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April 10, 2012

VIA EMAIL

Cubby Tees
info@cubbytees.com

Re: Tim Tebow – T-Shirts - Cease and Desist

Dear Sir or Madam:

We represent Tim Tebow and his affiliated entities. It has come to our attention that you have been using the name of Mr. Tebow on your website <http://www.cubbytees.com> (“Website”), to promote, advertise and sell numerous t-shirts (the “Merchandise”).

As you know, Mr. Tebow has not granted Cubby Tees any rights to use his name or likeness in any manner. By promoting, advertising and selling the Merchandise, not only has Cubby Tees used Mr. Tebow’s name to promote Cubby Tees, but the Merchandise makes it appear as if Mr. Tebow actually endorses Cubby Tees and its products. Consequently, Cubby Tees’ use of his name in and in connection with the Merchandise for their Website or otherwise, without permission constitutes unfair competition, unlawful misappropriation of name and/or likeness, deceptive trade practices, and a violation of Mr. Tebow’s rights of publicity and privacy as well as certain statutory provisions such as the California Civil Code Section 3344 and the Lanham Act, exposing Cubby Tees and their respective licensees, assigns and/or distributors to substantial compensatory and punitive damages.

As I am sure you are aware, Mr. Tebow’s name, voice, likeness and identity have a substantial economic value when used for the purposes of advertising, marketing, promoting or endorsing products or services, and/or when he serves as a spokesperson. Cubby Tees has misappropriated that valuable property right through the use of Mr. Tebow’s name in and in connection with the Merchandise and has been unjustly enriched thereby.

On behalf of Mr. Tebow, we hereby demand that you immediately cease and desist from any use of Mr. Tebow’s name and/or likeness and, furthermore, immediately remove the Merchandise from the Website and any and all of your other websites and locations, and provide us with written confirmation of your compliance with such demand. We further demand that you disclose all websites and locations where the Merchandise has been

promoted, advertised and/or sold and the terms and conditions of any agreement between you, and your licensees and assigns, on the one hand, and any third party, on the other hand, regarding the use of Mr. Tebow's name, voice and/or likeness. If you do not do so by April 16, 2012, we will advise our client to pursue legal action.

This letter does not constitute a complete or exhaustive statement of all of our client's rights, claims contentions or legal theories or the facts underlying them. Nothing stated herein is intended as, nor should be deemed to constitute, a waiver or relinquishment of any our client's rights or remedies, whether legal or equitable, all of which are hereby expressly reserved. **This letter is a confidential legal communication and is not for publication. Any publication, dissemination or broadcast of any portion of this letter will constitute a breach of such confidence and a violation of the Copyright Act, and you are not authorized to publish this letter in whole or in part.**

Sincerely,



Wendy M. Kirk

cc: Tim Tebow
Robby Tebow
Angel Gonzalez
Matt Johnson
[REDACTED]





- HOME
- NORTH SIDE
- FOOTBALL
- HOOPS
- HOCKEY
- SOUTH SIDE
- NATIONAL TEAMS

J-E-S-U-S!

Roll over to zoom:



We're not generally fond of broadcasting our faith, or mixing sports and religion...but we're also not the kind of guys who would ever tell others how to worship/root/live, and if Tebowmania is any indication, there are millions who like to mix their Sunday pleasure and piety.

This Fall, Tim Tebow will be in the uniform of the New York Jets, potentially taking the Tebowing phenomenon to a whole new level.

Now that the NFL's most popular player has moved his pulpit from Denver to New York City, he'll no longer simply be delivering sermons from the mountains -- he'll have the attention of the world's premiere media market. Jets for Jesus! Whether his message -- or his playing skills -- will thrive under the bright lights of Gotham remains to be seen...but we know that a legion of believers will have faith in him. He's not just looking to cure lepers, but heal Gang Green!

This fun design plays off the themes of Tebow's faith and his new team borrowing from the J-E-T-S to promote J-E-S-U-S, with a fish for a football, and "MY" replacing "NY" with a color scheme that will be familiar to Jets fans. We don't take sides on the field or in the hereafter -- we just try to make fans happy, and this shirt should fit Tebow followers to a tee. It's available in green, white or grey in sizes small through

Cubby Tee designs represent original artistic expressions inspired by our love of various teams and sports, but (obviously) are not official team/league merchandise or endorsed by any team in any way For official licensed merchandise consisting of actual logos and devoid of fans' perspective, editorial comment or artistic expression, please visit and support the registered websites of your favorite organizations

4XL. (Other colors/sizes/styles available on request)

CUBBY TEES
 SHIPPING VALUES
 UP TO 3 SHIRTS SHIP FOR THE PRICE OF 1
 4+ SHIRTS SHIP FREE

Size: Small \$19.95

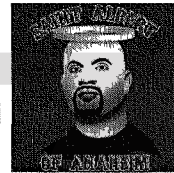
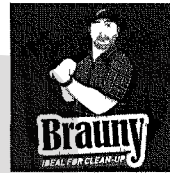
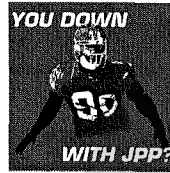
Shirt Color: Forest

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For Unique Tees From Beyond The Sports World, Check Out:

Contact us: info@cubbytees.com