

NOTICE TO USER

CEASE AND DESIST ORDER

Dear Tate Watanabe:

I am owner of the federally registered trademark "SLART", Registration No. 3399258. I have protected and own the mark "SLART" and use it in connection with my business activities in international class 041. The mark, as you must appreciate, is of great value and importance to my business and my continued efforts to maintain a connection between the mark and my commercial activities.

Recently, I have become aware of your use of the mark in connection with your activities, including an object bearing the label "SLart Show Viewer"

This letter is being sent to protest your continued misuse of "SLART" in connection with your activities.

Your use of "SLART" unfairly capitalizes on the goodwill and reputation embodied in association with my activities. This misappropriation of the mark misleads the public into believing that I have authorized or sponsored or affiliated myself with your activities.

You can use "SL art" to describe art made in-world, but not the combined mark "slart". The use of the mark "slart" (or SLart or SLArt or any variant) is only for activities, products and services that I own or license. If you are not familiar with Slart Gallery, the Slart Academy or SLART Magazine, please do visit <http://SlartMagazine.com>

The following legal cease and desist notice is a requirement of trademark enforcement. Please read it, and certify that you understand and will comply with it by either sending it as a notecard to ArtWorld Market within the Second Life[®] virtual world, or copying it and sending it as an e-mail to ArtWorld@SlartMagazine.com

This type of deceptive trade practice constitutes trademark infringement under Section 32(1) of the Lanham Act, 15 U.S.C. 1125(a), and violates trademark and dilution statutes as well as principles of unfair competition and misappropriation.

To ensure that you cease and desist of all unauthorized use of the mark "SLART" or any mark confusingly similar we must require that you certify that:

1. you, or any entity you are affiliated with or an agent of, will immediately cease all use of the mark "SLART"
2. you, or any entity you are affiliated with or an agent of, agree to rescind and refrain from any further advertising bearing the mark "SLART" or any mark confusingly similar
3. you will communicate your agreement to desist from infringement of our rights by return note and or email to my attention. The note or email should contain the following statement: "I agree to all requirements, and to comply with all terms, of the cease and desist note forwarded to my attention on September 19, 2008 by ArtWorld Market".

Your return note and or email to my attention will constitute your signature for the purposes of this document indicating that you agree to and have fully complied with these requirements.

In the event that we do not receive an affirmative response from you within 7 days, we will not have any alternative but to take further action against you, your company (if any, and its liable persons) in order to protect and vindicate our valuable rights.

Very truly yours,

ArtWorld Market