

DONOVAN CALVARUSO & YEE ▲ LLP

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May 4, 2009

VIA FACSIMILE & EXPRESS MAIL

Ms. Maggie Gallagher, President
National Organization for Marriage
20 Nassau Street, Suite 242
Princeton, NJ 08542

Re: Miss Universe L.P., LLLP
Our File: 1077/ U.S. Enforcement

Dear Ms. Gallagher:

Our client, Miss Universe L.P., LLLP ("MUO"), is the owner of all intellectual property associated with its world-famous beauty pageants (the "Pageants"), including various trade- and service marks, such as MISS USA®, MISS TEEN USA®, MISS UNIVERSE®, Woman With Stars Logo®, and related marks. It has used these marks for five decades in connection with its Pageants. MUO is also the sole owner of all copyrights associated with the Pageants, including all MISS USA, MISS UNIVERSE and MISS TEEN USA Pageant broadcasts ("Copyrighted Works"), which are subject to statutory copyright protection.

It has come to our attention that you have, without authorization from MUO, copied portions of its copyrighted broadcast of the 2009 MISS USA Pageant ("Unauthorized Copy"), and are using the Unauthorized Copy in an advertisement entitled "No Offense," which seeks to gain donations for your organization (the "Advertisement"). We understand that you are broadcasting the Advertisement on television, and are displaying and broadcasting the Advertisement on the internet, including on your website located at www.nationformarriage.org, as well as on the Facebook, Twitter, and YouTube websites.

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MUO takes no position regarding your organization and its political views. Nevertheless, MUO objects to this unauthorized use of its Copyrighted Works. As you are no doubt aware, a finding of copyright infringement can result in extensive penalties including monetary statutory damages, recovery of your organization's profits, MUO's actual losses, punitive damages and recovery of our client's attorneys' fees and court costs.

We hereby demand that you immediately (i) cease and desist from all use of the Copyrighted Works; (ii) cease and desist from all broadcast and display of the Advertisement and (iii) agree to refrain from any future unauthorized use of the Copyrighted Works. You should also inform all others who are participating in the broadcast of the Advertisement of the matters set forth herein. They should be put on notice that they risk liability as contributory infringers if they continue to use or join with you in such use.

If you fail to comply with these demands, we will instruct our client to consider all actions it deems necessary to fully protect its rights. The demands made herein shall not waive or prejudice any rights or remedies which our client may have in respect of the subject matter hereof, all of which rights and remedies are hereby expressly reserved.

Very truly yours,



Andrea L. Calvaruso

cc: Miss Universe L.P., LLLP (via email)