

Softline Studios, LLC

1201 Camino Del Mar
Del Mar, CA 92014
858-792-5000 858-792-8888 Fax

January 9, 2012

Julianne M. Hartzell
Marshall, Gerstein & Borun LLP
233 South Wacker Drive
6300 Willis Tower
Chicago, IL 60606-6357

Dear Ms. Hartzell,

We are in receipt of your pending complaint to the National Arbitration Forum.

First, please be advised that we have never used, and I hereby warrant that we shall never use "My Vault" to manage insurance needs, specifically as a "convenient way" to "keep up to date records on your current policies, request new insurance and quotes, make a claim - in fact anything that you need to do regarding your insurance needs." Your client, Mr. Thompson, has no common law trademark claim and this warranty should provide him full confidence that no issue will arise in the future.

Second, your client has been on explicit written notice since our letter of February 8, 2011 that our March 6, 2000 registration predates your client's relevant trademark registrations and it has become abundantly clear that My Vault Services LLC v Softline Studios / Loren Stocker - FA1112001420774 is a fraudulent arbitration action. You, therefore, have until close of business this Friday, January 13, 2012 to withdraw this complaint and direct the registry to unlock our domain. Otherwise, you are hereby advised that we shall seek full financial restitution for all cost incurred —regardless of the outcome.

Specifically, your client's former assignor Mr. Thompson registered MY-VAULT.NET on August 18, 2000 and filed an "Intent to use" trademark just days later, on August 21, 2000, stating that My Vault and My-Vault.net (the domain) "will be used" at some unspecified future date. On March 2, 2001 the MY-valut.net site stated, "At MY-VAULT" we are developing a site that can maintain the highest level of site security and integrity for the insurance data that you submit on the Internet," again, clearly written in future tense.

He then registered the MyVault.Net domain on August 8, 2001 and updated the esurance.com website sometime between July 1, 2001 and September 25, 2001 to add "MYvault.NET" as a service. Mr. Thompson through his attorney at the time listed his very first use and first use in commerce as April 10, 2001 with a clear understanding that "willful false statements and the like are punishable by fine or imprisonment, or both, under 18 U.S.C. Section 1001."

Between 2001 to 2010, when the trademark was assigned to My Vault Services, LLC, both the MYvault.net and MY-vault.Net sites languished, displaying such wholly irrelevant non-sense as "Welcome to iTools" (Sept 29, 2003), Zamamiro—That's what you get!" (December 13,2003), "e-Insure Free Quotes" (December 27 2003), "The REAL Shibuya Test Page" (April 13, 2004), "Directory Listing Denied" (September 27, 2004), "Myvault.net, Related searches, free online game" (December 29, 2010). All these assertions can be independently verified at the publically available site www.Archive.org at no charge. We have a collection of these screen shots archived as well.

When Mr. Thompson finally submitted his specimen to USPTO on September 7, 2004 it was nothing more than a screen shot showing the domain name "MyVault.Net,"the August 18, 2000 registration of which is *prima facie* evidence that neither your client's trademarks nor their relevant use predated our registration of MyVault.com. In effect, your client secured a .net domain, claimed it as a trademark, and is now attempting a tortious conversion of the .com domain. In addition, your client is knowingly interfering with our perspective economic advantage, specifically our superior rights to use this domain in any class of goods and services not claimed in your client's marks.

Finally, filing this fraudulent action is a very serious matter and we hereby demand that you withdraw all claims at once, no later than the close of business this Friday, January 13,2012. If you need an extension, we understand that you can stipulate that our response deadline be moved but, short of that, this is a time-certain deadline and our response work shall commence on Friday night.

If your client fails to withdraw in a timely fashion, we shall seek full financial restitution for all intellectual work done up until now: the up cost to move to a 3-panel arbitration: all intellectual work required to defeat this fraudulent claim, including 20-30 hours of expert witness work with I am qualified to self-perform at \$250+ /hour plus attorneys fees: all subsequent attorneys fees necessary to secure a judgment: and all cost associated in collecting on our financial claims. Restitution shall be sought regardless of the panel's ruling. In addition, I want to remind you and your client that we feel it our public duty to expose such abuses of the legal process in a very public way to discourage others from using unethical tactics.

Should you have any questions, please feel free to discuss with my attorney, Will Delgado. Otherwise, please advise us at once of your client's intent to withdraw or continue so we can plan accordingly.

Very truly yours,


Loren C. Stocker