

Von: Super Union Holdings <[legal@superunionholdings.com](mailto:legal@superunionholdings.com)>  
Betreff: **Infringement of German Trade Mark “Black Friday”**  
Datum: [REDACTED] Oktober 2017 um [REDACTED] MESZ  
An: [REDACTED]

Dear [REDACTED]!

We are writing you in our capacity as the owner of the German trade mark „**Black Friday**“, which is since December 20th, 2013 duly registered with the German Patent and Trademark Office (DPMA) under the registration number **302013057574**.

It came recently to our knowledge that you resp. your company conducted last year a rebate campaign under the designation “Black Friday” (e.g. on the platform [www.black-friday.de](http://www.black-friday.de)) without authorization from the exclusive trademark licensee, the Black Friday GmbH, Mooslackengasse 17, 1190 Vienna, Austria.

Such an unauthorized use of the trademark infringes our trademark rights, constitutes an act of unfair competition and entitles us inter alia to claim for cease and desist, disclosure and damages. Please be informed that we will exercise our rights derived from the unauthorized use of “Black Friday” in the past and future, if you resp. your company will conduct another unauthorized rebate campaign under the designation of “**Black Friday**”.

However, we sincerely hope that this is avoidable.

Yours faithfully,

**Anthony Chiang**  
Legal Department



**SUPER UNION HOLDINGS LTD.**  
INTERNATIONAL TRADEMARKS

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