

April 6, 2012

VIA E-MAIL veganbobster@gmail.com

Re: David Wolfe, et al.

Bob Johnstone, aka Harley Johnstone, aka Durianrider
Vegan Edge, Created by TheRawVoice (Durianrider)

Dear Mr. Johnstone,

This office represents David Wolfe, New Horizon Health, Inc. and the Longevity Now® Conference.

We are informed that you have posted on YouTube a video containing depictions of an event with Mr. Wolfe speaking at the *Longevity Experience* Conference, as well as from various other David Wolfe, New Horizon Health, Inc., The Longevity Now® Conference productions, and/or any other videos and/or audio recordings including Mr. David Wolfe, without the sole written permission of Mr. David Wolfe, New Horizon Health, Inc. or The Longevity Now® Conference. Be advised that you do not have permission to post or use Mr. Wolfe's name and likeness for any reason. Your continuing use of both to promote your site, and/or to endorse your goods and services, constitutes numerous violations of state and federal laws and exposes you to significant liability. In particular, your use of Mr. Wolfe to make it appear to the general public in interstate commerce that he endorses your site(s), and/or goods and services violates his right of publicity and also constitutes a blatant act of unfair competition and/or trade libel. Your conduct subjects you to a legal action for immediate injunctive relief, disgorgement of profits, treble damages and punitive damages.

In addition, you have made various false, derogatory and offensive statements about Mr. Wolfe. These statements constitute blatant acts of actionable defamation and trade libel under federal and state common law and entitle Mr. Wolfe to an award of treble and punitive damages, as well

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as attorneys' fees. They must stop immediately or Mr. Wolfe will have no choice but to seek an injunction against you, in addition to a claim for damages and attorneys' fees.

Please immediately remove any videos depicting Mr. Wolfe at this or any of his events, from YouTube and/or any other site(s) endorsed and/or owned or managed by you, and also remove all references to Mr. Wolfe, including his name, photograph, likeness, biographical data, and recording of Mr. David Wolfe's voice and other sound effects in connection with any of the following: the production, advertisement, distribution, or exploitation of any videos including Mr. David Wolfe, New Horizon Health, Inc. and or the Longevity Now® Conferences, reproductions of any publications produced by Mr. Wolfe, New Horizon Health, Inc. and/or the Longevity Now® Conferences, without written permission, and/or any products or services sold by The Longevity Now® Conference and/or New Horizon Health, Inc., from any and all websites and any other media controlled or associated with you. If these simple tasks are not done within seven (7) days from the date of this letter, we will have no choice but to assume that you are not interested in amicably resolving this dispute and will have no choice but to take all necessary measures needed to protect Mr. Wolfe's rights.

We hope that will not be necessary and thank you in advance for your immediate attention to this matter.

This letter is not intended to constitute a full recitation of all applicable facts and law. It is without prejudice to Mr. David Wolfe's legal and/or equitable rights, all of which are hereby expressly reserved.

Very truly yours,



Michael M. Baranov, Esq.

MMB:fkd