



BOND, SCHOENECK & KING, PLLC
ATTORNEYS AT LAW ■ NEW YORK FLORIDA KANSAS

LOUIS ORBACH
Direct: 315-218-8633
lorbach@bsk.com

February 9, 2010

VIA E-MAIL and FIRST CLASS MAIL

Mr. Daniel Friedman
124 Raymond Avenue
P.O. Box 419
Poughkeepsie, NY 12604

Re: *Caltex International Ltd.*

Dear Mr. Friedman:

We represent Caltex International Ltd. (“Caltex”).

It has come to our attention that you are using the Caltex name and marks to draw attention to your website at www.inspectapedia.com, and at the same time using that website to publish false and disparaging information about Caltex.

In particular, your website alleges that “CalBrite™ . . . was sold to one of our clients as a biocidal spray. . . .” Your website does not identify *any* evidence for that allegation. The allegation is plainly contradicted by public information about CalBrite. CalBrite is *not* held out to be a biocide. To the contrary, “CalBrite is a sanitizer, and when used it will kill as much mold as a more chemically potent or harmful biocide” (www.moldybugs.com).

We understand that you may have a pecuniary interest in disparaging Caltex and its products. However, that does not give you license to do so. Federal and state laws, including the Lanham Act, 15 U.S.C. § 1051, *et seq.*, protect respectable companies like Caltex from disparagement of their products and services and misuse of their names and marks. *See* 15 U.S.C. § 1125(a). New York state law also prohibits business defamation.

Mr. Daniel Friedman
February 9, 2010
Page 2

We respectfully ask that you immediately remove all references to Caltex and its products from your website.

Very truly yours,

BOND, SCHOENECK & KING, PLLC



Louis Orbach

LO/kjd