

ELDORADO STUD

NUWE DEELNEMER

1. DEELNEMER NO.

07359831

2. ONTVANG OP

21-05-2026

3. BETALING ONTVANG

GN

KONTROLE LYS

☐ Voorbereiding

☐ ESB

☐ Lidnommer

☐ Briewe

IRIS

☒ Skep lid /_000_/

☒ Skep lid /_RAS_/

AQH

☐ Skandeer Ontvangs

☐ Diere saam aansoek

☐ Prestasie toetsing aktief

Voltooi

☒ Voltooi adres & inligting (maint) /_000_/

Melk, Vleis, Kleinvee

SESSIE

☒ Voltooi adres & inligting (maint) /_RAS_/

☒ Dist (SMU) (user group)

☒ MMNM -(MEM, NON-MEM, ISP,)

☒ PERF - (STUD)

☒ MTYP - (01, 02, 03, __)

Extentions

☒ Skep voorvoegsel

ELDORADO

Andries

☒ KKM

ES

DATUM AKTIEF

01-01-2024

ELBORADO 21ND

21 02
GN

HQH

ELBORADO
01 01 2024
E2

Philna Moelich

From: secretary@saqha.co.za
Sent: 30 October 2024 07:00 AM
To: 'Philna Moelich'
Subject: RE: Eldorado Stud forms

Hi Philna

Dankie vir die terug voering. Ek sal hulle laat weet.

Geniet jou dag.

Sandi

From: Philna Moelich <philna@studbook.co.za>
Sent: Tuesday, October 29, 2024 1:55 PM
To: secretary@saqha.co.za
Subject: RE: Eldorado Stud forms

Hi Sandi

Hulle het in hul eerste epos genoem dat hulle eens kan voorsien van n bevestiging van die TM ja. Ons kort dan n bevestiging van ELDORADO as TM vanaf hulle. Hier is die uitreksel van haar epos onder

If Studbook requires a lawyer's letter with the proof of trademark, we will be happy to oblige with same. No other company or individual can use Eldorado in South Africa.

Kind regards / Groete



Philna Moelich

Admin Clerk: Participation Administration, Passports

E philna@studbook.co.za P +27 51 410 0910

LOGIX

South African Stud Book and Animal Improvement Association

118 Henry Street, Westdene, Bloemfontein, South Africa



www.StudBook.co.za | www.LOGIX.org.za | www.SADairyBulls.co.za | www.SABeefBulls.co.za

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From: secretary@saqha.co.za [<mailto:secretary@saqha.co.za>]
Sent: 29 October 2024 11:05 AM
To: 'Philna Moelich' <philna@studbook.co.za>
Subject: FW: Eldorado Stud forms

More Philna

Jammer om jou te pla. Kan jy asseblief vir my se wat se dokument is aanvaarbaar?

From: Sanel Rugani <Sanel@eldoradofresh.co.za>
Sent: Monday, October 28, 2024 6:55 PM
To: secretary@saqha.co.za
Cc: Ivo Rugani <Ivo@eldoradofresh.co.za>
Subject: RE: Eldorado Stud forms

Hi Sandi

Which document do you want exactly as we have several TM's? I am struggling to follow the technical content in Afrikaans below. Is it just for ELDORADO that Studbook needs the proof of? I will need to check if that's in order with Trademark Attorneys, as I think they may offer for this purpose just their confirmation of the Trademark on their letterhead and TM number. Will this suffice with Studbook?

Sanel Rugani

Mobile: +27 82 787 8863
Sanel@eldoradofresh.co.za



From: secretary@saqha.co.za <secretary@saqha.co.za>
Sent: Thursday, 24 October 2024 11:12
To: Sanel Rugani <Sanel@eldoradofresh.co.za>
Subject: FW: Eldorado Stud forms

Hi Sanel

Sorry it has taken so long in getting back to you. We are slowly getting it right. Please see below you will note that Studbook have requested documentation to the effect so that they can attach it to your application.

Looking forward to hearing from you.

Kind regards
Sandi

From: Philna Moelich <philna@studbook.co.za>
Sent: Thursday, October 24, 2024 11:04 AM
To: secretary@saqha.co.za
Subject: RE: Eldorado Stud forms

Goeie dag Sandi

Hierdie een was regtig n moeilike een. Dit was met die bestuur bepreek en ook opgeneem met die telergenootskap.

Gelukkig vir ons het die huidige teler van die voorvoegsel intussen bedank.

Laat die telers maar net vir jou die dokument aanstuur sodat ons dit kan heg by ons dokumente.

Mooi dag vir jou

Kind regards / Groete



Philna Moelich

Admin Clerk: Participation Administration, Passports

E philna@studbook.co.za **P** +27 51 410 0910



South African Stud Book and Animal Improvement Association

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From: secretary@sagha.co.za [<mailto:secretary@sagha.co.za>]

Sent: 15 October 2024 12:27 PM

To: 'Philna Moelich' <philna@studbook.co.za>

Subject: FW: Eldorado Stud forms

Hi Philna

Kan jy asseblief uithulp? Ek weet nie hoe om nou te werk nie? Dit raak nou 'n bietjie ingewikkelde.

Groete
Sandi

From: Sanel Rugani <Sanel@eldoradofresh.co.za>

Sent: Tuesday, October 15, 2024 12:21 PM

To: secretary@sagha.co.za

Subject: Re: Eldorado Stud forms

Hi Sandi

We have registered the name ELDORADO with the department of Trade & Industry therefore it is a registered Trademark (TM).

If Studbook requires a lawyer's letter with the proof of trademark, we will be happy to oblige with same. No other company or individual can use Eldorado in South Africa.

Kind regards
Sanel

Get [Outlook for iOS](#)

From: secretary@sagha.co.za <secretary@sagha.co.za>

Sent: Wednesday, October 2, 2024 11:20:46 AM

To: Sanel Rugani <Sanel@eldoradofresh.co.za>

Subject: RE: Eldorado Stud forms

Hi Sanel

I have followed up with Studbook. The prefix Eldorado is for a sheep breeder. Unfortunately, you will have to pick another name. Sorry, not much I can do. ☹

Sandi

From: Sanel Rugani <Sanel@eldoradofresh.co.za>

Sent: Wednesday, October 2, 2024 9:37 AM

To: secretary@saqha.co.za

Subject: RE: Eldorado Stud forms

Hi Sandi

I think that was us a year back or so. Please double check with who Eldorado is booked for?

Then still awaiting your Stud invoice for 2024 please?

Can you send me Foal Identification page that we can start arranging our Foal Passports with SAEF and then with SAQHA please?

Thanks

Sanel

From: secretary@saqha.co.za <secretary@saqha.co.za>

Sent: Wednesday, 02 October 2024 09:00

To: Sanel Rugani <Sanel@eldoradofresh.co.za>

Subject: RE: Eldorado Stud forms

Hi Sanel

Studbook have advised that the prefix Eldorado is already been used. Please would you kindly choose another prefix. If you could give us a few choices that you would like.

Regards

Sandi

From: Sanel Rugani <Sanel@eldoradofresh.co.za>

Sent: Thursday, September 19, 2024 2:11 PM

To: SAQHA <secretary@saqha.co.za>

Cc: jeanene.vanderschyff@gmail.com

Subject: Eldorado Stud forms

Hi Sandi

Herewith Stud forms as discussed I will send Horse registration docs next week but at least this is done. Please remember to send me the invoice so that I can pay for Stud for 2024.09.19

Many thanks and kind regards

Eldorado Fresh Lettuce Producers

Sanél Rugani
sanel@eldoradofresh.co.za
Cell No.: 082 787 8863
Plot 119, Northway Road Ext, Tarlton



Full of Life

Philna Moelich

From: Philna Moelich <philna@studbook.co.za>
Sent: 30 September 2024 08:51 AM
To: 'SAQHA'
Cc: philna@studbook.co.za
Subject: FW: Eldorado Stud forms
Attachments: SAQHA STUD MEMBERSHIP 2024 SIGNED.pdf

Goeie dag Sandi

Die voorvoegsel ELDORADO is nie beskikbaar vir registrasie nie. Dit word reeds deur ander ras se telers gebruik.

Hulle sal vir jou nog opsies moet stuur.

Mooi dag vir jou

Kind regards / Groete



Philna Moelich

Admin Clerk: Participation Administration, Passports

E philna@studbook.co.za P +27 51 410 0910

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From: secretary@saqha.co.za [mailto:secretary@saqha.co.za]
Sent: 20 September 2024 08:20 AM
To: 'Philna Moelich' <philna@studbook.co.za>
Subject: FW: Eldorado Stud forms

Hi Philna

Sien asseblief aangehegde teler registrasie vorm.

Geniet jou dag.

Sandi

From: Sanel Rugani <Sanel@eldoradofresh.co.za>
Sent: Thursday, September 19, 2024 2:11 PM
To: SAQHA <secretary@saqha.co.za>
Cc: jeanene.vanderschuyff@gmail.com
Subject: Eldorado Stud forms

Hi Sandi

Herewith Stud forms as discussed I will send Horse registration docs next week but at least this is done. Please remember to send me the invoice so that I can pay for Stud for 2024.09.19

Many thanks and kind regards

Eldorado Fresh Lettuce Producers

Sanél Rugani
sanel@eldoradofresh.co.za
Cell No.: 082 787 8863
Plot 119, Northway Road Ext, Tarlton



Full of Life



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9300

(051) 4100900

(051) 4473964

info@studbook.co.za

<http://www.studbook.co.za>



Lid van die Internasionale
Komitee vir Diereverbetering
Member of the International
Committee for Animal Recordings

Ras:/Breed AMERICAN PAINT & QUARTER HORSES
(Indien Stoetteling/lf Stud Breeding)

1. TITEL: (meld PROF., DR., MNR., MEV., MEJ., ens.)

TITLE: (indicate PROF., DR., MR., MRS., MISS., etc.) / **MRS** / / / /

2. VOORLETTERS:/INITIALS: / S / / C / / / (NAAM/NAME) SANéL

3. VAN:/SURNAME: / RUGANI /

4. ID. NOMMER:/ID. NUMBER: 7203270092086 / / / / / / /

5. BTW NR.:/VAT NO.: / / / / / / / / / / / / / / /

(Heg asseblief 'n afskrif van die BTW sertifikaat aan./Please attach a copy of the VAT certificate.)

6. **DEELNEMER NAAM:** (indien die deelname nie geregistreer moet word as 'n individu of onder die aansoeker se van nie)
PARTICIPANT NAME: (if not to be registered under the surname of the applicant or as an individual)

[illegible]

ADRES VAN AANSOEKER:/ADDRESS OF APPLICANT:

7. 167 NORTH WAY ROAD / / / / / / / / / / / / / / / /

8. TARLTON, KRUGERDORP / / / / / / / / / / / / / /

9. /

10. POSKODE: 1749 / PROVINISIE: GAUTENG

DISTRIK: JOHANNESBURG MOGALE CITY STREEK:

TEGNEISE ADVISEUR:
TECHNICAL ADVISOR: SANÉL RUGANI

TELEPHONE NUMBER: () ()

FAKS: _____ SEL: _____
FAX: (_____) _____ CELL: _____

11. E-POS ADRES:
E-MAIL ADDRESS: _____ @ _____

LANGUAGE: (in which correspondence is required) **AFRIKAANS** / / **ENGELS/ENGLISH** / **X** /

D D M M C C Y Y
/ 01 / / 01 / / 2 / 0 / 2 / 4 /

<u>/1/</u>	INDIVIDUELE DEELNEMER/INDIVIDUAL PARTICIPANT	
<u>/2/</u>	VENNOOTSKAP/PARTNERSHIP:*	Aantal vennote./Number of partners: <u> </u> <u> </u> <u> </u>
<u>/3/</u>	MAATSKAPPY/COMPANY #	
<u>/4/</u>	REGSPERSOONLIKHEIDSLIGGAAM/BODY CORPORATE #*	
<u>/5/</u>	TRUST #*	

/ 3 / Heg die volgende aan:/Attatch the following:

- Heg die uittreksel aan uit die notule waar die betrokke besluit genotuleer is./
Please attach the extract of the minutes reflecting the decision.
- Volle name en adresse van alle aandeelhouders./Full name and address of the shareholders.
- Skriftelike magtiging aan tekengeregtigdes./Written approval of signatories.

15. Is u huidige of was u voorheen 'n lid van enige Telersgenootskap ten opsigte van dieselfde of enige ander ras?
Were you formerly or are you currently a member of any Breeder's Society with regard to the same or any other breed?
JA/YES / ☒ X / NEE/NO / ☐ /

Indien JA, dui die naam van die Genootskap hieronder aan, asook u deelnernommer, indien beskikbaar:
If YES, state the name of the Breeders' Society below as well as your participant number, if available:

NOMMER:/NUMBER: _____

FARM NAME:

ELDORADO EQUINE & STUD

TOWN OR CITY NEAREST TO YOUR FARM:

[illegible]

MELD DIE POSADRES WAARHEEN U KORRESPONDENSIE GESTUUR MOET WORD:

POSTAL ADDRESS WHERE YOUR CORRESPONDENCE MUST BE SENT TO:

SUITE 153, P/BAG X2, RUIMSIG, 1732

NOT POST RECEIVED AT ABOVE PHYSICAL ADDRESS / / / / / / / / / / / / / / / /

19. ADRESLYN 2/ADDRESS LINE 2

/ /

20. ADRESLYN 3/ADDRESS LINE 3

/ /

21. POSKODE:/POSTAL CODE: / / / / /

TELEFOON NOMMER:/TELEPHONE NUMBER: () ()

FAKS:/FAX: () () SEL:/CELL: _____

22. E-POS ADRES:/E-MAIL ADDRESS: sanel@eldoradofresh.co.za & sanelrugani@gmail.com _____

23. GPS KOÖRDINATE (indien beskikbaar):

GPS CO-ORDINATES (if available): CONTACT MEMBER DIRECTLY FOR THIS IF NEEDED _____

24. MY KEUSE VIR KUDDEKENMERKE IS: Verstrek asb. ses (6) kombinasies in orde van voorkeur.

MY CHOICE FOR HERD DESIGNATION MARKS ARE: Please supply six (6) combinations in order of preference.

A) N/A / / / / / / B) / / / / / / C) / / / / / /

D) / / / / / / E) / / / / / / F) / / / / / /

25. SLEGS VIR STOETTEELERS: MY/ONS KEUSE VIR KUDDENAAM(VOORVOEGSEL) IS:

FOR STUD BREEDERS ONLY: MY/OUR CHOICE FOR A HERD NAME (PREFIX) IS:

(Verstrek asb. ses (6) keuses in orde van voorkeur.) (Please supply six (6) combinations in order of preference.)

(Name van dorpe en stede word nie toegelaat nie./Names of towns and cities are not allowed.)

VOORVOEGSEL/PREFIX

A) /ELDORADO /

B) /

C) /

D) /

E) /

F) /

26. PAYMENT:/BETALING: PERDE & HONDE

(Gelde betaalbaar soos per aangehegte fooistruktuur.)

(Fees payable as per attached fee structure.)

GEBOORTEKENNISGEWINGBOEK:/BIRTH NOTIFICATION BOOK:

Indien nie van elektroniese aantekening opsies gebruik maak nie./If not making use of electronic recording options.
(Geboortekennisgewingboeke is beskikbaar op aanvraag./Birth Notification Books are available on request.)

EK ONDERNEEM OM MY AAN DIE BEPALINGE IN DIE GRONDWET EN DIE REËLS, REGULASIES EN VERORDENINGE
VAN SA STAMBOEK TE ONDERWERP.

I AGREE TO OBSERVE AND BE BOUND BY THE CONSTITUTION AND THE RULES, REGULATIONS AND BYE-LAWS OF
SA STUD BOOK.

ONDERTEKEN TE _____ HIERDIE _____ DAG VAN _____
SIGNED AT _____TARLTON_____ THIS _____1st_____ DAY OF _____JANUARY_____ 20_24



HANDTEKENING VAN APPLIKANT OF GEVOLMAGTIGDE
SIGNATURE OF APPLICANT OR AUTHORISED PERSON

HANDTEKENING VAN GENOOTSKAP
SIGNATURE OF SOCIETY

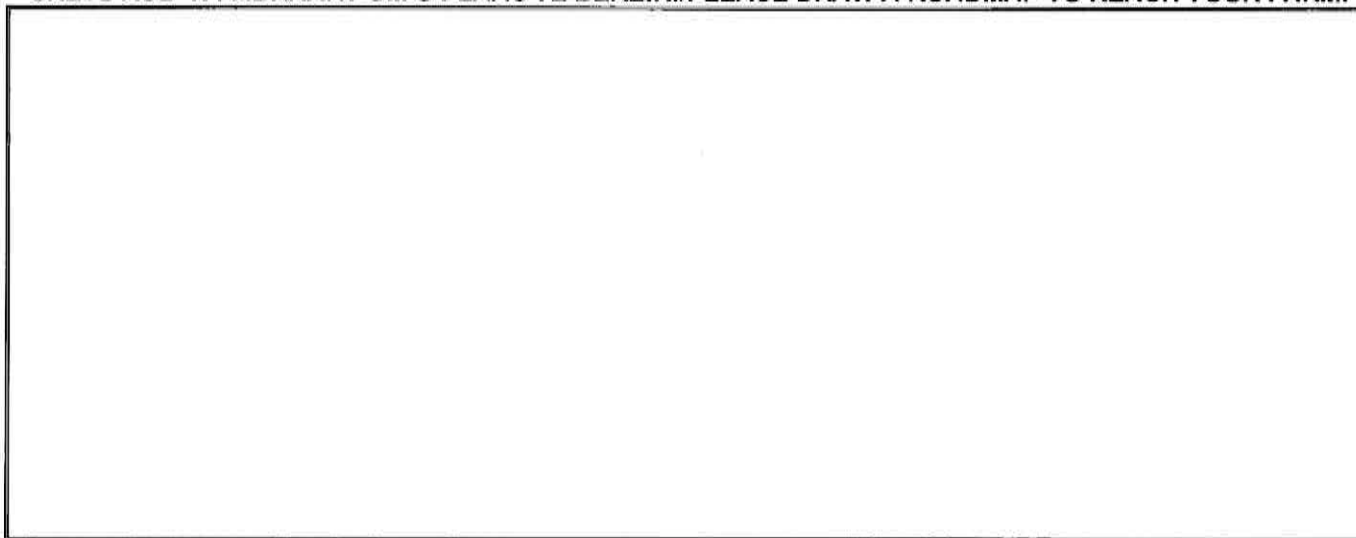
PADBESKRYWING VAN NAASTE DORP NA PLAAS WAAR DIERE AANGEHOU WORD OF GPS KOÖRDINATE:
ROAD DIRECTIONS TO FARM WHERE CATTLE ARE HELD OR GPS CO-ORDINATES:

CORNER VENTERSDORP ROAD & NORTHWAY ROAD, NEAREST INTERSECTION

TARLTON

1749

SKETS ASB 'N PADKAART OM U PLAAS TE BEREIK:/PLEASE DRAW A ROADMAP TO REACH YOUR FARM:



LYS VAN STAMBOEKDIERE VAN DIE RAS BY WELKE GENOOTSKAP U AANSLUIT
LIST OF STUD ANIMALS OF THE BREED OF THE SOCIETY WHICH YOU ARE JOINING

REGISTRASIENOMMER REGISTRATION NUMBER	IDENTIFIKASIE IDENTIFICATION	GESLAG SEX	NAAM VAN DIER NAME OF ANIMAL
--	---------------------------------	---------------	---------------------------------

[illegible]

[illegible]

Philna Moelich

From: Yusuf | Moore Attorneys <yusuf@mooreattorneys.com> on behalf of Kyle | Moore Attorneys <kyle@mooreattorneys.com>
Sent: 21 May 2026 02:00 PM
To: info@studbook.co.za; philna@studbook.co.za; secretary@saqha.co.za
Cc: Kyle | Moore Attorneys; Yusuf | Moore Attorneys
Subject: RE: SOUTH AFRICA – CONFIRMATION OF RIGHTS IN THE ELDORADO TRADE MARK HELD BY SCS TRANSACT (PTY) LTD
Attachments: Letter to the South African Stud Book and Animal Improvement Association - LIT2778ZA00.pdf

Our Ref: **LIT2778ZA00**

Attention: Mr Anthony Galliers, President

Dear Sirs,

RE: SOUTH AFRICA – CONFIRMATION OF RIGHTS IN THE ELDORADO TRADE MARK HELD BY SCS TRANSACT (PTY) LTD

I hope this finds you well!

Please find **attached** correspondence for your attention.

I look forward to hearing from you.

Yours Faithfully,

Kyle Dalton



Kyle Dalton
Head: Litigation & Patents

- +27 11 465 9595
- kyle@mooreattorneys.com
- www.mooreattorneys.com
- Cedar Tree Office Park, Fourways, South Africa

AFRICA'S LEADING IP LAW FIRM



+27 11 465 9595
mail@mooreattorneys.com
www.mooreattorneys.com

**SOUTH AFRICAN STUD BOOK AND ANIMAL
IMPROVEMENT ASSOCIATION**
118 Henry Street
Westdene
Bloemfontein
9301

Date: 21 May 2026
Our Ref: LIT2778ZA00
Per Email: info@studbook.co.za
philna@studbook.co.za
secretary@sagha.co.za

Copy to: South African Quarter Horse Association (SAQHA)

Attention: Mr Anthony Galliers, President

Dear Sirs,

RE: SOUTH AFRICA – CONFIRMATION OF RIGHTS IN THE ELDORADO TRADE MARK HELD BY SCS TRANSACT (PTY) LTD

1. We act on the instructions of SCS Transact (Pty) Ltd ("our client").
2. This letter is not intended to be exhaustive of all matters and issues, and insofar as may be necessary, we reserve the right to canvass same at the appropriate time and in the appropriate forum should it become necessary to do so.
3. Our client the proprietor of the ELDORADO trade mark in South Africa, in various classes, including classes 29, 30, 31, 35, and 44. These classes broadly cover, *inter alia*, agricultural and horticultural products, foodstuffs and ingredients, stud and breeding services, as well as services relating to the marketing, retail and wholesale of such goods
4. Our client has, for many years, made extensive use of the ELDORADO trade mark in South Africa. Through this use, the trade mark has acquired substantial reputation and goodwill in addition to the statutory rights granted by its trade mark.
5. Our client enjoys statutory rights in the ELDORADO trade mark in terms of the Trade Marks Act 194 of 1993. These rights arise from the registration of the mark and confer upon our client the exclusive rights to use and protect the ELDORADO trade mark in relation to the goods and services for which it is registered.
6. In addition, our client records that the Eldorado Golden Quality brand has been in continuous existence and use since 1987. This longstanding use further reinforces our client's historical association with the

KNOWN IN AFRICA. TRUSTED WORLDWIDE®

"ELDORADO" name in the agricultural and breeding sector, and supports the goodwill and reputation held by our client in relation thereto.

7. Our client's interest in registering with the South African Stud Book and Animal Improvement Association under the name "ELDORADO" is not intended to preclude or interfere with the historical use of similar names by others, such as sheep or livestock farmers operating under generational farm names. Rather, it seeks to reflect our client's legitimate and long-standing commercial identity and to ensure that its rights are properly recorded in relevant industry registers.
8. On the basis of its rights in the ELDORADO trade mark, our client respectfully requests approval to register with the South African Stud Book and Animal Improvement Association under the name Eldorado.
9. It is further requested that the sheep farmer operating in the Karoo, who currently makes use of or is associated with the Eldorado name, provide a written undertaking that it will not in the future conduct, or permit to be conducted, any breeding operations under the name "ELDORADO STUD" in respect of horses or cattle. This limitation is sought in order to avoid confusion, protect the integrity of our client's rights, and prevent direct conflict within overlapping agricultural and breeding sectors.
10. This name reflects our client's exclusive ownership of the ELDORADO trade mark and entitles it to use "ELDORADO" in relation to stud and breeding operations, including sheep farming conducted on the Eldorado farm.
11. The proposed registration with the South African Stud Book and Animal Improvement Association is sought in respect of the name "ELDORADO". This arises from the fact that our client owns and operates the Eldorado farm, where breeding activities should be conducted under the established name "ELDORADO". The registration is accordingly intended to reflect the existing factual and operational identity of the Eldorado farm in relation to the South African Stud Book and Animal Improvement Association.
12. The purpose of the proposed registration is accordingly to record the South African Stud Book and Animal Improvement Association, for purposes of its interaction with our client's activities, under the name "ELDORADO", being the established name used in respect of farming and breeding operations conducted on the Eldorado farm.
13. Should any further information be required, we will gladly provide same.
14. We await your favourable response.
15. Our client's rights remain reserved.

Yours Faithfully,



MOORE ATTORNEYS

Per: Kyle Dalton

Head: Litigation & Patents

Tel: +27 11 465 9595

Email: kyle@mooreattorneys.com

[Sent electronically, and therefore unsigned]



Suid-Afrikaanse Stamboek- en Diereverbeteringsvereniging
(Geregistreer in terme van Wet 62 van 1998)
South African Stud Book and Animal Improvement Association
(Registered in terms of Act 62 of 1998)

www.studbook.co.za Posbus / PO Box 270, Bloemfontein, 9300
(051) 410 0900 (051) 447 3964 info@studbook.co.za

Verw./Ref.: 0735983 (01/06)
Datum/Date: 2026-06-01

**ELDORADO STUD
MRS. S.C. RUGANI
THE LUCCA TRUST
167 NORTH WAY ROAD
TARLTON
KRUGERSDORP
1749**

Dear Participant

APPLICATION FOR PARTICIPATION

We wish to welcome you as a stud breeder and as a member of the SA Quarter Horse Association. We trust that the internationally approved recording system, on which your data will be recorded and processed, will be your advantage in the improvement of your animals.

The following Participant number, prefix and herd designation were allocated to you:

Participant number:	0735983 AQH
Prefix:	ELDORADO
Herd designation marks:	ES
Effective date:	01-01-2024

Kindly use your participant number in all correspondence, this will ease our task and ensure that you receive the service you deserve. We assure you of our best service at all times. Please do not hesitate to call us for assistance.

We wish you successful breeding and trust that you will prosper through your efforts to improve your animals.

Kind regards,
PHILNA MOELICH
Pp
GENERAL MANAGER

