



COUNTY OF LOS ANGELES
OFFICE OF THE COUNTY COUNSEL

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MARY C. WICKHAM
County Counsel

February 24, 2017

VIA MESSENGER

Coalition to Preserve LA
Sponsored by AIDS Healthcare Foundation
10940 Wilshire Boulevard, Suite 2000
Los Angeles, California 90024

Attention: To Whom it May Concern

**Re: Cease and Desist Regarding the Unauthorized Use of
Los Angeles County Sheriff's Department Name on
Measure "S" Mailer**

To Whom it May Concern:

The Office of the County Counsel represents the Los Angeles County Sheriff's Department ("LASD") and the County of Los Angeles ("County") in all legal matters. It has come to our attention that you are improperly making copies of and using the LASD name for your own personal purposes in a manner that is misleading to the public by purporting to be affiliated with or authorized by a governmental entity. Enclosed is a copy of the mailer received by a constituent. This use is improper and must stop.

The County demands that you immediately cease and desist from any and all uses of the LASD name, County name, any images or reproductions bearing or having a likeness to the LASD or County names, or an official County or LASD document, and that you cease and desist from making any references to being authorized by or affiliated with a governmental entity, including the County and LASD.

Your use of the LASD name and your actions in misleading the public are unauthorized and unlawful under the California Business and Professions Code. California Business and Professions Code § 17533.6 prohibits a nongovernmental entity from using a trade or brand name, seal, emblem, or insignia in a manner that can be construed as implying local governmental approval, unless the nongovernmental entity has an express connection with or the approval or endorsement of that governmental entity.

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We have no records indicating that you are authorized by the County to use the LASD name for your own personal purposes or that you are approved by the County or LASD to act in any capacity on behalf of any governmental entity, including the County and LASD. If you have proof of an existing agreement enabling your use of LASD's name, please provide such evidence immediately.

We require that you provide to our office by no later than Monday, February 27, 2017, written confirmation that you will cease and desist from these improper activities. Please submit to our office a written confirmation that you will comply with the County's cease and desist request, that you will no longer use LASD's name or any images bearing or having a likeness to an official County or LASD document. Please confirm that you will cease and desist from making any references to being authorized by or affiliated with any governmental entity, including the County and LASD.

Please also confirm that you will correct this misrepresentation to the public by: 1) sending a notice of correction to all recipients of this mass mailer stating that LASD and the County did not authorize the use of their name or the message contained in the mailer, and 2) post a copy of this letter on the front page of your website at <http://www.voteyesons.org/> with a statement that LASD and the County did not authorize the use of their name or the message contained in the enclosed mailer.

Should you fail to comply with this demand to cease and desist, the County will pursue any and all available legal remedies, including seeking injunctive relief and attorneys' fees.

We look forward to hearing from you by no later than Monday, February 27, 2017. Should you have any questions or wish to discuss this matter further, do not hesitate to contact the undersigned below. **Nothing herein shall serve as a waiver of any of the County's rights and remedies, each of which is expressly reserved herein.**

Very truly yours,

MARY C. WICKHAM
County Counsel

By 
LAWRENCE L. HAFETZ
Chief Deputy

LLH:am
Enclosure

c: Sheriff Jim McDonnell

HOA.101546208.1

COUNTY OF LOS ANGELES
SHERIFF'S DEPARTMENT
COURT SERVICES DIVISION

EVICTIION NOTICE

CASE NUMBER: THIS COULD BE YOUR A LOVED ONE
YOU ARE ORDERED TO VACATE THE PREMISES DESCRIBED IN THE WRIT NO
LATER THAN: 3/07, 2017



"I've fought to protect Angelenos from unfair evictions by greedy developers. I'm voting YES on S to protect people's homes."

— Elena I. Popp,
Eviction Defense Network

FOR 20,000 ANGELENOS, THIS NOTICE WAS REAL BECAUSE OF GREEDY DEVELOPERS.

For too long, rich developers have had their way with City Hall. It's caused 20,000 rent-controlled units to be destroyed or converted to luxury condos or apartments that regular Angelenos can't afford. (Los Angeles Times, 4/2/2016)

Together we can stand up to the billionaire developers and tell City Hall enough. **We can vote YES on S and help protect and create housing that Angelenos can afford.**

YES ON S
IS ENDORSED
BY THE L.A.
TENANTS
UNION.

VOTE MARCH 7

GET INVOLVED. VISIT VOTEYESONS.ORG
OR CALL (323) 962-0040.

Yes on S
Save Our Neighborhoods

COUNTY OF LOS ANGELES
SHERIFF'S DEPARTMENT
COURT SERVICES DIVISION

EVICTIION NOTICE

CASE NUMBER: THIS COULD BE YOU OR A LOVED ONE

**YOU ARE ORDERED TO VACATE THE PREMISES DESCRIBED IN THE WRIT NO
LATER THAN: 3/07, 2017**

PRSRIT STD
U.S. POSTAGE
PAID
WC MLG

Yes on S 1705

Paid for by the Coalition to Preserve L.A., Sponsored by AIDS Healthcare Foundation, 10940 Wilshire Boulevard, Suite 2000, Los Angeles, CA, 90024. Additional information is available at ethics.lacity.org