

Subject: Re: Second Request for Immediate Cease and Desist – Unauthorized Use of Cle Elum Downtown Association Logo and Image
Date: Friday, January 24, 2025 at 8:49:27 PM Pacific Standard Time
From: Karl Ohlemann
To: Jordan Peterson, Board of Directors
CC: michael@cleelumdowntown.org, kaylee@cleelumdowntown.org, nora@cleelumdowntown.org, patricia@cleelumdowntown.org, deanna@cleelumdowntown.org, tessa@cleelumdowntown.org, brian@cleelumdowntown.org, liz@cleelumdowntown.org, eliza@eleelumdowntown.org, marc@cleelumdowntown.org

Cle Elum Downtown Association (CEDA),

I find it very sad that instead of spending your time and resources to find solutions to the now approx. \$25,175,000 arbitration award facing the City of Cle Elum (increasing daily at a rate of approx. \$8,100) you are making an enormous issue out of my inadvertent use of a picture taken of downtown Cle Elum that had your logo on it. This was unnecessary, and a complete waste of time on something that could have been resolved immediately with a phone call.

As you state quite clearly and pointedly in your email below, *“...we have no relationship--and desire no such relationship--with you or any of the efforts in which you appear to be involved.”* Interesting. Noted.

To which I replied *“...I would be very interested to hear CEDA’s thoughts on the Cle Elum / City Heights issue. It sounds very clear below that you have a different view. Could we find a few minutes to discuss this, off the record? I am more interested to hear opposing/other viewpoints than you might imagine.”*

Instead of engaging in any kind of productive discussion, you wholly reject my offer, and state “conflict of interest”.

It is unfortunate how the City and many of its “supporters” cannot find time or be bothered to engage in any substantive discussions to bring quick resolution to this incredibly dire situation, and instead seemingly hide behind “confidentiality” and/or “conflict of interest”.

If you reconsider, I would love to discuss this with you, with the goal of trying to avoid bankruptcy and/or some other damaging and crippling outcome as a community...it seems hard to believe you do not support this position, but those are your words, not mine.

Karl Ohlemann
509-856-5676

Karl Ohlemann
Founder | CEO | CFO
Head of Strategy, Innovation, and Technology

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From: Karl Ohlemann <karl.ohlemann@outlook.com>
Date: Wednesday, January 22, 2025 at 4:32 PM
To: Jordan Peterson <jordan@cleelumdowntown.org>
Cc: Board of Directors <board@cleelumdowntown.org>
Subject: Re: Second Request for Immediate Cease and Desist – Unauthorized Use of Cle Elum Downtown Association Logo and Image

Jordan,

It's too bad that conflicts interest are keeping much of this community from discussing this issue. I understand your concerns, but at the same time it is just unfortunate.

Have I adequately addressed your concerns about the logo/photo issue and any other concerns?

Thanks,
Karl

Karl Ohlemann
Founder | CEO | CFO
Head of Strategy, Innovation, and Technology

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From: Jordan Peterson <jordan@cleelumdowntown.org>

Date: Wednesday, January 22, 2025 at 1:18 PM

To: Karl Ohlemann <karl.ohlemann@outlook.com>

Cc: Karl Ohlemann <karl.ohlemann@preserve.inc>, Board of Directors
<board@cleelumdowntown.org>

Subject: Re: Second Request for Immediate Cease and Desist – Unauthorized Use of Cle Elum Downtown Association Logo and Image

Mr. Ohlemann,

Thank you for reaching out to us. However, due to a conflict of interest arising from the Cle Elum Downtown Association's involvement with both parties, we are unable to offer any comments, either on or off the record.

We appreciate your attention to this matter and wish you the best of luck in your pursuit of the Kittitas County Commissioner seat.

Warmly,

Jordan Peterson | *Executive Director*
Cle Elum Downtown Association

218 E 1st Street | PO Box 106, Cle Elum, WA 98922
509-433-7330 (o) | 425-765-5719 (d)

cleelumdowntown.com

On Jan 22, 2025, at 10:34 AM, Karl Ohlemann karl.ohlemann@outlook.com wrote:

Jordan,

I have added statements to the WeHeartCleElumRoslyn.com website. Please let me know if you would like anything worded differently. I also made similar statements in the Facebook forums where this was brought up, but am happy to do more should you find it necessary.

Secondly, I would be very interested to hear CEDA's thoughts on the Cle Elum / City Heights issue. It sounds very clear below that you have a different view. Could we find a few minutes to discuss this, off the record? I am more interested to hear opposing/other viewpoints than you might imagine.

Thank you,
Karl Ohlemann

509-856-5676

Karl Ohlemann

[Preserve.Inc](#)

Co-Founder | Board Chair

Head of Strategy, Innovation, and Technology

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On Jan 22, 2025, at 10:33 AM, Jordan Peterson <jordan@cleelumdowntown.org> wrote:

Mr, Ohlemann,

I appreciate your quick response and attention on this matter. Attached is the email sent on Saturday, January 18, 2025, as referenced below. Members of the community also notified you via social media, on your post referencing "removeourmayor.com" posted on community pages such as but not limited to Cle Elum, What's Up (Mostly) Uncensored and South Cle Elum Community Bulletin Board, the same day.

To clarify, the photo of downtown Cle Elum that you are using also needs to be removed. Though we appreciate that you enjoy the photo, this is the intellectual property of the Cle Elum Downtown Association. A photographer was hired to take those photos for the Cle Elum Downtown Association.

Thank you again for your prompt attention on this matter.

Warmly,

Jordan Peterson | *Executive Director*

Cle Elum Downtown Association

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509-433-7330 (o) | 425-765-5719 (d)

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On Jan 22, 2025, at 9:36 AM, Jordan Peterson <jordan@cleelumdowntown.org> wrote:

Dear Mr. Ohlemann,

This is our second request for you to address the unauthorized use of the Cle Elum Downtown Association (CEDA) logo and image. We issued our first objection on *Saturday, January 18, 2025*, and while you complied in part, you persist in the unauthorized use of our logo in other fora. You are ordered to cease immediately the unauthorized use of our logo in any and all publications, regardless of type.

Specifically, while it appears that you have removed our logo from the weheartcleelumroslyn.com website, we have since discovered that you are still using our photo, along with our logo and photo combined, on your personal website: [https://karlohlemann.com/\[volunteer-\[-sponsor\]\]](https://karlohlemann.com/[volunteer-[-sponsor]]).

To be clear, you have no formal or informal relationship with our organization. Similarly, we have no relationship--and desire no such relationship--with you or any of the efforts in which you appear to be involved. The continued use of our image and logo misrepresents your relationship with us, and we insist that you remove these materials from your website, as well as from any other platforms or publications where they may appear. Failure to comply will leave us no choice but to pursue legal action to protect the integrity and reputation of CEDA, a 501(c)(3) non-profit organization, and to prevent further misrepresentation.

In addition, we request that you post a statement on your website, explicitly stating that you have no affiliation with CEDA, and that the use of our logo and image was done without permission and in error. This will help to correct any misunderstandings and clarify the situation for your website visitors. Should you fail to take corrective action within 24 hours, we will publish such a statement on behalf of the organization, making clear that you have no relationship with us and that you are using our logo and image without authorization.

The unauthorized use of our logo and image is a direct violation of our intellectual property rights. We urge you to treat this matter with the seriousness it warrants and remove all related content immediately.

We expect your immediate compliance.

Sincerely,
Jordan Peterson | *Executive Director*
Cle Elum Downtown Association

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<Second Cease and Desist Letter_Karl Ohlemann_Intellectual Property Rights_2025-01-22.pdf>

<karlohlemann.com_CEDA logo and image_unauthorized use_2025-01-21.jpg>

<mime-attachment>