



*LEGAL AFFAIRS  
IP & IL Department*

Koprivnica, October 18. 2011

Re.: INFRINGEMENT OF PODRAVKA'S TRADEMARK

Dear Sirs,

It has come to our attention that you are using the Smiling Chef in your website as shown in the image attached.

Please be herewith informed that the company Podravka d.d., Croatia, on behalf of which I send you this warning letter, is the owner of the trademark Chef-device for seasonings, spices and other goods worldwide inclusively also in your country.

Although there are minor differences between our Chef-device TM and your Smiling Chef as shown in your website (mirror-inverted figure), it is obvious a copy of our Chef-device trademark.

As it is a question of neither licensed nor similar authorized use of Podravka's protected rights, Podravka herewith requires that you immediately withdraw the Smiling Chef-device from your website. Accordingly, Podravka requires to refrain from all use of the Chef-device being confusingly similar to the Chef-device in question, regarding all applications in your advertising campaigns or by reference to it.

We are hopeful that we can resolve this matter amicably. In this sense we also expect your response to this warning letter by October 28. 2011.

If you fail to respond this letter or to react to it accordingly, Podravka reserves the right to take appropriate further action against you and your responsible executive officers personally, without further notice.

Yours sincerely

Zdenko Juranek  
IP Legal adviser

Corporate Services and Administration  
Legal Affairs  
Intellectual Property Department