

**IPLO®**  
**Intellectual Property Law Offices**

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12 March 2008

Bag Boy Company  
5701 Greendale Road  
Richmond, Virginia  
23228

Via facsimile 804-515-1091  
Confirmation via Certified US Mail

Attention: David Boardman, President

Re: Infringement of US Patent No. 7,131,534  
Our Reference: 60514.4006.00

Dear Mr. Boardman:

This office represents Sun Mountain Sports, Inc. of Missoula, Montana with respect to intellectual property matters. As you are well aware, my client is one of the most respected producers and suppliers in the world of golf bags, bag carts, and golf related apparel. My client is also noted for true innovation in the field.

One area in which my client has provided substantial innovation is in the area of golf bag strap systems. An example of this is in the *EZ-FIT®* line of strap systems appearing on several of my client's golf bags. The structure and technology of this strap system is shown, described and claimed in U.S. Patent No. 7,131,534, issued on 7 November 2006 (the '534 Patent). I enclose a copy of this patent with the confirmation copy of this letter.

My client has noted that your company has recently released a line of COSMIC™ stand bags which appear to completely incorporate my client's patented system. A review of a COSMIC 7.5 bag appears to establish that the strap system utilized thereon infringes every claim of the '534 Patent. The straps on that bag appear to be a nearly identical copy of my client's invention. There is no record of your company having sought a license or permission from Sun Mountain Sports, Inc. to make, use or sell any products covered by the '534 Patent, and it is clear that no such permission or license has been granted.

Accordingly, my client must demand that you immediately cease and desist from all manufacture, use or sale of infringing golf bag systems and to destroy all such items in inventory. Further, my client demands a full accounting of all bags utilizing this system ever produced, imported or sold by your company or any of its affiliates. My client is entitled to reparation for each and every infringing item which has been manufactured by or for, delivered to or passed through your company or its distributors.

**EXHIBIT**

tabbles

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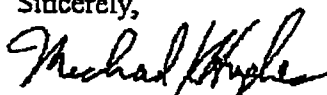


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If proper cooperation and response is promptly obtained, we hope to resolve this matter informally. However, my client will not condone further infringement by BagBoy of the intellectual property rights of Sun Mountain Sports, Inc. Therefore, in the absence of cooperation, my client will do what is needed to protect its rights in this matter.

Please either contact me directly or have your legal representative contact me with your response within fifteen (15) days of the date of this letter. If there are any matters which you wish to discuss, please contact me.

Sincerely,

  
Michael J. Hughes

MH:mjh  
enclosure with confirmation  
cmc: Ed Kowachek