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August 10, 2011

VIA EMAIL and FACSIMILE

Mr. Rob Miller
Agent
Leftfield Pictures
545 8th Avenue, Suite 14 South
New York, NY 10018
rob@peletontv.com
info@leftfieldpictures.com
212.564.7573 (Fax)

Re: Infringement of National PTA Intellectual Property

Dear Mr. Miller:

We are counsel to the National PTA (“National PTA”). National PTA is the owner of the trademark PTA and various other marks which include the term PTA (the “PTA Trademarks”) for use in connection with a wide variety of goods and services from educational services to association services to magazines and related goods. The PTA Trademarks are the subject of a variety of U.S. Trademark Registrations, including Registration Nos. 2,830,000, 2,648,370, 2,387,318, 1,538,510, 1,227,033, 927,496, 808,987 and 546,597. In addition, National PTA has been using the PTA Trademarks since at least as early as 1907. The above-noted registrations constitute constructive notice to others of PTA’s ownership of the PTA Trademarks. Through its long-term use, National PTA has built up substantial goodwill and has established an excellent reputation in the PTA Trademarks.

We have recently found that Leftfield Pictures (“Leftfield”) is using the PTA Trademarks to promote a potential “reality” program (the “Show”) which Leftfield is promoting as “PTA Moms”. Specifically, we have found that Leftfield has contacted various state PTAs in an attempt to recruit parents for the Show. This use of the PTA Trademarks by Leftfield implies that National PTA is somehow affiliated with, has endorsed or sponsored Leftfield or its products and services and/or the Show. No

authorization has been given for such affiliation, sponsorship or endorsement by National PTA. In addition, no authorization has been given for the use of the PTA Trademarks to brand the Show. As such, these actions and the uses of the PTA Trademarks causes National PTA great concern. As the exclusive owner of the PTA Trademarks, PTA has the exclusive rights to control the use of the PTA Trademarks and to ensure that the public is not confused with respect to the use of the same.

In that National PTA wishes to avoid any likelihood of confusion with respect to its valuable trademarks, we must request that Leftfield immediately cease all use of the PTA Trademarks or any term which would be confusingly similar to the PTA Trademarks, including but not limited to, any solicitations, advertising, promotion or marketing of the Show, to refer to Leftfield, or to brand Leftfield or the Show.

Because of the critical nature of this matter, we need your written confirmation that you have ceased use of the PTA Trademarks as described above within the next fourteen (14) days on or before August 24, 2011. If you immediately agree in writing to these demands, National PTA will consider foregoing its claim for damages.

Very truly yours,

BARNES & THORNBURG LLP

A handwritten signature in black ink, appearing to be 'M. Vallone', with a long horizontal flourish extending to the right.

Melissa A. Vallone

MAV/clb

cc: National PTA