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CHRISTOPHER P. BEALL
cbeall@faegre.com
(303) 607-3656

February 3, 2007

Via E-mail
bjm@lawyermoore.com

Brian J. Moore, Esq.
Brian J. Moore & Associates
210 Princess Street
Wilmington, North Carolina 28401

Re: National Pork Board/The Lactivist trademark dispute

Dear Mr. Moore:

This letter follows up on our conversation last night concerning the dispute between my client, National Pork Board, and your client, Jennifer Laycock, concerning her sale of certain shirts, sweatshirts, mugs, and other products through the Café Press webstore for “The Lactivist.”

As indicated in the separate correspondence from Steven Murphy, CEO for National Pork Board, and Ceci Snyder, one of its staff members in its consumer marketing department, National Pork Board regrets the manner in which this dispute was handled, and we hope the various apologies that have been extended to Ms. Laycock are appreciated.

We understand from Ms. Laycock’s posting on her blog at www.thelactivist.com that she no longer intends to sell any products bearing the slogan “The Other White Milk.” With that understanding, National Pork Board has no hesitation in saying that it too does not contemplate any legal action against Ms. Laycock over this matter.

Separately, I have conveyed your suggestion from Ms. Laycock that National Pork Board could demonstrate its good faith in this matter by making a contribution to Mother’s Milk Bank of Ohio, a member of the Human Milk Banking Association of North America. As you and I discussed, however, all of the funds that National Pork Board receives flow from the “Pork Checkoff” program, a government-mandated, government-regulated activity of the U.S. Department of Agriculture. Because of the federal limitations on the expenditure

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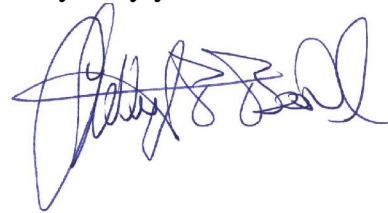
of "Pork Checkoff" funds, National Pork Board is unable to make charitable contributions to any organization, including a non-profit organization such as Mother's Milk Bank of Ohio.

Despite this restriction, however, and in light of the fact that the staff and leadership of National Pork Board have had their awareness raised concerning the needs of mothers who may be unable to breastfeed their children on their own, National Pork Board intends to conduct a voluntary fundraising campaign among its staff and executives to gather donations for Mother's Milk Bank of Ohio. Although we cannot say for sure at this point how much money will be raised through this campaign, we anticipate – based on the support we have already seen among employees at National Pork Board – that this campaign will result in a generous contribution to Mother's Milk Bank of Ohio.

As you may surmise, the folks of National Pork Board are committed, sincere, hard-working people who firmly believe in their efforts to support America's pork-producing farmers. As the marketing campaign for **THE OTHER WHITE MEAT**[®] has so effectively communicated, U.S. pork is one of the most healthful and safe food products in America. The people of National Pork Board are committed to healthy lifestyles and to their view that pork is an important part of eating well. They are deeply troubled that anyone would think ill not only of their efforts, but also of pork in general. The people of National Pork Board hope that ultimately, this incident in connection with their efforts to protect and advance **THE OTHER WHITE MEAT**[®] trademark, and the good name of pork in America, will actually serve to underscore the positive impact of their work and the work of America's thousands of pork-producing farmers.

If you have any questions about this matter, please do not hesitate to contact me. In the meantime, I will be back in touch to report on National Pork Board's fundraising effort.

Very truly yours,



Christopher P. Beall

cc: Steven Murphy, National Pork Board
James Meimann, National Pork Board