

# The Coca-Cola Company

COCA-COLA PLAZA  
ATLANTA, GEORGIA

ADDRESS REPLY TO  
P.O. BOX 1734  
ATLANTA, GA 30301  
404 676-2121

July 6, 2006

**Via Certified Mail/Return Receipt Requested**

[REDACTED]  
President  
PrankPlace.com, LLC  
P. O. Box 7206  
Berlin, CT 06037

[REDACTED]  
President  
PrankPlace.com, LLC  
[REDACTED]  
[REDACTED]

Re: The Coca-Cola Company's Trademarks  
Our Reference Number: 285670

Dear Mr. [REDACTED]

I am outside counsel for The Coca-Cola Company, filling in for a lawyer out on maternity leave. As you are no doubt aware, The Coca-Cola Company is the owner of the registered trademarks Coca-Cola® in Spencerian Script and Sprite®, which are some of the most famous and valuable trademarks in the world. One of the foundations of that value has been the efforts, spanning more than 100 years, to ensure that third parties do not use The Coca-Cola Company's marks or marks that are confusingly similar or derive their power from their association with our Company's trademarks, without our prior written consent. As you can appreciate, it is only through constant vigilance in this area that the value of the Company's trademarks has been maintained and enhanced over time.

It has recently come to our attention that you are selling on your website, [www.prankplace.com](http://www.prankplace.com), Cocoa Cola and Spite beer can wraps that are confusingly similar to The Coca-Cola Company's Coca-Cola® and Sprite® trademarks.

Please be aware that any unauthorized use of marks confusingly similar to The Coca-Cola Company's trademarks may constitute infringement of The Coca-Cola Company's trademark rights, dilution, and unfair competition under federal and state laws. Further, such unauthorized use may disparage the goodwill and reputation of The Coca-Cola Company's trademarks.

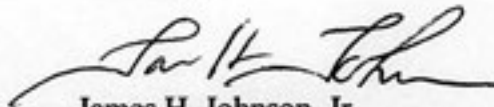
July 6, 2006  
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In light of the foregoing, The Coca-Cola Company requests that you and each and every person, agent, company and other entity associated with you cease and desist from any further unauthorized use or display of intellectual property belonging to The Coca-Cola Company, whether via the internet or in any other manner.

If you agree with the requests set forth in this letter, please send a copy of this letter to my attention, executed and dated on the place indicated below.

We trust that you understand our concerns. We look forward to your prompt reply to this letter.

Sincerely,



James H. Johnson, Jr.  
Sutherland Asbill & Brennan LLP

JHJ/bls  
[171690]

ACKNOWLEDGED AND AGREED:

\_\_\_\_\_

Date: \_\_\_\_\_