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August 14, 2009

VIA FEDERAL EXPRESS
AND E-MAIL smartcanucks@gmail.com

Smart Canucks Inc.
Box 291
Kingston, Ontario K7L4V8
CANADA

**Re: Unauthorized and Misleading Use of WALMART Trademark
on <http://www.smartcanucks.ca>**

To Whom It May Concern:

We are intellectual property counsel for Wal-Mart Stores, Inc. ("Walmart" or "our client"). As you no doubt know, Walmart is the largest retailer in the world and is the owner of the famous trademarks WAL-MART and WARMART. Our client's WAL-MART and WARMART trademarks are registered in the U.S. Patent and Trademark Office and are subject of trademark registration nos. 1,322,750, 1,783,039, 2,891,003, 3,612,344 among many other worldwide. As detailed below, Walmart demands prompt corrective action to end unauthorized use and misuse of the WAL-MART and WARMART marks by or through you and any affiliates or persons acting in concert with you.

It has recently come to Walmart's attention that your company has been displaying prominently Walmart Gift Card on the web site located at <http://www.smartcanucks.ca> -- for which your company owns the domain name ("Web Site") -- a heading reading: "Walmart Canada: FREE \$15 Gift Card with Purchase of \$40 of P&G Products." This heading is accompanied by a large image of a Walmart Gift Card. Walmart has not approved the content of the Web Site, which has already given some consumers the patently false impression that it is approved by or somehow affiliated with Walmart. Walmart is also extremely concerned that consumers' personal information is being collected in this misleading way for purposes of illicit phishing and credit fraud activities.


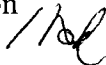
Accordingly, on our client's behalf, we formally demand that you promptly cease and desist from all use of the WAL-MART and WARMART trademarks and any confusingly similar marks on the Web Site and in any other manner in any medium. **We expect to receive written confirmation of full compliance with this demand no later than 5PM Eastern time on August 21, 2009.**

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Walmart views this as an extremely serious matter that requires prompt action. Our client has a range of effective legal actions and other remedies available if you do not promptly comply with its demands. These various options would certainly be less agreeable than voluntarily complying with our client's demands set forth above.

This letter is written without prejudice to any claim for damages or other relief that Walmart may have in the event that litigation might prove necessary.

Very truly yours,


Scott Thompson


cc: Wal-Mart Stores, Inc.