



July 20, 2010

Northern Colorado Water Conservancy District  
220 Water Avenue  
Berthoud, Colorado 80513  
Attn: Eric Wilkinson, General Manager;  
Brian Werner, Public Information Officer

VIA CERTIFIED MAIL

Dear Mr. Wilkinson and Mr. Werner:

Waterkeeper Alliance is an environmental nonprofit organization composed of nearly 200 member programs throughout the United States and around the world. The Poudre Waterkeeper, one of our member programs located in Colorado has been in operation for over 4 years and has used the mark SAVE THE POUUDRE in connection with its advocacy services since 2006. In addition to being officially registered as a trade name with the Colorado Secretary of State, Poudre Waterkeeper recently filed an application for federal service mark registration for SAVE THE POUUDRE (Serial No. 85088051). In the more than 4 years of operation, Poudre Waterkeeper has attracted thousands of supporters and has become well known in the area of the Cache la Poudre River. In light of its outreach efforts SAVE THE POUUDRE has come to designate services originating with Poudre Waterkeeper and the mark has developed good will of significant value to Poudre Waterkeeper.

Waterkeeper Alliance has been duly and legally authorized to take actions to help ensure that the rights of our member programs are protected. It has come to our attention that the Northern Colorado Water Conservancy District (NCWCD) is using "Save the Poudre" on bumper stickers and large banners in an ongoing attempt to discredit the Poudre Waterkeeper program and its SAVE THE POUUDRE activities, to confuse and misinform the public, and to drive NCWCD's anti-environmental agenda of river destruction in northern Colorado. Though we certainly recognize your rights to oppose the responsible environmental policies of Waterkeeper Alliance and those of our member programs, like the Poudre Waterkeeper, your use of its service mark and registered tradename to drive your own river-destruction agenda is highly improper and unacceptable. Moreover, that your taxpayer-funded organization which has an unelected board of directors appointed by judges is deliberately undermining a charitable organization that has over 6,800 citizen-supporters is also unacceptable. (Supporter list here: <http://savethepoudre.org/sign-our-petition.html>).

The Poudre River is already severely threatened and was named one of the Most Endangered Rivers in America. Your insinuation that you could "Save the Poudre" by storing much of its already diminished flows in a huge new and destructive reservoir is deliberately offensive to the thousands of thoughtful citizens of northern Colorado who treasure the Cache la Poudre River

We are therefore writing to demand that you immediately cease use of the SAVE THE POUUDRE mark on bumper stickers, banners, or in any other commercial or non-commercial medium. While we welcome open, public discourse in all matters affecting the Poudre River and watersheds across the country and around the world, we expect that such dialogue would take place with a fundamental respect for the rights of others, including intellectual property rights. In the interim, we reserve all of our rights in law and in equity.

Sincerely,

A handwritten signature in black ink, appearing to read 'Scott A. Edwards', written in a cursive style.

Scott A. Edwards  
Director of Advocacy