

Humana Inc.  
500 West Main Street  
Law Department  
Louisville, KY 40202  
Humana.com

VIA UPS GROUND

November 3, 2011

**HUMANA.**  
Guidance when you need it most

Richard P. Olson  
Preval Direct  
30 Milk Street  
Portland, ME 04101

*- not received*

Nell O'Connell  
Preval Group  
One Canal Plaza, Suite 702  
Portland, ME 04101

*- signed 11/9  
Peckowitz*

Preval Direct  
51 U.S. Rt. 1  
Nonesuch River Plaza, Suite 1  
Scarborough, ME 04074

*- signed by Chizik*

Bernard Williman  
Preval Group  
One Canal Plaza, Suite 702  
Portland, ME 04104

*- signed 11/9 by  
Peckowitz*

RE: Infringement of Humana Inc.'s Intellectual Property

Dear Mr. Olson, Ms. O'Connell and Mr. Williman:

I am chief trademark counsel for Humana Inc. It has come to our attention that you are using our registered trademark CONCENTRA on your website [www.regainyourmemory.com](http://www.regainyourmemory.com) and in newspaper magazine advertising. An example of one such use is attached to this letter.

Humana is one of the United States' largest publicly traded health benefits companies, offering a diversified portfolio of health insurance products and related services through traditional and consumer-choice plans to employer groups, government-sponsored programs, and individuals. Humana is the owner of the mark CONCENTRA.

We actively police our trademarks against unauthorized use. With respect to your use of Concentra, we are concerned about the likelihood of confusion as to source or sponsorship of the services provided. Specifically, we are concerned that customers may believe that Humana

**EXHIBIT F**

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**HUMANA.**  
*Guidance when you need it most*

is the source of the products and services being offered by Preval Direct and/or Preval Group or that those goods and services are endorsed by Humana Inc.

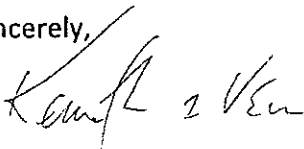
Your product name includes the element "CONCENTRA" and is similar to Humana's mark in sound, meaning and appearance. The services you provide under the mark can be confused with our services. Your use will cause consumers to believe that you are affiliated with Humana. Such use constitutes infringement of our trademarks, as well as unfair competition in violation of the Federal Trademark Law (15 U.S.C. §1051, *et. seq.*) and the common law. Furthermore, your unauthorized use of this mark would impair Humana's reputation for quality and excellence, thereby diluting the distinctiveness of our trademarks and jeopardizing the goodwill therein, which we have developed at great cost and effort over the years.

Accordingly, we request that you provide written confirmation that you have terminated all use of the name CONCENTRA and any other confusingly similar marks. We ask that you provide the steps you have taken and intend to take to terminate all use of this mark.

It is our intention to resolve this matter expeditiously and amicably. We look forward to receiving written response by **November 15, 2011**.

Please note that nothing herein is intended by us, nor should be construed by you, as a waiver or relinquishment of any rights or remedies which Humana may have in this matter, and all such rights and remedies are hereby specifically reserved.

Sincerely,



Kenneth T. Veirs, Esq.

Enclosure