



November 25, 2014

VIA EMAIL

Mr. L.A. "Tony" Kovach
Managing Member
MHProNews.com/MHC-MD.com
4210 Arietta Lane
Lakeland, FL 33813

Re: Cease and Desist

Dear Tony:

It has come to MHI's attention that you have recently been copying and pasting content created and owned by MHI for re-publication in your blog. The purpose of this letter is to demand you cease and desist such practice.

Two recent articles in your blog have forced this action to protect MHI's intellectual property. First, you republished the content of MHI's November 19, 2014 State Legislative Action Alert under a headline in blog. Except for a small change at the beginning, it was copied and pasted into your publication, but appears as if it was your original content. As has been indicated at several MHI board meetings, the Action Alerts are benefits reserved for MHI members only. They are not press releases.

Secondly, your article on Jason Boehlert's departure from MHI followed a similar cut-and-paste pattern for which we are acting. This time the content was copied from MHI's member newsletter, *Week in Review (WIR)*. As with the Action Alerts, *WIR* is an MHI member benefit. It is a newsletter, not a press release.

In addition to the unauthorized copying of MHI original content and posting it as your own, the Boehlert article included the trademarked MHI logo. Please note that trademark law does not allow you to use the MHI logo in such a manner so as to indicate an MHI endorsement of you or your products. Even where your use may be fair or nominative, we suggest using the Publishing Law Center's recommendation of attaching a disclaimer that identifies MHI as the owner of the logo, and that your use is not authorized by, sponsored by, or associated with MHI.

As I suspect you would take the same action if a publication was violating your intellectual property, I trust you will take it in the business-like manner it is intended.

Sincerely,
/s/ Rick
Richard L. Robinson
General Counsel

cc: Richard Jennison, Nathan Smith