

FRASER STRYKER

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April 2, 2009

Via E-Mail (keyen.farrell@gmail.com)

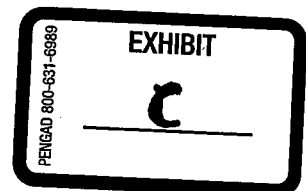
Keyen Farrell  
89 Little Harbor Road  
Guilford, CT 06437

Dear Mr. Farrell:

You have admitted to using the Shoemoney trademark as part of your internet advertising campaign. As we have previously advised, this is a violation of the federal Lanham Act and related unfair competition laws. Under the Lanham Act, Shoemoney Media Group is now entitled to recover your profits attributable to the trademark infringement, as well as attorney fees. In the alternative, Shoemoney Media Group may elect to recover statutory damages and attorney fees (regardless of the amount of profits you generated as a result of the Shoemoney trademark). Under the Lanham Act, the allowed statutory damages range from \$1,000 to \$2,000,000 per mark infringed. Thus, your exposure is significant.

By your own admission, you used the Shoemoney trademark for your own commercial purposes for at least several months, and you specifically targeted the Shoemoney name in an effort to trade on the good will associated with the Shoemoney mark. In light of those facts, the amount of statutory damages awarded under the Act would likely be substantial. The statutory damages amount is also likely to be substantial in light of the fact that you provided false or misleading information in the course of registering your web site, [www.myincentivewebsite.com](http://www.myincentivewebsite.com), and thus required us to issue a subpoena to Lunarpages.com to obtain your true identity and contact information.

We also have serious questions about the truthfulness and completeness of the information you have provided to us over the past few days, which may require us to subpoena records from your employer, Google, to ascertain whether the records you provided are accurate. We may also need to subpoena the records of third parties such as Google to determine the extent of Google's involvement in your actions, such as whether you were acting on Google's behalf or whether you improperly utilized your employment at Google to surreptitiously access Jeremy Schoemaker's Google accounts in connection with your use of the Shoemoney trademark.

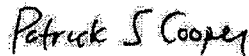


The time and expense associated with litigation is significant. At this time, Shoemoney Media Group is willing to forego the burdens of litigation if, and only if, you agree to the following conditions:

1. Provide a written apology to Jeremy Schoemaker and Shoemoney Media Group, Inc. regarding your unauthorized use of the Shoemoney trademark; and
2. Provide immediately available funds to Shoemoney Media Group in the amount of \$10,000, which payment must be received by my office by the end of business on Monday, April 6, 2009.

This offer will remain open until noon tomorrow, at which time the offer is withdrawn. If you fail to timely accept this offer, Shoemoney Media Group will promptly file suit against you in Nebraska. If you elect not to accept our offer, please let us know whether we should have you served with the Summons and Complaint at your address in Guilford, Connecticut, or whether you prefer to be served at your Google work address.

Very truly yours,



Patrick S. Cooper  
FOR THE FIRM