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September 28, 2007

**VIA CERTIFIED MAIL, and
VIA EMAIL (ccarr@cafepress.com)**

Candice Carr
Intellectual Property Rights Agent
CafePress.com
950 Tower Lane
Suite 600
Foster City, CA 94404

Re: Cafepress.com - Sale of Unauthorized Ford Products

Ms. Carr:

This law firm represents Ford Motor Company, including Ford's related and subsidiary entities, Volvo Car Corporation, Land Rover Limited, and Jaguar Cars Limited (hereinafter referred to collectively as "Ford"), on intellectual property enforcement matters. Use of Ford's trademarks, or any confusingly similar variations thereof, without Ford's express, written authorization, violates United States Federal Law, is misleading to the public, and constitutes a misappropriation of the goodwill and reputation developed by Ford.

Cafepress.com is offering for sale, advertising, and/or distributing numerous products bearing counterfeits of Ford's registered trademarks. Ford has previously notified Cafepress.com of its objection to the sale of unauthorized products on the Cafepress.com website; however, it does not appear that Cafepress.com has taken adequate steps to prevent the sale of counterfeit products. By this letter, Ford requires that Cafepress.com immediately cease and desist from offering for sale, advertising, and/or distributing all unauthorized products bearing Ford's trademarks.

Please contact me by no later than **October 12, 2007** to discuss the steps Cafepress.com has taken to prevent the sale of unauthorized products on its website. Should you have any questions concerning Ford's position in this matter, please do not hesitate to contact me.

Sincerely,



Gregory D. Phillips

GDP:jlc

cc: Ford Motor Company