



Physicians *for a* Smoke-Free Canada

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Cynthia Callard
Neil Collishaw

August 24, 2004

Luc Jobin, C.A., President and CEO
Imperial Tobacco Canada,
3711 St. Antoine Street
Montreal
H4C 3P6

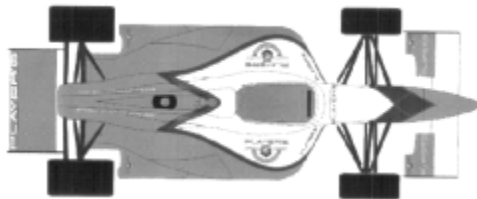
Dear Mr. Jobin:

We are writing today to request, in the strongest term, that you communicate immediate with the Forsythe Racing team with the aim of ending its use of Player's brand imagery on their racing cars.

You will note on the attached fact sheets that the Forsythe racing team employs the imagery, brand elements, and designs that were developed and trademarked by Imperial Tobacco/Player's tobacco and which continue to evoke your Player's cigarette brand. You will note also that the use of these elements is prohibited under both federal and Quebec health law.

I draw your attention specifically to trademarks TMA475855 and TMA475851 which were registered by Imperial Tobacco in 1997, and which continue to be owned by your subsidiary, Player's Company Inc. Lest there be any question that the racing car is a cigarette promotion, these trademarks were registered **in association with** approximately 30 other Player's tobacco trademarks.

TMA475855



TMA475851



Given your close relationship with the Forsythe team (including, as the media report it, your ownership of 50% of the company), I would expect that your request to them should meet a positive response.

Sincerely yours,

Cynthia Callard
Executive Director

CANADIAN TRADE-MARK DATA

*** Note : Data on trade-marks is shown in the official language in which it was submitted.

The database was last updated on: 2004-08-17

APPLICATION NUMBER: 0398539 **REGISTRATION NUMBER:** TMA220643

STATUS: REGISTERED

FILED: 1976-05-31

REGISTERED: 1977-05-13

REGISTRANT:

IMASCO LIMITED
4 Westmount Square
Montreal
H3Z 2S8
QUEBEC

CURRENT OWNER:

Player's Company Inc.
3711 St. Antoine Street
Montreal
H4C 3P6
QUEBEC

REPRESENTATIVE FOR SERVICE:

SMART & BIGGAR
SUITE 900, 55 METCALFE STREET
P.O. BOX 2999, STATION D
OTTAWA
ONTARIO K1P 5Y6

INTERESTED PARTIES

OLD OWNER

IMPERIAL TOBACCO LIMITED
3810 St. Antoine Street
Montreal
QUEBEC H4C 1B5

OLD OWNER

Imasco Limited
3810 ST. ANTOINE STREET,
MONTREAL,
QUEBEC H4C 1B5



TRADE-MARK:

MARK DESCRIPTIVE REFERENCE:

PLAYER'S LIGHT & DESIGN

DISCLAIMER TEXT:

The right to the exclusive use of the word LIGHT is disclaimed apart from the trade mark.

INDEX HEADINGS:

LIGHT, PLAYER'S
NAVY CUT, PLAYERS
PLAYER'S NAVY CUT
PLAYER'S LIGHT

VIENNA INFORMATION:

Code Description

- 2.1.1 Heads, busts
- 2.1.12 Sailors, seamen, fishermen
- 18.3.2 Sailing boats, sailboards
- 18.3.5 Ancient sailing boats, with a pronounced sheer, and towering superstructures fore and aft
- 18.4.1 Anchors, buoys, lifebelts
- 18.4.11 Buoys, lifebelts
- 26.1.1 Circles
- 26.1.4 Two circles, two ellipses, one inside the other
- 26.1.14 Circles or ellipses containing representations of human beings or parts of the human body
- 26.1.16 Circles or ellipses containing other figurative elements
- 26.1.21 Circles or ellipses containing inscriptions arranged in circular or elliptical form
- 26.3.23 Lines or bands forming an angle Note: Including chevrons and arrowheads formed by lines or bands.

WARES:

(1) Cigarettes.

CLAIMS:

Declaration of Use filed April 28, 1977.

ASSOCIATED MARKS:

TMA188,632 TMA277,502 TMA277,895 TMA285,089 TMA287,369
TMA295,030 TMA295,031 TMA295,033 TMA295,034 TMA322,467
TMA324,142 TMA350,655 TMA409,854 TMA417,174 TMA417,460
TMA417,675 TMA420,712 TMA471,010 TMA471,052 TMA472,509
TMA472,517 TMA475,563 TMA479,634 TMA481,389 TMA481,390
TMA481,391 TMA481,549 TMA482,463 TMA487,301 TMA487,303
TMA501,025 TMA507,800 TMA512,686 TMA512,897 TMA512,926
TMA514,542 TMA515,500 TMA516,025 TMA516,558 TMA516,563
TMA516,597 TMA516,693 TMA516,694 TMA516,834 TMA517,531

TMA520,128 TMA520,129 TMA565,484 TMA565,499 TMA565,601
TMA566,181 TMA566,182 TMA566,641 TMDA11355 TMDA52288
1,122,383 1,122,384 1,122,399 1,122,400 1,122,401
1,122,402 1,122,403 1,122,404 1,122,405 1,122,406
1,122,407 1,122,408 1,122,409 1,122,410 1,122,411
1,122,412 1,122,413 1,122,414 1,124,032 1,124,048
1,181,915

[SEE AUXILIARY REGISTER FOR REGISTERED USER](#)

<u>ACTION</u>	<u>DATE</u>	<u>BF</u>	<u>COMMENTS</u>
Filed	31 May 1976		
Registered	13 May 1977		
Renewed	13 May 1992		
Change in title	28 February 2000		Amalgamation
Agent changed	28 February 2000		From: To: 12
Change in title	28 February 2000		Assignment
Amendment to registration	15 January 2003		Owner Address Change / Voir Preuve au dossier/See evidence on File No. 342918

FOOTNOTES:

CHANGE IN TITLE/CHANGEMENT EN TITRE:

TYPE OF CHANGE/GENRE DE CHANGEMENT :

Assignment/Cession

DATE REGISTERED/DATE DE L'ENREGISTREMENT : 09

avr/Apr 1980

DATE OF CHANGE/DATE DE CHANGEMENT : 30 nov/Nov

1979

COMMENTS/COMMENTAIRES : IMPERIAL TOBACCO

LIMITED

SEE EVIDENCE ON FILE/VOIR PREUVE SUR LE DOSSIER

3012

NUNC PRO TUNC 30 NOV/NOV 1979

CHANGE IN TITLE/CHANGEMENT EN TITRE:

TYPE OF CHANGE/GENRE DE CHANGEMENT :

Amalgamation/Fusionnement

DATE REGISTERED/DATE DE L'ENREGISTREMENT : 28

fév/Feb 2000

DATE OF CHANGE/DATE DE CHANGEMENT : 01 fév/Feb

2000

COMMENTS/COMMENTAIRES: FROM : IMPERIAL

TOBACCO LIMITED

TO : Imasco Limited

Voir Preuve au dossier/See evidence on File No. 56843

CHANGE IN TITLE/CHANGEMENT EN TITRE:

TYPE OF CHANGE/GENRE DE CHANGEMENT :

Assignment/Cession

DATE REGISTERED/DATE DE L'ENREGISTREMENT : 28

fév/Feb 2000

DATE OF CHANGE/DATE DE CHANGEMENT : 01 fév/Feb
2000

COMMENTS/COMMENTAIRES: FROM : Imasco Limited

TO : Player's Company Inc.

Voir Preuve au dossier/See evidence on File No. 56843

***OWNER ADDRESS CHANGE/CHANGEMENT D'ADRESSE DU
PROPRIÉTAIRE:***

DATE REGISTERED/DATE DE L'ENREGISTREMENT : 15
janv/Jan 2003

COMMENTS/COMMENTAIRES : Voir Preuve au dossier/See
evidence on
File No. 342918