

BRISTOWS

Our ref: 231/TS/10212.0298

Your ref:

14 April 2016

Littergram Ltd
c/o Lucas & Co
135 Westhall Road
Warlingham
CR6 9HJ

By fax: 01883 622997
Confirmation by post

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DX289 London (Chancery Lane)

Dear Sirs

Objection to use of LITTERGRAM by Instagram, LLC

We refer to your letter of 14 December 2015 and the meeting on 14 March 2016 between your client Danny Lucas of Littergram Ltd, your Barbara Cookson and Theo Savvides and David Kemp of Bristows.

Our client has considered the points that arose from the meeting having seen your client's presentation and considered the re-branding concerns highlighted by Mr. Lucas.

Our client appreciates the social objectives behind the LITTERGRAM project and the personal time, money and effort Mr. Lucas has invested in it. However, having taken everything into consideration using LITTERGRAM as the name for the project is still not acceptable for our client. It utilises and relies on social media usage to achieve its aims and our client cannot allow use of such a name in relation to services which are core to its world renowned activities in this area.

As such, our client must insist that your client re-names LITTERGRAM and undertakes never to use or apply to register in the future any marks that incorporate the components of the INSTAGRAM mark ("INSTA," "GRAM," or any other Instagram logo or branding elements) including, without limitation, the LITTERGRAM Mark, for photo/video-sharing or –editing services, or for social networking services.

To facilitate this name change, our client is willing to allow a three to six month period in which use of LITTERGRAM can be phased out by your client.

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We trust your client will appreciate our client's position in this matter and look forward to hearing from you by **28 April 2016**.

This letter is without prejudice to any and all rights of Instagram, all of which are expressly reserved.

Yours faithfully

A handwritten signature in black ink that reads "Bristows LLP". The signature is written in a cursive, flowing style.

Bristows LLP