



SOUTHERN CALIFORNIA
EDISON[®]

An EDISON INTERNATIONAL[®] Company

Janet S. Combs
Director and Managing Attorney
Customer & Tariffs
Janet.Combs@sce.com

August 16, 2013

VIA EMAIL (info@presente.org) AND OVERNIGHT MAIL

Favianna Rodriguez, Principal
Arturo Carmona, Executive Director
Presente Action/presente.org
2150 Allston Way #360
Berkeley, CA 94704

**Re: False and Misleading Advertising; Trademark
Infringement; Unfair Competition**

Dear Ms. Rodriguez and Mr. Carmona:

It has come to our attention that presente.org has funded and posted a video on its website and on YouTube that infringes the Southern California Edison and Edison International (Edison) name and logo and makes false and misleading statements regarding Edison.

Specifically, the video, entitled *Edison Hates Rooftop Solar*, misrepresents itself as an Edison video and claims that Edison wants to “keep solar panels” off customers’ roofs through a “business plan” to “force” customers to buy “dirty energy” from “dirty power plants” that “poison poor communities.” The video claims that Edison is “spending big on Latino politicians” to make installing solar panels on customers’ roofs more expensive and discourage customers from installing solar panels.

These statements, and similar statements in the video, constitute false and misleading advertising under state and federal law. Moreover, the video’s use of the Southern California Edison and Edison International marks constitutes both federal and state trademark infringement and violates both the federal and state laws against unfair competition.

We demand that presente.org immediately remove the video from its website and from YouTube and cease and desist from making false and misleading statements regarding Edison, whether made orally or in writing. We further demand that presente.org immediately cease all use of the Southern California Edison and Edison International names and the energy burst logo. This notice applies not only to the specific use described herein but to any other materials that presente.org may have produced that bear Southern California Edison or Edison International marks.

It is imperative that we hear back from you within fourteen (14) days as to your intentions. If we do not receive your unqualified written assurance that presente.org's use of false and misleading statements regarding Edison and the Southern California Edison or Edison International marks will cease immediately within that time, we will be forced to pursue legal action.

Sincerely,

A handwritten signature in blue ink, appearing to read "Janet S. Combs", with a stylized flourish at the end.

Janet S. Combs

JSC:jt