



## O'MELVENY & MYERS LLP

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January 10, 2013

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### **VIA E-MAIL & FEDERAL EXPRESS**

WRITER'S E-MAIL ADDRESS  
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RivoSig  
438 Main Street, Suite 203  
Middletown, CT, 06457

**Re: Cease & Desist References to the Golden Globe Awards Show**

To Whom it May Concern:

We represent the Hollywood Foreign Press Association ("HFPA"). We recently became aware of your January 8, 2013 press release and other statements indicating RivoSig Electronic Cigarettes is associated with the 70th Annual Golden Globe Awards.

As you undoubtedly know, GOLDEN GLOBE(S)®, HOLLYWOOD FOREIGN PRESS ASSOCIATION® and the GOLDEN GLOBE® statuette design mark are the registered trademarks and service marks and the GOLDEN GLOBE® statuette the copyrighted property, of HFPA. You do not have HFPA's permission to use any of these marks or copyrighted property in any manner for any purpose.

Your assertions that there is an association between RivoSig and the Golden Globe Awards Show are false, mislead the public, and have caused HFPA substantial harm in its relationships with governmental regulators and other parties. There is not and has not been any association of any kind between HFPA and RivoSig Electronic Cigarettes. HFPA has not and will not provide RivoSig products in its Golden Globe gift bags nor will HFPA provide RivoSig access to the Golden Globe Awards Show.

You must immediately cease and desist from asserting any association with HFPA or the Golden Globes and must cease and desist any further use of HFPA's intellectual property. We also demand you retract your January 8, 2013 press release and remove any references to the Golden Globes Awards or HFPA from your January 12, 2013 promotion. Please provide us of proof of such remedial actions immediately.

HFPA will vigorously protect its intellectual property rights and will take whatever legal action is necessary to protect those rights. This letter is not a complete recitation of HFPA's position with respect to this matter and all rights and remedies are expressly reserved.

Very truly yours,

/s/ David Marroso  
David Marroso  
of O'MELVENY & MYERS LLP

cc: Aida Takla-O'Reilly  
cc: Ali Sar  
cc: Joseph Calabrese