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May 2, 2005

Via Certified Mail

Philipp Lenssen
Google Blogscoped
Rudolfstr. 8, 70190
Stuttgart, Germany

Re: *Cease and Desist Demand*

Dear Mr. Lenssen:

This firm represents Search Engine Optimization, Inc. (the "Company"). It has come to our attention that you have engaged in a campaign to discredit and damage the Company by posting negative comments regarding the Company and its products and services on the Google Blogscoped website. For example, in a recent posting dated as of April 25, 2005, you state that the Company's Google ranking indicates that the Company has lost the biggest proof that its services are worth paying for, and you further state that the fact that the Company's website has seen the "Google death penalty" indicates that the Company has "overoptimized using 'black hat' search engine optimization." Such comments may have the effect of damaging the Company's reputation and the Company's existing and prospective business relationships. Pursuant to this letter, we demand that you cease and desist all such activity.

Unless you immediately cease and desist all such activities, the Company will have no choice but to take the appropriate legal steps to enforce and protect its rights including, without limitation, filing claims for unfair business practices under the laws of the State of California, and for trade libel and interference with the Company's business relationships. The remedies for such causes of action include injunctive relief and substantial monetary damages.

Please immediately acknowledge your receipt of this letter and your intent to comply with the requests as set forth herein.

Philipp Lenssen
May 2, 2005
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Very truly yours,

STRADLING YOCCA CARLSON & RAUTH

Michael L. Lawhead, Esq.

cc: Chris Y. Chen, Esq.