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**ARTHUR L. WILLIAMS, JR., ESQ**

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July 28, 2011

Mr. Michael Zanetis  
31862 Via Puntero  
San Juan Capistrano, CA 92675  
[bbkingand1@gmail.com](mailto:bbkingand1@gmail.com)

King Size Film Productions, Inc.  
32302 Camino Capistrano, Ste. 203  
San Juan Capistrano, California, 92675  
ATTN: Mr. Rick Blake

RE: Use of B.B. King's name, likeness, image and trademarks

Dear Mr. Zanetis and Mr. Blake:

I represent Mr. Riley B. King, professionally known as B.B. King. As you undoubtedly know, Mr. King has gained substantial international notoriety as a performing and recording artist and has multiple United States federal trademark registrations for B.B. KING and BBKING.COM (Reg. Nos. 2447991, 1916879 and others), including, but not limited to, for use in connection with providing information related to B.B. King by means of the internet (the foregoing, and all other related marks, the "Marks"). Mr. King has also expended extensive time and resources advertising and promoting goods and services under the Marks and, as a result, the Marks and the goodwill they represent are extremely valuable assets.

I have been made aware of your advertising of a film that utilizes Mr. King's name in the title (the "Film"). I have also been made aware of your registration and operation of [www.bbkingand1.com](http://www.bbkingand1.com), which uses the name, likeness, biographical information and Marks of my client (the "Domain").

In the absence of valid, written agreements granting to you the right to use Mr. King's name, likeness, publicity rights, photographic images and the Marks, the advertising, distribution and/or sale of the Film constitutes a willful and intentional infringement of our clients' publicity rights and other rights granted to him under United States Federal and State laws and common law, including, without limitation, violation of Section 43 of the Lanham Act. Additionally, the Anticybersquatting Consumer Protection Act prohibits the registration of a domain name consisting of a given trademark or personal name by a third party other than the owner of that trademark or name and empowers the owner to obtain injunctive relief, damages (both compensatory and punitive), reimbursement of costs and attorneys fees. Your use of Mr. King's name, likeness, publicity rights, photographic images and the Marks in connection with the Film and the Domain may lead consumers to erroneously believe that you are somehow associated with or sponsored by Mr. King. Moreover, you have not received permission from Mr. King to use his name as part of a Film or Domain and, as such, your actions are illegal and constitute trademark infringement, unfair competition, cybersquatting and a violation of other rights held by my client.

Accordingly, this letter will serve as an official demand and instruction that you immediately:

- (1) remove Mr. King's name from the title of the Film and from all advertising, promotion, distribution and/or sale of the Film;
- (2) remove all resemblances of Mr. King from your websites, including the Domain;

(3) cease and desist from all uses of Mr. King's name as a part of a domain name and in connection with any website or other business, including, but not limited to the Domain;

(4) agree in writing that you will not use B.B. KING as part of any domain name or in connection with any website, business, goods or services, including, but not limited to the Film and all other audiovisual works, by causing Mr. Michael Zanetis and an authorized signatory of King Size Film Productions, Inc. to sign this letter where indicated below and returning it to me; and

(5) promptly transfer to my client, the Domain and all other domains registered by you which embody the name of our client.

I request that you contact me within five (5) days from the date hereof. Meanwhile, this letter is not intended as a complete statement of facts, and nothing contained herein or omitted herefrom is not intended as, nor should be deemed to constitute, an admission of any fact, or a waiver, relinquishment or limitation of any of our client's present or future rights or remedies, whether legal, equitable or otherwise, as all are reserved.

Sincerely,

  
Arthur Williams

**ACKNOWLEDGED AND AGREED:**

\_\_\_\_\_  
King Size Film Productions, Inc.

By:

Its:

\_\_\_\_\_  
Michael Zanetis

SS#: