

Dear Mr. Lovitz,

Thank you for your correspondence from April 1st.

I'm afraid the public's continued association of our enterprises is entirely due to your efforts in sending me a cease-and-desist letter in the first place; without your spurious threat of legal action, neither of our calendars would be getting most of the press attention they both have received. I'm told this is called "The Streisand Effect". I have tried to make it very clear that our calendars are NOT connected in any way, both in interviews and on the website for the product.

I am happy to hear the surprising news that you are now planning your own line of sexy Jewish men pinup calendars; please do let me know when they are printed, as I would certainly be interested in purchasing one. Since I am in the process of getting a similar trademark for "Naughty Jewish Boys", if you'd care for my feedback, I recommend you might use "roguish" from the synonyms you suggested; the rest all seem to have a connotation of "bad" without the requisite intrigue implied by "Naughty". "Evil Jewish Boys" specifically seems particularly anti-semitic; I am surprised you would even suggest such a thing.

Since I imagine you'll be making a clear distinction between your own "Nice" and "Roguish"(?) calendars, there will be even less of the already miniscule chance that my calendar could be confused for your "Nice" one. Especially since the phrase "Nice Jewish Guy(s)" has been an extant concept in the zeitgeist since long before you trademarked it for your calendar, as indeed has "Naughty Jewish Boy(s)". The idea that the two could be confused due to an overtly Christmassy dichotomy seems highly unlikely for learned folk, especially for Jews who generally do not celebrate Christmas.

The Nice Jewish Guys and Naughty Jewish Boys calendars are most certainly NOT identical, as you claim. My project means to dispel the myth that Jewish Men are not sexy. Your calendar includes "average-looking Jewish guys with good jobs and nice personalities." Mine presents Jewish men owning their sexuality and showing that they are more than a paycheck and a pushover. Yours is intended as comedy, presenting "nebbishy" guys as pin-ups, turning down guys who are "too good-looking", mine is intended as a straightforward pinup calendar with men who are both Jewish and sexy.

Again, I am happy to either 1) continue my clear and polite efforts in unnecessarily distinguishing between our very different calendars on our website, the product, and in any further interviews, or if you choose, 2) remove all references to your calendar, and not mention it at all. I do hope this surge in publicity has been good for your calendar, and that when I go to print in a few months the resulting articles and interviews will do the same; however, if you would prefer, I will refrain from discussing the Nice Jewish Guys in future interviews, except as in reference to your cease-and-desist letters, which are a matter of public record in the news already.

All the best,

Duncan Pflaster, Naughty Jewish Boys Calendar