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Teaching Zumba® Classes Without a License – Infringing the Zumba® Marks

Dear 

I am the Global Intellectual Property Counsel for Zumba Fitness, LLC (“Zumba”). As you know, Zumba is engaged in, among other things, the creation and licensing of the exceedingly popular Zumba® dance and fitness programs (“Programs”). The Programs are marketed, promoted, and advertised under one or more of our famous registered trademarks and copyrights, including **ZUMBA** (Brazilian Trademark Reg./Appl. Nos. 831176300, 901025704, among others), and the **DANCING MAN LOGO** (Brazilian Trademark Reg./Appl. No. 840328419 and U.S. Copyright Reg. No. VA-1-654-875) (the “ZUMBA Marks”).

In order to maintain the integrity of the Programs, and to protect licensed Zumba® instructors, we strictly enforce the use of the ZUMBA Marks. To that end, the use of the Marks is a benefit reserved *exclusively* for licensed instructors and members of the Zumba® Instructor Network (ZIN™).

You are receiving this letter because we have recently discovered, as part of a large-scale investigation we conducted into unlicensed instructors in Brazil, that you are teaching Zumba® classes without being licensed. Your actions in teaching classes without a license not only hurts the community of licensed Zumba® instructors in Brazil, but subjects you to liability and damages under Brazilian law for infringing our intellectual property rights. Please be advised that the ZUMBA Marks and the dance/fitness programs they represent are invaluable to us, and we will not stand idly by while our rights are being infringed.

If you wish to continue teaching Zumba® classes, we ask that you immediately contact us by email at alan.veronick@zumba.com so that we can make arrangements for you to become licensed. In the event you choose not to become licensed and continue teaching Zumba® classes, we will be forced to take further legal action against you for your willful and blatant misuse of the ZUMBA Marks.

This letter does not purport to be a complete statement of the law or facts, and should not be construed as a waiver, relinquishment or election of our rights or remedies, all of which are hereby expressly reserved.

We look forward to hearing from you soon.

Very truly yours,

Alan C. Veronick
Global Intellectual Property Counsel
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