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THE LAW FIRM OF PUCKETT AND FARAJ, PC

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October 21, 2011

**Via FEDEX**

Mr. Naji Baroody  
Baroody Imports  
1500 B. Main Ave.  
Clifton, NJ 07011

*Re: Cease and Desist Trademark Infringement on the COCONARA Trademark*

It has been brought to our client's attention that your business, Baroody Imports, has been using the trademark COCONARA in association with the marketing or sale of your products & services.

COCONARA is a registered trademark (U.S. Reg. No. 3,391,640) of our client's business, Mastersales LLC (copy enclosed).

The federal registration of this trademark provides Mastersales LLC 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. Mastersales is defending its right to protect the COCONARA trademark as it serves as an important and distinctive representation of the origin of their products as well as the goodwill of the 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. Moreover federal laws specifically prohibit the trafficking in counterfeit goods that carry a protected trademark. With this letter you are being put on notice that you are trafficking in counterfeit goods that carry the COCONARA trademark in violation of 18 U.S.C. §2320 and as well as other federal criminal and civil statutes.

Due to these concerns, and because unauthorized use of a federally registered trademark amounts to an infringement on Mastersales' trademark rights, we request that you cease & desist in any further use of the COCONARA name or brand in association with the marketing, sale, distribution, or identification of your products, or services.

To amicably resolve the matter of your trademark infringement, we hereby demand that within seven (7) business days of the date of this letter you voluntarily cease and desist from the use of the trademark COCONARA in any and all marketing, sales, advertising, distribution, claims,

web sites or in any fashion that would infringe on the COCONARA trademark. If you fail to cease using the trademark COCONARA within the next seven (7) business days, we will take appropriate steps to enforce our client's rights.

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

I look forward to an amicable resolution of this matter. You may reach me by email at [Haytham@puckettfaraj.com](mailto:Haytham@puckettfaraj.com).

Sincerely,

Haytham Faraj, Esq