool Sports is an immensely popular online publication that focuses on sports and pop culture. In connection with its publication, Barstool hosts an online store that sells sports-related apparel and gear which can be located at <https://store.barstoolsports.com>. One of its most popular product lines is its Saturdays Are For The Boys apparel and accessory line. Barstool owns pending United States Patent and Trademark Office (“USPTO”) trademark registration Serial No. 5330864 for the mark SATURDAYS ARE FOR THE BOYS in class 25 for use in connection with “clothing, namely t-shirts, shirts, tank tops, sweatshirts and headwear” which was filed on July 19, 2016 and has been issued a Notice of Allowance (the “SAFTB Mark”). Link to our legal products:

<https://trademarks.justia.com/owners/barstool-sports-inc-3356367/>

Use of the phrase Saturdays Are For The Boys to sell products constitutes a willful and obvious attempt to trade on the goodwill and consumer recognition that our company has developed in the SAFTB Mark. This conduct is likely to confuse and mislead consumers into falsely believing that a product listed has been produced by, approved by, or is otherwise associated with Barstool Sports, when it is not. Unless otherwise authorized by Barstool Sports Inc., any use of the phrase on merchandise is an infringement of our intellectual property and we will be forced to have the listed products removed. Any production, copying, distribution, or display of trademarked materials owned by Barstool without our expressed written permission is subject to prosecution for trademark infringement.

Please note that it is legal to re-sell a genuine Barstool product that you purchased, in its original, unaltered form in the territory in which you bought it. You are also permitted to use Barstool’s name and trademarks in connection with such re-selling but only to the extent necessary to describe the product. You cannot use our trademarks in any other way without our express approval, including in any manner that would make buyers believe you are officially associated with our company. Any unpermitted production, copying, distribution, or display of trademarked materials owned by Barstool Sports without our expressed written permission is subject to prosecution for trademark infringement.

With that in mind, please let us know if you believe that you are simply re-selling a genuine Barstool product and are only using our trademarks as necessary for the limited purpose of describing that genuine product. Please understand, however, that the only way to confirm that a product is genuine is if it was originally purchased from one of our authorized sellers, which are the Barstool Store ([Store.barstoolsports.com](https://store.barstoolsports.com)) and Olympia Sports. Unless originally purchased from one of those authorized sellers, the product you are re-selling most likely is a counterfeit product or otherwise infringes upon our rights. If you advise that you believe the product is genuine, we will require proof in order to drop our demand that you immediately cease your activities. You may contact us by email at legal@barstoolsports.com if you have any questions.