

2/12/2017

Superman
C/O Cynthia Rowden
Bereskin and Parr
Scotia Plaza, 40 King Street West, 40th Floor,
Toronto, Ontario
M5H 3Y2

Your File.: 8147-OT9476CA00

Dear Superman;

I came up with a fantastic idea...it beats the house shield that I suggested in my previous correspondence. I am going to put the letter 'V' on my shirt. 'V' for victory!!!!!! You know V for Vancouver....it's absolutely *Vantastic* don't you think? I'm going to let you choose between the 'diamond' shape and the 'triangle' shape.

The colour scheme is different from yours Superman. I deliberately choose different pantone colours. I'm changing the colours from yellow to a sublime metallic golden and the red to a luscious burnt sienna. On the topic of my blue shirt. I have to say that there are a lot of superheroes using different colour blues for their superhero uniforms. I sure am happy that Aquaman went with a green-blue colour scheme otherwise he might come after me too. Anyhow...since I'm a Sea Captain and my superhero theme is nautical I thought I would switch to using 'sea blue' for my uniform shirt colour and consider purchasing a navy custom replica jacket which is a different shade than my current Captains jacket. It will be made in the UK and will take months to make so I hope you are patient. I think the new blue colour scheme is quite stunning, don't you? It reflects a west coast feel and is quite fresh looking...like a sea breeze and a breath of fresh air mixed into one—just like me!

Please understand Superman, if I switch my shirt to say a 'red' shirt, I will look like a Red Coat soldier or like I have been shot and that is not conducive to 'sales.' Funny thing, I heard that an unexpected side effect of a machine you invented years ago, powered by kryptonite increased your intelligence a hundred-fold but with the unexpected side effect of splitting you into twin beings, one outfitted in an all-red Superman costume and the other in an all-blue version. Oddly you ended up calling yourself and your twin Superman-Red and Superman-Blue. You see I can't really pick 'red' for my shirt colour because you always apparently use that colour as well. While I get that you want to protect the primary colours for yourself, the rest of the pantone rainbow should be open to all Superheros. Superman you can't claim to own all the colours on the red and blue spectrum? Its just over the top plus I have some good reasons for why I can't go with other colours. For example, if I were to switch my shirt colour to yellow I would look downright ghastly when off-set against my pasty white complexion and white pants. I would look more like a duck than a Sea Captain. Then there is 'Pink', if I used this colour I might come across as if I came off my 'for-sale ship' with scurvy. The colour brown...well there are all sorts of connotations with that when you consider the lengthy voyage from Britain to the shores of Vancouver.

The over-all look I'm sure you will agree is vastly different than what I had before but without compromising the integrity of my superhero brand too much. Like you, I've worked hard to make my

mark as a Superhero protecting the good citizens of Vancouver by rescuing them from dastardly Real Estate villains.

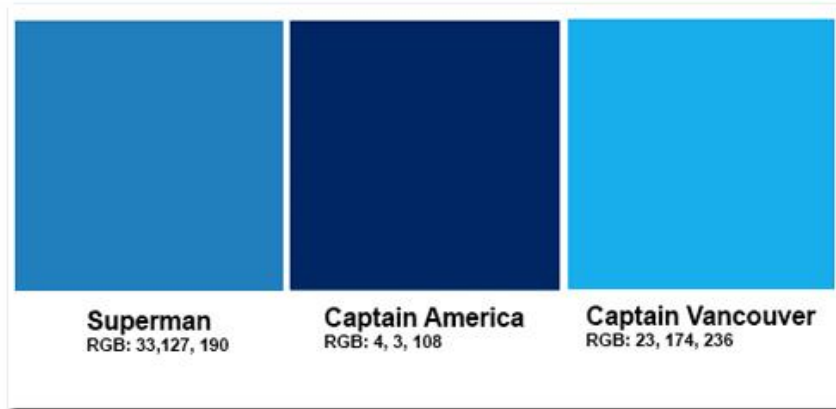
I look forward to your detailed response to my proposed direction and an agreement that you will not pursue opposition to my trademark application by February 20th, 2017.

Yours Truly,
The Man of Sales...

The logo features the words "Captain Vancouver" in a highly decorative, blackletter-style font. The letters are thick and feature elaborate, swirling flourishes and serifs, particularly on the 'C' and 'V'. The 'C' is particularly large and ornate, with a large loop that extends upwards and to the left. The 'V' is also large and has a similar flourish. The rest of the letters are smaller but still maintain the decorative style.

Captain Vancouver.com
Real Estate Superhero!

New 'blue' colour for shirt



Shield 1



Shield 2



