

February 3, 2015

**CERTIFIED MAIL
RETURN RECEIPT**

Shapeways HQ
419 Park Avenue South
Suite 900
New York, NY 10016
www.shapeways.com

***Re: DEMAND TO CEASE AND DESIST INFRINGEMENTS
OF KATY PERRY INTELLECTUAL PROPERTY***

Dear Sirs:

We represent Katy Perry, the owner of the intellectual property depicted or embodied in connection with the shark images and costumes portrayed and used in Katy Perry's Super Bowl 2015 half-time performance ("IP").

Our client recently has learned that you have been involved in the manufacture, sale, marketing and distribution of merchandise featuring a shark sculpture which embodies and uses the IP, and that you have displayed this product on your website, www.shapeways.com, in connection with such sale and distribution.

As you are undoubtedly aware, our client never consented to your use of its copyrighted work and IP, nor did our client consent to the sale of the infringing product. Your unauthorized display and sale of this product infringes our client's exclusive rights in numerous ways, including, but not limited to, infringement of our client's exclusive rights to reproduce, display, and distribute its copyrighted images under the United States Copyright Act as set forth in 17 U.S.C. §106.

Your infringing conduct entitles our client to significant legal relief against you, which may include actual damages, statutory damages, and punitive damages, as well as immediate and permanent injunctive relief.

Based upon the foregoing and to avoid any further proceedings in this matter, we hereby demand on behalf of Katy Perry that you and all others involved:

(1) Immediately cease and desist from all further commercial use or exploitation of unauthorized products bearing the IP and copyrighted images;