

Exhibit J

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-----Original Message-----

From: Bryan G. Pratt

Sent: Wed 11/30/2005 2:55 PM

To: 'Tony DeGidio'

Cc: 'Samantha Blair'; Dave Zeidner

Subject: RE: Unauthorized use of 1800 CONTACTS Trademark (Our Matter No. 40302-0012)

Mr. DeGidio,

I was recently contacted by my client 1-800 Contacts and informed that Lens.com is again showing up as a sponsored advertisement on Google and Yahoo triggered by the search terms 1-800contacts and 1-800contacts.com. I have attached the screen shots of the sponsored advertisements for your records.

We appreciate the prompt action you have taken in the past in resolving these situations with your affiliates. We hope for a continued amicable relationship in resolving these situations. Please reply to this message with a confirmation of its receipt and a detail of the actions you plan to take to remedy the situation.

Thank you in advance for your prompt attention to this matter. Please feel free to contact me with any questions you may have.

Thank You,

RADER,

FISHMAN

& GRAUER

PLLC

Bryan G. Pratt, Esq.

Registered Patent Attorney

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-----Original Message-----

From: Tony DeGidio [<mailto:tony@cyberlawyer.com>]

Sent: Wednesday, September 21, 2005 4:03 PM

To: Bryan G. Pratt

Cc: Tony DeGidio

Subject: Re: Unauthorized use of 1800 CONTACTS Trademark (Our Matter No. 40302-0012)

Mr. Pratt,

Mr. Zeidner from 1-800-CONTACTS was advised that Lens.com Inc. is represented by counsel yet you persist in contacting my client. He further has declined to return my phone calls to him. Please take note that I represent Lens.com Inc. with respect to its intellectual property protection and litigation. To this end cease your communications to my client and Mr. Samourkachian. If you are interested in resolving the problems outlined in your letter please contact me directly.

We have looked into this matter and have determined that some of our affiliates appear to be involved in the problems you outlined. Upon identifying the appropriate individuals we will advise them to cease purchasing 1-800-CONTACTS from Google.

=====
Sincerely,

Anthony J. DeGidio Esq.
1776 Tremainsville Rd.
Toledo, Ohio 43614
419-478-1776 (Voice)
419-478-5087 (Fax)
E-Mail: tony@cyberlawyer.com

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----- Original Message -----

From: Bryan G. Pratt

To: cary@samourkachian.com

Sent: Tuesday, September 20, 2005 6:19 PM

Subject: FW: Unauthorized use of 1800 CONTACTS Trademark (Our Matter No. 40302-0012)

Mr. Samourkachian,

Please review the attached document.

Feel free to contact me with any questions you may have.

Thank You,

RADER,

FISHMAN

& GRAUER

PLLC

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Search Term: 1800contacts

Search Results Page: <http://www.google.com/sponsoredlinks?q=1800contacts>

Other Organizations Bidding:

1. www.Lens.com

1800contacts - Google Search - Mozilla Firefox

File Edit View Go Bookmarks Yahoo! Tools Help

http://www.google.com/sponsoredlinks?q=1800contacts Go

My resources daily dashboard Backlinks Affiliate trademarks keyword tracker

Y! Search Web Mail My Yahoo!

Google Web Images Groups News Froogle Local^{New!} Desktop more

1800contacts Search Sponsored Links

Sponsored Links

1800CONTACTS.com
www.1800contacts.com World's largest contact lens store. We make it simple.

Lens.com - Contact Lenses
www.Lens.com Save 70% on Contact Lenses. Easy Ordering & Fast Delivery.

Official Site- LensDirect
www.lensdirect.com Free Sunglasses, Shipping and Lens Case on Orders over \$99. Save Now!

Do you want Sex Tonight ?
www.IwantU.com Meet Hundreds of Hot Women near your Town. - 100% Absolutely Free !

1800contacts
www.onesmartfart.com Find 1800contacts fast. Online discounts, promo codes

Discount Contact Lenses
saveonlens.com Acuvue, Focus, Optima, Biomedics No hassle. Great Savings!

Find a Lady for Sex
FemaleSexBuddy.com Find Female Sex Partners! Browse Thousands of Personals

See your message here

[Google Home](#) - [Advertising Programs](#) - [Business Solutions](#) - [About Google](#)

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Done

Search Term: 1800contacts.com

Search Results Page: <http://search.aol.com/aolcom/search?query=1800contacts.com>

Other Organizations Bidding:

1. www.lens.com

AOL Search results for "1800contacts.com" - Mozilla Firefox

File Edit View Go Bookmarks Yahoo! Tools Help

http://search.aol.com/aolcom/search?query=1800contacts.com

My resources daily dashboard BackLinks Affiliates&trademarked keyword tracker

Search Web Mail My Yahoo! Games

AOL Main Mail AIM People Connection Shopping AOL A to Z Search

NEW AOL Search features - sponsored search help

AOL search 1800contacts.com **search** saved searches

you've got 17,500 results for 1800contacts.com

search in

- web
 - Largest, We del
 - We make it simple
 - Coupons, Codes
 - WhenU
 - Free shipping a
 - Compare prices
 - Shopping, Vision
 - Spyware, Utah
- pictures
- video
- audio
- news
- local
- shopping

sponsored links

1800CONTACTS.com
 World's largest contact lens store. 1-800 CONTACTS - We make it simple.
www.1800contacts.com

Lens.com - Official Site
 Save 70% on Contact Lenses. Easy Ordering & Fast Delivery
www.Lens.com

Official Site- LensDirect
 Free Sunglasses, Shipping and Lens Case on Orders over \$99. Save Now!
www.lensdirect.com

More web offers for 1800contacts.com

recent searches

Done