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December 31, 2013

VIA E-MAIL: JGABBARD@THE-FOREFRONT.COM
& CONFIRMATION COPY

Jason Gabbard, Esq.
The Forefront Law Group
489 Fifth Avenue
Suite 3100
New York, New York 10017

Re: Our Ref: 8/5800-1

Dear Mr. Gabbard:

We represent the patent rights holder relative to U.S. patent application serial no. 13/348,066 ("the '066 application") that was filed on January 11, 2012.

The purpose of this letter is to provide you with notice under the United States Patent Law 35 U.S.C. §154(d), pursuant to which our client has:

"the right to obtain a reasonable royalty from any person who, during the period beginning on the date of publication of the application for such patent under §122(b)...and ending on the date the patent is issued...makes, uses, offers for sale or sells in the United States the invention as claimed in the published patent application or imports such an invention into the United States..."

As you know, this right accrues only upon patent issuance. In any event, your clients, including Jesse Pliner, and/or all businesses that are associated with and/or in active concert and participation with Jesse Pliner, had actual notice of the subject patent application, at least since November 6, 2012. This fact is reflected by an email message that you have sent to me on behalf of your clients on November 6, 2012, which specifically mentions the subject patent application.

Accordingly, your clients are hereby placed on notice of the requirement to pay reasonable royalties, from the date of publication (and prior to the issuance) of the patent.

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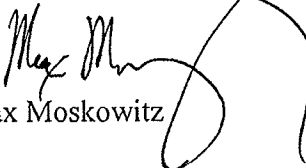
Therefore, please inform your client(s) not to discard or destroy any documentation given the instant notice and apprise them of the obligation to pay such reasonable royalties. Furthermore, we demand on behalf of our client, that your client not engage in any acts of spoliation of any records or dissipation of monies earned on the sale of any products that are within the purview of any patent claims in the subject patent publication.

In connection with the foregoing, we also provide notice under 35 U.S.C. §154(d) of our client's patent application serial no. 13/546,307 filed July 11, 2012 which published on July 11, 2013 under publication no. US 2013/0178252. The foregoing requests are applicable to the US 2013/0178252 patent publication with the same force and effect.

Copies of the subject patent publications are attached hereto. Please acknowledge receipt of this letter.

Very truly yours,

OSTROLENK, FABER LLP


Max Moskowitz

MM:cg