



January 6<sup>th</sup>, 2015

Dear ekcos Customer,

We hope this letter finds you well and you had a great holiday season.

As you know, ekcos innovations is the creator and retailer of a urinal screen by the trade names ekcoscreen and powerscreen that contain unique bristle technology that eliminates urine splash-back. Our invention is protected by U.S. Patent No. 8,856,977, that issued in November, 2014.

You may have recently received a letter from Doug Brown, President of Fresh Products and manufacturer of the Wave 2.0 urinal screen. Fresh Products copied and has been using our inventive bristle technology for the past 2 years, profiting from that copying without any payment to ekcos. In the past, we notified Fresh Products several times that ekcos had pending patent protection, and asked Fresh to stop its copying, but Mr. Brown chose to ignore our requests. Unfortunately, we previously did not have issued patent rights to legally stop the copying until the issuance of our '977 patent.

Now that the '977 patent has issued, we demanded that Fresh halt its infringement of the '977 patent, but Mr. Brown has again refused. As an ethical company that respects innovation, ekcos finds Mr. Brown's business practices offensive. As proof of its infringement, Fresh has not sought to argue that it does not infringe the '977 patent; but, instead, Fresh is arguing that the '977 patent is not valid. To support its argument, Fresh has pointed to old patents disclosing inferior designs that do not, in fact, render our patent invalid. Of course, Fresh copied our technology, not the inferior, older designs.

As a retailer of the Wave 2.0, Fresh's continued sale to you of the Wave 2.0 opens your company up to liability for patent infringement. Your resale of the Wave 2.0 is an infringement of a valid U.S. Patent. Unfortunately, it will take 18 months for Fresh's challenge to the '977 patent to be resolved. In the meantime, because Fresh has no non-infringement defense, damages will continue to accrue for all sales of the Wave 2.0. Rest assured that our legal representatives are preparing our patent defense and we will fight for the validity of our patent rights covering our innovative technology.

In view of a complete view of the facts surrounding Fresh's infringement, as the slow legal system takes its course, we make a simple request that you consider ethics and integrity regarding the continued sale of the Wave 2.0 product. Ekcos is an ethical, innovative company trying to create products that improve our industry based on original ideas and innovation. We do not steal or pirate any ideas or inventions. As part of that inventive process, we invest significant money into research, testing, and patent fees. It is our hope that the industry is also ethical and honorable and, in that light, makes the principled decision not to carry pirated products.

Sincerely,

A handwritten signature in black ink, appearing to read "Ed Ramirez".

Ed Ramirez  
CEO  
ekcos innovations