



MAISON FONDÉE EN 1854

LOUIS VUITTON MALLETIER



Attn: Ms Nadia Plesner

Paris, February 13, 2008

By Email (contact@nadiaplesner.com) & Express Mail Confirmation

RE: Simple Living T-shirts and posters

Dear Ms. Plesner:

I am the Intellectual Property Director of Louis Vuitton Malletier (hereinafter “Louis Vuitton”), the worldwide leader in luxury since 1854, which products are renowned throughout the world for ultimate quality, craftsmanship and innovation.

We have recently noted the Simple Living T-Shirts and Posters (the “Simple Living Products”) offered for sale on your Internet website www.nadiaplesner.com (Exhibit 1) as well as the donation of 30% of the profits from the Simple Living T-Shirt to “Divest for Darfur”.

Although we applaud your efforts to raise awareness and funds to help Darfur, a most worthy cause, we cannot help noticing that the design of the Simple Living Products includes the reproduction of a bag infringing on Louis Vuitton’s Intellectual Property Rights, in particular the Louis Vuitton Monogram Multicolore Trademark to which it is confusingly similar. We are surprised of such a promotion of a counterfeit bag.

As you may know, the Louis Vuitton Monogram Multicolore Trademark results from a collaboration between Marc Jacobs, the Artistic Director of Louis Vuitton, and Takashi Murakami, a well-known contemporary Japanese artist.

As an artist yourself, we hope that you recognize the need to respect other artists’ rights and Louis Vuitton’s Intellectual Property Rights which include the Louis Vuitton Monogram Multicolore trademark.

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In order to settle amicably this issue, we kindly ask you to confirm by return fax (+33 1 55 80 41 19) that you will discontinue the distribution and promotion of the Simple Living Products.

We look forward to hearing from you
Sincerely yours,

A handwritten signature in black ink, appearing to read 'NMB', with a stylized flourish at the end.

Nathalie Moullé-Berteaux
Intellectual Property Director

Encls.