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WUTC Permit: HG 7807

TV-090408  
RECEIVED

APR 08 2009

WASH. UT. & TP. COMM

April 6, 2009

Thomas Shanks, dba Action Moving Company, Inc.  
9792 Edmonds Way, Suite 113  
Edmonds, WA 98020

Dear Mr. Shanks,

This letter is in regard to our phone conversation on April 3, 2009. On this date you phoned and requested permission to use Action in the trade name of your moving company in Edmonds, Washington. Action Moving Services, Inc. declined to grant permission citing concerns of brand confusion for consumers. Action Moving Services, Inc. has spent a great deal of time, effort and money to establish a reputable brand in the state of Washington. While I am sure that your company has put great effort into the same goal, your services are not affiliated with ours and having very similar trade names may cause confusion among consumers. It is certainly unfortunate that both companies have been building a reputable brand and that only one can keep that brand, but we feel that it is fair considering the WUTC permit for Action Moving Services, Inc. precedes the permit that your company is applying for. We hope that you understand our position on this matter.

I have sent a copy of this letter to the WUTC and I would like to point out that Mr. Shanks remained professional and courteous when contacting Action Moving Services, Inc. on April 3, 2009.

Sincerely,

J. Jeff Gish  
President & GM

cc: Washington Utilities and Transportation Commission

**ALLIED**  
Agent for Allied Van Lines®