

Essence Communications Inc.
Essence Festivals Productions LLC

Re: Response to Cease and Desist Letter

Dear Essence Communications Inc. and Essence Festivals Productions LLC,

I am writing in response to the cease and desist letter received from your organization regarding the alleged use of the Essence Festival trademarks in marketing and advertising materials for the Lit House event. I want to unequivocally state that Baldwin & Co. did not create any marketing or advertising materials for the Lit House event that include or reference the Essence Festival. We respect and appreciate the importance of trademark and copyright laws, and we have always been committed to complying with them. We fully agree to comply with all trademark, copyright, and intellectual property laws of Essence Festival and apologize for the confusion by someone hosting an event at our business.

Baldwin & Co. takes great pride in diligently ensuring that there is no association between our venue and the Essence Festival in any promotional content. Any confusion that may have arisen was not intentional, nor was it on the behalf of Baldwin & Co. LLC. We have consistently and explicitly communicated to Tamika Newhouse of Lit Diaries that we do not want the words "Essence Festival or Essence" to be used or included in any marketing or advertising materials for the Lit House event.

I want to emphasize that Baldwin & Co. did not and will not collect any monetary proceeds from any sales of tickets or have any affiliation with any charges to attend or participate in the Lit House event. We respect and appreciate the importance of trademark and copyright laws, and we have always been committed to complying with them. We fully agree to continue adhering to all trademark, copyright, and intellectual property laws of Essence.

Furthermore, I want to assure you that Baldwin & Co. has taken immediate action by sending a notice to Tamika Newhouse of Lit Diaries to remove the phrase "Lit House at Essence Fest" and any similar references from all media and placements. We have also requested that she cease all uses of the terms "Essence," "Essence Fest," and/or any other Essence Trademarks.

Baldwin & Co. values its reputation as a responsible and law-abiding entity and wishes to resolve this matter amicably. We have always been committed to maintaining the integrity of trademark rights and will continue to do so in the future. If there are any further concerns or information you would like to share with us, please do not hesitate to reach out.

Thank you for bringing this matter to our attention, and we appreciate your understanding in this regard.

Sincerely,

DJ Johnson



Owner

Baldwin & Co.

