

ERICKSON | SEDERSTROM
ATTORNEYS AT LAW

WILLIAM T. FOLEY

10330 REGENCY PARKWAY DRIVE, SUITE 100
OMAHA, NEBRASKA 68114-3761
TELEPHONE (402) 397-2200
FACSIMILE (402) 390-7130

(402) 390-7132
wfoley@eslaw.com

February 11, 2016

VIA ELECTRONIC MAIL – michael.moradian@honorsociety.org

HonorSociety.org
Michael Moradian, Executive Director
1025 Connecticut Avenue, NW
Suite 1000
Washington, D.C. 20036

RE: National Collegiate Honors Council
Cease and Desist

Dear Mr. Moradian:

This office represents National Collegiate Honors Council. It has come to my client's attention that you have used my client's proprietary information, including photos, trade name, logos and other protected information (collectively, "Protected Information") in online promotion of one of its conferences. This letter will serve as my client's demand that you immediately cease and desist from any use of my client's Protected Information and not use any of the Protected Information in the future. This letter further serves to demand that you cease and desist from any promotion of my client's conference or selling tickets to the conference.

Use of another company's Protected Information on a website or in advertisements for a separate company can cause "confusion, mistake, or deception" of potential customers, which is understandably forbidden by both state and federal law. Further, state and federal Deceptive Trade Practices Acts prevent one company from passing off goods or services as those of another; causing a likelihood of confusion or misunderstanding as to the source, sponsorship, approval or certification of goods or services; and, causing likelihood of confusion or misunderstanding as to affiliation, connection or association with, or certification by, another company. As is apparent, your use of my client's Protected Information and unapproved promotion and ticket sales to its conference fit squarely within these provisions of state and federal law.

Although I have been advised that my client's Protected Information has been removed from your website, you continue to promote ticket sales to my client's conference through an Eventbrite website. Therefore, my client reserves all rights and legal remedies available to it to

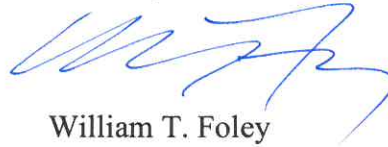
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ensure continued compliance with this cease and desist and to seek any damages caused by you due to your actions. This promotion, ticket sales and website should be taken down immediately.

As the website using my client's Protected Information was available to the public for an unknown amount of time and the Eventbrite website continues to be available, please provide a full accounting and certification of any tickets sold for the conference, including name, contact information, tickets purchased, proceeds received, etc., for the ticket sales or inquires. Such information can be relayed directly to me for dissemination to my client.

My client is prepared to protect its Protected Information through legal action should that become necessary. Please govern yourself accordingly.

Sincerely,

A handwritten signature in blue ink, appearing to read 'WTF', is written over the printed name.

William T. Foley

WTF:abk
Enclosure