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Mr. Helmut Mark
THE THING Vienna
Untere Donaustrasse 27/19A
Vienna, Vienna 1020
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Re: BARBIE Trademark Dilution

Dear Mr. Mark:

I am an attorney for Mattel, Inc.

As you may know, Mattel owns the trademark BARBIE, as well as numerous federal registrations for that mark. The BARBIE trademark has been used consistently since at least 1959. In connection with that use, Mattel and its licensees have sold billions of dollars of merchandise. BARBIE is therefore an extraordinarily valuable and famous trademark.

I am writing because Mattel has recently learned that you are sponsoring the following page on the internet.

http://www.culture.net/the_point/english.htm

There can be no doubt that this page unlawfully dilutes the BARBIE trademark in violation of 15 U.S.C. section 1125(c).

In addition to pursuing whatever additional rights it may have under law, Mattel demands that you (i) immediately take whatever steps are necessary to remove this page from the Internet and (ii) confirm to me in writing within 5 business days that you have done so.

We await your response.

Sincerely yours,



William Dunnegan