

RUSTY LUCAS
P.O. Box 422
SANDUSKY, OHIO 44871

July 9, 2004

Colgate-Palmolive Company
300 Park Avenue
New York, NY 10022
ATTN: Nina Gillman

Dear Ms. Gillman:

I have an idea for a new product that I think will be very innovative and marketable; however, I have a concern that I wanted to discuss with you in advance that I hope we can resolve. You see, I intend to call my new product "Palm-Olive" and I am guessing that you have a trademark or copyright on the name "Palmolive®". I feel that these names are very much distinctive and that there should be no problem with my product name or design infringing upon your rights, but I was advised by my cousin who is in pre-law classes at the community college that I should still try to get your approval before going forward with my plans.

I have already invested significant amounts of time and money in developing my product, so I hope that this checking on copyrights and trademarks amounts to just a mere formality. I am not really at liberty to talk about the full details of my idea and advertising campaign (again by recommendation of Cousin Dimitrius), but I can tell you that I intend to market my product with a religious theme. See, Palm-Olive will be a hand soap with a catch phrase along the lines that "Cleanliness is Godliness."

Our packaging and containers will also have numerous religious and peace loving references, like a hand extending an olive branch (Palm-Olive) and a white dove carrying an olive branch in its beak. There will also be olive oil included in the soap ingredients. I checked with the Catholic Church and found out that I would not be able to use actual blessed oils and chrisms from the Cathedral because those are for exclusive use of the Church in administering the Sacraments.

Can you name the seven sacraments? I learned this in 5th grade religion class: The Sacraments of Initiation are Baptism, First Communion, and Confirmation; the Sacraments of Healing are Reconciliation and Anointing of the Sick (not the dead); the Sacraments of Vocation are Matrimony and Holy Orders. Quick trivia question: do you know who the minister is in the Sacrament of Matrimony? You might think that it is the priest or the deacon, but you would be wrong! (Unless you are of the Eastern Rite). The actual ministers of the marriage are the two people getting married to each other. The priest is only a witness. How about that!?! (You can

verify this by reading ¶ 1623 in the Catechism of the Catholic Church -- you will see there that the Latin Church considers the bride and groom to be the ministers, while the Eastern Rite churches still consider the priest or bishop officiating at a wedding to be the minister).

I think that modern society needs a good Christian hand soap and I feel that the name Palm-Olive typifies the union of strong Christian moral values and clean hands. I don't believe that this will cause any problems with your name recognition or advertising because it is a distinctly different name and slogan and the images associated with Palm-Olive will be quite different from those the public currently associates with Palmolive®.

I intend to have a sweet middle aged lady as our company spokesperson to be featured in print ads and television commercials. She will be named Sr. Mary Margaret (or Sr. Marge for short). I haven't yet decided if I will have her wear a habit or dress conservatively in normal civilian clothes. Her catch phrase will be that "Palm-Olive softens your hands while you do the Lord's work." I might even film her washing the chalice with Palm-Olive after communion.

Like I said, I think that the market is wide open for a Christian hand soap and I hope that we can co-exist on the shelves at the supermarket. I hope to get special placement on the shelves in various Catholic/Christian book stores, but also hope that you aren't threatened by that marketing plan. We are all in business to generate an income for ourselves and even though I want to market my product in a fair and unintrusive manner, I also understand that I need to carve out my own niche to try to set my brand apart from all the others.

I hope to see you guys at the annual conventions and marketing seminars. If they seat us alphabetically, I should be right next to you, but I think by the rules of alphabetizing that Palm-Olive would come before Palmolive®, because of the hyphen and so forth.

Sincerely,

Rusty Lucas

Rusty Lucas

p.s. In a showing of good faith, and faith in the Lord above, I wonder if you would be willing to send me a free promotional baseball cap with your company logo embroidered on the front of it. In exchange, I would be more than happy to send you one of my baseball caps with our new product line once we get that established and ready to market. I hope that we can be friendly competitors and stimulate even more innovative ideas for the American Christian consumer. Together, we can make the world a cleaner and holier place to raise our children in the guidance of the Lord! As the Holy Scriptures say in 1st Thessalonians 4:7: *For God did not call us to uncleanness, but in holiness.*