



DLA Piper LLP (US)  
One Liberty Place  
1650 Market Street, Suite 4900  
Philadelphia, Pennsylvania 19103-7300  
www.dlapiper.com

Paul A. Taufer  
paul.taufer@dlapiper.com  
T 215.656.3385  
F 215.606.3385

May 19, 2011  
VIA E-MAIL AND U.S. MAIL [PATENTS@POBOX.COM](mailto:PATENTS@POBOX.COM)

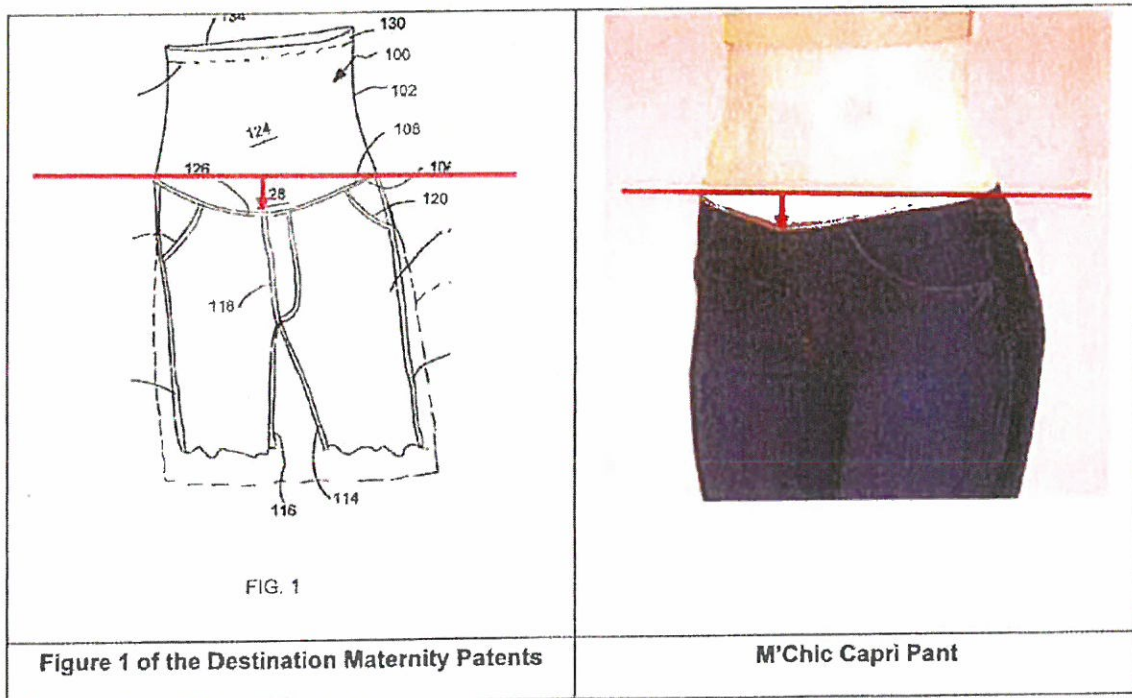
YOUR FILE NO. 6814-1  
OUR FILE NO. DMC-1-R

Norman E. Lehrer, Esq.  
Norman E. Lehrer P.C.  
1205 North Kings Highway  
Cherry Hill, NJ 08034-1982

Re: **Destination Maternity Corporation – M'Chic LLC**

Dear Mr. Lehrer:

Thank you for your May 17, 2011 letter in which you assert that M'Chic does not infringe because its jeans do not recede downward. Destination Maternity disagrees. M'Chic's jeans recede downward in the same manner as shown in Destination Maternity's patent figures:



Target Corp.

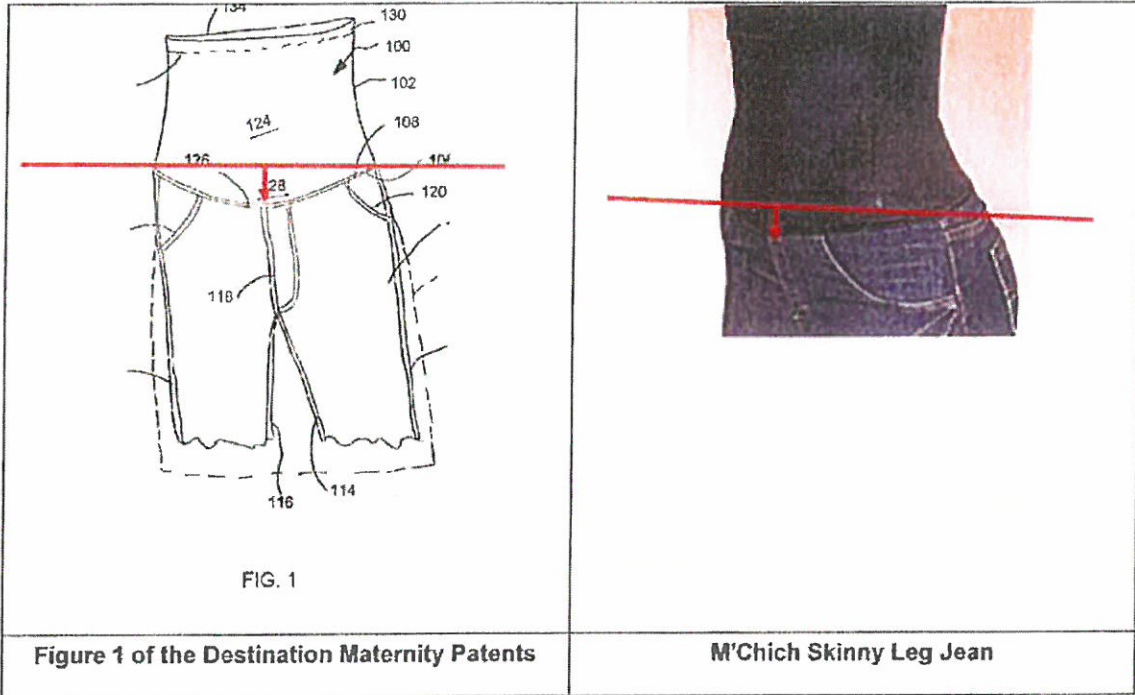
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EXHIBIT

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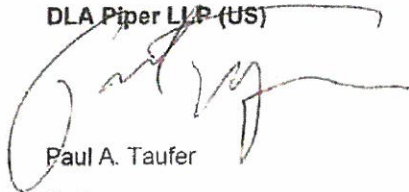


Importantly, the portion of clothing that recedes downward may be either shallow or more pronounced. See U.S. Patent No. 7,814,575 col. 3 Ins. 1-2; U.S. Patent No. 7,900,276 col. 3 Ins. 7-8. As such, even a small dip is covered by the Destination Maternity patents.

In light of the above information, we request that you provide on or before **May 27, 2011** a detailed explanation that is sufficient to remove the M'Chic products from the ambit of the claims of the Destination Maternity patents. Destination Maternity seeks assurance that its intellectual property rights are not being infringed.

Very truly yours,

DLA Piper LLP (US)



Paul A. Tauffer  
Partner

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