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August 13, 2015

Mr. Nicholas Narsing

RE: LEGAL NOTICE REGARDING YODEL APP

Dear Mr. Narsing,

Our firm represents Yik Yak, Inc. ("Yik Yak") in connection with its intellectual property rights. It has come to our attention that you recently launched a third-party software application through the Windows App Store under the name "Yodel." This letter concerns the unauthorized use of Yik Yak's intellectual property in connection with the Yodel app.

Yik Yak is a well-known consumer-facing technology company that promotes, offers and sells a social media product that enables users to post anonymous messages and photos within a specific geographic territory. It is widely used on various platforms, and is available to users through such portals as Apple's App Store and Google's Play marketplace. The app offers certain signature features, including, among other things, "PEEK," a registered trademark and patent-pending function which enables users to view content posted in other geographic locations. Most recently, it launched "My Herd," a feature that allows users to stay connected despite geographic proximity. In addition to these components, users have also come to associate the Yik Yak product with a distinct look, feel and user experience, all aspects of a brand and consumer identity that Yik Yak has worked hard to cultivate.

As you might expect, Yik Yak has secured national and international intellectual property protection to safeguard its proprietary brand and software platform. As more particularly described in its Terms of Service, under certain circumstances, users are permitted to access and use copyrighted and trademarked work of Yik Yak or Yik Yak's third-party licensors, suppliers or other users for personal and non-commercial use. However, other than the limited exception provided in the Terms of Service, third parties are prohibited from modifying, editing, copying, reproducing, creating derivative works of, reverse engineering, altering, enhancing or in any way exploiting any of Yik Yak's proprietary materials in any manner. Exceeding the limited exceptions is not only considered a breach of the Terms of Service, but also an infringement of Yik Yak's registered and pending patent, copyright and trademark rights.

We write to inform you that Yik Yak considers your use of its proprietary property in connection with the Yodel app an unauthorized appropriation of its intellectual property. According to the Windows Play Store, you are advertising and distributing Yodel as "the first Yik Yak client" for Windows devices. In addition to the false insinuation of an official affiliation with or endorsement from Yik Yak, your product provides a sleek interface designed to emulate the Yik Yak experience, incorporating aspects of Yik Yak's federally registered trademarks and trade dress. Yodel also integrates with the Yik Yak platform through the use of confidential login credentials and proprietary API protocols to enable users to engage with the Yik Yak community. Such use necessarily implicates patent pending and copyright protected materials of Yik Yak and otherwise sensitive data.

It is a violation of federal and state law for others to copy and/or reproduce Yik Yak content, or to advertise, utilize, offer for sale and/or engage in services in connection with the "Yik Yak" name without the express written permission of Yik Yak.

Further, Yik Yak takes seriously its obligation to safeguard any sensitive data generated by or stored on its platform. Yik Yak considers an unauthorized third-party application, such as Yodel, a security risk, in light of the potential for such applications to undermine its considerable efforts to maintain the safety and integrity of its secure platform.

For at least these reasons, Yik Yak hereby demands that you **CEASE AND DESIST** from further developing, promoting and offering the "Yodel" app. Yik Yak further demands that you remove the app from sale via the Window's Play Store, remove all download links and delete the "Yodel" user base. If you fail to comply with terms of this letter, Yik Yak is prepared take all action necessary to protect its intellectual property rights and maintain the integrity of its platform.

To avoid legal action, please contact me by August 20, 2015, to confirm that you have received this letter and agree with the stated demands.

This letter is sent without prejudice to Yik Yak's rights and claims, all of which are expressly reserved. Please direct any communications regarding this matter to my attention.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Meg Johnson', with a stylized flourish extending to the right.

Megan K. Johnson
Partner| Founders Legal