

Exhibit 3



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VIA EMAIL <TRADEMARKS@BONELAW.COM>

December 3, 2013

Paul W. Kruse
Bone McAllester Norton PLLC
511 Union Street, Ste. 1600
Nashville, TN 37219-1780

RE: Facepets.com, LLC's United States Trademark Application for FACEPETS (Ser. No. 85/894,240)

Dear Mr. Kruse:

We represent Facebook, Inc. You and your client Facepets.com, LLC are undoubtedly familiar with Facebook and its world-famous social network. We recently discovered your client's U.S. trademark application for FACEPETS covering "[c]reating an on-line community for registered users to participate in discussion, get feedback from their peers, form virtual communities, and engage in social networking featuring their pets; providing a website featuring technology enabling users to upload, view and download digital photos featuring their pets."

Facebook owns exclusive rights to the FACEBOOK mark, including rights secured through common law use and registration in the United States (Reg. Nos. 3,041,791, 3,122,052, and 3,734,637, among many others) and internationally. Facebook has over one billion active users worldwide and a presence on nearly every major media website. Due to Facebook's immense popularity, Facebook is frequently, if not daily, referenced in the media and pop culture. The FACEBOOK mark is one of the world's most prominent brands. It is indisputably famous and thus entitled to broad legal protection. See *Facebook, Inc. v. Think Computer Corporation* (Opposition No. 91198355), available at <http://ttabvue.uspto.gov/ttabvue/ttabvue-91198355-OPP-64.pdf> (finding the fame of the FACEBOOK mark "particularly significant because the evidence shows that it is well known to the general public, as well as to users of social networking services" and the FACEBOOK mark is therefore "accorded more protection precisely because it is more likely to be remembered and associated in the public mind"). In order to protect the goodwill and fame of the FACEBOOK mark, Facebook vigorously protects its trademarks and diligently polices against the use and attempted registration of marks that cause consumer confusion as to affiliation with or sponsorship by Facebook and dilute the distinctiveness of Facebook's famous FACEBOOK mark.

While Facebook respects and welcomes the efforts of others to facilitate online connections and develop online networks and communities, various third parties around the world have attempted to wrongfully capitalize on Facebook's fame by adopting names that are derived from the famous FACEBOOK brand. For example, many third parties attempt to adopt marks that combine a generic word with the "FACE" prefix or the "BOOK" suffix from the FACEBOOK brand for use in connection with niche online social networks and communities. Typically, the generic term describes a characteristic of the type of network/community or the targeted clientele and does nothing to distinguish these marks from the FACEBOOK mark. Your client's FACEPETS mark appears to follow this pattern. The word "pets" describes the type of online community your client intends to offer under the FACEPETS mark. As a result, Facebook is concerned that when consumers encounter your client's website and services,



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they will likely to be confused as to whether your client's services are sponsored by, associated with, or endorsed by Facebook, and that your client's use of the FACEPETS mark will dilute the fame of the FACEBOOK mark.

As a responsible brand owner, Facebook must take action to stop these misuses of its intellectual property. Due to this risk of consumer confusion and dilution, we must ask that your client immediately expressly abandon its FACEPETS application, and either (1) select a new mark to use in connection with its planned online community featuring pets that does not use FACE, BOOK, or any other component that is confusingly similar to or dilutive of FACEBOOK, or (2) use the FACEPETS mark for services that are not related social networking or online communities. It will also be necessary for your client to cease all use of the FACEPETS name, including the facepets.com domain name and any similar domains. I urge you to provide your written assurance that your client has complied with the terms set forth above no later than December 17, 2013.

Facebook is of course prepared to act as necessary to protect its intellectual property rights. If possible, however, Facebook would prefer to resolve this matter amicably. This letter is without prejudice to any rights and remedies of Facebook, all of which are expressly reserved.

Sincerely,

Cooley, LLP

A handwritten signature in blue ink that reads "Lori F. Mayall".

Lori F. Mayall

cc: Anne Peck, Esq.