

Bereskin & Parr

INTELLECTUAL PROPERTY LAW

July 7, 2008

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Our Reference: 11323-722

**VIA E-MAIL <jesse@swank.ca>
Confirmation by mail**

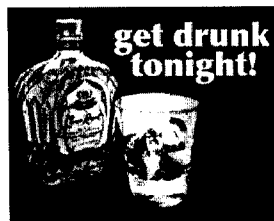
Jesse Wilson
3647 Hanna Bay
Regina, Saskatchewan
S4S 7C8

Dear Mr. Wilson:

Re: CROWN ROYAL Photo

We represent Diageo North America, Inc., the owner of all rights associated with CROWN ROYAL whisky, including the CROWN ROYAL trade mark and the distinctive bottle shape and labels.

We understand that you have created and operate the <swank.ca> website. The following photo appears on the website at the URL <<http://swank.ca/slacker/invisible/features/crownroyal.gif>>:



Diageo North America, Inc. owns the copyright in the CROWN ROYAL advertisement on which the above image is based, which is an original artistic work. While you may view this image as a “spoof” or “parody”, there are a number of court cases holding that parody is not a defense to an infringement of intellectual property rights.

We request that you please remove this image from your website and server. The use of the CROWN ROYAL product photo in this manner is not authorized by Diageo North

Scotia Plaza, 40 King Street West, 40th Floor, Toronto, Ontario, Canada M5H 3Y2

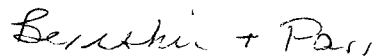
Tel: 416.364.7311 Fax: 416.361.1398 www.bereskinparr.com

TORONTO MISSISSAUGA WATERLOO MONTRÉAL

America, Inc., and reflects poorly on the company's publicly stated policies of responsible drinking. Furthermore, unauthorized reproduction of our client's trade mark in this manner depreciates the value of the goodwill in the CROWN ROYAL trade mark, and infringes our client's trade mark and copyright rights. Lastly, this photograph also sets a poor example for teens and children. Since we understand that you have had previous experience mentoring young people, this usage could also reflect badly on you and your colleagues who operate this website.

We look forward to receiving confirmation from you that the photograph has been taken down from the <swank.ca> site.

Yours truly,



Cynthia Rowden / Megan Langley Grainger
/ndk