

LETTER OF CONSENT

Players Club DSM, LLC dba Ricochet, a limited liability company organized and existing under the laws of Iowa, having a principal place of business at 504 East Locust Street, No. 200, Des Moines, Iowa 50309 (“Ricochet”) is the owner of U.S. Registration No. 4,272,885 and U.S. Application Serial No. 87/314,602 for RICOCHET for “Bar and restaurant services; Cocktail lounge services” in International Class 43.

Blaze Beverage, LLC (“Blaze Beverage”), a corporation organized and existing under the laws of Colorado, having a principal place of business at 1228 S Clayton Street, Denver, Colorado 80210, is the owner of U.S. trademark application serial No. 88/069,717 for the mark RICOCHET filed August 8, 2018 (“Blaze Beverage’s Application”), for use with “Alcoholic beverages except beers; Distilled spirits; Wine ” in International Class 33.

Ricochet’s Registration has been cited by the Examining Attorney against Blaze Beverage’s Application as a bar to registration on the basis of likelihood of confusion under Section 2(d) of the Trademark Act, 15 U.S.C. § 1052(d).


Ricochet hereby consents to the use and registration of the mark RICOCHET (U.S. App. No. 88/069,717) by Blaze Beverage for the applied-for goods.

The parties believe that there is no likelihood of confusion or conflict between the parties use of the marks listed above, based in part on the following factors: (1) differences in the type of goods with which each party uses their mark, (2) differences in the marks, and (3) different consumer audiences to which each party markets and sells its products.

This consent is given as of January 21, 2019.

[signature page follows]

Players Club DSM, LLC, dba Ricochet

By: 

Name: Brad Argo

Title: Owner

Blaze Beverage, LLC

By: 

Name: Kevin Byrne

Title: Principal