

August 3, 2017

Via Email and U.S. Mail

Morris E. Turek
YourTrademarkAttorney.com
167 Lamp and Lantern Village
Chesterfield, MO 63017
morris@yourtrademarkattorney.com

Re: Trademark Matter – Beastup LLC / Monster Energy Company
Our Reference: HANBEV.6127TIS; Your Reference: W102 005MI


Dear Mr. Turek:

We never received a response from you to my letter dated July 17, 2017. In my letter dated June 26, 2017, we informed Beastup that Monster would be forced to consider all steps necessary to protect its valuable trademarks if Beastup did not comply with our requests. Because Beastup has not agreed to comply with all of the requests set forth in my letter dated June 26 and continues to use trademarks that are likely to cause confusion with Monster's valuable trademarks, Monster had no alternative but to file a lawsuit against Beastup. A courtesy copy of the complaint filed by Monster in the United States District Court for the Eastern District of California is enclosed.

Monster remains amenable to resolving this matter amicably if Beastup agrees to the terms outlined in my initial letter (another copy of which is enclosed). Please respond to this letter by no later than **August 11, 2017** and state whether Beastup will agree to those terms. If Beastup remains unwilling to agree to those terms, please confirm by that date that you will accept service of the complaint on behalf of Beastup.

Nothing in this letter should be deemed a waiver of any of Monster's rights, claims, or remedies, all of which are expressly reserved.

Sincerely,



Lynda J. Zadra-Symes

cc: Monster Energy Company

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