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INTELLECTUAL PROPERTY LAW

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July 1, 2013

Unistellar Industries
14500 Nw 73rd St.
Kansas City, MO 64152

Re: TREEH 4.1-001
Treehouse Avatar Technologies, Inc.
Notice Regarding U.S. Patent No. 8,180,858

Dear Sir:

We are intellectual property counsel to Treehouse Avatar Technologies, Inc. ("Treehouse"). Treehouse is the owner of U.S. Patent No. 8,180,858 ("the '858 Patent") entitled "Method and Systems for Presenting Data Over a Network Based on Network User Choices and Collecting Real-time Data Related to Said Choices." We have enclosed a copy of the '858 Patent and a claim chart illustrating the general applicability of the '858 Patent.

Generally, claims 1, 9 and 15 of the '858 Patent relate to presenting data over an information network based on choices made by the users of the network and collecting data related to the choices made by the user. The systems and methods encompassed by the '858 Patent may be used and performed by operators and developers of video/pc games played using an internet connection, including MMORPGs. Typically, such games allow users to create characters (avatars) using character attributes (hair color, eye color, skin color, attire, weapons, etc.). The game operator keeps track of the popularity of each attribute by tallying how many times it is selected. The same such systems and methods may also apply to games that permit users to create custom sceneries.

We write to bring the '858 Patent to your attention because it is our understanding that you develop, operate or sell game(s) that may use, or may have an interest in using, the technology covered by one or more claims of the '858 Patent, including Rise. In order to facilitate your understanding of the technology covered by the '858 Patent, without limiting our client's rights, we direct your attention to the enclosed claim chart that shows the applicability of the '858 Patent to games such as ones your company offers.



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As you may know, a United States patent grants its owner the right to exclude others from using products that fall within the scope of the claimed invention and collect damages not less than a reasonable royalty. However, we are willing to hold amicable discussions and work with you to negotiate a license on favorable terms. In the matter with your company, we are trying to avoid any unnecessary litigation by providing you with sufficient information to facilitate licensing discussions.

If you have any questions about the '858 Patent, the technology covered by the '858 Patent, and terms for resolution, please do not hesitate to contact us.

Very truly yours,

LERNER, DAVID, LITTENBERG,
KRUMHOLZ & MENTLIK, LLP



STEPHEN F. ROTH

SFR/jca

Enclosures(2)