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April 12, 2013

H. Dean Bouland
Bouland & Brush LLC
201 North Charles Street, Suite 2400
Baltimore, MD 21201

VIA EMAIL

Re: TAKOMA ACADEMY ALUMNI ASSOCIATION

Dear Mr. Bouland:

We have patiently waited for Takoma Academy ("TA") to comply with the requests in our March 8, 2013, letter. TA has not ceased using the TAKOMA ACADEMY ALUMNI ASSOCIATION mark ("Mark") even after acknowledging TAAA's longstanding and unchallenged prior use. While the Takoma Academy Alumni Association ("TAAA") has achieved common law trademark rights in the Mark. TAAA has also filed for federal registration of the Mark with the USPTO.

TAAA highly values the Mark and must fully enforce its rights. Since requesting TA to stop using the Mark, TA has failed to remove the requested memorandum from its website and has knowingly posted and distributed materials further utilizing our client's Mark. (e.g., Appendix I-II). These unauthorized and unlicensed uses promoting TA's alumni activities with the Mark have caused alumni, faculty, students, and the public to mistakenly believe, assume, or conclude your activities are connected with, sponsored by, or approved by TAAA. Further, they directly violate federal and state trademark and unfair competition laws.

We therefore reiterate our demands that TA:

1. Immediately cease and desist from all further use of the TAKOMA ACADEMY ALUMNI ASSOCIATION mark.
2. Remove all such materials utilizing the TAKOMA ACADEMY ALUMNI ASSOCIATION mark online or otherwise in its possession or control, including all copies in electronic or printed form.

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We ask that TA promptly provide TAAA with written confirmation that TA will comply with these demands. Since we have already seen Alumni Weekend promotional materials utilizing the Mark, we wanted to specifically advise you that any failure in complying with our requests to cease and desist will compound the damages for which TA may be liable. If we do not receive a satisfactory response by **April 19, 2013**, TAAA is prepared to take all steps necessary to protect its valuable intellectual property rights, without further notice to TA.

Sincerely,

A handwritten signature in black ink, appearing to read 'Chris Chan', with a long horizontal flourish extending to the right.

Christopher Y. Chan

cc: Lynn Jordan, Esq.
R. Manny Montero, General Counsel, Takoma Academy Alumni Association, Inc.