



NATIONAL FOOTBALL LEAGUE

January 29, 2010

The Honorable David Vitter
United States Senate
516 Hart Senate Office Building
Washington, DC 20510

Dear Senator Vitter,

I understand from media reports that you sent a letter to our office. While we have not yet received it, I am nonetheless taking this opportunity to address what appears to be a significant misunderstanding as to the scope of the National Football League's trademark enforcement efforts.

Contrary to public reports, the NFL has not sought to exclude all uses of the word WHO DAT or the fleur-de-lis logo. Rather, the NFL has sent out narrowly targeted letters, challenging the sale of products bearing the fleur-de-lis and WHO DAT marks only when those products contain or are advertised using other trademarks or identifiers of the Saints. This is consistent with steps the NFL has taken in the markets of the NFL's other thirty-one member clubs when infringements are identified.

The NFL conducts these enforcement actions, not only to protect the Saints' brand, but also to ensure that your local constituents who invest in legitimate Saints souvenir merchandise are protected. The Saints business partners in Louisiana as well as the NFL's licensees and New Orleans area screen printers all dedicate significant resources for the right to produce goods using the Saints trademarks. These local Louisiana retailers are hurt by those who are purporting to offer Saints-licensed merchandise without securing a license to do so. This is why we have for many years pursued infringers in your state who are unfairly seeking to trade off of the goodwill of the Saints.

The NFL and the Saints are grateful for the support of the Louisiana fans and the passion they feel for the Saints.

I hope this helps clarify the misinformation that is circulating on the subject in Louisiana.

Sincerely,

A handwritten signature in black ink, appearing to read "Jeffrey A. Miller".

Jeffrey A. Miller
Vice President
Government Relations and Public Policy