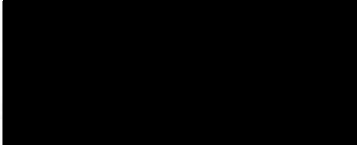


September 6, 2016

Martin D. Singer
Lively & Singer



Dear Mr. Singer:

This firm represents Cassandra Groscoast, Shoreline Wellness Centers, and MDS Med Spa. Cassandra is the model depicted in advertising for Shoreline Wellness Centers and MDS Med Spa doing business as "DoctorFatOff," including internet, print and billboard advertising for "cool sculpting."

Through the media and as reported by TMZ and the Daily Mail, it has been brought to my clients' attention that your client or clients, Kylie Jenner and/or her manager, Kris Jenner, intend to demand that my clients cease and desist from "using models that look like Jenner." I will assume that no such cease and desist letter is forthcoming, as it would have no legal basis.

By way of background, Cassandra is an employee and the daughter of one of the managers of the companies, and is a working model/singer as well. Contrary to suggestions in the media, the companies did not seek out Cassandra based on any similarity in appearance to Ms. Jenner. Cassandra is a talented and beautiful young lady, and neither the companies nor Cassandra intended in any way to cause confusion or any comparison or similarity with Ms. Jenner. As you have seen from the advertising, there is no attribution nor any visuals or words that in any way tend to confuse the public or take advantage of Ms. Jenner's fame or success. A review of the comments on the TMZ article posting reveal that an overwhelming majority of the commenting public believe that Ms. Jenner and Cassandra do not even look alike. Cassandra's heritage is primarily Latina and Indian and does not even appear to share ancestry traits with Ms. Jenner.

Ms. Jenner's work is admired, and Cassandra bears no ill will against her or her family. Cassandra is simply an aspiring model and singer who was engaged to model for this particular project.

Please call me if you have any questions or concerns or desire any further information.

Sincerely,

M. Cris Armenta



Phone



Fax

