

Exhibit J

CONFIDENTIAL AND PRIVILEGED INFORMATION IMPORTANT: The enclosed message and any attachments are intended for the addressee only and is privileged and confidential. If you are not the addressee, then please DO NOT read, copy or distribute it, but reply to the sender that you received it in error and delete it. Thank you.

-----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

Bryan G. Pratt, Esq.
 Registered Patent Attorney
 Rader, Fishman & Grauer PLLC
 10653 S. River Front Parkway, Suite 150
 South Jordan, Utah 84095
 +1-801-253-9957 direct
 +1-801-735-8358 mobile
 +1-801-572-7666 facsimile
bgp@raderfishman.com

FISHMAN

& GRAUER
 PLLC

CONFIDENTIAL AND PRIVILEGED INFORMATION IMPORTANT: The enclosed message and any attachments are intended for the addressee only and is privileged and confidential. If you are not the addressee, then please DO NOT read, copy or distribute it, but reply to the sender that you received it in error and delete it. Thank you.

-----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

CONFIDENTIALITY NOTICE

This message is privileged and confidential and is intended only for the use of the individual or entity to which it is addressed. The information is private and protected by law. If the reader of this message is not the intended recipient, or the employee or agent responsible for delivering the message to the intended recipient, you are hereby notified that any dissemination, distribution or copying of this message or the taking of any action in reliance on the contents of this information is strictly prohibited. If you have received this communication in error, please notify me by e-mail or telephone and destroy any copies of this communication.

----- 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,

Bryan G. Pratt, Esq.
Registered Patent Attorney
Rader, Fishman & Grauer PLLC
10653 S. River Front Parkway, Suite 150
South Jordan, Utah 84095
+1-801-253-9957 direct
+1-801-735-8358 mobile
+1-801-572-7666 facsimile
bgp@raderfishman.com

FISHMAN

G GRAUER
PLLC

CONFIDENTIAL AND PRIVILEGED INFORMATION IMPORTANT: The enclosed message and any attachments are intended for the addressee only and is privileged and confidential. If you are not the addressee, then please DO NOT read, copy or distribute it, but reply to the sender that you received it in error and delete it. Thank you.

Search Term: 1800contacts

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

Other Organizations Bidding:

1. [www.Lens.com](http://www.lens.com)

1800contacts - Google Search - Mozilla Firefox

File Edit View Go Bookmarks Yahoo! Tools Help

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

My resources daily dashboard BackLinks Affiliate & trademarked keyword tracker

Y! Mail My Yahoo! Search Web Mail My Yahoo! Desktop more

Google Web Images Groups News Froogle Local News 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.onesmartfaire.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](#)

©2005 Google

Done

Search Term: 1800contacts.com

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

Other Organizations Bidding:

1. www.lens.com

The screenshot shows the AOL Search interface. The search bar at the top contains the query '1800contacts.com'. Below the search bar, a message states 'you've got 17,500 results for 1800contacts.com'. The results are displayed in two main sections: 'sponsored links' and 'recent searches'.

Sponsored Links:

- 1800 CONTACTS**
 - Official Site: 1800CONTACTS.com
 - \$40-\$70 off our most popular brands of Contact Lenses
 - Simple, fast, 100% satisfaction guarantee - Order Now!
- Lens.com**
 - Official Site - www.Lens.com
 - Save 70% on Contact Lenses. Easy Ordering & Fast Delivery
- LensDirect**
 - Official Site - www.lensdirect.com
 - Free Sunglasses, Shipping and Lens Case on Orders over \$99. Save Now!

Recent Searches:

- Done