

KING, HOLMES, PATERNO & BERLINER, LLP

1900 AVENUE OF THE STARS
TWENTY-FIFTH FLOOR
LOS ANGELES, CALIFORNIA 90067-4506

OF COUNSEL
NIKKI WOLONTIS
JEFFREY P. SILBERMAN

HOWARD E. KING
KEITH T. HOLMES
PETER T. PATERNO
JILL H. BERLINER
BRIAN J. BIRD
LAURIE L. SORIANO
STEPHEN D. ROTHSCHILD
LESLIE E. FRANK
STEVEN J. PLINIO
SETH MILLER
MICHELLE N. JUBELIRER*
MADGE S. BELETSKY
CHARLES LOZOW*
JOSEPH M. CARLONE
KATHERINE E. AVERY

*ADMITTED IN NEW YORK ONLY

Re: NOTICE OF INFRINGEMENT

To Whom It May Concern:

This firm represents F.E.A. Merchandising, Inc. ("FEA"). FEA is the exclusive merchandiser and merchandising agent for Charlie Sheen ("Artist").

In its capacity as the exclusive merchandiser and merchandising agent for Artist, FEA holds exclusive rights in and to the name, trademark and other intellectual property rights of Artist ("Artist Property") in connection with the advertisement, distribution and sale of merchandise.

It has recently come to the attention of FEA that [REDACTED] is promoting its business with the Artist Property and using its on-line store located at [REDACTED] ("Website") to facilitate the unauthorized distribution and sale of merchandise featuring the Artist Property, including, without limitation, the [REDACTED]

The creation, distribution and sale of Infringing Merchandise by [REDACTED] ("Unauthorized Activities") and use of the Artist Property to promote the business of [REDACTED] is without the consent of FEA and constitutes an unauthorized usage of the Artist Property.

This notice serves to demand that [REDACTED] immediately cease and desist its Unauthorized Activities to promote goods and services for its own financial gain. The flagrant and conscious disregard of the rights of FEA by [REDACTED] constitutes a number of violations including, without limitation, trademark and service mark infringement, unfair competition under the Lanham Act and under state law, dilution, false designation of origin, passing off, misappropriation, misrepresentation, violation of rights of publicity and violation of Internet law and protocol.