



WASSERMAN MEDIA GROUP

January 13, 2011

VIA EMAIL

Dirty World Entertainment, LLC;
Dirty World, LLC;
thedirty.com;
Nik Richie;
Hooman Karamaian; and/or
any related entities or persons

Re: Cease and Desist

To whom it may concern:

We represent Ryan Sheckler and his companies (collectively, "RS") in all matters, including intellectual property matters. As you are undoubtedly aware, RS is well-regarded as a leader and innovator in skate and other industries.

RS exclusively owns his name and likeness and all rights to license his name and likeness to third parties. Due to RS's extensive use, promotion and marketing of his name and likeness, RS has established a strong reputation in the marketplace and developed a significant amount of goodwill in the Ryan Sheckler name and all related copyrights and trademarks. In addition, RS advertises and promotes his sponsors, various products and services via the Internet, including its websites located at <http://www.ryansheckler.com/> and various other sites, including all RS social networking sites, and among his sponsor's websites. Additionally, RS has secured licensing and endorsement agreements with various companies that want to highlight their products by using the RS name, likeness and related copyrights and trademarks.

Moreover, RS's efforts have generated strong rights under right of publicity and federal and state trademark, copyright and unfair competition laws. Among other things, these rights provide RS with the right to preclude unauthorized persons or entities from using the RS name, likeness, copyrights or trademarks, or anything confusingly similar thereto. These rights extend to the use of the Ryan Sheckler name, likeness or related copyrights and trademarks, or any confusingly similar names, likenesses, copyrights or trademarks, in any media or on any product, including on or in connection with any websites, advertisements, promotional items or anything remotely similar.

RS takes its rights very seriously and is committed to protecting its name, likeness, copyrights and trademarks. Moreover, RS owes an important duty to his sponsors, clients and fans who have come to expect consistently high quality in all products and services offered in association with the RS name, likeness, copyrights and trademarks. In order to ensure the integrity of its name, likeness, copyrights and trademarks, RS must be alert to any unauthorized use of his name, likeness, copyrights and/or trademarks, and take appropriate action with respect to those who use his name, likeness, copyrights and trademarks that are likely to cause confusion in the marketplace, or otherwise infringe upon his rights.

RS has learned that you and your companies have been using RS's name, likeness and copyrights in connection with your website <http://thedirty.com/>, and specifically at <http://thedirty.com/2011/01/lay-off->

the-ganja-sheckler/ and <http://thedirty.com/category/the-dirty/page/2/>, among other areas of such website and all other related or affiliated sites. Your unauthorized use of the RS rights and promotion of your website, products and items involving RS's name, likeness, copyrights and related trademarks and may violate RS's right of publicity, constitute trademark infringement, copyright infringement, dilution and unfair competition, among other rights. See Cal. Civ. Code § 3344 and 15 U.S.C. §§ 1125 et seq. and Cal. Bus. & Prof. Code § 14210 and 17200. It's clear that your company knew about RS's name, likeness, copyrights and other rights when it used them on your websites and that the use of such items violates RS's rights. Additionally, your actions may have placed RS in breach of current agreements he has in place, and may expose RS to liability and/or damages. Collectively, your foregoing actions may carry heavy penalties.

Please be advised that we intend to hold you, your companies, its agents and all those acting in concert with them, liable for any and all damages that RS suffers in connection herewith, including but not limited to, contractual, actual, compensatory and punitive damages, any lost profit, the profits derived from any unauthorized use of RS's name, likeness, copyrights, trademarks, and attorney's fees and costs.

In addition to the economic damages, RS's reputation has been damaged by being associated with your company. Therefore, demand is hereby made that you, your company, its agents and those acting in concert with them immediately cease and desist from all further uses of RS's name, likeness, copyrights and trademarks anywhere, including all infringing images and text, or any other material which is similar thereto.

Unless this matter is immediately resolved to our clients' satisfaction, our client will pursue all appropriate remedies against you as soon as possible.

This letter is not intended to constitute, nor shall it be deemed to constitute, a full statement of all facts, rights or claims relating to this matter, nor is it intended, nor should it be construed as a waiver, release or relinquishment of any rights or remedies available to our clients, whether legal or equitable, all of which are hereby expressly reserved. Please govern yourself accordingly.

Sincerely,



Travis Kuda, Esq.

TK
Encl.

cc: Ryan Sheckler
Steve Astephen