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April 3, 2009

VIA FEDERAL EXPRESS

Santa Barbara Pix

Santa Barbara, CA 93110

Re: U.S. Patent No. 6,985,875
Issued: January 10, 2006
Entitled: PROCESS FOR PROVIDING EVENT
PHOTOGRAPHS FOR INSPECTION, SELECTION
AND DISTRIBUTION VIA A COMPUTER NETWORK
Inventor: Peter H. Wolf

U.S. Patent No. 7,047,214
Issued: May 16, 2006
Entitled: PROCESS FOR PROVIDING EVENT
PHOTOGRAPHS FOR INSPECTION, SELECTION
AND DISTRIBUTION VIA A COMPUTER NETWORK
Inventor: Peter H. Wolf
Our File No. WolfP-52084

Dear Sir or Madam:

We represent Peter H. Wolf and PhotoCrazy, Inc. in connection with patent and related intellectual property matters. Several years ago Peter Wolf revolutionized event photography by publishing pictures for inspection, selection and distribution on the Internet. He filed a patent application for this methodology, and on January 10, 2006, the application issued as United States Patent No. 6,985,875. On May 16, 2006, a second related U.S. Patent No. 7,047,214 also issued. For your convenience, we enclose copies of these patents for your review.

It has recently come to our attention that your website at www.santabarbarapix.com provides photographs of sporting events and participants therein in a manner that falls within the scope of one or more claims of U.S. Patent Nos. 7,047,214 and 6,985,875. We hereby demand that you cease and desist from providing photographs of sporting events and participants on your website using any of the methods covered by Mr. Wolf's patents. We are particularly concerned about an upcoming event on April 19, 2009 – The Camarillo Half Marathon. The event organizers have informed our client that you will be the exclusive provider of event photography services.

It is our clients' policy to vigorously enforce their patents and other rights. Our clients are willing to take all steps necessary to enforce the exclusivity in the methods covered by the patents. In addition to suing numerous event photographers, our clients have negotiated many agreements with other event photographers that used methods within the scope of his patents. In such enforcement actions, it is also our clients' policy to seek all relief available under the Patent Laws, including injunctive relief under 35 U.S.C. Section 283, damages under 35 U.S.C. Section 284, and recovery of costs and recovery of attorneys' fees under 35 U.S.C. Section 285.

Mr. Wolf has recently attempted to contact you on numerous occasions to discuss the matters raised herein. You have not responded to any of Mr. Wolf's attempts to engage in discussions, apparently choosing to ignore Mr. Wolf. In view of the significant injury to our clients occasioned by your actions and your refusal to engage in discussions with Mr. Wolf, our clients have no alternative but to vigorously enforce the patents. We insist that you:

1. Immediately cease and desist from providing photographs of sporting events and participants on your website using any of the methods covered by Mr. Wolf's patents.;
2. Pay our clients, as monetary damages for willful infringement, and a reasonable royalty based upon your company's proceeds during the time period of infringing use; and
3. Pay our clients' attorney's fees and costs incurred in connection with this matter.

In order to determine the monetary damages that our clients have suffered, please provide the following specific information regarding your use of the infringing methods and your sales activities during the applicable time frame:

1. Identify, since the earliest date of issuance above, all sporting events that you have photographed and posted pictures therefrom on your website, wherein the photographs are searchable by some identifying data associated with each photograph;
2. For each photographed event you identify, state the date of the event;
3. For each photographed event you identify, state the total number of photographs posted and sold to date;

4. State the commission or profits, if any, realized as the result of such sales;
and
5. State total revenue figures received for each photographed event you identify.

Failure to comply with the above will be regarded as further evidence of the willful and intentional nature of your infringement and will greatly increase the likelihood of our clients taking legal action against your company. In order to avoid such legal action, we must receive from you written assurances of compliance with the above demands within fifteen (15) days of your receipt of this letter. Alternatively, you may contact Mr. Wolf directly at info@photocrazy.com or by phone at (805) 492-0562 within the same time period.

If we or our clients do not hear from you or your counsel within the requested time period, we will be forced to reach the conclusion that you do not wish to resolve this matter by negotiation, and that litigation will be required.

Sincerely,

KELLY LOWRY & KELLEY, LLP



Michael A. DiNardo

MAD:nh
Enclosures
cc: Mr. Peter Wolf

Santa Barbara Pix
P.O. Box 20024
Santa Barbara, CA 93120
(Via U.S. Mail)