

SCOTT & BUSH LTD.

Craig M. Scott
cscott@scottbushlaw.com

January 18, 2013

*VIA ELECTRONIC MAIL
AND FEDERAL EXPRESS*

Ronald V. Miller, Jr., Esq.
Miller & Zois
7310 Ritchie Highway #1001
Glen Burnie, MD 21061
RonMiller@millerandzois.com

*Re: www.millerandzois.com
Unauthorized Use of the AMICA AUTO HOME LIFE Trademark*

Dear Mr. Miller:


This is a follow up to our letter dated December 17, 2012 regarding your firm's unauthorized use of our client, Amica Mutual Insurance Company's ("Amica") trademark, AMICA AUTO HOME LIFE, at the firm's web site, www.millerandzois.com/Amica-Insurance-Settlement-Lawyer.html. I enclosed for your convenience a copy of that letter.

In an additional attempt to resolve this matter amicably, our client reiterates its demand that your firm immediately cease and desist all use of the AMICA AUTO HOME LIFE mark and any variants thereof, including any mark similar in sight, sound and/or meaning. Please provide us with written assurances that your firm will comply promptly with this demand.

If we do not receive your prompt written response, our client will take whatever further actions are necessary to protect its interests without further notice.

The foregoing should not be construed as a waiver of any of Amica's rights or remedies, all of which are expressly reserved.

Very truly yours,



Craig M. Scott

Enclosure

cc: Amica Mutual Insurance Company

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*Re: www.millerandzois.com
Unauthorized Use of the AMICA AUTO HOME LIFE Trademark*

Dear Mr. Miller:

We represent Amica Mutual Insurance Company ("Amica") in connection with its intellectual property matters. For over ninety years, Amica has used the AMICA trademark in connection with insurance services and products. Amica owns numerous federal trademark registrations for the AMICA mark as set forth on the attached Exhibit A, and it vigorously defends its trademark rights and the goodwill associated therewith.

On December 12, 2012, you rebuffed Amica's request that your law firm discontinue its unauthorized use of Amica's trademark, AMICA AUTO HOME LIFE. This federally-registered mark has been used continuously in commerce in connection with "underwriting insurance in the field of property, casualty, marine, life, fire and annuity," for over fourteen years. A copy of the Certificate of Registration for the AMICA AUTO HOME LIFE mark is attached hereto as Exhibit B. The registration is subsisting and incontestable as a matter of law.

Specifically, the AMICA AUTO HOME LIFE mark appears on the web page located at www.millerandzois.com/Amica-Insurance-Settlement-Lawyer.html in a paragraph titled, "Settlement of Amica Accident Claims." This unauthorized use falsely implies that Amica partners with your firm, or authorized and/or sponsored the material posted on the www.millerandzois.com/Amica-Insurance-Settlement-Lawyer.html page. The information at your web site is neither approved nor sanctioned by Amica.

The unauthorized use of the AMICA AUTO HOME LIFE mark within the www.millerandzois.com web site is an attempt to trade off the goodwill that Amica has

Ronald V. Miller, Jr., Esq.
December 17, 2012
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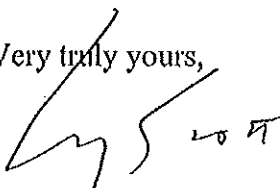
established in its mark, and is likely to cause consumers to believe that the information posted at your firm's web site is authorized, sponsored or approved by Amica. Such use constitutes trademark infringement, false advertising and unfair competition in violation of the Lanham Act, 15 U.S.C. § 1051, *et seq.*, and violates state statutory and common law. In addition, your firm's unauthorized use of the famous AMICA brand dilutes its distinctiveness in violation of the Lanham Act, 15 U.S.C. § 1125, *et seq.*

Our client demands that your firm immediately cease and desist all use of the AMICA AUTO HOME LIFE mark and any variants thereof, including any mark similar in sight, sound and/or meaning. Please provide us with written assurances that your firm will comply promptly with this demand.

Amica has expended considerable amounts of money and efforts in developing its valuable trademark rights and is committed to diligently protecting and enforcing those rights to the fullest extent of the law. Accordingly, if we do not receive your timely written response, our client will take whatever further actions are necessary to protect its interests without further notice.

The foregoing should not be construed as a waiver of any of Amica's rights or remedies, all of which are expressly reserved.

Very truly yours,



Craig M. Scott

cc: Amica Mutual Insurance Company

EXHIBIT A

<u>Mark</u>	<u>Registration Number</u>	<u>Registration Date</u>	<u>Goods/Services</u>
AMICA	354,683	Feb. 22, 1938	Serial publication published from time to time (Class 16)
AMICA	666,397	Aug. 26, 1958	Underwriting fire and casualty insurance (Class 36)
AMICA	1,911,774	Aug. 15, 1995	Underwriting life insurance (Class 36)
THE AMICA COMPANIES	2,051,340	April 8, 1997	Underwriting fire, casualty, homeowners and life insurance (Class 36)
AMICA COMPANIES FOUNDATION	2,203,634	Nov. 17, 1998	Eleemosynary services, namely, providing financial aid to non-profit, charitable, and educational organizations through monetary grants (Class 36)
AMICA and Design	2,276,586	Sept. 7, 1999	Booklets in the field of insurance published from time to time (Class 16); and underwriting insurance in the field of property, casualty, marine, life, fire and annuity (Class 36)
AMICA AUTO HOME LIFE and Design	2,942,057	April 19, 2005	Underwriting insurance in the field of property, casualty, marine, life, fire and annuity (Class 36)

EXHIBIT B

Int. Cl.: 36

Prior U.S. Cls.: 100, 101 and 102

United States Patent and Trademark Office

Reg. No. 2,942,057
Registered Apr. 19, 2005

SERVICE MARK
PRINCIPAL REGISTER



AMICA MUTUAL INSURANCE COMPANY
(RHODE ISLAND CORPORATION)
P.O. BOX 6003
PROVIDENCE, RI 02940-6003

NO CLAIM IS MADE TO THE EXCLUSIVE
RIGHT TO USE AUTO HOME LIFE, APART FROM
THE MARK AS SHOWN.

FOR: UNDERWRITING INSURANCE IN THE
FIELD OF PROPERTY, CASUALTY, MARINE, LIFE,
FIRE AND ANNUITY, IN CLASS 36 (U.S. CLS. 100,
101 AND 102).

THE MARK CONSISTS OF A STYLIZED WORD
AMICA IN BOX WITH WORDS AUTO, HOME AND
LIFE THEREBELOW.

FIRST USE 6-0-1938; IN COMMERCE 6-0-1998.

SR. NO. 78-400,756, FILED 4-13-2004.

OWNER OF U.S. REG. NOS. 666,397, 2,051,340 AND
OTHERS.

WILLIAM VERHOSEK, EXAMINING ATTORNEY