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August 24, 2007

VIA FEDEX

James R. Louis
12831 Highway 99 ESE
Jefferson, OR 97352

Re: **LEGAL NOTICE AND DEMAND**
VIOLATION OF MICHAEL ROOD'S RIGHTS

Dear Mr. Louis:

This firm represents Michael J. Rood and A Rood Awakening with respect to intellectual property matters. Our client owns the rights of publicity and trademark rights in the name, image, likeness, persona and other indicia of Michael J. Rood and A Rood Awakening as well as the copyrights in the teachings, speeches, scholarship, recordings and other works of authorship of Michael J. Rood (collectively, the "Michael Rood Rights").

It has come to our attention that you, jointly and severally with others, are utilizing certain of the Michael Rood Rights in violation of our client's rights. Our client has provided you with written notice of such wrongful conduct and demanded that you cease such activity and comply with his requests, as set forth in his correspondence dated August 7, 2007. Mr. Rood has sought to resolve this matter amicably without escalation and had provided you an opportunity to do so. Instead of availing yourself of such opportunity, you have chosen, at your peril, to participate in the ongoing willful infringement of the Michael Rood Rights.

Among other wrongful conduct, we are aware of a fundraising letter sent in recent days misrepresenting to the recipients that it was Mr. Rood's correspondence and using such misrepresentation to deceive recipients into sending funds to support Michael Rood's ministry while diverting the funds to other parties or for other purposes. We demand that you immediately provide Michael Rood with the names and email addresses obtained in response to such communications.

YOU ARE HEREBY PUT ON NOTICE THAT the appropriation and exploitation of the Michael Rood Rights without our client's authorization is a violation of the right of publicity, an infringement of our client's copyright rights, and constitutes unfair competition, deceptive trade practices and trademark infringement.

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Such unauthorized use not only harms the goodwill our client enjoys, but also misleads the public to believe that unauthorized communications and actions are sponsored by, endorsed by, or otherwise affiliated with Michael Rood when, in fact, they are not.

As you may be aware, under the copyright laws, an infringer may be required to pay statutory damages, court costs and attorneys' fees. Criminal penalties may be imposed for willful copyright infringement. Moreover, under the trademark laws, right of publicity laws, and under deceptive trade practices laws, a party whose rights have been infringed has a wide variety of remedies including injunctive relief and the recovery of monetary damages, court costs and attorneys' fees.

This correspondence constitutes a **FINAL** formal demand that you and all others acting in active concert or participation with you, immediately cease and desist from any further unauthorized utilization of the Michael Rood Rights and cease and desist all actions that suggest an affiliation with Michael J. Rood or A Rood Awakening. Such action must include removal of Michael Rood's name and image from AROODAWAKENING.TV as well as any other web sites with which you are affiliated or over which you exercise control.

This is a serious matter and requires your immediate attention. If this matter is to be resolved without further escalation it is imperative that you promptly take the requested action, comply with the demands set forth in Michael Rood's August 7, 2007 correspondence and confirm to us in writing that you have done so.

This letter is written without prejudice to any of our client's rights and remedies, all of which are expressly reserved.

Very truly yours,

MICHAEL BEST & FRIEDRICH LLP



Jeffrey H. Brown

JHB:/gab

c: Michael Rood