

Exhibit 1



"haunted attraction"

Search

Advanced Search

Web Show options... Results 1 - 10 of about 237,000 for "haunted attraction". (0.10 seconds)

Haunted Attraction Magazine Online

Oct 24, 2009 ... E-zine for the terror and horror attraction industry.
www.hauntedattraction.com/ - Cached - Similar

Haunted Houses and Halloween Attractions Directory of the Scariest ...

Haunted Overload in Lee, New Hampshire has consistently been rated as a top **haunted attraction** in New Hampshire as well as the nation by HauntWorld magazine ...
Haunt Forums - New Jersey - Pennsylvania - New York
www.hauntworld.com/ - Cached - Similar

Haunted attraction - Wikipedia, the free encyclopedia

A **haunted attraction** or dark attraction is a venue which simulates the experience of visiting a structure or outside space that is inhabited by what appear ...
en.wikipedia.org/wiki/Haunted_attraction - Cached - Similar

Welcome to the World's Largest Walk-Through

Haunted Attraction ...

Guinness Book of World Records as the World's Largest Walk-Through **Haunted Attraction** in 2005. EREBUS by Webster's definition is the darkness beneath the ...
www.hauntedpontiac.com/ - Cached - Similar

Haunted House Association

HHA is a professional association for Halloween and **Haunted Attraction** owners and operators ... If you own a Halloween or **Haunted Attraction** join HHA today. ...
www.hauntedhouseassociation.org/ - Cached - Similar

Psycho Path **Haunted Attraction**

Psycho Path Haunted House - Oklahoma's Most Unique **Haunted Attraction** Serves Up Second Year of Screams.
www.psychopathhaunt.com/ - Cached - Similar

Find Haunted Houses > **Haunted Attraction** Directory - HauntedHouse.com

Haunted House.com - Portal to Halloween Haunted Houses, Attractions and Displays in the US and international locations.
www.hauntedhouse.com/.../Haunted_Attraction_Directory/ - Cached - Similar

Haunted Attraction Industry Directory | Contact information for ...

Contact information for nearly 2000 haunted attractions and suppliers to the **haunted attraction** industry.
www.hauntindustrydirectory.com/ - Cached - Similar

haunted houses in Baltimore Maryland - Bennett's Curse Haunted ...

Bennett's Curse **Haunted Attraction** - Maryland & DC's Best Haunted House | All Rights Reserved. Haunted House Website by ...
www.bennettscure.com/ - Cached - Similar

Sponsored Links

Halloween Attractions

Use our halloween guide to find local haunted attractions.
www.Phillyfunguide.com/halloween

Find Haunted Attractions

Find The Top Haunted Houses In Your Neighborhood. Be Prepared To Scream
www.HauntWorld.com

Haunted Attraction

Haunted Attraction available.
Haunted Attraction. Bid now!
www.eBay.com

Haunted Attraction

Great Deals On Magazines.
Save Up To \$10 Today!
Amazon.com/magazines

See your ad here »

Night-mares **Haunted Attraction**

Night-mares is the most terrifying **haunted attraction** in northern New Jersey! Get ready for an adrenaline rush of fear, excitement and panic!
www2.night-mares.com:9100/ - Cached - Similar

News results for "**haunted attraction**"



The Money Times

Sons Die In Fire, Mother Converts Home Into **Haunted Attraction** - 1 day ago
When I read this story I genuinely felt upset. I cannot fathom how in the world a mother would think this is OK. Six months after her children tragically ...
Ghost Theory - 11 related articles »

Searches related to: "**haunted attraction**"

haunted houses
attraction

erebus haunted
attraction

headless horseman
haunted attraction

netherworld haunted
attraction

darkness haunted
attraction

1 2 3 4 5 6 7 8 9 10 **Next**

Search within results - Language Tools - Search Help - Dissatisfied? Help us improve -
Try Google Experimental

[Google Home](#) - [Advertising Programs](#) - [Business Solutions](#) - [Privacy](#) - [About Google](#)

Exhibit 2

Haunted attraction

From Wikipedia, the free encyclopedia

A **haunted attraction** or **dark attraction** is a venue which simulates the experience of visiting a structure or outside space that is inhabited by what appear to be supernatural beings—such as ghosts or entities. They can also be venues featuring other frightening subjects such as crazed animals or escaped murderers. The illusion—created by actors, animatronics, theatrical sets, sounds, lighting, and other special effects—is designed to frighten patrons who typically purchase tickets for the privilege. These events are open to the public and commonly held throughout the month of October, leading up to Halloween. However there is a small sub-set of dark attractions that are open all year long. Over the years, dark attractions have expanded their scope beyond the "haunted house" format to include any place that is either ominous or foreboding, such as abandoned factories, old prisons or early 1900s-era hospitals/asylums.



Phantom Manor in Disneyland Paris is an example of a haunted attraction.

Contents

- 1 Venues
 - 1.1 Haunted hayride
 - 1.2 Haunted trail
 - 1.3 Haunted house
- 2 Business environment
- 3 Legal environment
- 4 See also
- 5 References
- 6 External Links

Venues

The attractions are held in various venues. Events held in older, slightly dilapidated buildings utilize the natural atmosphere with strategically placed special effects, lights and props, while others will construct elaborate scenery and contain amusement park quality mechanical figures and illusions. On the same token, actors (known as "scare-actors") in these dark attractions might be dressed either in masks or greasepaints and basic costumes, but those with higher budgets often opt to dress their characters in customized outfits and elaborate make-up.

Another difference to be found is that some dark attractions present their event as following a storyline (i.e., the tale of madness and murder that lead to the building being haunted), while others present a random order of scenes and tableaux designed to shock and startle the patrons. Visitors to these dark attractions may be escorted through by tour guides (possibly in part to help deter potential encounters between actors and patrons who were suddenly startled or unruly). Other attractions may be run as self-guided events, letting the patrons follow



a set path and thus get more "up close and personal" with the ghouls and monsters therein. More permanent venues may have a mechanized system for transporting patrons through the attraction.

Haunted hayride

Haunted hayrides are haunted attractions set in farmers' fields, primarily across the United States. In this sort of attraction, groups of patrons sit in a wagon filled with hay and are pulled by a tractor through the field. There is no definite record of where the first one was held. As popularity increased entrepreneurs began to view the haunted hayride as a legitimate family attraction, and this has made it an annual Halloween event.

Haunted trail

A **haunted trail** or **spooky trail** is usually held at night in a public park, garden, or preserve, although it may be held at any outdoor venue. They are often included as one of the attractions at a Halloween carnival. In most instances, a trail or walkway is used. When said trail or walkway does not exist, one is cordoned off through use of ropes or barriers. Along this trail are displays or exhibits representing cemeteries, crime scenes, and the like. Also along this trail are human subjects dressed up to resemble mummies, vampires, werewolves, ghosts, zombies and various other scary characters. These actors frequently jump out at guests along the trail, or they may walk back and forth in silence and make threatening gestures with axes, chainsaws or other sharp garden equipment. Some haunted trails may have a maze near the end. A variant of the haunted trail that has gained popularity over the past few years has been the **cornfield maze**, in which patrons follow a path cut through the dense foliage of a cornfield and encounter various creatures and scenes within. Some of these mazes can be quite large and cover several acres.

Haunted house

An American Halloween practice is to decorate a house, yard, or garage and open it to other members of the public. For some, the decorations are something created specifically for trick-or-treating and are in place for one night only. For others, the decorations are done more in the tradition of Christmas decor and appear a month or so before the actual holiday.

Common motifs for Halloween are settings resembling a cemetery, a haunted house, a hospital, or a specific monster-driven theme built around famous creatures or characters.

Typical elements of decoration include jack-o'-lanterns, fake spiders and cobwebs, and artificial gravestones and coffins. Coffins can be built to contain bodies or skeletons, and are sometimes rigged with animatronic equipment and motion detectors so that they will spring open in reaction to passers-by. Eerie music and sound effects are often played over loudspeakers to add to the atmosphere. Haunts can also be given a more "professional" look, now that such items as fog machines and strobe lights have become available for more affordable prices at discount retailers. Some haunted houses issue flashlights with dying batteries to attendees to enhance the feeling of unease.

A trio of zombies from a haunted attraction featuring live actors in simple costumes and makeup, rendering a deceased "Bloody Skull Face" look, featuring blacked-out eyes and stage blood.



The Haunted Hospital at Fuji-Q Highland amusement park, the largest haunted attraction in the world

Business environment

Running and owning dark attractions and haunted houses is an industry in and of itself. There are estimated to be over 1,500 haunted attractions in the United States, attracting roughly 12,000,000 guests per year^[1]. There are also a great many haunted houses run as non-profit charity fundraisers by such organizations as the Jaycees or Kiwanis Clubs.

Legal environment

Safety requirements generally include fire suppression systems, clearly-marked exits, and panic systems. Most attractions must be inspected by local authorities to confirm that they comply with codes.^[2]

See also

- Dark ride
- Hell house
- Knott's Halloween Haunt
- Six Flags Haunted Castle fire
- Cutting Edge (Haunted House)

References

1. ^ America Haunts - Haunted Facts accessed October 29, 2007 at 08:35
2. ^ Fire Departments Clamp Down On Unsprinklered Haunts!, HauntedAttractions.com, August 5, 2007, accessed November 2, 2007 at 01:25

External Links

- Fangoria's Top 20 Hometown Haunts
- Ghastly Real-Life Haunts Volume #1: Brunckow's Cabin
- Cold Spots: The Gardette-LePrete House (The Sultan's Palace)

Retrieved from "http://en.wikipedia.org/wiki/Haunted_attraction"

Categories: Halloween events | Haunted attractions

- This page was last modified on 23 October 2009 at 20:51.
- Text is available under the Creative Commons Attribution-ShareAlike License; additional terms may apply. See Terms of Use for details.
Wikipedia® is a registered trademark of the Wikimedia Foundation, Inc., a non-profit organization.

Exhibit 3



Taft Stettinius & Hollister LLP

425 Walnut Street, Suite 1800 • Cincinnati, OH 45202-3957 • Tel: 513.381.2838 • Fax: 513.381.0205 • www.taftlaw.com
Cincinnati • Cleveland • Columbus • Dayton • Indianapolis • Northern Kentucky • Phoenix • Beijing

September 8, 2009

JOHN M. MUELLER
(513) 357-9610
mueller@taftlaw.com

Larry Kirchner
President
Hauntworld, Inc.
1525 South 8th Street
St. Louis, MO.
63104

VIA E-MAIL WITH CERTIFIED MAIL CONFIRMATION

Re: Unauthorized use of HAUNTED ATTRACTION trademarks

Dear Mr. Kirchner :

We represent Haunted Things, LLC (“Haunted Things”) with respect to intellectual property matters. As you are likely aware, Haunted Things is the owner of all right, title and interest to all of the HAUNTED ATTRACTION trademarks, tradenames, and service marks (the “Haunted Attraction Marks”), having federal common law trademark rights therein extending back over 14 years. We are writing to you regarding your unauthorized registration and use of the hauntedattractionmagazine.com, hauntedattractions.com, and hauntedattractionsmagazine.com domain names (the “Haunted Attraction Domain Names”).

More specifically, we are writing to inform you that your unauthorized and infringing use of the Haunted Attraction Marks in the Haunted Attraction Domain Names (particularly the fact that they resolve to your directly competitive hauntworld.com website) is likely to cause confusion in the relevant consuming public that there is some affiliation between you and your company and Haunted Things when in fact there is none. This use of the Haunted Attraction Marks by you and your company therefore constitutes trademark infringement and federal unfair competition in violation of the Lanham Act (15 U.S.C. § 1125(a) and (d)) and at common law. Additionally, you and your company’s bad faith registration and use of the Haunted Attraction Domain Names makes you further liable under the Anti-cybersquatting Consumer Protection Act (ACPA, 15 U.S.C. § 1125(d)). Damages available to Haunted Things under the ACPA include statutory damages of up to \$100,000 (and no less than \$1000) in addition to attorney’s fees and treble recovery for actual damages sustained (see 15 U.S.C. § 1117 (a) and (d)). Given that your egregiously infringing behavior is exactly the type of activity that Congress intended to address with the statutory damage provision of the ACPA, we have little doubt that Haunted Things will be entitled to a significant monetary recovery for your actions should it choose to proceed

against you and your company in a court of law. See, e.g., *Kiva Kitchen & Bath v. Capital Distrib.*, 2009 WL 890591 (5th Cir. 2009) (copy attached).

Accordingly, in view of the substantial investment Haunted Things has made in the Haunted Attraction Marks and the likelihood that the public will continue to be confused if you and your company maintains its deceptive and infringing use of the Haunted Attraction Marks and/or Haunted Attraction Domain Names in any manner (including in connection with your company's website, business name, etc.), Haunted Things has no choice but to demand that you undertake the following remedial steps immediately in order to minimize the irreparable harm that Haunted Things has suffered and continues to suffer as a result of your and your company's infringement of its federally protected Haunted Attraction Marks:

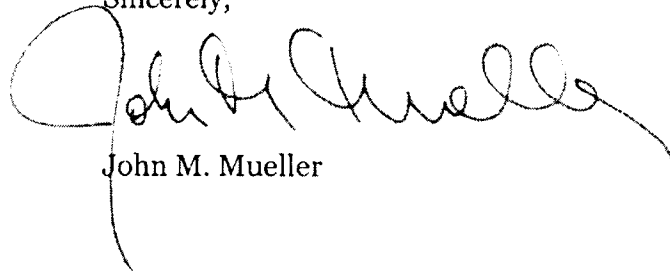
1. Cease all use of the Haunted Attraction Marks, or any confusingly similar variations thereof (including any and all intentional misspellings of the same), in connection with any business operated by you or your company;
2. Deliver up for destruction all documentation, including, without limitation, promotional materials, labels, and packaging (including signage, stationary, brochures and business cards) which display or refer to the Haunted Attraction Marks in any form (including any and all intentional misspellings of the same);
3. Agree to take all necessary steps to transfer ownership of all domain names owned by you or your company which incorporate the Haunted Attraction Marks therein, or are intentional misspellings thereof, specifically including all of the Haunted Attraction Domain Names;
4. Provide all documentation relating to any revenue you or your company has collected related to the misuse of the Haunted Attraction Marks and/or related to the Haunted Attraction Domain Names (including all revenue your company has generated during the time period in which the Haunted Attraction Domain Names have resolved to the hauntworld.com website) and provide a written accounting, approved and signed by you, your company's Chief Financial Officer, or a certified public accountant, as to the accuracy of the same in order for Haunted Things to fully evaluate the monetary damages it is entitled to as a result of your infringing behavior.

Please understand that this letter constitutes actual notice to you of your infringement of the Haunted Attraction Marks and that Haunted Things will consider the continued misuse of the Haunted Attraction Marks by you and your company to constitute further willful infringement of its federally protected rights.

We expect to hear from you within three (3) business days from the date of this letter confirming your intent to comply with these initial demands. Please understand that if you should refuse to comply with the foregoing, we will have no choice but to pursue this matter further by filing a lawsuit in which we will be seeking the maximum recovery allowed under

the law, including an accounting of your company's profits, treble damages for willful infringement of the Haunted Attraction Marks, statutory damages, and attorney's fees. Please note that given the egregious nature of your actions in this case, we have little doubt that our endeavor in that regard would be successful.

Sincerely,

A handwritten signature in black ink, appearing to read "John M. Mueller". The signature is written in a cursive style with a large initial "J" and a long, sweeping tail that extends downwards and to the right.

John M. Mueller

cc: John E. Kennedy
James Zimmerman, Esq.