

Arent Fox LLP / Washington, DC / New York, NY / Los Angeles, CA

Arent Fox

April 24, 2007

BY CERTIFIED MAIL
RETURN RECEIPT REQUESTED

Elaine Lyons
Attn: Knittingfool.com
c/o Network Solutions
P.O. Box 447
Herndon, VA 20172-0447

Emily Mechem

Attorney*
202.857.6311 DIRECT
202.857.6395 FAX
mecheme@arentfox.com
*Admitted only in MA.
Supervised by Principals of the Firm.

Re: Mars Marks

Dear Ms. Lyons:

Your web site located at <http://www.knittingfool.com> recently was brought to our attention. While we encourage creativity in business endeavors, your use of our client's trademarks and copyrighted material on your site raises some concerns for our client, Mars, Incorporated and its affiliates ("Mars"). We would like to take this opportunity to discuss these concerns and offer an amicable resolution.

As you may know, our client and its affiliated entities own numerous trademark and copyright registrations worldwide for the mark M&M'S and the M&M'S Characters including U.S. Trademark Reg. Nos. 2,406,181, 2,575,401, 2,176,965 for M&M'S and US Copyright Reg. Nos. VA-946-305 and VA-946-303 for the M&M'S Characters (collectively, the "Mars Marks"). Our client has made extensive use of the Mars Marks in international and domestic commerce in connection with the advertising, promotion, and sale of its products. Due to our client's widespread use, advertising, and extensive marketing, the Mars Marks have become famous, and many of our client's customers and prospective customers recognize the Mars Marks as distinctive symbols of our client's goodwill.

While Mars recognizes the importance of being creative in the online environment, your display of our client's M&M'S® Chocolate Candies and SKITTLES® Candies on your web site as part of an "M Ching" exercise located at <http://www.knittingfool.com/pages/MChingEnter.cfm> concerns our client because it is likely to confuse consumers into believing that you are sponsored or endorsed by, or otherwise related to, Mars. Please understand that it is Mars' corporate policy not to allow third parties to use the Mars Marks to promote third party goods and services. In addition, your display of the Mars Marks may dilute the distinctive qualities our client has worked hard to create.

TECH/508104.1
SMART IN YOUR WORLD™

1050 Connecticut Avenue, NW
Washington, DC 20036-5339
T 202.857.6000 F 202.857.6395

1675 Broadway
New York, NY 10019-5820
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Please know that Mars is pleased to see you enjoying the M&M'S brand. However, Mars has a duty to protect its intellectual property. Accordingly, we would appreciate you removing the images of the M&M'S® Chocolate Candies and SKITTLES® Candies from your web site.

We hope that you can respect our position and we wish you continued success with your endeavors. Please do not hesitate to contact me should you have any questions.

Sincerely,

A handwritten signature in black ink, appearing to read "Emily Mechem", with a long horizontal flourish extending to the right.

Emily Mechem

cc: Cristina Carvalho

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