

Republican
National
Committee

Counsel's Office

March 11, 2008

Mr. Dan Pontes
CafePress.com, Inc.
1850 Gateway Drive
Suite 300
San Mateo, CA 94404

Re: Second Notice of Trademark Infringement

Dear Mr. Pontes:

I write in response to your March 7 letter in which you express confusion over the Republican National Committee's ("RNC") February 11, 2008 written cease and desist demand to CafePress.com over its continued and on-going unauthorized use of federally registered RNC trademarks. CafePress.com's unauthorized use of this RNC trademarked material is not a Constitutional issue, it is trademark infringement. Federal law regarding trademarks, including the penalties that attach to trademark infringements, is both longstanding and abundantly clear. *See* 15 U.S.C. §§ 1114, 1117 (2006). This letter constitutes a second demand from the RNC to CafePress.com to cease and desist its unauthorized use of RNC federally registered trademarks. This demand includes, but is not limited to, the trademarks described in my February 11, 2008 letter to CafePress.com.

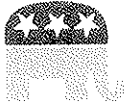
I am hopeful that further action to defend our trademarked material will not be necessary. Notably, federal law imposes treble damages for willful unauthorized use of federally registered trademarks. Thank you again for your anticipated cooperation and immediate attention to this matter.

Sincerely,



Sean Cairncross
Chief Counsel





Republican
National
Committee

Counsel's Office

May 8, 2008

Ms. Candice Carr
CafePress.com, Inc.
1850 Gateway Drive, Suite 300
San Mateo, CA 94404

Re: Third Notice of Trademark Infringement

Dear Ms. Carr:

I write in response to your April 2 letter in which you express confusion over the Republican National Committee's ("RNC") March 11, 2008 second written cease and desist demand to CafePress.com over its continued and on-going unauthorized use of federally registered RNC trademarks. CafePress.com's unauthorized use of this RNC trademarked material is not a Constitutional issue, it is trademark infringement. Federal law regarding trademarks, including the penalties that attach to trademark infringements, is both longstanding and abundantly clear. *See* 15 U.S.C. §§ 1114, 1117 (2006).

Your assertion that the objectionable actions of CafePress.com constitute political speech is wrong as a matter of law. CafePress.com is a for-profit entity. CafePress.com exists to sell its services to "individuals, organizations and businesses to create, buy and sell customized merchandise online..." *Cohen, Ayres*, or any other precedent you have cited do not apply. Marketing and selling tote bags, t-shirts, bumper stickers, and other merchandise is, at most, commercial speech.

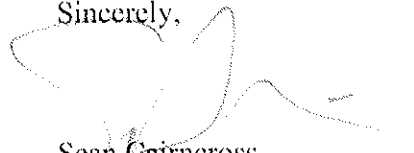
A claim that all of your commercial actions constitute parody also is wrong as a matter of law. Parody must be clear that it is parody and not protected property. The products in question are tied to commercial use, and do not qualify as parody. Your use of our property is dilutive, and your merchandise will more likely than not mislead consumers to believe that it is sponsored or endorsed by the Republican National Committee.

This letter constitutes a third demand from the RNC to CafePress.com to cease and desist its unauthorized use of RNC federally registered trademarks. This demand includes, but is not limited to, the trademarks described in my February 11, 2008 and March 11, 2008 letters to CafePress.com.



I am hopeful that further action to defend our trademarked material will not be necessary. Notably, federal law imposes treble damages for willful unauthorized use of federally registered trademarks. The fact that CafePress.com has received several notices from the RNC, coupled with your assertion of patently inapplicable legal theory, suggests CafePress.com's unauthorized use of RNC trademarks is willful and intentional. Thank you again for your anticipated cooperation and immediate attention to this matter.

Sincerely,



Sean Cairncross
Chief Counsel