



September 19, 2013

TO WHOM IT MAY CONCERN

Re: Letter of Recommendation for  
MainlandIPR and Brand Protection



Dear Nick:

It was fabulous to meet you in person last month and we are excited to be working with you. As you know, Volcom uses several different methods for pulling infringing content from the Internet. Your proposed methodology for dealing with the Chinese language websites specifically has been a very positive opportunity for Volcom. Your enthusiasm, creativity and perseverance have paid off for Volcom with quick returns.

The fact that you immediately targeted factories and online retail stores, as well as the private individual sellers, assists in attacking the entire counterfeit chain. We have also observed that simultaneously reviewing both Chinese and Western sites provides a more comprehensive approach to the brand dilution problem.

Finally, MainlandIPR's reporting system (available via the client portal on your website) allows Volcom to stay in touch with the daily progress you're making vis-à-vis all of the various pull-downs. This allows us to prioritize which platforms we may wish to emphasize or focus more attention on. Thank you again for helping to keep the Volcom brand strong!

With kind regards,

Patricia A. Conner  
Sr. Director of Legal Affairs