

National Transportation Safety Board

Office of the General Counsel

Washington, DC 20594



February 12, 2024

Via email - info@dawnproject.com
The Dawn Project
Attn: Legal Department
30 West Sola Street
Santa Barbara, CA 93101

RE: Unauthorized Use of NTSB's Official Seal in Super Bowl Commercial

Dear Sir/Ma'am:

It has come to our attention that your second Super Bowl LVIII commercial airing on February 11, 2024, prominently - and unlawfully - displays the official seal of the National Transportation Safety Board (NTSB). In addition to its public airing, the commercial has been posted to your webpage, dawnproject.com, and to your YouTube page. A screenshot of the commercial in question is attached.

By federal law, the NTSB is authorized a judicially recognized seal. 49 U.S.C. § 1111(j). Use of the NTSB Seal outside of the NTSB is prohibited without the prior written approval of the NTSB. 49 C.F.R. § 803.5. Due to the nature of our work and the need to be unambiguously independent from commercial interests, we strive to protect the international reputation of the NTSB by preventing unapproved use of our seal.

Contrary to Federal law, you did not obtain, and the NTSB did not grant, permission to use the NTSB Seal in your Super Bowl LVIII commercial or on any other materials. Moreover, your unauthorized use of the NTSB's seal spuriously implies endorsement of your company and/or message by the NTSB. Accordingly, the NTSB demands that you cease any further unsanctioned use of the NTSB Seal, and that the NTSB's Seal be immediately removed from your website and YouTube page, as well as any further airings of the offending commercial. We further request that you notify us in writing when all changes have been made.

Should you have any questions, please contact Eric Johnson in my office at eric.johnson@ntsb.gov.

Sincerely,

A handwritten signature in cursive script that reads "William T. McMurry, Jr.".

William T. McMurry, Jr.
General Counsel

Attachment



NATIONAL TRANSPORTATION SAFETY BOARD

Making Computers Safe for Humanity
THE DAWN PROJECT

LIVE CENTER

CHILD HIT BY CAR ON NC-561 IN HALIFAX COUNTY, WEST OF ESSEX

Subtitles/closed captions (c)

0:15 / 0:30

CC Settings

The image shows an aerial view of a road accident scene. A dark-colored car is stopped on the road, with two emergency responders in high-visibility vests standing nearby. The scene is illuminated by a bright light source, possibly the sun, creating long shadows. The video player interface includes a progress bar, volume control, and various settings icons.