



May 30, 2012

**VIA FIRST CLASS MAIL
AND E-MAIL: INFO@STOLASWATCH.CO**



Re: Improper Use of BALL
Our Ref. NY-BALL.T0009US.DS (11205630)

Dear Mr. Stolaas:

We represent Teddy Bear Group, Ltd. ("TBG") in intellectual property matters. TBG has been using the mark BALL in connection with its watches since at least 1997. TBG is the owner of incontestable trademark registrations in the United States for BALL (Reg. No. 2,863,505), BALL & Design (Reg. No. 2,380,420), BALL OFFICIAL RR STANDARD (Reg. No. 2,848,931), and WEBB C BALL (Reg. No. 2,967,778), which identify, among other things, watches.

It has recently come to our attention that you are using BALL in connection with your BALL CALL collection of watches, using the mark on at least these watches and your website, www.stolaswatch.co. We are concerned that your use of BALL may be likely to cause confusion, mistake and/or deceive the public as to an affiliation, connection or association between you and TBG, and may lead the public to believe that your watches originate with or are associated with TBG in violation of at least the Lanham Act.

Accordingly, we request that you immediately cease any use, including on the Internet, of the mark BALL in connection with watches, or any phrase containing the term BALL or terms similar thereto.

We trust that you recognize the great value TBG places in its BALL trademarks and the importance to TBG of protecting that value. We look forward to hearing from you no later than June 7, 2012, that you are complying with our request.

Mr. Curtis Stolaas
May 30, 2012
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This letter is not intended to be a complete statement of TBG's rights and should not be construed as a waiver of any legal or equitable rights or remedies, all of which are expressly reserved.

Very truly yours,



cc: Teddy Bear Group, Ltd.