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COUNSELORS AT LAW

October 25, 2011

VIA EMAIL

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Freebieber.org / Fightforthefuture.org

P.O. Box 55071

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Boston, MA 02205-5071

Re: CEASE AND DESIST – UNAUTHORIZED USE OF NAME/ LIKENESS OF JUSTIN BIEBER ON
“WWW.FREEBIEBER.ORG”

To Whom It May Concern:

This law firm represents Justin Bieber (hereinafter referred to as our "Client"), an internationally-recognized, Grammy-nominated, multi-platinum-selling recording artist and entertainer.

We have been made aware that the website with the URL located at www.freebieber.org (the "Website") prominently features our Client's name, image and likeness (the "Client Identification") as the centerpiece of a campaign to stop passage of the anti-piracy bill "S.978" (the "Campaign").

Throughout the Website are images (many of them altered to depict our Client in a disturbing manner) and videos of our Client, descriptions of doomsday scenarios involving our Client going to jail for posting videos on YouTube and a call to people to send in altered images of our Client behind bars. The prevalent use of our Client's name and likeness throughout the Website falsely implies that our Client is endorsing the Campaign.

While our Client understands the legal protections of free speech that the nation affords its citizens, our Client also fiercely protects the manner in which his name, likeness and image is exploited. In this instance, our Client has not authorized the use of the Client Identification in the Campaign or on the Website. Such an unauthorized use of the Client Identification constitutes an infringement of our Client's rights of trademark, privacy and publicity.

Accordingly, on behalf of our Client, we hereby demand that you immediately cease all use of our Client's name, image and likeness on the Website or otherwise in connection with the Campaign.

Please contact the undersigned to confirm your compliance with the foregoing demand. If we do not hear from you within twenty-four (24) hours from the date hereof in an attempt to informally resolve this matter, our Client has instructed us to take any and all legal action necessary to vindicate our Client's rights with respect to your unauthorized activities.

Nothing contained in this letter is intended or shall be construed as an admission of any fact, nor a waiver of any of our Client's rights, claims or remedies, in connection with this matter or any related matter, all of which are hereby expressly reserved.

Very truly yours,


Aaron D. Rosenberg
of MYMAN GREENSPAN FINEMAN
FOX ROSENBERG & LIGHT, LLP

ADR/tm

cc: Mr. Scooter Braun
Mr. Matthew Gerson
Allison Kaye, Esq.
Todd Mumford, Esq.
Nicole Wykoarko, Esq.