

CIRQUE DU SOLEIL.



BY E-MAIL

Info@BeachersMadhouse.com

BY MESSENGER

WITHOUT PREJUDICE

February 5, 2007

Jeff Beachers

Beacher's Madhouse

Suite 348

5275 South Arville Street

Las Vegas, NV 89118

USA

Re: Infringement of CIRQUE DU SOLEIL Trademark

Dear M. Beachers:

As you are no doubt aware, since 1987 Cirque du Soleil, its predecessors and related companies (collectively "**Cirque du Soleil**"), have produced and presented distinctive theatrical entertainment performances in the United States in association with the service mark CIRQUE DU SOLEIL. Cirque du Soleil owns numerous federal trademark registrations for the mark CIRQUE DU SOLEIL covering entertainment performances and collateral merchandise, and has invested considerable time and money establishing its exclusive proprietary rights in its CIRQUE DU SOLEIL name and mark.

Cirque du Soleil has learned that you are organizing a female orgasm contest at the Hard Rock Hotel & Casino in Las Vegas on March 31, 2007 (the "**Event**") and that this Event is being advertised under the name CIRQUE DU SOLEIL on several online publications such as <http://www.ibnlive.com/news/exms-nevada-to-host-orgasm-contest/31185-13.html> and <http://www.thehimalayantimes.com/GuffShuff.asp?filename=6a8Za4za.9amal&folder=aGDafTaSah4afaf&Name=GuffShuff&dtSiteDate=20070114> as shown in attached Exhibits A and B.

Your unauthorized use of Cirque du Soleil's trademark is likely to cause the public to mistakenly believe that your Event is affiliated with, sponsored by or approved in some way by Cirque du Soleil, and this constitutes trademark infringement, false advertising, and unfair competition

8400, 2^e Avenue
Montréal (Québec) H1Z 4M6 Canada
Téléphone : (514) 722-2324 Télécopieur / Fax : (514) 722-3692
cirquedusoleil.com

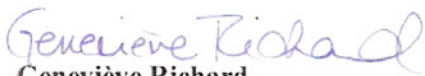
under federal, state, and common law. These acts subject you to injunctive relief, statutory and actual damages, disgorgement of your profits, and payment of our client's attorney's fees.

In view of the above, Cirque du Soleil demands that you:

1. Immediately cease and desist from any and all uses of CIRQUE DU SOLEIL as a trademark or business name in the promotion of the Event;
2. Refrain from advertising the Event on your website located at <http://www.beachersmadhouse.com/> or in any other media as being associated to Cirque du Soleil; and
3. Immediately post a prominent retraction on any publications or websites where advertising for the Event has appeared that will read: "The Beacher's Madhouse would like to clarify that Cirque du Soleil is not involved in any way whatsoever with the event taking place at the Hard Rock Casino & Hotel on March 31, 2007."

We feel certain that you will understand our position and we look forward to receiving your written assurances regarding the above-mentioned requests before **February 10, 2007**. If you do not comply with this demand, we will take whatever action we will deem appropriate to protect our interest in this matter. This notification is sent without prejudice to any other actions that may be taken or any other rights that may be exercised by Cirque du Soleil.

DO GOVERN YOURSELVES ACCORDINGLY.



Geneviève Richard
Legal Counsel

GR/el

Encl.

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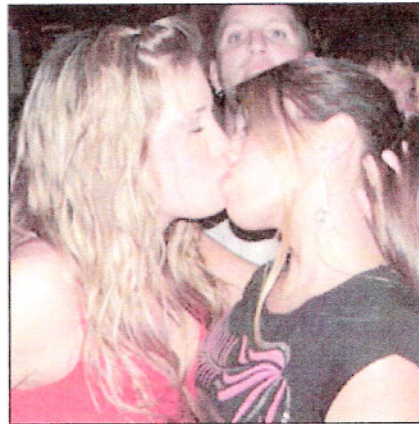
Exhibit A

<http://www.ibnlive.com/news/exms-nevada-to-host-orgasm-contest/31185-13.html>

GUFF SHUFF

Ousted Miss Nevada to Host Orgasm Contest!

Ex-Miss Nevada- 2007, Katie Rees has signed a 2 million dollar contract to co-host 'Cirque du Soleil', a event in the renewed 'Beacher's Madhouse'- a clamorous sequence of dancers comics and other set acts at Hard Rock Hotel and Casino in Los Angeles, promoted by Jeff Beacher.



The disgraced beauty queen will co-host a female orgasm contest, with Pete Giovine when the show starts again on March 31, 2007.

"The Madhouse doesn't shy away from scandal at all. Our show is the edgiest, coolest show in Las Vegas-she just fit in perfectly. She's got great stage presence," E!Online quoted Beacher , as saying.

Rees was keen to host the 'Cirque du Soleil' part, and according to her agent she had even turned down many offers from Girls Gone Wild and Playboy.

"I'm looking forward to having fun at Nevada's hottest beauty pageant-Beacher's Madhouse," Us Weekly quoted Rees, as saying.

Rees was crowned Miss Nevada USA 2007 in October 2006, however in December 2006, she was officially replaced by first runner-up Helen Salas, after her scandalous photos hit the net.

Exhibit B

<http://www.thehimalayantimes.com/GuffShuff.asp?filename=6a8Za4za.9amal&folder=aGDafTaSah4afaf&Name=GuffShuff&dtSiteDate=20070114>

Ex-Miss Nevada to host orgasm contest

thehimal.com

Posted Sunday, January 14, 2007 at 20:24

Updated Monday, January 15, 2007 at 14:56

Email  Print



NOT HOUSE: Dancer and host Jeff Beacher at the night to be introduced at the variety and comedy show.

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New Delhi: After Miss USA Tara Conner led the way to notoriety for beauty queens, ex-Miss Nevada-2007, Katie Rees followed close behind.

Katie was stripped of her title in December after racy photos of her appeared on the Internet. But that hasn't muffled the enthusiasm of the bold beauty.

Katie has now signed a \$2 million contract to co-host a female orgasm contest, with regular emcee Pete Giovine.

The *Cirque du Soleil*, an event in the renewed 'Beacher's Madhouse', is "a raucous lineup of comics, dancers and other sex-charged acts that has become a hot ticket for the celeb set" at Hard Rock Hotel & Casino in Los Angeles.

It is promoted by Jeff Beacher and will start again on March 31, 2007, after an eight-month hiatus.

"The Madhouse doesn't shy away from scandal at all. Our show is the edgiest, coolest show in Las Vegas—she just fit in perfectly. She's got great stage presence," *E! Online* quoted Beacher, as saying.

According to Katie's agent, the disgraced beauty queen had earlier refused offers from *Girls Gone Wild* and *Playboy*, but was enthusiastic to host *Cirque du Soleil*.

"I'm looking forward to having fun at Nevada's hottest beauty pageant—Beacher's Madhouse," Katie as quoted by a *Us Weekly* as saying.

Rees was crowned Miss Nevada USA 2007 in October 2006, however in December 2006, she was stripped of her title when some of the photos showed 22-year-old beauty queen, kissing other young women, exposing one of her breasts and pulling down her pants to show her thong underwear at a party.

She was officially replaced by first runner-up Helen Salas.