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October 5, 2017

Bergen County Improvement Authority  
One Bergen County Plaza  
Hackensack, New Jersey 07601-7076

James Tedesco, III, County Executive  
Bergen County Executive  
One Bergen County Plaza  
Floor 5, Room 580  
Hackensack, New Jersey 07601

**Re: NewBridge Services, Inc.**

Dear Mr. Tedesco and Members:

The undersigned attorneys represent NewBridge Services, Inc., which is a non-profit corporation that provides mental and behavioral health services throughout communities in northern New Jersey. NewBridge Services, Inc. has been in existence for over fifty years and has been using the trade name of "NewBridge" for over twenty of those years. From that name, the organization has been building its name as a premier service provider in northern New Jersey.

NewBridge Services, Inc. learned on October 3, 2017 that your organization authorized the renaming of the Bergen Regional Medical Center as New Bridge Medical Center and the entity running the organization as New Bridge Health. This is unacceptable. To the point, the name you have chosen is identical to my client's, you are engaged in a service of similar character, and your services overlap the services provided by NewBridge Services, Inc. in the same geographical region of service. In short, your use of the name "New Bridge" not only will create confusion in the mental and behavioral healthcare market, it already has. My client has already received phone calls regarding a perceived association with our organization and yours. Given the length of my client's use of their trade name, the good-will and relationships it has formed under that name, and its identification in the field under that name, your use of the name "New Bridge" is nothing short of a direct infringement on its rights.

It is extremely unfortunate that you have chosen a name which will cause confusion for consumers both of our organizations are committed to serving. It is abhorrent that the County of Bergen, as a public entity, has participated in victimizing a charitable organization by this obvious attempt to take advantage of the good name they have developed.

Accordingly, you are hereby requested to immediately CEASE AND DESIST from use and continued use of the name "New Bridge." Please be further advised that my client will use any and all efforts to protect its rights and the identity associated with its name that it has built within its industry in this geographical location, including institution of legal and equitable proceedings.

Thank you for your attention to the foregoing. Please be guided accordingly.

Very truly yours,

MURPHY McKEON, P.C.

*Robert H. Oostdyk, Jr.*  
Robert H. Oostdyk, Jr.

cc: Mr. Robert Parker