



KLARQUIST SPARKMAN, LLP

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October 22, 2009

LISA M. CALDWELL
Attorney
Lisa.Caldwell@klarquist.com

Via E-Mail Only - legal@bfads.net

Bfads.net

RE: Bfads.net's False OfficeMax "Black Friday" Advertisement on www.bfads.net

Dear Sir or Madam:

We represent OfficeMax in intellectual property matters.

Bfads.net is currently disclosing false and misleading information and certain misappropriated information regarding a false OfficeMax advertisement and "Black Friday" sale items and prices (the "Sale"). Certain items and prices and false "5 Hour Special" OfficeMax "Black Friday" sale advertisement are disclosed on Bfads.net's website at <http://bfads.net/>, <http://bfads.net/Adscans> and <http://downloads.bfads.net/BFAds-OfficeMax-2009-Unconfirmed.pdf>. (See the attached downloads from Bfads.net and the printed screen shots).

Bfads.net must immediately cease and desist from displaying or otherwise disclosing items and prices for the Sale as well as remove the false scanned advertisement. Not only is most or all of the information Bfads.net is disseminating regarding OfficeMax advertisements and sales false or misleading, such information is also misappropriated OfficeMax confidential information. Bfads.net's participation in the display and disclosure of any such information (prior to OfficeMax's publication of its official advertisement) may give rise to liability for violation of applicable Federal and State intellectual property, unfair competition, and other laws.

Please respond in writing by 11:00 a.m. central time tomorrow, October 23, 2009:

1) confirming that Bfads.net has ceased and will desist from displaying and disclosing the items and prices for the Sale and removed (and will desist from displaying) the false scanned OfficeMax "5 Hour Special" advertisement (and any other currently disclosed information pertaining to the Sale) until after OfficeMax publishes its true advertisement for the Sale; and

2) stating how Bfads.net obtained the alleged OfficeMax information and advertisement.

Please be advised that OfficeMax considers this a serious issue. Not only does this present a potential problem for OfficeMax customers that innocently rely on Bfads.net false or misleading sale information, OfficeMax must protect its confidential information from premature disclosure and protect its trademark and copyright rights. Nonetheless, OfficeMax would prefer that this matter be resolved amicably as set forth above.



We look forward to receiving your favorable response by **October 23, 2009**. Though OfficeMax is hopeful for an amicable resolution to this matter, OfficeMax reserves all rights.

Sincerely,

KLARQUIST SPARKMAN, LLP

A handwritten signature in black ink, appearing to read 'Lisa M. Caldwell', is written over the printed name.

Lisa M. Caldwell
lisa.caldwell@klarquist.com

LMC:ejv
Enclosures

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