

Via E-mail and US Mail

July 27, 2015

Brandon Stroy
Maynard Cooper Gale
275 Battery Street, Suite 1350
San Francisco, CA 94111
bstroy@maynardcooper.com

Dear Mr. Stroy:

This a response to your July 22, 2015 letter claiming my company is violating your client's purported trademark by using the name Atascadero Daily News. You asked me to confirm in writing by 5 p.m. on July 27, 2015 that we will stop using the name Atascadero Daily News. Please accept this as my confirmation.

I feel confident that use of the name Atascadero Daily News does not infringe on your client's purported trademark rights. The name is simply a generic description of what our company provides - news to readers in the Atascadero area on a daily basis.

However, I would rather devote my time and attention to our growing business, than spend energy and resources on potentially protracted litigation.

I therefore agree to cease using the name Atascadero Daily News and I will replace it with A-Town Daily News. This change will leave the generic "news" as the only common word in the titles of our respective publications. I have already discontinued using the Twitter handle @atascaderonews and replaced it with @atowndailynews.

Sincerely,

Scott Brennan