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February 24, 2016

Via Email:

[REDACTED]

Mr. Bo French

[REDACTED]

Mr. Bo French
P.O. Box 471350
Fort Worth, Texas 76147

CEASE AND DESIST

Re: Use of Chris Kyle's Name in Violation of Settlement Agreement

Dear Mr. French:

This law firm represents Taya Kyle, the Estate of Chris Kyle, and CT Legacy, LLC. If you are represented by legal counsel, please direct this letter to your attorney immediately and have your attorney notify me of such representation.

By this letter we demand you cease and desist your use of the name "Chris Kyle" as well as his photographs and likeness. As you are aware, my client owns all rights to the name, voice, signature, photograph, and likeness of Chris Kyle.

As you are additionally aware, on November 11, 2014, you were a party to a settlement agreement and, in fact, personally signed that same settlement agreement (the "Settlement Agreement"), along with other parties including Taya Kyle, the Estate of Chris Kyle, and CT Legacy, LLC. The fact that you are now using Chris Kyle's name in your political campaign mailers (a controlled affiliate of yours) is a breach and violation of the Settlement Agreement. The Settlement Agreement was carefully drafted by and between the parties and specifically included a provision that you (and others) not use

Chris Kyle's name, likeness, logo, or image. More specifically, the pertinent part of Paragraph 9 of the Settlement Agreement provides that:

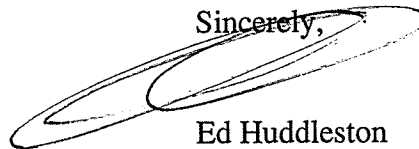
"Each of Kyle Bass, Steven Young, [and] Bo French individually and not jointly agree not to use (or allow their controlled affiliates to use) Chris Kyle's name, likeness, logo or image..."

Accordingly, you are in breach and in direct violation of your Settlement Agreement.

If you continue to use Chris Kyle's name, image, logo and/or likeness and you do not immediately cease this conduct, a lawsuit will be commenced against you personally and against your political campaign. We will immediately seek any and all legal remedies including, but not limited to, injunctive relief and will seek monetary damages including reasonable attorney's fees to be proved at trial. Hopefully this recourse is not necessary, but my clients have their own interests to protect and will vigorously do so.

You will not receive another warning letter from this office. If you do not confirm in writing to our office by noon on Friday, February 26, 2016 that you will cease violating your Agreement with Taya Kyle, we will have no alternative but to commence a lawsuit immediately.

Sincerely,

A handwritten signature in black ink, appearing to be "Ed Huddleston", written over a white oval-shaped background.

Ed Huddleston

cc: R. David Bolls III, Esq. (also representing Taya Kyle)

Taya Kyle