

MEADOWS, ICHTER & TRIGG

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DART
MEADOWS

September 18, 2001

BY CERTIFIED MAIL

Mr. Darrin Williams
Reliable Duct Cleaning
335 Poplar Way, SW
Atlanta, GA 30331

Re: Reliable Heating & Air v. Reliable Duct Cleaning

Dear Mr. Williams:

This firm represents Reliable Air, Inc. d/b/a Reliable Heating & Air ("Reliable") in connection with the above-referenced matter. Reliable has used its trade name and service mark since 1978 to identify, among other things, its duct cleaning services.

Our client recently learned that you are using its name and mark in connection with the provision of duct cleaning services in a manner that deceives the public. In fact, our client has received at least one telephone call, intended for your business, from a customer complaining about the quality of service received by your company. This mis-directed phone call confirms *actual* consumer confusion and diminution of the value of Reliable's name and mark. Reliable will not stand idly by while its customers are misled and while you seek to profit off of its considerable investment of time, creativity and money.

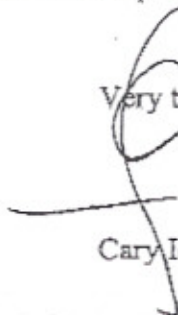
Your unauthorized use of our client's name and mark is an infringement of Reliable's rights under federal and state law, constituting unfair competition under Georgia common law and in violation of section 43(a) of the Lanham Act (15 U.S.C. §1125(a)), the Georgia Anti-dilution statute (O.C.G.A. § 10-1-451(b)), and the Georgia Uniform Deceptive Trade Practices Act (O.C.G.A. § 10-1-370 - 375). We hope that your use of our client's name and mark was inadvertent, and that you will respect our client's intellectual property rights therein by immediately ceasing any further use of that name and mark. Be advised, however, that if you do not, Reliable will pursue all available legal remedies, including injunctive relief, damages, costs, expenses and attorneys fees.

EXHIBIT 5

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So there is no misunderstanding, if we do not hear from you within ten (10) days of your receipt of this letter, Reliable will institute civil proceedings to enforce its rights with regard to its name and mark.

Very truly yours,

A handwritten signature in black ink, consisting of a large, stylized loop at the top, a horizontal line extending to the left, and a vertical line extending downwards from the center of the loop.

Cary Ichter

CI/trns

cc: Mr. Dan Jape