



COLGATE-PALMOLIVE COMPANY
A Delaware Corporation

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

August 13, 2004

Rusty Lucas
P O Box 422
Sandusky, Ohio 44871

Dear Mr. Lucas:

I have just received your letter dated August 3, 2004. I am sorry that you read my letter of July 27, 2004 as impersonal. I appreciate the warmth of your letter and the creative ideas that you have expressed.

We sincerely wish you the best of luck in your business endeavors. Unfortunately, however, we cannot condone your use of the trademark PALM-OLIVE for hand soap even though your use may be intended for certain channels of trade, such as the Christian mail order catalogs, book stores and Christian supply wholesalers. The PALMOLIVE trademark is one of our most valuable assets. We have a responsibility to our shareholders to protect our intellectual property and also prevent its dilution. We also have a responsibility to consumers to ensure that they are not confused or believe that a similar product with an identical name is related to or comes from the same company that has long sold the famous PALMOLIVE line of products.

I would encourage you to contact a trademark attorney in selecting a brand name for your product so that you too can have a unique and distinguishable trademark and protect your investment in it should others try to adopt a confusingly similar trademark or dilute the value that you worked so hard to create in your product.

Very truly yours,

Scott E. Thompson
Vice-President & Associate General Counsel
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