

Global Icons LLC
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Via mail and e-mail: george.kviloria@globalicons.com

Reykjavík 3rd of December 2019,

Re: Council of Hafnarfjörður-Cease and desist letter dated 15th of August.

The council of the Icelandic municipality of Hafnarfjörður town (“**Council**”) has requested that the undersigned reply to the above letter sent by Global Icons on behalf of the Hollywood Chamber of Commerce.

By way of information it is noted the Council was approached by a private entity in town, the operator of the local theatre (Bæjarbíó slf.), with the proposal of using the sidewalk outside the theatre located in downtown Hafnarfjörður to honor Icelandic musical talents with esteemed careers. The consent of the Council was needed as the sidewalk outside the theatre is the property of Hafnarfjörður.

The idea was approved by the Council and subsequently prepared and carried out by Bæjarbíó slf., the operator of the theatre. The only honoring of a musical talent that has taken place up to date was in July this year when a token was unveiled in the sidewalk to honor an Icelandic musical legend Björgvin Halldórsson as per the news article that followed your letter dated 15th of August.

The Council has no intent to utilize protected trademark rights or other intellectual property held by your client or to violate such rights and does not believe that this was the intent of the operator of the local theatre, Bæjarbíó slf.

It must be noted in this regard that trademarks held by your client are not registered in Iceland. The Council is aware, after investigating the matter following your 15th of August letter, that your client has successfully enforced his rights in European jurisdictions where your client does not hold registered trademark rights. It is however by no means a given that the results would be the same before Icelandic courts if tested. Iceland is not part of the European Union and while our legislation in this regard is partly based on European directives through Iceland’s membership of the EEA agreement, it is not identical to applicable law for example in Germany. There is no available court praxis or directly applicable articles of law that guarantee your client’s right to apply his trademark rights not registered in Iceland in order to stop use and/or claim damages in relation thereto.

However, the Council respects the intellectual property rights of your client and has no intent to be any part of an operation that your client believes to infringe his rights, irrespective of the fact that the scope of protection of such rights in Iceland might be ambiguous.

The Council can therefore inform and confirm that the token that was unveiled this July has been removed. No stars of any kind are now on the sidewalk outside the Bæjarbíó theatre in Hafnarfjörður.

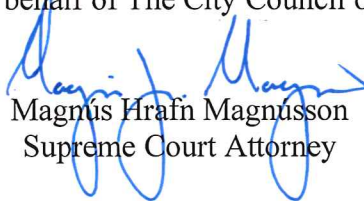
Should any similar operations be reinstated, the Council shall do its utmost to secure that any tokens/plaques or information used to honor local musical talents will not be connected to the intellectual property rights held by your client in other jurisdictions.

It is the hope of the Council that the above will suffice to resolve the matter amicably.

For the avoidance of doubt it must be stated that this letter or the Council's actions described therein cannot be construed as any admittance or acknowledgement of any violation of your client's rights.

The undersigned provides all further information if requested.

Respectfully on behalf of The City Council of Hafnarfjörður



Magnús Hrafn Magnússon
Supreme Court Attorney