

# Arent Fox

April 21, 2010

BY CERTIFIED MAIL & E-MAIL

Master Sales, LLC  
Attn: Copyright Agent  
2204 40th PL NW #2  
Washington, DC 20007  
copyright@coco-nara.us

**Loni J. Sherwin**

Attorney  
202.715.8581 DIRECT  
202.857.6395 FAX  
sherwin.loni@arentfox.com

**Reference Number**  
**027845.00000**

Re: Copyright Infringement of Mars, Incorporated's Intellectual Property

Dear Sir or Madam:

We represent Mars, Incorporated ("Mars") in intellectual property matters. Mars, one of the world's largest food companies, owns copyrights in its "Five Principles" and the accompanying narratives (the "Copyrighted Material"), displayed on its website at <http://www.mars.com/global/who-we-are/the-five-principles.aspx>. Pursuant to these rights, our client is entitled to the exclusive use, reproduction, and distribution of the Copyrighted Material.

It has come to our client's attention that Master Sales, LLC, without authorization from Mars, has copied *verbatim* and is displaying the Copyrighted Material on its website at <https://www.coco-nara.us/aboutus.aspx>. This unauthorized reproduction and display of the Copyrighted Material not only violates your company's Terms and Conditions of Use, but also constitutes copyright infringement under federal law and could subject you to substantial monetary damages. We note that this Copyrighted Material also used to appear on your sister company Master Deals S.A.R.L.'s website at [http://www.coco-nara.com/theme\\_principles.html](http://www.coco-nara.com/theme_principles.html), but has since been removed.

Accordingly, we hereby request (a) your immediate removal of the Copyrighted Material, and (b) that you provide written confirmation that your company will refrain from any further unauthorized use of the Copyrighted Material or other intellectual property owned by our client.

1. The copyrighted work that has been infringed is Mars' Five Principles and accompanying narratives, which can be seen on our client's website at <http://www.mars.com/global/who-we-are/the-five-principles.aspx>.
2. The infringing material is located on Master Sales, LLC's website at <https://www.coco-nara.us/aboutus.aspx>.

## Arent Fox

3. I can be reached by email at [sherwin.loni@arentfox.com](mailto:sherwin.loni@arentfox.com), by phone at (202) 715-8581, or by mail c/o Arent Fox LLP, 1050 Connecticut Ave., NW, Washington, DC 20036.
4. I have a good-faith belief that Master Sales, LLC's use of the copyrighted materials described above is not authorized by the copyright owner, its agent, or the law.
5. I swear, under penalty of perjury, that the information in this notification is accurate, and that I am the copyright owner or am authorized to act on the copyright owner's behalf.

Due to the seriousness of this matter, we request your written confirmation by no later than **May 3, 2010** that you have complied with our client's requests. Thank you for your prompt attention to this matter.

Sincerely,

A handwritten signature in blue ink that reads "Loni J. Sherwin". The signature is written in a cursive, flowing style.

Loni J. Sherwin

cc: Cristina A. Carvalho, Esq.