

May 5, 2014

**VIA FEDERAL EXPRESS,
AND FIRST CLASS MAIL**

Re: Mediabridge Products, LLC v. [REDACTED] et-al

Dear Mr. [REDACTED]:

This firm has been retained as litigation counsel for Mediabridge Products, LLC ("Mediabridge"). I am writing to you in connection with your illegal campaign to damage, discredit, defame and libel Mediabridge and/or to engage in other tortious, wrongful and/or illegal conduct directed against Mediabridge.

Mediabridge learned that you made and posted on Amazon.com, blatantly false, defamatory, libelous and slanderous statements about Mediabridge and its Medialink brand of Wireless Routers. Specifically, you publicly stated in writing that Mediabridge/Medialink has falsified ("faked") reviews for its Medialink Wireless Router on the Amazon.com website. This is a lie which has no factual basis.

Further, you erroneously stated that the Medialink Wireless Router is identical to another router and that Mediabridge/Medialink only rebranded that same router. This too is false.

You made both of these statements as though you know them to be facts. You don't and your allegations are not true. Your false and defamatory statements have resulted in substantial and damaging confusion for Mediabridge/Medialink and its customers. You have harmed Mediabridge and we intend to hold you liable for all damages sustained.

To avoid any doubt as to your statements, specifically, we are aware that you stated on line on Amazon.com that:

Date	Product	Negative Comments
Sept. 2013	26, Medialink Wireless-N Broadband Router with Internal Antennas (300 Mbps) - 2.4GHz - 802.11b/g/n - Compatible with Windows 8 / Windows 7 / Windows Vista / Windows XP / Mac OS X / Linux (Personal Computers)	<ul style="list-style-type: none"> • 1 out of 5 stars This is a rebranded \$20 router from China, • It's unfortunate that so many people have been taken in with this product, but I'm here to warn you: A lot of these reviews are fake. • Just search Google for this company, Medialink, and you'll find almost no history and no reviews from legitimate websites. • In fact, if you are wondering why this product looks IDENTICAL to another \$20 router sold at Amazon by a company called a Tenda, that's because it is the SAME router, just rebranded and with a different color. In fact, the FCC filings for MediaLink confirms that it is the same product. <p>Look here: http://www.amazon.com/Tenda-W268R-150Mbps-Wireless-N-Broadband/dp/B004MODQOC/</p> <p>Save yourself the money and go with an established router brand, like Asus, TP-Link, Linksys or Cisco.</p>

(emphasis added in parts)

Dec 30, 2013 9:58:21 AM PST	Medialink Wireless-N Broadband Router with Internal Antennas (300 Mbps) - 2.4GHz - 802.11b/g/n - Compatible with Windows 8 / Windows 7 / Windows Vista / Windows XP / Mac OS X / Linux (Personal Computers)
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If for some reason you really want this router, just buy the \$20 Tenda version.

However, I don't recommend either. I recommend going with a brand that is actually sold in stores.

- Furthermore, how likely is it that a router from a company that doesn't actually make their own products suddenly jumps to the top of Amazon with 73% 5-star perfect rating?
- It's very likely that they are paying for reviews. It's unethical, but think about it: They only sell these routers on Amazon, so the whole success of their company depends on Amazon reviews.



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- It's absolutely in their best interest to monitor the reviews on Amazon.
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Bluntly stated, you have accused Mediabridge of unethical conduct and of faking reviews on Amazon.com. You have further made false statements claiming that the Mediabridge router is identical to the Tenda router. Your statements are false, defamatory, libelous, and slanderous, constitute trade libel and place Mediabridge and its products in a false light.

These false accusations were made with intentional disregard for the truth or in reckless disregard of the truth. Make no mistake these libelous statements you made in a public forum are false and you cannot support them with any proof. Indeed, as such, these statements are bold-faced lies that can only be viewed as an illegal attempt to improperly and intentionally interfere with Mediabridge's business, disparage the excellent reputation of Mediabridge in the industry, and/or gain for someone else an unfair and illegal competitive advantage; or to gain notoriety for yourself, at Mediabridge's expense.

Further, the fact that your defamatory and libelous "Product Review" so quickly gathered such an abnormally high number of helpful votes indicates to Mediabridge that there was likely a concerted campaign by you and unknown others to ramp this review up to the top of the list of "helpful reviews" in order to be more effective in damaging Mediabridge.

Be advised that Mediabridge zealously guards its hard earned reputation and is going to seek a court award of consequential, compensatory and punitive damages against you. We will also seek recovery and reimbursement of Mediabridge's attorneys' fees and costs.

Each and every person and company who worked with you or engaged in collusive conduct with you designed to damage Mediabridge will be held liable to the maximum extent the law allows. In addition to all other claims already mentioned, we will look to file claims of civil conspiracy between you and any of your cohorts who were involved in this wrongful conduct

Be advised that Mediabridge will not tolerate your continued posting of this and any other false, defamatory and/or slanderous statements you may have posted on-line.

In order to avoid this coming litigation, Mediabridge hereby demands that you:

1. Completely remove your "Product Review" from Amazon.com as well as from any and all other sites on which you posted anything about Mediabridge **WITHIN THREE (3) DAYS OF YOUR RECEIPT OF THIS LETTER.**



2. Cease, desist and refrain, directly and/or indirectly through others, from any such further defamatory and injurious conduct.
3. Agree to never purchase any Mediabridge or Medialink product.
4. Agree to never publicly comment in any on-line forum, directly or indirectly through others, about Mediabridge or Medialink products.

Should you fail to comply with Mediabridge's demands, Mediabridge will immediately take legal action against you and all other persons who can be identified as participating with you in this wrongful conduct. In the interim, Mediabridge reserves all of its rights and waives none of its rights.


Please reply immediately communicating your acceptance of our terms for avoiding litigation. Should you have legal counsel, please have your attorney contact me to confirm your compliance with the above.

I expect to have your positive reply from you or your legal counsel with appropriate action steps in hand shortly. If no such positive reply is received by noon on Friday May 9, 2014 we will take such action as we deem appropriate.

Very truly yours,

NAJ/ag

cc: Mediabridge, LLC



I am writing to you to inform you that in any Litigation of the Claims we will be requesting production of all of your records, correspondence, telephone and cell phone records, e-mails, texts, Instant Messages, and all other files, documents and records (both electronic and hard copy) related to Mediabridge, your postings on Amazon.com and other web sites, your communications with others about Mediabridge and its products.

You are hereby directed to place a **Litigation Hold** on all of your files, both business and personal, in order to preserve all such documents and information, files, e-mails, hard drives, disks, computer drives, laptops, netbooks, smartphones, thumbdrives, backup systems, cloud storage, or any other sources of information and/or files which may contain any communications, documents, or records related to in any fashion to the Claims and/or Mediabridge. This applies to any such device you may have used, whether nominally owned by you, by your employer or by any other person including devices and storage in the cloud.

Further to the extent you maintain or utilize email services such as Hotmail, gmail, etc., or other similar services or cloud services wherein data is distributed and/or saved in the cloud, you are directed to retain all such records in such form as they existed initially and to not delete any such records whatsoever.

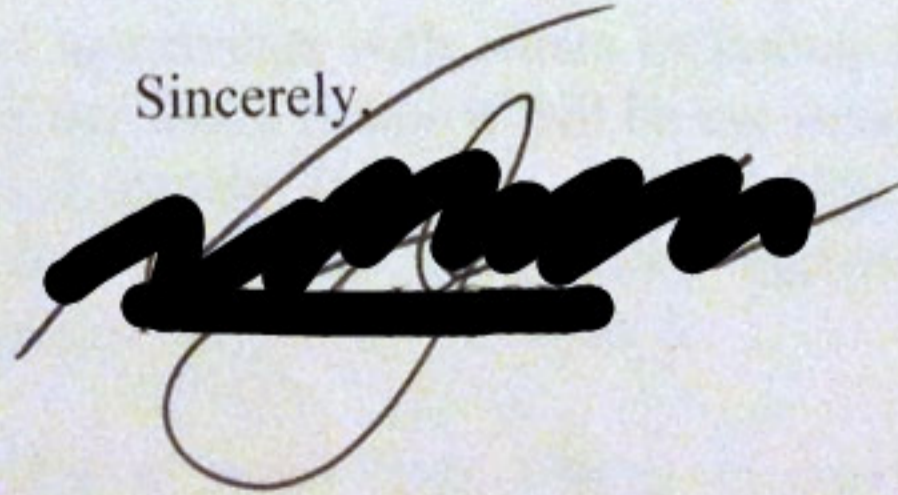
All such records, documents and information are to be maintained in their native formats. In order to avoid spoliation and other legal and ethical issues that could be significantly damaging to your interests we strongly suggest you comply with this directive.

After delivery of this Litigation Hold Letter, should any documents or records be deleted, destroyed, written over or otherwise changed to avoid production of the original information, be advised that we will pursue claims against you and any other person involved in such wrongful conduct for, inter alia, Civil Conspiracy, Spoliation and destruction of evidence.

Should you have Legal Counsel, please have your attorney contact me to confirm your compliance with the above.

Please be advised accordingly.

Sincerely,



NAJ/drb

cc: Mediabridge, LLC