

EXHIBIT K



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BY HAND

April 14, 2011

David Bloom, Esq.
General Counsel
Various, Inc.
220 Humboldt Court
Sunnyvale, California 94089

RE: Facebook v. Various, et al (FACE BOOK OF SEX)

Dear Mr. Bloom:

We represent Facebook, Inc. in connection with intellectual property matters. Yesterday afternoon Facebook filed a complaint in the Northern District of California against Various, Inc. and other defendants (collectively "Various") in an effort to put an end to Various' infringement and dilution of the FACEBOOK trademark. A conformed copy of Facebook's summons and complaint, which was served this morning, is enclosed.

Facebook filed this complaint because Various has, without explanation, refused to voluntarily stop using the FACEBOOK trademark in connection with the pornographic social networking services provided at facebookofsex.com and via its affiliate network and related and/or affiliate websites. As Facebook advised you in December, Various' unauthorized use of the FACEBOOK brand is one of the worst cases of systemic infringement we have ever seen. And since that time, Facebook has undertaken further investigation to uncover the breadth and depth of your infringing affiliate network. Notwithstanding Facebook's repeated demands that you stop, your company continues to willfully operate and promote its infringing and dilutive facebookofsex.com website and affiliate network to Facebook's detriment.

In light of your ongoing refusal to cease and desist the infringing activity, Facebook had no choice but to pursue legal action. We again insist that Various cease infringing and diluting the FACEBOOK trademark, including, but not limited to, doing the following:

1. Disable facebookofsex.com, and any other domain names in your control that infringe or dilute the FACEBOOK mark;
2. Stop all use of the FACE BOOK OF SEX mark, and any promotion of the FACE BOOK OF SEX site and affiliate program, including removing and disabling all banner ads containing the FACE BOOK OF SEX mark;
3. Stop distributing or serving any infringing content to third parties (such as your co-branded templates), whether they are members of the FACE BOOK OF SEX affiliate program or otherwise; and



David Bloom, Esq.
April 14, 2011
Page Two

4. Stop accepting traffic to any of your sites from any affiliates with infringing domain names.

If Various does not comply with these demands by the end of the day on Friday, April 15, we intend to apply to the Court for an order shortening time to bring a motion for expedited discovery in advance of seeking injunctive relief.

In addition to the above demands, Various must also agree to take the following actions as soon as practicable, and in no event later than April 29, 2011:

1. Disable any remaining elements of the FACE BOOK OF SEX affiliate program;
2. Transfer facebookofsex.com to Facebook, as well as any other domain names in your control that infringe or dilute the FACEBOOK mark;
3. Obtain the transfer to Facebook of all infringing domain names held by affiliates; or provide the full contact information for all affiliates who have registered infringing domain names, plus \$10,000 per domain name to cover Facebook's recovery costs; and
4. Provide an accounting of all traffic figures and revenue generated from facebookofsex.com and the FACE BOOK OF SEX affiliate program.

Facebook reserves all of its rights. Please let me know how you would like to proceed.

Sincerely,

COOLEY LLP

A handwritten signature in black ink that reads "Michael G. Rhodes".

Michael G. Rhodes

Encl.