Dear Mr. Lovitz,

Thank you for your letter. Please understand that it was not my intention that my Naughty Jewish Boys calendar should in any way be confused for or affiliated with the Nice Jewish Guys calendar. As I explained to Mr. Cohen, the creator of the NJG calendar, after he e-mailed me privately, I did intentionally avoid language that suggested my calendar was in competition with the NJG calendar, only that it was offering an alternative.

I would be happy to include a disclaimer on my soon-to-be-updated website and on the calendar itself that the Naughty Jewish Boys calendar is in no way affiliated with The Nice Jewish Guys calendar, or with the Mensch of the Month calendar, if they should contact me (though according to their response as quoted in the *Times of Israel* article about it[1], they are fine with the existence of my calendar).

My calendar has also received and will be receiving press; in addition to the aforementioned *Heeb Magazine* and *Times of Israel*, it has been mentioned in *The Huffington Post*, and currently several other news outlets, Jewish-centered and otherwise, are interested in doing upcoming stories on the creation of the work. I will be happy to address and clarify any confusion with the press, though I reiterate I do not think it likely that our calendars *would* be confused in the first place, as I have gone out of my way to indicate that the Nice Jewish Guys calendar is a separate entity from mine.

In addition, according to the registration for "Nice Jewish Guys" on the United States Patent and Trademark Office website, the owner filed a disclaimer to get the mark where he specifically notes "NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "JEWISH GUYS" APART FROM THE MARK AS SHOWN." As I am not using “Nice” in the name of my calendar (or, for that matter, “Guys”), and that aside from the existence of Jewish males in the calendar our aspirations are different, it seems your suggestion that I’m infringing on the Nice Jewish Guys trademark is weak.

As my calendar is currently in production, preparing for our first photo shoots this weekend, and does not yet exist as a physical entity, I am additionally happy to take minimal steps to see that the calendars do not visually resemble each other once printed.

Let me reiterate that I am happy to work with the Nice Jewish Guys calendar in order to eliminate any confusion between the names of our products via the use of disclaimers, but as I have already registered naughtyjewishboys.com and associated sites, I do not plan to change the name of my product.

Thank you,

Duncan Pflaster
Creator, Naughty Jewish Boys Calendar

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[1] http://www.timesofisrael.com/calendar-seeks-nice-naughty-jewish-boys/