

To: James Curleigh

Gibson Brands Inc. President and CEO

Hello James - my name is Joseph Katzenberger, and I have received a patent for my Folded Horn Acoustic Guitar (USPTO # 10,777,172). A second patent for this guitar is currently being reviewed by the USPTO as well.

As noted on my patent, my goal is to make an acoustic guitar that is louder, which is the Holy Grail of acoustic guitars, but also maintains the beautiful natural sound of an acoustic instrument.

I believe that innovative solutions can improve an acoustic guitar, but I also believe a skilled luthier is required to make a truly beautiful sounding instrument. I am hoping that my design takes advantage of new technology, but does not forget the skill required to build a fine instrument. I am considering only the finest wood materials for my design, as they have proven to be successful in the guitar, piano and violin instrument industries for centuries.

I have owned Gibson and Heritage guitars, and have always been impressed with what you are building.

I believe a pair of folded horns inside your acoustic guitar could be a game changer for Gibson. Add pickups, an amp (internal or external), two or more speakers enclosed in the folded horns, and proven feedback prevention. Let the sound grow through the horns (as horn speakers have done for years), and you have a guitar with much greater volume and greater tone!

Having CNC equipment and building the same guitars more efficiently is a step forward, but this does not embrace the true potential of radically new manufacturing methods, and how designers and engineers are free to design better products.

Maybe you feel this design could compete with other guitar innovations? Do you want to buy the rights, to have the freedom to develop this for yourself?

I know the Fender Acoustasonic is selling well, but I am not sure it has legs to sell well in the future. After all, it is weak as an acoustic guitar, because the sound

chamber is very small. It relies heavily on the electric guitar sound. If you want that, why not just buy a Strat? I think my instrument can compete very well, due to being a true acoustic guitar, with all the beautiful sound, plus more volume and great tone. I built a fully functional guitar that has proven my assumptions. I was not sure it would work, but it has exceeded my expectations.

The guitar body/folded horns are Hard Maple, and the neck is also Hard Maple. The fingerboard is Rosewood, the soundboard is Baltic Birch or Sitka Spruce, and the chamber divider is Baltic Birch.

I would love to play it for you live, or hear you play it yourself. I think you might agree it is unlike any other acoustic guitar ever built.

I am an engineer, a guitar player and a music lover. It would warm my heart to see Gibson put this patent to good use!

Please let me know if you are interested. My cell is (765) XXX-XXXX, and my email is joek@XXXXXXXXX.com.

Thank you much for taking the time to review my design. Please respond at your earliest convenience, if you are interested.

Katzenberger Engineering and Innovations LLC

Joseph J. Katzenberger, Proprietor

B.S. Engineering Design, M.S. Engineering Management

New Product Development, CAD Modeling, Patent Drawings, Consulting

Patent Applicant, Inventor and Assignee