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April 2, 2019

VIA EMAIL and CERTIFIED MAIL RECEIPT NO: 70171000000040387822

Wiley Roots Brewing Co.
625 3rd Street, Unit D
Greeley, CO 80631
info@wileyrootsbrewing.com

Re: Infringement of SONIC Trademarks

To Whom It May Concern:

This law firm represents Sonic Corp. and its related entities, including America's Drive-In Brand Properties LLC (collectively referred to as "Sonic"). Sonic is the nation's largest drive-in restaurant chain, with more than 3,500 Sonic Drive-Ins from coast to coast, including 14 restaurants in the Denver metropolitan area and 1 within the city of Greeley, Colorado. As you are aware, Sonic sells various soft drinks - including slushes - under the SONIC mark through these drive-in restaurants.

Sonic has been using the SONIC mark since 1961 for restaurant services and considers the mark among its most important assets. To protect its trademark rights, Sonic has secured a number of federal trademark registrations, including the mark SONIC (Federal Reg. No. 2,777,963) for "soft drinks", the mark SONIC (Federal Reg. No. 4,214,439) for "Bar services," the mark "ROUTE 44" (Federal Reg. No. 1,642,215) for "soft drinks," and the mark "SONIC" & Design (Federal Reg. No. 2,923,271) for "Restaurant services" as further depicted below (the "Double Delta Logo"):



A PROFESSIONAL CORPORATION

OKLAHOMA CITY • Braniff Building • 324 N. Robinson Ave., Ste. 100 • Oklahoma City, OK 73102 • T: 405.235.7700 • F: 405.239.6651
TULSA • 500 Kennedy Building • 321 S. Boston Ave. • Tulsa, OK 74103 • T: 918.592.9800 • F: 918.592.9801
DALLAS • Spaces McKinney Avenue • 1919 McKinney Ave., Ste. 100 • Dallas, TX 75201 • T: 214.420.2163 • F: 214.736.1762

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It has recently come to our attention that you are using Sonic's Double Delta Logo with the term "Wiley" in place of the term "Sonic" on your website at <http://www.wileyroots.com/weekend-slush-party/> and on your Facebook page at <https://www.facebook.com/wileyrootsbrewing/> to promote your own drinks and slushes, which you indicate "spoofed America's favorite drive-in." A copy of your use of the SONIC Double Delta Logo is displayed below.



Additionally, it appears that you are placing the Double Delta Logo and Sonic's famous "Route 44" brand on various products, such as the following:



You are also promoting various commercials as "replicating some of our favorite Sonic classics." Your use of Sonic's trademarks and brand imagery to advertise your flavored products is likely to cause consumers to be confused into thinking that you or your products are somehow affiliated with, or endorsed by, Sonic. Furthermore, your continued use of the Double Delta Logo and Route 44 mark dilutes the distinctiveness of Sonic's famous trademarks.

We hope that you understand the need for this letter. Although we understand your desire to draw on Sonic's famous (and delicious) slushes in your advertising, Sonic must nonetheless protect its valuable intellectual property by insisting that you discontinue your use of the Double Delta Logo, the Route 44 mark and any other of Sonic's brands. We note that Wiley Roots holds at least one federal trademark registration and we assume that Wiley Roots would also object to unauthorized use of its branding by an unrelated third party. With this in mind, we ask that you promptly remove all references to Sonic and its brands (including the

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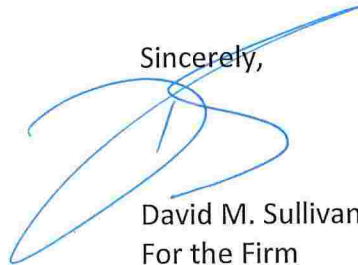
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Double Delta Logo and Route 44 marks) from your products, your website and all social media accounts.

If you will provide written confirmation of your intent to comply with these demands by **April 11, 2019**, Sonic will agree to: (i) allow you to phase-out any current products (exclusive of online advertising) containing Sonic's Double Delta Logo or the Route 44 mark until April 30, 2019; and (ii) not initiate federal trademark infringement litigation against you based on your past use of the Double Delta Logo and Route 44 marks on your products and in your advertising. If we do not receive a response by April 11, 2019, or if you continue to use the Double Delta Logo and Route 44 mark on your products after April 30, 2019, my client will evaluate its full range of legal options.

We look forward to your response. If you have any questions, please do not hesitate to contact me.

Sincerely,

A handwritten signature in blue ink, consisting of several loops and a long horizontal stroke extending to the right.

David M. Sullivan
For the Firm

DMS/taw