



Department of Public Safety
MISSOURI STATE HIGHWAY PATROL
Colonel Eric T. Olson, Superintendent



An
Internationally
Accredited
Agency

Michael L. Parson
Governor

Sandra K. Karsten
Director

October 19, 2022

Legal Missouri 2022
2008 S. 8th St.
Saint Louis, MO 63104

CEASE AND DESIST

To Whomever It May Concern:

The Missouri State Highway Patrol ("Patrol") is writing regarding the **unauthorized** use of its name and emblem in Legal Missouri 2022's advertisement. The Missouri State Highway Patrol's emblem is a registered service mark with the Missouri Secretary of State. Thus, the Patrol's registration of the emblem prohibits anyone other than the owner of the service mark from using the mark without the Patrol's consent. As the use of any images featuring the Patrol's emblem is unauthorized and a violation of state law, Legal Missouri 2022 needs to immediately cease and desist its use of the Patrol's name and emblem in its advertising or any other publication.

The unauthorized use of Patrol images is visible on Legal Missouri 2022's "Our Turn :30" political advertisement at second marks: 0:06-0:09; 0:24-0:26; and 0:27-0:30. Similarly, the unauthorized use of Patrol images is viewable on Legal Missouri 2022's "Our Turn :15" political advertisement at second marks: 0:06-0:08; 0:11-0:12; and 0:13-0:15.

The Patrol respectfully requests that all references, including imagery, to the Patrol be immediately removed from any past or future advertisements.

If you have any questions, please contact me via email at: Kayla.Kemp@mshp.dps.mo.gov.

Kayla Kemp
Legal Counsel
Missouri State Highway Patrol