



STATE OF NEW MEXICO
Tourism Department

491 Old Santa Fe Trail P.O. Box 20002 Santa Fe, NM 87501
Phone: 505.827.7400 Fax: 505.827.7402

Susana Martinez
Governor

Rebecca Latham
Cabinet Secretary

John Sanchez
Lt. Governor

Re: CHI St. Joseph's Children – NEW MEXICO TRUTH

To whom it may concern:

Please be advised that the New Mexico Tourism Department ("Department") is the owner of United States Trademark Registration No. 4,308,428, "True Brand," which is used by the Department for promoting the State of New Mexico as a tourist attraction; promoting recreation and tourism in New Mexico, (registered in International Class 35 at the United States Patent and Trademark Office).

The Department by this letter wishes to inform you that the Department does not consider the use by CHI St. Joseph's Children of the brand "NEW MEXICO TRUTH" (as depicted below) in connection with CHI's social advocacy and informational campaign regarding child poverty in New Mexico to be an infringement of the Department's "True Brand."

Sincerely,

A handwritten signature in cursive script that reads "Maria R. Sanchez".

Maria R. Sanchez
General Counsel
New Mexico Department of Tourism

Date: Feb 17 2016

Enclosure: NEW MEXICO TRUTH Brand

Follow your spirit and find
true childhood poverty.

NEW MEXICO **TRUTH**

Highest childhood poverty rate in the nation.*

newmexicotruth.org

*Source: U.S. Census Bureau, 2014 American Community Survey.
This advertisement is published by Child Focus on children and is not associated with the State of New Mexico or its departments.