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April 22, 2011

VIA EMAIL ONLY

Demstore.com
Suite 14
5125 MacArthur Blvd. NW
Washington, DC 20016

Re: Obama for America – Trademark Infringement Matter

Dear Demstore.com:

Our firm represents Obama for America (OFA).

As you are no doubt aware, OFA is the owner of the distinctive and well-known rising sun logo, and the new 2012 logo incorporating the rising sun, both shown below. OFA is the owner of federal registration No. 3541038 for the rising sun logo, and application No. 85/302.710 for the 2012 logo, both covering a wide variety of goods and services, including apparel, buttons and posters.



OFA has learned that you are selling merchandise bearing the two OFA logos shown above via your internet website (<http://cl.publicaster.com>). This unauthorized use of the OFA logos is highly likely to cause confusion among consumers as to the source of those goods, or regarding affiliation with or sponsorship by OFA. As a result, your use of the OFA logos constitutes trademark infringement under state and federal law.

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ANCHORAGE · BEIJING · BELLEVUE · BOISE · CHICAGO · DENVER · LOS ANGELES · MADISON
MENLO PARK · PHOENIX · PORTLAND · SAN FRANCISCO · SEATTLE · SHANGHAI · WASHINGTON D.C.

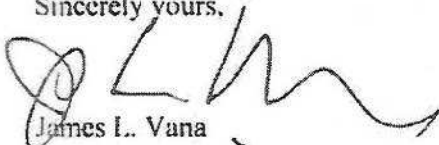
Perkins Coie and Affiliates

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Demstore.com
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We therefore demand that you immediately cease and desist from any further commercial use of the OFA logos in connection with the advertising, promotion, offer or sale of any goods or services. Given the importance and urgency of this matter to OFA, we require your response within ten (10) days of today's date.

This letter is sent without waiver of any rights or remedies available to OFA.

Sincerely yours,



James L. Vana

cc: Obama for America



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July 29, 2011

VIA COURIER AND EMAIL

Mr. Jeffrey R. Cohen
Millen, White, Zelano & Branigan
2200 Clarendon Blvd., Suite 1400
Arlington, VA 22201
cohen@mwzb.com

**Re: Continued Trademark Infringement Matter
Client-Matter No. 63920-7000.0000.CX003**

Dear Mr. Cohen:

As you know, our firm represents Obama for America ("OFA"), and we write regarding Demstore.com's ("Demstore") continued trademark infringement of OFA's distinctive and well-known Rising Sun Logo, and the new 2012 logo incorporating the rising sun (together, the "Rising Sun Logos"), both shown below.



Despite OFA's recent requests that Demstore cease its infringing use of these logos, Demstore's infringement persists. See <http://www.demstore.com/>. This infringement must stop.

The owner of the Rising Sun Logos is the entity formed to support our Democratic President, and is used to support other Democratic candidates as well. Given this, Demstore's interference

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Mr. Jeffrey R. Cohen
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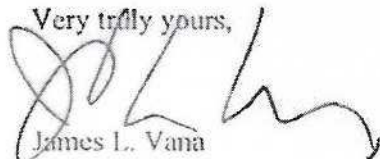
with OFA's efforts to control its marks is at odds with its claim to be an "ardent democratic supporter," and suggests instead a pure profit motive for the infringement. We also question why you asked David Rothschild, who is not employed by or associated with Demstore, to contact OFA's counsel to discuss an unspecified arrangement between the parties. When we asked Demstore for an explanation, the only response was your May 23, 2011 communication challenging the validity of the Rising Sun Logos.

We disagree with your statement that the Rising Sun Logos are invalid based on a laches argument. First, a laches defense is not available in connection with intentional infringement, which is clearly the case here. Further, use of the Rising Sun Logos is tied to federal election cycles, and we do not believe that any delay in addressing this issue has been unreasonable. Finally, even assuming, arguendo, that Demstore had a viable laches claim (which we unequivocally deny), Demstore's use of the identical marks to sell identical goods makes confusion inevitable. In any event, OFA's 2012 Logo did not exist until 2010, making any laches claim inapplicable with respect to that logo.

OFA again demands that Demstore cease and desist from any further commercial use of the Rising Sun Logos in connection with the advertising, promotion, offer or sale of any goods or services. If your client does not comply with this final demand, OFA will proceed with a lawsuit against Demstore for trademark infringement and unfair competition.

Given the importance and urgency of this matter to OFA, we require your response within ten (10) days of today's date. This correspondence is made without waiver of any of our client's rights or remedies.

Very truly yours,



James L. Vana

cc: Obama for America