

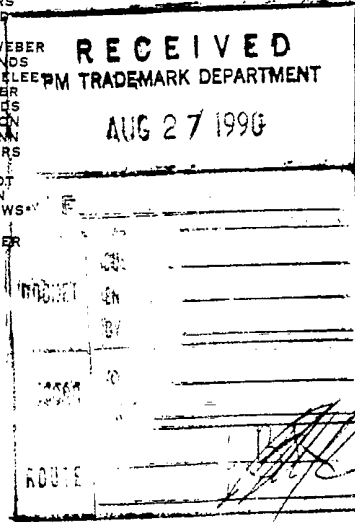
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WRITER'S DIRECT DIAL NUMBER:

August 22, 1990

*ATARI Family*

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PHILIP MORRIS MANAGEMENT CORP.  
100 Park Avenue  
New York, New York 10017

Re: Sega - Philip Morris Trademarks on  
ATARI Final Lap Video Game  
Our File No. 12632-1

Dear Barry:

I respectfully disagree with the conclusions expressed in your August 20, 1990 letter. I believe it is abundantly clear that "other video game(s)" refers and was intended to refer to only those games over which Sega, including Time Out, has actual control, i.e. Sega produced or distributed them.

As you are aware, arcade owners, such as Time Out, have no control over the content of the display of video games which they buy or lease from producers. In my view, it is totally unrealistic to believe that either Sega or Time Out has any responsibility for or could take any steps to cure the problem raised in your August 2, 1990 letter with respect to an Atari game.

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Barry M. Krivisky, Esq.  
August 22, 1990  
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We do not represent Time Out and I again encourage you to raise whatever issues you see fit regarding this problem directly with the responsible party.

Very truly yours

TOWNSEND AND TOWNSEND



Dirks B. Foster

DBF:dlh

cc:  
Thomas F. Fricke, Esq.  
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