

April 19, 2013

FOR IMMEDIATE ATTENTION

Re: Notice of Likely Infringement of U.S. Patent Nos. 6,611,349 and 6,738,155
Our Reference No: 2926018-000348

To Whom It May Concern:

Our firm represents CTP Innovations LLC ("CTP"). You are receiving this letter because CTP has reason to believe that you are using its patented technology without a license to do so. The purpose of this letter is open a conversation with you regarding your obtaining a license and avoiding the necessity of CTP's filing a lawsuit in federal court for patent infringement against Creative Printing. This letter describes (1) the subject matter of the two patents-at-issue; (2) how you likely have an infringing system; (3) why you need a license; and (4) the terms of a proposed license to resolve this matter in a non-adversarial manner as soon as possible. Please note that this is not an advertisement or other material that should be discarded. We ask that you read this letter in its entirety.

We have directed this letter to you specifically because publicly available information suggests that you are the correct person at your company with whom to open the conversation. If this is incorrect, we would greatly appreciate your directing this letter to the appropriate person within your organization and/or providing that person's name and contact information to us.

The two relevant patents are as follows, and you can review these patents at www.google.com/patents by entering the numbers: (a) U.S. Patent No. 6,611,349 ("System and Method of Generating a Printing Plate File in Real Time Using a Communication Network") and

(b) U.S. Patent No. 6,738,155 ("System and Method of Providing Publishing and Printing Services Via a Communications Network").

One aspect that these patents relate to is networked computer-to-plate ("CTP") workflow technology. Our initial investigation indicates that your company generates and uses CTP files in a networked environment. To help you confirm that you come within the scope of the aforementioned patents, below are a brief set of fact checklists. If you answer "YES" to all of the boxes in any one of Choice A through D, it is highly likely that you infringe one or both of the patents and you should promptly contact us.

CHOICE A

- ☐ Have you stored via a network high resolution documents or files?
- ☐ Have you generated lower resolution files corresponding to the high resolution files?
- ☐ Have you provided the lower resolution files over a network for designing a page layout?
- ☐ Have you generated a plate-ready file from the page layout?
- ☐ Have you provided the plate-ready file to a networked printer?

CHOICE B

- ☐ Have you provided access (e.g., send or make available over a network) to images over a network and those images are used to design a page layout?
- ☐ Have you linked the images in creating a thin Postscript file from the page layout?
- ☐ Have you replaced the low resolution images with high resolution images in the Postscript file?
- ☐ Have you created a PDF file from the Postscript file?
- ☐ Have you converted the PDF file to a plate-ready format?

CHOICE C

- ☐ Have you stored high resolution files on a computer server?
- ☐ Have you generated low resolution files that correspond to the high resolution files?
- ☐ Have you provided (e.g., send or make available via access over a network) the low resolution files for designing a page layout?

- ☐ Have you generated PDF files from the page layout?
- ☐ Have you provided (e.g., send or make available via access over a network) the PDF file?
- ☐ Have you provided a plate-ready file to a networked printer?

CHOICE D

- ☐ Have you stored files such as images, text, or data on a computer server?
- ☐ Have you provided (e.g., send or make available via access over a network) these files over a network for designing a page layout?
- ☐ Have you generated PDF files from the page layout?
- ☐ Have you generated a plate-ready file from the PDF file?
- ☐ Have you provided the plate-ready file to a networked printer?

Please note that Choices A through D above do not comprise an exhaustive list of infringing workflows, and it may be determined that you nevertheless require a license even if your workflow does not exactly fit within Choices A through D.

Most businesses, upon learning that they are infringing another's patent rights, desire to operate lawfully and enter into a license promptly. We anticipate that you will respond likewise. As such, we are willing to offer a fully paid-up, one-time license for a cost of a total of \$75,000 for both patents if we are able to reach an agreement in the next two weeks and a license of \$95,000 if we are able to reach an agreement in the next three weeks. This license would include past, present, and future uses of the technology.

Recipients of a letter of this nature commonly ask why we are not contacting the manufacturers involved in the CTP process. The answer is that CTP Innovations' patent rights most directly address a printer's workflows. In this particular context, we expect if you review your agreements with a manufacturer, you will find that the manufacturer does not owe you any indemnification duty. Even if it does exist, the indemnification obligation does not shift any case against you; instead, it creates a separate matter between you and the manufacturer to resolve. It will not stay any legal action against you.

We invite you to consult with a patent attorney regarding this matter. There can be serious consequences for patent infringement. Infringers who continue to infringe despite having an objectively high risk of infringement of a valid patent can be liable for triple the actual damages and the patent owner's litigation costs, including all attorney fees and expenses.

Please contact us within two weeks of this letter's date, so we can agree upon a license, if one is necessary. Please feel free to contact by email at or by telephone at to discuss further. We look forward to resolving this matter promptly with you.

Sincerely,