

NOTICE OF VIOLATION

California Safe Drinking Water and Toxic Enforcement Act

Re: Lead In Soft Food and Beverage Containers

June 4, 2007

This Notice of Violation is provided to you pursuant to and in compliance with California Health and Safety Code Section 25249.7(d).

- For general information regarding the California Safe Drinking Water and Toxic Enforcement Act, see the attached summary provided by the California EPA (copies not provided to public enforcement agencies).
- This Notice of Violation is provided by the Center for Environmental Health, 528 61st Street, Suite A, Oakland, CA 94609, (510) 594-9864. The Center for Environmental Health is a nonprofit corporation dedicated to protecting the environment, improving human health and supporting environmentally sound practices. Michael Green is the Executive Director of and a responsible individual within the Center for Environmental Health.

Description of Violation:

- The name and address of the violator is: Cudlie Accessories, LLC, 1 E 33rd Street, New York, NY 10016
- The violations have been occurring since at least February 9, 2003 and are continuing to this day.
- This Notice of Violation covers the "warning provision" of Proposition 65, which is found at California Health and Safety Code Section 25249.6.
- The names of the listed chemicals involved in these violations are lead and lead compounds ("Lead"). Exposures to Lead occur from use of the products identified in this notice.
- The specific type of products causing these violations is soft food and beverage containers, including but not limited to lunch boxes, lunch bags and coolers. The Lead is contained in these products. A non-exclusive example of this specific type of product is attached hereto as Exhibit 1.
- Description of Violations: Use of the products identified in this notice results in human exposures to Lead. The soft food and beverage containers contain Lead. The route of exposure for the violations is direct ingestion when consumers (especially children) place items that have been stored in the products in their mouths, ingestion via hand to mouth contact after consumers touch or handle the products or items that have been stored in the products, and dermal absorption directly through the skin when consumers touch or handle the products or items that have been stored in the products. These exposures occur in homes, schools, workplaces and everywhere else throughout California where these products are touched or handled. No clear and reasonable warning is provided with these products regarding the carcinogenic or reproductive hazards of Lead.

Resolution of Noticed Claims:

- Based on the allegations set forth in this Notice, CEH intends to file a citizen enforcement lawsuit against each violator named herein unless the alleged

violator enters into a binding written agreement to: (1) recall products already sold; (2) provide a clear and reasonable warning for products sold in the future or reformulate such products to eliminate the Lead exposure; and (3) pay an appropriate civil penalty based on the factors enumerated in California Health and Safety Code Section 25249.7(b). If any of the alleged violators is interested in resolving this dispute without resort to expensive and time-consuming litigation, please feel free to contact CEH through its counsel identified below. It should be noted that CEH cannot: (1) finalize any settlement until after the 60-day notice period has expired; nor (2) speak for the Attorney General or any District or City Attorney who received CEH's 60-day Notice. Therefore, while reaching an agreement with CEH will resolve its claims, such agreement may not satisfy the public prosecutors.

Please direct any inquiries regarding this notice to counsel for the Center for Environmental Health: Mark N. Todzo, Lexington Law Group, LLP, 1627 Irving Street, San Francisco, CA 94122, (415) 759-4111.

EXHIBIT 1: Non-Exclusive Examples of the Products

By Center for Environmental Health

Re: Lead In Soft Food and Beverage Containers

Noticed Parties	Non-Exclusive Examples of the Products	SKU, Description
Cudlie Accessories, LLC	Total Girl, Pink Flower Lunchbox	47417 20451

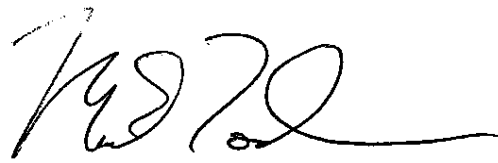
CERTIFICATE OF MERIT

Health & Safety Code §25249.7(d)

I, Mark N. Todzo, hereby declare:

1. This Certificate of Merit accompanies the attached sixty-day notice in which it is alleged that the parties identified in the notice have violated Health & Safety Code §25249.6 by failing to provide clear and reasonable warnings.
2. I am an attorney with the Lexington Law Group, LLP, and I represent the noticing party, the Center for Environmental Health (“CEH”).
3. Members of my firm and I have consulted with one or more persons with relevant and appropriate experience or expertise who has reviewed facts, studies or other data regarding the exposures to the listed chemical that is the subject of the action.
4. Based on the information obtained through those consultations, and on other information in my possession, I believe there is a reasonable and meritorious case for the private action. I understand that “reasonable and meritorious case for the private action” means that the information provides a credible basis that all elements of the plaintiff’s case can be established and the information did not prove that the alleged violators will be able to establish any of the affirmative defenses set forth in the statute.
5. The copy of the Certificate of Merit served on the Attorney General attaches to it factual information sufficient to establish the basis for this certificate, including the information identified in Health & Safety Code §25249.7(h)(2), *i.e.*: (1) the identity of the persons consulted with and relied on by the certifier; and (2) the facts, studies or other data reviewed by those persons.

Dated: June 4, 2007



Mark N. Todzo
Attorney for CENTER FOR
ENVIRONMENTAL HEALTH

PROOF OF SERVICE BY MAIL

I declare that:

I am employed in San Francisco County, California. I am over the age of 18 years and not a party to the within cause; my business address is 1627 Irving Street, San Francisco, California 94122.

On June 4, 2007, I served true copies of the following documents:

NOTICE OF VIOLATION OF CALIFORNIA SAFE DRINKING WATER AND TOXIC ENFORCEMENT ACT;

CERTIFICATE OF MERIT; and

THE SAFE DRINKING WATER AND TOXIC ENFORCEMENT ACT OF 1986 (PROPOSITION 65): A SUMMARY (only sent to those on service list marked with an asterisks).


I placed a true copy of this paper in an envelope addressed to:

See Attached Service List.

I am readily familiar with my firm's practice for collection and processing of correspondence for mailing with the United States Postal Service, to wit, that correspondence will be deposited with the United States Postal Service this same day in the ordinary course of business. I placed the envelope containing the above-mentioned documents for collection and mailing on June 4, 2007, following the ordinary business practice.

I declare under penalty of perjury that the foregoing is true and correct, and that this declaration was executed on June 4, 2007, at San Francisco, California.

Signed:


Lindsay Fleece

SERVICE LIST

District Attorney of Alameda County 1225 Fallon Street, Room 900 Oakland, CA 94612	District Attorney of Humboldt County 825 5th Street Eureka, CA 95501	District Attorney of Merced County 2222 "M" Street Merced, CA 95340
District Attorney of Colusa County 547 Market Street Colusa, CA 95932	District Attorney of Imperial County 939 Main Street El Centro, CA 92243	District Attorney of Nevada County 201 Church St., Suite 8 Nevada City, CA 95959
District Attorney of Contra Costa County 725 Court Street, Room 402 Martinez, CA 94553	District Attorney of Lassen County 220 S. Lassen St., Ste 8 Susanville, CA 96130	District Attorney of Orange County 401 Civic Ctr Drive West Santa Ana, CA 92701
District Attorney of Alpine County P.O. Box 248 Markleeville, CA 96120	District Attorney of Inyo County P.O. Drawer D Independence, CA 93526	District Attorney of Modoc County 204 S Court Street Alturas, CA 96101-4020
District Attorney of Del Norte County 450 H Street, Ste 171 Crescent City, CA 95531	District Attorney of Los Angeles County 210 W. Temple Street, Room 345 Los Angeles, CA 90012	District Attorney of Placer County 11562 "B" Avenue Auburn, CA 95603
District Attorney of Amador County 708 Court Street, #202 Jackson, CA 95642	District Attorney of Madera County 209 West Yosemite Avenue Madera, CA 93637	District Attorney of San Bernardino County 316 N. Mountain View Avenue San Bernardino, CA 92415-0004
District Attorney of Butte County 25 County Center Drive Oroville, CA 95965	District Attorney of Kern County 1215 Truxtun Avenue Bakersfield, CA 93301	District Attorney of Plumas County 520 Main Street, Room 404 Quincy, CA 95971
District Attorney of El Dorado County 515 Main Street Placerville, CA 95667	District Attorney of Marin County 3501 Civic Center Dr., Room 183 San Rafael, CA 94903	District Attorney of San Diego County 330 West Broadway, Suite 1320 San Diego, CA 92112
District Attorney of Calaveras County 891 Mountain Ranch Road San Andreas, CA 95249	District Attorney of Mono County P.O. Box 617 Bridgeport, CA 93517	District Attorney of Riverside County 4075 Main Street, 1st Floor Riverside, CA 92501
District Attorney of Fresno County 2220 Tulare Street, #1000 Fresno, CA 93721	District Attorney of Mariposa County P.O. Box 730 Mariposa, CA 95338	District Attorney of San Francisco County 850 Bryant Street, Rm 325 San Francisco, CA 94103
District Attorney of Glenn County P.O. Box 430 Willows, CA 95988	District Attorney of Monterey County PO Box 1131 Salinas, CA 93901	District Attorney of Sacramento County 901 "G" Street Sacramento, CA 95814
District Attorney of Kings County 1400 West Lacey Hanford, CA 93230	District Attorney of Mendocino County P.O. Box 1000 Ukiah, CA 95482	
District Attorney of Lake County 255 N. Forbes Street Lakeport, CA 95453	District Attorney of Napa County 931 Parkway Mall Napa, CA 94559	

District Attorney of San Joaquin
County
P.O. Box 990
Stockton, CA 95201

District Attorney of San Luis Obispo
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1050 Monterey St, Room 450
San Luis Obispo, CA 93408

District Attorney of San Benito
County
419 Fourth Street, 2nd Floor
Hollister, CA 95023

District Attorney of San Mateo
County
400 County Ctr, 3rd Fl
Redwood City, CA 94063

District Attorney of Sierra County
Courthouse, P.O. Box 457
Downieville, CA 95936

District Attorney of Santa Barbara
County
1105 Santa Barbara Street
Santa Barbara, CA 93101

District Attorney of Siskiyou County
P.O. Box 986
Yreka, CA 96097

District Attorney of Solano County
600 Union Avenue
Fairfield, CA 94533

District Attorney of Santa Clara
County
70 West Hedding Street
San Jose, CA 95110

District Attorney of Santa Cruz
County
701 Ocean Street, Room 200
Santa Cruz, CA 95061

District Attorney of Sonoma County
600 Administration Drive, Room
212J
Santa Rosa, CA 95403

District Attorney of Shasta County
1525 Court Street, Third Floor
Redding, CA 96001-1632

District Attorney of Stanislaus
County
800 11th Street, Room 200
Modesto, CA 95353

District Attorney of Sutter County
446 Second Street
Yuba City, CA 95991

District Attorney of Ventura County
800 South Victoria Ave
Ventura, CA 93009

District Attorney of Tehama County
P.O. Box 519
Red Bluff, CA 96080

District Attorney of Yolo County
301 Second Street
Woodland, CA 95695

District Attorney of Trinity County
P.O. Box 1310
Weaverville, CA 96093

District Attorney of Yuba County
215 Fifth Street
Marysville, CA 95901

District Attorney of Tulare County
221 S. Mooney Ave, Room 224
Visalia, CA 93291

District Attorney of Tuolumne
County
2 South Green
Sonora, CA 95370

San Jose City Attorney's Office
151 West Mission Street
San Jose, CA 95110

Los Angeles City Attorney's Office
Room 1800, City Hall East
200 N. Main Street
Los Angeles, CA 90012

San Diego City Attorney's Office
1200 3rd Avenue, 12th Floor
San Diego, CA 92101

San Francisco City Attorney's
Office
City Hall, Room 234
San Francisco, CA 94102

California Attorney General's
Office
Attention: Proposition 65
Coordinator
1515 Clay Street, Suite 2000
P.O. Box 7550
Oakland, CA 94612

*Paul Sutton, Member
Cudlie Accessories, LLC
1 E 33rd Street, 6th Floor
New York, NY 10016