

RUSTY LUCAS™
P.O. Box 422
Sandusky, Ohio 44871

March 19, 2015

Toledo-Lucas County Public Library
325 Michigan Street
Toledo, Ohio 43604
ATTN: Toledo Patent and Trademark Resource Center

Dear Lucas Library Friends,

Friends, it is with great sadness and a heavy heart that I must report to you that my father, Luke Lucas, recently passed away at the end of February last. It has been a difficult reality to deal with, but I also consider it to be a blessing that he is no longer plagued by his earthly ailments. I learned so many things from my dad that I will never be able to pass along all of his knowledge and wit to my children and further generations.

I found myself deeply examining my own life these past few weeks, looking for some suitable way to pass on my father's legacy. I kept asking myself, how can I pay proper tribute to the man who made me who I am today? I even asked dad, as I looked up to heaven one night during my evening prayers, what he would like me to do to honor his memory. Call it revelation or an active imagination, but I thought I heard him respond to me.

"Rusty," he said, "I don't need a lasting tribute from you. Just live your life honestly, be true to yourself, and raise your children right. An honest man may not become a rich man, but if he teaches one thing to his kids - he should teach them integrity. Even if he doesn't have enough money to put food on his table, a man with honest children is the richest man of all." Then dad said something to me that really struck a chord. He said, "Your children will be my legacy."

So I put a little bit more thought into it and I came up with an idea that I think just might do the trick. Before I explain my plan, it is probably important to the story to know that I am married and I have two daughters, but no sons. My wife's childbearing years are coming to an end and I think if I pushed the idea of trying to have another child at this point, I might end up no longer married! It's probably just as well as I don't think we could handle another newborn in the household at this point. I'm not a young man myself anymore!

Therefore, it looks like the Lucas name will probably end with me. Sure there may be some Lucas cousins out there who might continue the family name, but they

won't be descendants of Luke Lucas. Being the Lucas Library, I am sure that you can empathize with that reality. It's like George Washington – he never had any children of his own to carry on the Washington name. Sure he had Washington brothers or cousins with kids of their own who fathered generations of descendants (many of whom no longer have the “Washington” surname), but none of them can say that they descended FROM George Washington – only that they descended from a brother or cousin. Big Deal!

Continuing on with that same train of thought, there are a lot of things that my dad gave me during his life, but the single most special thing that he gave to me and to me alone is my name: Rusty Lucas™. He never gave that to anyone else, ever. That is what makes that name so special!

Life is about choices and by gosh I've made a choice. I want to be the last person (in the foreseeable future anyway) ever to be named “Rusty Lucas™.” If no other Rusty Lucas™es come after me, then that will be an eternal tribute to my father since he is the one who gave that name to me. It would become a lasting tribute to him to have named the last Rusty Lucas™ to walk among us.

After consulting with a friend of mine, who used to work in the mailroom of some intellectual property attorneys, I decided that the most appropriate course of action to make my dream a reality is to apply for a trademark of the name Rusty Lucas™. If I can secure a trademark, it will ensure that no parents are ever able to give that name to a new baby boy ever again -- or at least not for another 257 years...

So I am writing to you today to see if you can help me with my plan to secure a name trademark. At this point, my primary goal is to keep anyone else from naming his or her child Rusty Lucas™ from this day forward. I am willing to grandfather in anyone else already alive named Rusty Lucas™ and I will sign whatever forms necessary to release them from any liability due to trademark infringement in using their name for any “acceptable purposes” (to be spelled out at a later date). To that end, would you be able to help me locate any other living people with the name Rusty Lucas™?

Should I make an appointment with someone there at the Lucas Library (I can't think of a more appropriate place to start this endeavor) to discuss the process and begin filling out the paperwork, or is it simple enough for me to just make an application online? I want to make sure that it is done properly and that no loopholes are left open for some renegade Rusty to come along and cheapen my tribute to dear old dad.

Secondly, can you give me a general idea of the time frame we are talking about? Is this a process that could take years to iron out, or is it something that can be completed relatively quickly? As you can probably tell, this needs to happen as soon as possible.

Cost is not a factor. If there is an expedite fee which will put this plan on a fast track, I am all in. I want to make sure I am aware of all the pricing options before I begin, but unless we are talking about tens of thousands dollars, I'm not all that concerned about the fees. Time is of the essence, as they say. So anything you can do to speed this along would be most appreciated.

Right now, I am primarily just concerned with getting the process started. I know that there may be some bumps and hurdles ahead, but if I delay too long, there is sure to be another Rusty Lucas™ born any day now. I need to act fast to make sure that those babies get a different name!

Each day that goes by brings with it another Rusty Lucas™ waiting to be born.

With all that being said, can you give me an idea of the process and where I should go from here? Would my trademark expire after a certain point and can it be automatically renewed? I want to secure it for at least 257 years after I die, but I also don't want to be unreasonable. I am agreeable to allowing the trademark to lapse 257 years and one day after I die. That would allow the name Rusty Lucas™ to be given freely at that point, which would then contribute to my father's legacy in a different way. After more than 257 years without a single new Rusty Lucas™, I bet there will be a LOT of little Rusty Lucas™es named on day 93,868!

Before I forget (a bit off topic) I also wanted to ask if the Lucas Library has a special Lucas genealogy section. I have been trying to trace my father's prior generations back to the old country and have been running into quite a few brick walls. Being the Lucas Library, I thought maybe you might have some special resources.

And if you can't help me out, that is okay. I know that my plan will eventually come to fruition. When all else fails, I just keep in mind the advice that a wise man once told me: "Principles are nice, but you can't eat them."

Sincerely,

A handwritten signature in blue ink that reads "Rusty Lucas™ the Last". The signature is written in a cursive, slightly slanted style.

Rusty Lucas™ the Last

p.s.

Let me tell you one more thing. My dad accumulated a fairly large collection of baseball caps before he died and I've taken a few of those as my own now that he is gone. Do you have any Lucas Library baseball caps promoting the library and its name? If so, please send me a free Lucas Library cap so that I can wear it proudly as I pay tribute to my dad, a legendary Lucas, and a great American.

Luke Lucas, you WILL live on forever through your children!