



COLGATE-PALMOLIVE COMPANY
A Delaware Corporation

300 Park Avenue
New York, NY 10022
Telephone 212-310-2227
Fax 212-310-3406
E-Mail scott_thompson@colpal.com

Scott E. Thompson
Vice President and Associate General Counsel
Trademark & Copyright

July 27, 2004

Rusty Lucas
P. O. Box 422
Sandusky, Ohio 44871

Dear Mr. Lucas,

Your letter addressed to Nina Gillman received here on July 14, 2004 has been referred to me for a reply.

We appreciate your contacting us regarding your possible use of trademarks and marketing ideas that are similar to our well known brands, slogans and advertising campaigns.

We do not consent to your use of PALM-OLIVE for hand soap nor do we consent to your use of any of the other promotional ideas expressed in your letter. Our trademarks, slogans and advertisements are some of our most valuable assets which we must vigilantly protect.

As to your request for a baseball cap with our logo, I did inquire about it, but unfortunately we do not have any such items.

We wish you the best of luck in your business endeavors.

Very truly yours,


Scott E. Thompson

Vice President & Associate General Counsel
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