



LEGAL DEPARTMENT • 2727 NORTH CENTRAL AVENUE • PHOENIX, ARIZONA 85004 • (602) 263-6983 • FAX: (602) 277-5017

Steve Winkelman
Direct Dial: 602-263-6954
Email: Steve_Winkelman@uhaul.com

December 19, 2017

VIA EMAIL

veteransmovinghelp.com@domainsbyproxy.com; info@veteransmovinglabor.com

Registration Private
Domains By Proxy, LLC
14455 N. Hayden Road
Scottsdale, AZ 85260

Veterans Moving Help LLC
3010 SW 23rd Terrace #44
Gainesville, FL 32608

Re: LEGAL NOTICE: Infringement of MOVING HELP[®] trademark

Dear Sir/Ma'am:

I am the in-house intellectual property counsel at U-Haul International, Inc. ("UHI") and eMove, Inc., the owner and exclusive licensee of the federally registered and incontestable trademark MOVING HELP,[®] Reg. No. 2,903,640. This mark is registered for and used to promote eMove's online marketplace for moving labor services.

UHI and eMove have recently learned that you are using its MOVING HELP[®] trademark to market your directly competing moving labor services in your domain name and on your website:

www.veteransmovinghelp.com

Your use of MOVING HELP[®] to promote your directly competitive services is likely to cause confusion with UHI's MOVING HELP[®] services and as a result constitutes false designation of origin and trademark infringement under section 43 of the Lanham Act, 15 U.S.C. § 1125. The standard for infringement and false designation of origin will undoubtedly be satisfied: The relevant public will believe that there is some connection between the services offered by eMove, Inc. under the MOVING HELP[®] mark and the services offered by you through your website.

Your conduct also clearly violates the Anticybersquatting Consumer Protection Act, 15 U.S.C. § 1125(d), which prohibits using or registering a domain name confusingly similar to the trademark of another person. Again, the standard for cybersquatting will clearly be met: You have taken a competitor's trademark (MOVING HELP[®]) and used it as a domain name (**www.veteransmovinghelp.com**) to drive customers to your website to promote your directly competitive services. This is the very kind of conduct the Anticybersquatting Consumer Protection Act is designed to stop.

Enclosed is an article from Juris Discourse, which highlights the efforts UHI and eMove are willing to undertake to end misuse of their MOVING HELP[®] trademark and other intellectual property. As you can see from this article, we engaged in a contentious, expensive and time-consuming two year battle, obtained a significant payment, and forced HireAHelper to stop using our trademarks. I am sending this article to you so you understand the consequences of your improper use of MOVING HELP[®] on your website.

Additionally, UHI and eMove have successfully stopped scores of infringements by many others like you, including, but not limited to the attached list.

- Allied and North American Van Lines
- Bellhops
- billy.com
- Chicomovingservices.com
- Colorado Moves
- Diamondbackmovers.com
- doortodoor.com
- Easy Movers/Marietta Movers
- Elite One Reliable Movers
- ezmovinghelp.com
- gomovehelp.com
- help4moving.com
- MovingHelp.me
- movinghelpraleigh.com
- movinghelpweb.com
- movingstaffers.com
- pro1movers.com
- raysmovinghelp.com
- santarosahauling.com
- Stallion Moving Services
- theupsstore.com
- wehaulmovinghelp.com
- AtlantaMovingHelp.com
- Betos Moving and Delivery Services
- Brighthouse.com
- College Hunks of Fort Lauderdale
- Connecticutmovinghelp.com
- discountmovinghelp.com
- E.C. Movers
- Elite Moving Labor
- emove.org
- Furniturecab.com
- GoShare
- movinallin.us
- movinghelp.us
- movinghelpusa.com
- movingreno.com
- ontimemovers.net
- qualitymovinghelp.com
- Safe Movers of New England
- Smooth Moves
- T&R Movers
- Uloop, Inc.
- YourMovingHelp.com

We have also stopped numerous infringements on Facebook, Twitter, Google+, Instagram and other social media platforms.

Accordingly, UHI demands that you:

- Immediately and permanently cease all use of **www.veteransmovinghelp.com**, and any other variation of our MOVING HELP® trademark as a domain name, on your webpage, in marketing or advertising, or otherwise; and
- Transfer the domain referenced above to UHI.

Should your misuse continue, UHI and eMove are prepared to take the needed steps to protect its valuable intellectual property rights. Should we be forced to pursue this matter further, UHI will seek treble damages, attorneys' fees, and an accounting of all revenues and profits you have derived from your use of the MOVING HELP® trademark as well as preliminary and permanent injunctive relief and money damages.

If you wish to resolve this dispute, comply with the above demands and sign this letter where indicated below that you will in fact comply, and email or fax it back to me at (602) 277-5017 *within two (2) weeks from the date of this letter.*

I look forward to your timely response.

Sincerely,

/s/ Steve Winkelman

Steve Winkelman
Assistant General Counsel

I AGREE TO IMMEDIATELY AND PERMANENTLY CEASE ALL USE OF WWW.VETERANSMOVINGHELP.COM, AND ANY OTHER VARIATION OF UHI'S MOVING HELP® TRADEMARK AS A DOMAIN NAME, ON ANY WEBPAGE, IN MARKETING OR ADVERTISING, OR OTHERWISE; AND TRANSFER THE DOMAIN REFERENCED ABOVE TO UHI.

By: _____ Date: _____

Name: _____ Title: _____

modern bedding
sheets . duvet covers . coverlets
and more at LINENPLACE



JURIS DISCOURSE

- [home](#)
- [archives](#)

MovingHelp.com Uses Lawsuit to Put an End to Competitor's Misuse of Trademark and Intellectual Property

October 10, 2010



MovingHelp.com, the first Internet-based marketplace for moving labor services, today announced a resolution of its two-year legal dispute with competitor Hire a Helper.

The dispute arose when Michael Glanz, who founded Hire a Helper after being expelled for "hacking" his educational institution, became a Moving Helper® affiliate and gained access to Moving Help® proprietary and confidential information and business model. One year later, Glanz started his own Web site that incorporated Moving Help® trade secrets, trademarks and copyrights. In addition to claiming a violation of all of its intellectual property rights, MovingHelp.com alleged Glanz committed fraud, breach of contract and unfair competition.

The expensive two-year battle between Hire a Helper and MovingHelp.com finally reached a conclusion on September 30, 2010, with the following results.

Hire a Helper and Glanz are making a significant financial payment to MovingHelp.com based on past behavior and will also pay MovingHelp.com on jobs going forward.

Hire a Helper and Glanz conceded MovingHelp.com's ownership of Moving Help® trademarks, copyrights and trade secrets, and agreed to never challenge them again in the future.

Hire a Helper and Glanz will stop use of Moving Help® intellectual property and will no longer use the trademarks Moving Help® or Moving Helper® in any manner, and will no longer allow any service provider, customer or affiliates to use the Moving Help® or Moving Helper® trademarks on their Web site.

Hire a Helper and Glanz stopped all use of the patented Moving Help® payment code system, which provides MovingHelp.com's customers with control over payment to their Moving Helper®.

"This settlement comes as a great victory for MovingHelp.com and our independent Moving Helpers®," stated Sam Shoen, president, eMove, Inc. "We take pride in our innovations and we are thrilled with the resolution, the protection it provides for our brand and the efforts of our independent Moving Helpers® across North America."

MovingHelp.com was created out of a need to provide individuals and families with reliable helpers that are better than movers at an affordable cost. As a result, an online marketplace was developed that today enables customers to shop and compare individuals who will provide a variety of labor services – loading, unloading, packing, unpacking, cleaning and driving. Each day, hundreds of people choose from a list of thousands of customer-reviewed Moving Helpers® throughout the U.S. and Canada.

For more information about Moving Help®, please visit movinghelp.com.

Contact:

Joanne Fried

Ashleigh Wagner

U-Haul Public Relations

(602) 263-6194

publicrelations@uhaul.com