

From the Brotherhood Ride Board of Directors and the Law Office of Dave Harris, P.A.

FOR PUBLIC RELEASE

The Brotherhood Ride, Inc. is a 501(c)(3) charitable foundation based in Fort Myers, Florida. The Brotherhood Ride is a registered trademark, #4267795, with the United States Patent and Trademark Office and has been registered since 2012. The Gulf Coast Brotherhood Ride lists itself as a “Charity Organization in Baton Rouge, Louisiana.” On May 20, 2019, the Gulf Coast Brotherhood Ride is conducting a fundraising event.

While the Brotherhood Ride, Inc. has requested that the Gulf Coast Brotherhood Ride cease using their trademarked name, they have failed to do so and have been unresponsive to these requests. Based on the significant degree of similarity between The Brotherhood Ride, Inc.’s trademarked mark and the name used by Gulf Coast Brotherhood Ride, the same target audiences, and similarity in operations, there is significant risk of confusion between the two organizations and potential damage to the reputation and interests of The Brotherhood Ride, Inc. The Gulf Coast Brotherhood Ride has used this name without authorization from The Brotherhood Ride, Inc.

The Brotherhood Ride, Inc. has no legal connection to the Gulf Coast Brotherhood Ride. We do not endorse their activities nor are we responsible for or liable for any of their actions or lack thereof. The Gulf Coast Brotherhood Ride is NOT an approved affiliate organization of The Brotherhood Ride, Inc.