



March 10, 2010

VIA FEDERAL EXPRESS

Andrew Fraser, President & CEO
Method Products, Inc.
637 Commercial Street, Suite 300
San Francisco, CA 94111

Re: Method Advertisement

Dear Mr. Fraser:

I am Trademark Counsel to The Clorox Company ("Clorox"), makers of the popular GREEN WORKS® natural cleaning and laundry products. As you may know, Clorox owns numerous trademark registrations and pending applications relating to the GREEN WORKS equity. For example, Clorox is the owner of U.S. Trademark Registration Nos. 3,412,200, 3,603,530, and 3,687,407 for GREEN WORKS for "all purpose cleaners," "dishwashing detergents; toilet bowl detergents; disposable wipes impregnated with chemicals or compounds for household use," and "laundry detergent; stain removers," respectively (copies are attached for your reference).

In addition to the GREEN WORKS mark, Clorox is also the owner of U.S. Trademark Registration No. 3,687,365 for the "Green Works Flower Design" for "all-purpose cleaners; disposable wipes impregnated with cleansing chemicals or compounds for household use; toilet bowl detergents," U.S. Trademark Registration No. 3,690,559 for the "Green Works Flower Design" for "laundry detergent and laundry stain remover," and U.S. Application Serial No. 77/769,314 for the "Green Works Flower Design" for "glass cleaning preparations; bathroom cleaning preparations; dishwashing detergents" (copies are attached for your reference). This yellow daisy flower design (hereafter "Flower Design" or "Green Works Flower Design") element currently appears on the label for our GREEN WORKS natural glass and surface cleaner, GREEN WORKS natural all purpose cleaner, GREEN WORKS natural toilet bowl cleaner, GREEN WORKS natural dilutable cleaner, GREEN WORKS natural bathroom cleaner packaging, and GREEN WORKS laundry detergent. As such, the "Flower Design" has become a highly recognized and valuable symbol of the GREEN WORKS cleaning products.

Over the course of the past three years, Clorox's GREEN WORKS products have revolutionized the green cleaning product category. Clorox has sold millions of products and devoted millions of dollars promoting the association between the

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popular GREEN WORKS and "Flower Design" trademarks, on the one hand, and Clorox, on the other. The product label and its components, including the dominant image of a yellow daisy, have become famous to millions of consumers and represent some of the most valuable properties owned by Clorox.

We have recently learned that your company, Method Products, Inc. ("Method"), is using a highly similar yellow daisy image in the advertisement and promotion of your natural cleaning products (a copy of the advertisement, which appears on your company website, is attached). Specifically, the ad displays a yellow daisy emanating from a METHOD brand multi-surface cleaner bottle.

In light of the high degree of similarity between our respective flower design marks, and the identical nature of our respective natural cleaning products, we believe that your company's use of the yellow daisy in connection with cleaning products is likely to cause confusion, to cause mistake, or to deceive the consuming public as to the source, sponsorship, or affiliation of your products in violation of Clorox's rights under the Lanham Act and other applicable Federal and State laws.

In addition, your company's use of the yellow daisy is likely to dilute and blur the distinctiveness of the famous "Green Works Flower Design," as well as lessen the capacity of this mark to identify and distinguish the cleaning products associated with this famous mark. As such, your company's use of the yellow daisy mark violates Federal and State anti-dilution laws.

As you may be aware, the remedies available for trademark infringement and dilution routinely include an injunction preventing use of the offending trademark, and potentially a recall of all goods carrying the offending mark. The remedies for trademark infringement and intentional trademark dilution also include liability for damages and payment of profits made from the sale of products featuring the offending mark, and the violator may be required to pay the costs and attorneys' fees of the trademark owner. In addition, where the infringement is intentional or in willful disregard of the known rights of the trademark owner, damages and profits may be trebled.

In view of the seriousness of this matter, and for the foregoing reasons, we must demand that Method agree to: (1) immediately discontinue this advertisement, and cancel or delete the yellow daisy image from any and all advertisements, promotions, marketing, and any other materials planned to advertise your cleaning products; (2) permanently cease and desist from any use of the a flower design that is confusingly similar to the "Green Works Flower Design," or any other element of the distinctive trade dress of the popular GREEN WORKS line of products; and (3) cease and desist from any and all other acts of dilution, infringement or unfair competition with Clorox.

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Please provide us with written confirmation by **March 19, 2010** that Method will comply with the demands above. This letter is not a complete statement of our rights in connection with this matter, and we reserve all of our rights and remedies. We look forward to your cooperation and timely response.

Very truly yours,



Robert C. Smith
Trademark Counsel

Encl.

cc: ~~The Clorox Company~~, The Clorox Company

Int. Cl.: 3

Prior U.S. Cls.: 1, 4, 6, 50, 51, and 52

United States Patent and Trademark Office

Reg. No. 3,412,200

Registered Apr. 15, 2008

**TRADEMARK
PRINCIPAL REGISTER**

GREEN WORKS

THE CLOROX COMPANY (DELAWARE COR-
PORATION)
1221 BROADWAY
OAKLAND, CA 94612

THE MARK CONSISTS OF STANDARD CHAR-
ACTERS WITHOUT CLAIM TO ANY PARTICULAR
FONT, STYLE, SIZE, OR COLOR.

FOR: ALL-PURPOSE CLEANERS, IN CLASS 3
(U.S. CLS. 1, 4, 6, 50, 51 AND 52).

SN 77-038,660, FILED 11-7-2006.

FIRST USE 5-17-2007; IN COMMERCE 5-17-2007.

BRIDGETT SMITH, EXAMINING ATTORNEY

Int. Cl.: 3

Prior U.S. Cls.: 1, 4, 6, 50, 51, and 52

Reg. No. 3,603,530

United States Patent and Trademark Office

Registered Apr. 7, 2009

TRADEMARK
PRINCIPAL REGISTER

GREEN WORKS

THE CLOROX COMPANY (DELAWARE CORPORATION)
1221 BROADWAY
OAKLAND, CA 94612

FOR: DISHWASHING DETERGENTS; TOILET BOWL DETERGENTS; DISPOSABLE WIPES IMPREGNATED WITH CHEMICALS OR COMPOUNDS FOR HOUSEHOLD USE, IN CLASS 3 (U.S. CLS. 1, 4, 6, 50, 51 AND 52).

FIRST USE 5-17-2007; IN COMMERCE 5-17-2007.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

SN 77-289,478, FILED 9-26-2007.

GINA HAYES, EXAMINING ATTORNEY

United States of America

United States Patent and Trademark Office

Green Works

Reg. No. 3,687,407 CLOROX COMPANY, THE (DELAWARE CORPORATION)
Registered Sep. 22, 2009 1221 BROADWAY
OAKLAND, CA 94612

Int. Cl.: 3 FOR: LAUNDRY DETERGENT; STAIN REMOVERS, IN CLASS 3 (U.S. CLS. 1, 4, 6, 50, 51 AND 52).

TRADEMARK FIRST USE 3-30-2009; IN COMMERCE 3-30-2009.
PRINCIPAL REGISTER

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NO. 3,412,200.

SN 77-636,193, FILED 12-18-2008.

JENNY PARK, EXAMINING ATTORNEY



David J. Kappas

Director of the United States Patent and Trademark Office

United States of America

United States Patent and Trademark Office



Reg. No. 3,687,365 THE CLOROX COMPANY (DELAWARE CORPORATION)
Registered Sep. 22, 2009 1221 BROADWAY
OAKLAND, CA 94612

Int. Cl.: 3 FOR: ALL-PURPOSE CLEANERS; DISPOSABLE WIPES IMPREGNATED WITH CLEANSING
CHEMICALS OR COMPOUNDS FOR HOUSEHOLD USE; TOILET BOWL DETERGENTS,
IN CLASS 3 (U.S. CLS. 1, 4, 6, 50, 51 AND 52).

TRADEMARK
PRINCIPAL REGISTER FIRST USE 5-17-2007; IN COMMERCE 5-17-2007.

THE MARK CONSISTS OF A FLOWER WITH YELLOW PETALS WITH ORANGE SHADES
APPEARING TOWARD THE CENTER OF THE FLOWER, GREEN CENTER, AND BLACK
SHADOW SURROUNDING THE GREEN CENTER.

THE COLOR(S) GREEN, YELLOW, BLACK AND ORANGE IS/ARE CLAIMED AS A FEAT-
URE OF THE MARK.

SN 77-613,209, FILED 11-12-2008.

JENNY PARK, EXAMINING ATTORNEY



David J. Kyffes

Director of the United States Patent and Trademark Office

United States of America

United States Patent and Trademark Office



Reg. No. 3,690,559 THE CLOROX COMPANY (DELAWARE CORPORATION)
Registered Sep. 29, 2009 1221 BROADWAY
OAKLAND, CA 94612

Int. Cl.: 3 FOR: LAUNDRY DETERGENT AND LAUNDRY STAIN REMOVER, IN CLASS 3 (U.S. CLS. 1, 4, 6, 50, 51 AND 52).

TRADEMARK FIRST USE 3-30-2009; IN COMMERCE 3-30-2009.
PRINCIPAL REGISTER

THE MARK CONSISTS OF A FLOWER WITH YELLOW PETALS WITH ORANGE SHADES APPEARING TOWARD THE CENTER OF THE FLOWER, GREEN CENTER, AND BLACK SHADOW SURROUNDING THE GREEN CENTER.

THE COLOR(S) GREEN, YELLOW, BLACK AND ORANGE IS/ARE CLAIMED AS A FEATURE OF THE MARK.

SN 77-636,211, FILED 12-18-2008.

JENNY PARK, EXAMINING ATTORNEY



David J. Kayfas

Director of the United States Patent and Trademark Office

United States of America

United States Patent and Trademark Office



Reg. No. 3,736,912 THE CLOROX COMPANY (DELAWARE CORPORATION)
Registered Jan. 12, 2010 1221 BROADWAY
OAKLAND, CA 94612

Int. Cl.: 3 FOR: GLASS CLEANING PREPARATIONS; BATHROOM CLEANING PREPARATIONS;
DISHWASHING DETERGENTS, IN CLASS 3 (U.S. CLS. 1, 4, 6, 50, 51 AND 52).

TRADEMARK FIRST USE 5-17-2007; IN COMMERCE 5-17-2007.
PRINCIPAL REGISTER

THE MARK CONSISTS OF A FLOWER WITH YELLOW PETALS WITH ORANGE SHADES
APPEARING TOWARD THE CENTER OF THE FLOWER, GREEN CENTER, AND BLACK
SHADOW SURROUNDING THE GREEN CENTER.

THE COLOR(S) GREEN, YELLOW, BLACK AND ORANGE IS/ARE CLAIMED AS A FEAT-
URE OF THE MARK.

SER. NO. 77-769,314, FILED 6-26-2009.

KATINA MISTER, EXAMINING ATTORNEY



David J. Kappas

Director of the United States Patent and Trademark Office