

ARTISTIC IMAGES®
P.O. BOX 1
SAN LUIS REY, CA 92068
VOICE (760) 721-1055 FAX (760) 721-1980
E-MAIL john@artisticimages.com

Tuesday, September 27, 2005

Re: Artistic Images Trademark

Gentlemen:

It has been brought to our attention that your business has been using the trademark Artistic Images in association with the marketing or sale of your products and services. It is possible that you were unaware of this conflict, so we believe that it is in our mutual interest to bring this matter to your attention.

Artistic Images is a registered trademark (U.S. Reg. No. 2,841,586) of our business, Artistic Images (copy enclosed).

Our federal registration of this trademark provides us with certain proprietary rights. This includes the right to restrict the use of the trademark, or a confusingly similar trademark, in association with confusingly similar products or services.

It is important that we exercise our right to protect our trademark. It serves as an important and distinctive representation of the origin of our products as well as the goodwill of our company.

State and federal law supports our position that confusingly similar trademarks may cause confusion among customers. This confusion may cause substantial harm to the trademark by facilitating the loss of its effectiveness in establishing a distinct association between it, our products and services, and our company's goodwill.

Due to these concerns, and because unauthorized use of our federally registered trademark amounts to an infringement of our trademark rights, we respectfully request that you cease and desist in any further use of Artistic Images in association with the marketing, sale, distribution, or identification of your products, or services.

Please respond by letter: indicating your intention to cease and desist the use of the trademark Artistic Images, or any confusingly similar trademark, within ten (10) calendar days.

We hope that this issue may be resolved this way so we can avoid any further legal remedies as provided by state law and the U.S. Trademark Act.

Sincerely,



John Zapf
President and CEO
Artistic Images

Int. CL: 16

Prior U.S. Cll.: 2, 5, 22, 23, 29, 37, 38, and 50

Reg. No. 2,841,586

United States Patent and Trademark Office

Registered May 11, 2004

**TRADEMARK
PRINCIPAL REGISTER**

ARTISTIC IMAGES

ZAPF, JOHN (UNITED STATES INDIVIDUAL)3387
RICEWOOD DRIVE
OCEANSIDE, CA 92054

NO CLAIM IS MADE TO THE EXCLUSIVE
RIGHT TO USE "IMAGES", APART FROM THE
MARK AS SHOWN.

FOR PHOTOGRAPHIC PRINTS, IN CLASS 16 (U.S.
CLS. 2, 5, 22, 23, 29, 37, 38 AND 50).

SN 78-132,411, FILED 5-31-2002

FIRST USE 10-5-1997; IN COMMERCE 11-15-2003.

ROBIN CHOSID, EXAMINING ATTORNEY