

July 29, 2009

Paul R. Fransway, Esq.
Pear Sperling Eggan & Daniels
Domino's Farms
24 Frank Lloyd Wright Drive
Ann Arbor, MI 48105

Re: Team Pride Cans

Dear Mr. Fransway,

Thank you for your recent correspondence regarding Anheuser-Busch's Fan Can program. Anheuser-Busch is sensitive to the concerns which you raise in your letter. The Fan Can program selected what are common sports team color combinations that are routinely used to market products to fans of those teams. To the extent to which you are asserting that Anheuser-Busch's mere use of colors which correspond to those used by your client violates the University of Michigan's intellectual property, we respectfully disagree. Anheuser-Busch is specifically prohibiting use of any University- specific indicia in association with these Fan Cans and specifically is working closely with wholesalers to assure that this directive is followed. That will be sufficient to ensure that the University of Michigan's intellectual property rights are not infringed under the Fan Can program. If any concerns with implementation of this program come to your attention, we would ask that you contact me, and we will promptly address these concerns. Although wholesalers are obviously an important part of Anheuser-Busch's distribution system, prior communication from Anheuser-Busch's counsel may have been misunderstood to suggest that Anheuser-Busch is relying solely on wholesalers regarding implementation of the Fan Can program. To be clear, Anheuser-Busch is committed to implementing the Fan Can program responsibly and in a manner that respects the University's trademark rights.

Again, Anheuser-Busch will, of course, work cooperatively with the University of Michigan to address promptly any specific concerns that it may have regarding the Fan Can Program. Please contact me if you would like to discuss the matter further.

Very truly yours,



Scott D. Miller
Associate General Counsel
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