



NATIONAL FOOTBALL LEAGUE

April 1, 2015

VIA FEDERAL EXPRESS

Chief Alan Rodbell
Scottsdale Police Department
3700 North 75th Street
Scottsdale, AZ 85251

Dear Chief Rodbell,

On behalf of the National Football League, I write to express our appreciation and gratitude to the Scottsdale Police Department and the agents and officers under your command who actively participated in enforcement efforts to combat the influx and sale of counterfeit NFL merchandise and tickets prior to and during Super Bowl XLIX. The support of your office throughout the last year was truly essential to achieving the intellectual property protection goals of the League.

We also thank you personally for your support and participation in this year's Super Bowl press conference on January 29th, which certainly advanced our mutual goals of consumer protection and fan education by distributing the enforcement messages on a wide-reaching platform.

We understand that given the extensive scope of law enforcement responsibilities facing your department, it is often challenging to focus on intellectual property crimes, and so we thank you for all of your office's willingness to share its talent with the NFL and to direct its resources toward consumer protection.

We ask that your office kindly pass along our most sincere thanks to each individual officer who participated in this year's enforcement efforts, and we look forward to continued successful work with your team in the future.

Sincerely,

A blue ink signature of Anastasia Danias, consisting of a stylized 'A' followed by a long, flowing horizontal line.

Anastasia Danias
Senior Vice President and Chief Litigation Officer
National Football League

cc: PIO Ben Hoster (via email bhoster@scottsdaleaz.gov)