

June 26, 2008

**VIA OVERNIGHT MAIL**

Dr. Tracy Wilkins  
President  
Techlab, Inc.  
2001 Kraft Drive  
Blacksburg, VA 24060-6358

**Re: Infringement and Dilution of Anheuser-Busch Trademark**

Dear Dr. Wilkins:

As you are no doubt aware, Anheuser-Busch produces the world's largest selling beer - BUD LIGHT, and it owns numerous trademark registrations for BUD LIGHT. Anheuser-Busch has used BUD LIGHT in connection with beer since at least as early as 1982. Anheuser-Busch has spent millions of dollars promoting its BUD LIGHT beer, such that it has become an icon brand, immediately recognized by the vast majority of adult consumers in the United States.

Anheuser-Busch has recently learned that you sell t-shirts featuring a patient exposing his bare bottom, a doctor and a nurse holding a beer bottle on a tray with the caption "I SAID A 'BUTT LIGHT'" (the "Infringing Design"). See enclosed. There can be no question that the Infringing Design is meant to call to mind BUD LIGHT beer. And even though you may have intended the design and message to be humorous, your actions nevertheless constitute trademark infringement and dilution in violation of federal and state law.

Although you may have intended no harm to Anheuser-Busch or its trademarks in selecting this t-shirt design, U.S. law requires trademark owners to vigorously enforce their trademark rights or risk losing them. Anheuser-Busch must therefore insist that you take the following actions:

1. Remove the "Butt Light" t-shirt design from your web site;
2. Discontinue distributing and selling t-shirts depicting the Butt Light design; and

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3. Agree that you will never use imitations of any Anheuser-Busch trademark or slogan in the promotion of your business in the future.

Please provide us with your written assurances by **July 18, 2008** that you will take these measures. If we do not receive your assurances by this date, we reserve the right to take any action we deem appropriate to protect Anheuser-Busch's famous and valuable trademarks. That said, Anheuser-Busch regrets any inconvenience that removing the t-shirts will cause, but it trusts you will understand that it must diligently protect its trademarks.

We will look forward to receiving your assurances by July 18, 2008 that you will take the measures set forth above. In the meantime, you or your attorney should feel free to call me to discuss this matter.

Sincerely,



Andrea Cannon  
Associate General Counsel  
(314) 577-7667

Enclosure

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### T-SHIRTS

TECHLAB® offers a chance for those in the field to show pride in their work - and a little humor. All of our t-shirts are 100% cotton and have "TECHLAB® #1 in the #2 Business!" printed on the back. \$15 each plus shipping.



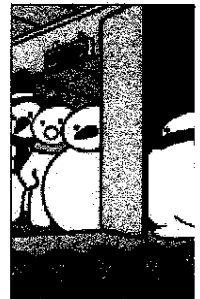
Fly Fishing

Quantity:



Ice Maker

Quantity:



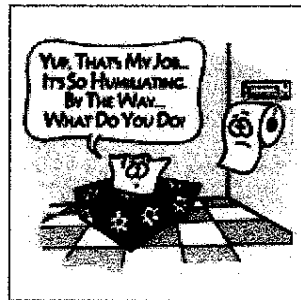
Soft Sen

Quantity:



I Said A Butt Light

Quantity:



What Do You Do?

Quantity:



Welcome to l

Quantity:

#### Order Details

Once you've specified quantities, please enter your email address and click submit. A TECHLAB® representative will contact you shortly with instructions on completing your order.

E-Mail Address:

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