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Nathan Seidle  
SparkFun Electronics  
6333 Dry Creek Parkway  
Niwot 80503

**Re: Semantic Search Technologies' Patents on Computer Implemented  
Lexical Searching for Products Based Upon Semantic Attributes**

Dear Nathan Seidle,

This office represents Semantic Search Technologies LLC ("SST") with respect to United States Patent Nos. 8,244,726 and 8,793,237, and 8,880,497 ("the Semantic Patents") and its other patent pending intellectual property. The Semantic Patents cover commercially significant developments in the field of electronic retail and specifically lexical searching for products based upon semantic attributes.

Nearly every top electronic retailer is currently making use of the Semantic Patents. Moreover, SST has licensed its patented technology to a large number of companies, including Foot Locker, Inc. (NYSE: FL); Northern Tools & Equipment Company Inc. (NORTTOP); and RPX Corporation (NASDAQ: RPXC).

The purpose of this letter is to provide SparkFun Electronics and its affiliates ("Spark") the opportunity to license the Semantic Patents and related intellectual property. SST is prepared and willing to license the Semantic Patents to Spark on fair and reasonable terms. We believe that Spark should have great interest in this intellectual property given its significant electronic retail operations.

Upon request, SST is also prepared to demonstrate to Spark how the Semantic Patents are directly applicable to the customer search functionalities of the website that SparkFun Electronics uses to market and sell its products after executing a non-disclosure agreement. Our technical team is also available to



discuss the details of how the Semantic Patents relates to Spark's customer search functionalities and any questions related to SST's licensing program. To the extent that Spark's customer search functionalities are provided by a third party vendor, SST would be happy to speak directly with the third party vendor regarding this matter.

We look forward to your prompt response, and invite any questions that you may have. Please respond to my office, with copies via fax (650.618.4368) or email ([slim@feinday.com](mailto:slim@feinday.com)). Thank you.

Best regards,

**Feinberg Day Alberti & Thompson LLP**

/s/ Sal Lim  
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