



August 6, 2009

OFFICE OF THE CHANCELLOR  
BOX 951405  
LOS ANGELES, CALIFORNIA 90095-1405

Mr. Tom Wilde  
1018 20<sup>th</sup> Street  
Santa Monica, California 90403

Re: Unauthorized Use of the "UCLA" Name

Dear Mr. Wilde:

It has come to the attention of this office that you are the registered owner of the domain names, "ucla-weeding101.info" and "ucla-weeding101.com." Promotion of these sites and the unauthorized use of the name "UCLA," a registered trademark belonging to The Regents of the University of California ("The Regents"), constitute trademark infringement and dilution, and are illegal.

The commercial use of any of the names of the University of California without the express written permission of an authorized University official not only constitutes an illegal infringement of the trademark rights of The Regents, but is also a criminal offense under California Education Code, section 92000.

Please confirm to me in writing by fax that you will immediately cease the use of "UCLA" or any other name belonging to The Regents in connection with your websites' activities, including, without limitation, promotion of products or services on such sites, no later than August 17, 2009. If you do not comply, please be assured that this matter will be referred to the Office of the General Counsel of The Regents of the University of California should you, or anyone acting or purporting to act in concert with you, continue any infringing activities. You should be aware that the University will take all necessary steps to protect its trademarks and reputation. My fax number is 310-206-2390. Your confirmation must include the following:

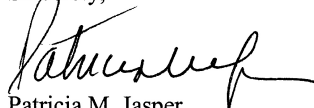
1. That you make no claim to the domain names, "ucla-weeding101.info" and "ucla-weeding101.com;"
2. That you shall immediately cancel the registrations and take down the web sites "ucla-weeding101.info" and "ucla-weeding101.com;"
3. That you shall not assert any right to these domain names in the future;
4. That you have not sold, transferred to, or otherwise authorized the use of these domain names by any other person or entity, nor will you attempt or purport to attempt to do so; and

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5. That you shall not use any name or engage in any promotional activities calculated to or that have the effect of creating confusion between your activities and any Regental campus or facility.

In addition, the University hereby reserves its rights to pursue whatever additional remedies or claims it may have against you, including punitive damages, and against any and all other entities which continue the unauthorized use of The Regents' marks, which rights are hereby expressly reserved.

Sincerely,

A handwritten signature in black ink, appearing to read "Patricia M. Jasper", with a long, sweeping horizontal line extending to the right.

Patricia M. Jasper  
Senior Campus Counsel

cc: University Counsel MacDonald  
Director Pautler  
Licensing Director Holmes