SIXTY DAY NOTICE OF VIOLATION

SENT IN COMPLIANCE WITH CALIFORNIA HEALTH & SAFETY CODE §25249.7(d)

DATE: March 16, 2017
To: CNV.com, Inc.; Blush Novelties; Vee International, Inc.;
California Attorney General's Office;
District Attorney's Office for 58 Counties; and
City Attorney's Office for Los Angeles, San Diego, San Jose, and San Francisco.

From: SHEFA LMV, INC.

I. INTRODUCTION

We are a nonprofit public benefit corporation of the State of California acting in the interest of the general public. We seek to promote awareness of exposures to toxic chemicals in products sold in California and, if possible, to improve public health and safety by reducing the hazardous substances contained in such items. This Notice is provided to the parties listed above pursuant to California Health & Safety Code §25249.6, et seq. ("Proposition 65"). The violations alleged by this Notice consist of product exposures, routes of exposures, and types of harm that may potentially result from exposures to the toxic chemical ("listed chemical") identified below:

Product Exposure:	**See Section VII**
Listed Chemical:	**DEHP (Di[2-Ethylhexyl] Phthalate)**
Routes of Exposure:	**Touch, Oral, Dermal absorption**
Types of Harm:	**Carcinogen, Birth Defects and Reproductive Toxicity**

II. NATURE OF ALLEGED VIOLATION (PRODUCT EXPOSURE)

The specific type of product that is causing consumer exposures in violation of Proposition 65, and which is the subject of this Notice, is listed under "Product Category/Type" in Section VII below. All products *within the type* covered by this Notice shall be referred to hereinafter as the "products." The sales of these products in California dating at least as far back as January 23, 2017 are subject to this Notice. As a result of the sales of these products, exposures to the listed chemical have been occurring without the clear and responsible warnings required by Proposition 65. Without proper warnings regarding the toxic effects of exposures to the listed chemical, resulting from contact with the products, California citizenry lack the information necessary to make informed decisions on whether and/or how to eliminate (or reduce) the risk of exposure to the toxic chemical from the reasonably foreseeable use of the products.

Through the act of buying, acquiring and using the products, citizens of California are exposed to the listed chemical in homes and elsewhere throughout California where these products are used. Exposure to consumers includes, but is not limited to, when handling the product the listed chemical comes into

contact with the hands and is then absorbed through the skin, hand to mouth contact, hand to food to mouth contact, or through hand to cigarette to mouth. Exposure may continue to occur for a significant period after the initial contact. These activities cause women, pregnant women, and women of child bearing age to be exposed directly through migration of the listed chemical from the products. These violations and threatened violations pertain to a chemical listed as both a carcinogen and a toxicant.

III. CONTACT INFORMATION

Please direct all questions concerning this Notice to our counsel's offices at the following address:

Daniel N. Greenbaum, Esq.
Law Office of Daniel N. Greenbaum
The Hathaway Building
7120 Hayvenhurst Avenue, Suite 320
Van Nuys, CA 91406
Main: (818) 809-2196
Fax: (424) 243-7689
Email: dgreenbaum@greenbaumlawfirm.com

IV. PROPOSITION 65 INFORMATION

For general information concerning the provisions of Proposition 65, please feel free to contact the Office of Environmental Health Hazard Assessment ("OEHHA") in the Proposition 65 Implementation Office at (916) 445-6900, or to visit their website at http://oehha.ca.gov/proposition-65.

For the alleged Violator(s), please see the attached copy of "Proposition 65: A Summary" which has been prepared by OEHHA.

V. RESOLUTION OF NOTICED CLAIMS

Based on the allegations set forth in this Notice, we intend to file a citizen enforcement lawsuit against the alleged Violator(s), unless such Violator enters into a binding written agreement to: (1) recall products already sold or undertake best efforts to ensure that the requisite health hazard warnings are provided to those whom have received such products; (2) reformulate such products to eliminate exposures to the listed chemicals; or, at a minimum, (3) provide clear and reasonable warnings for products sold in the future.

If the alleged Violator is interested in resolving this dispute without resorting to time-consuming and expensive litigation, please feel free to contact the counsel identified above. It should be noted that we cannot: (A) finalize any settlement until after the 60-day Notice period elapses; or (B) speak for the Attorney General or any public agency who received this Notice. Therefore, although we may ultimately reach an agreement that will resolve our claims, such an agreement may not satisfy the public prosecutors.

VI. PRODUCT INFORMATION

Product	**Retailer(s)**	**Manufacturer(s)/Distributor(s)**
Vibrator	CNV.com, Inc. d/b/a Dildo.com	Vee International, Inc. / Blush Novelties

Identified are specific examples of products recently purchased and witnessed as being available for purchase or use in California that is within the **category or type of product** covered by this Notice. Based on publicly available information, the retailers, distributors and/or manufacturers of this exemplar product within the **category or type of product** are also provided below. We allege that the sale of the offending products also has occurred without the requisite Proposition 65 "clear and reasonable warnings" at one or more locations and/or via other means including, but not limited to, transactions made over-the-counter, business to business, through the internet, and/or via catalog by the alleged Violator(s), as well as other distributors and retailers of the product(s).

VII. EXEMPLAR PRODUCT

Product Category	**Specific Product**	**Manufacturer**
Adult Novelty Vibrator	"Phthalate Free" B Yours Silver Power Bullet, BL-05510; UPC: 735380055103	Vee International, Inc. / Blush Novelties

The specific exemplar product identified above is within **the category or type of product** which is the subject of this Notice. We identify it herein for all recipients' benefit in order to assist the investigation of the magnitude of potential exposure to the listed chemical from other items **within the product category or type** listed in Section VII. It is important to note that this exemplar product does *not* represent an exhaustive or comprehensive identification of any or all specific products of the type listed under "Product Category/Type" in Section VII.

Furthermore, it is our position that the alleged Violator(s) are the best situated to identify **any and all** products within the product category or type listed in Section VII. Therefore, as such, the Violator(s) are obligated to conduct (in good faith) an investigation into **any and all** other products **within the product type or category** described above that may have been manufactured, distributed, sold, shipped, stored (or otherwise within the alleged Violator(s)' custody or control) during the relevant period in order to ensure that the requisite toxic warnings are provided to California citizens prior to purchase.

CERTIFICATE OF MERIT

I, Daniel N. Greenbaum, hereby declare:

(1) This Certificate of Merit accompanies the attached sixty-day notice(s) in which it is alleged the parties identified in the notices have violated Health and Safety Code section 25249.6 by failing to provide clear and reasonable warnings.

(2) I am the attorney for the noticing party.

(3) 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 alleged exposure to the listed chemical that is the subject of the action.

(4) Based on the information obtained through those consultations, and on all 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 plaintiffs' case can be established and the information did not prove that the alleged violator will be able to establish any of the affirmative defenses set forth in the statute.

(5) The copy of this 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 and Safety Code section 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.

March 16, 2017	Daniel N. Greenbaum	
Date	Name	Signature

PROOF OF SERVICE OF DOCUMENT

I am over the age of 18 and not a party to this case or action. My business address is:
7120 Hayvenhurst Ave., Suite 320, Van Nuys CA 91406

A True and Correct copy of the documents entitled: **SIXTY DAY NOTICE OF VIOLATION; CERTIFICATE OF MERIT; THE SAFE DRINKING WATER AND TOXIC ENFORCEMENT ACT OF 1986 (PROPOSITION 65): A SUMMARY** will be served or was served in the manner stated below:

I. Interested Parties (Served via US Mail): On March 16, 2017, I caused to be served the following persons and/or entities at the last known addresses by placing a true and correct copy thereof in a sealed envelope in the US Mail, postage prepaid, and addressed as follows:

Attn: Eric Lee	Vee International, Inc.	625 South Street	Garden City	NY	11530
Attn: CEO or President	Blush Novelties	625 South Street	Garden City	NY	11530
Attn: Ann Houlihan	CNV.com, Inc.	1925 Addison Way	Los Angeles	CA	90041
Attn: CEO or President	CNV.com, Inc.	6400 Sea Walk	Playa Vista	CA	90094

II. California Attorney General (via website Portal): On March 16, 2017, I uploaded a true and correct copy thereof as a PDF file via the California Attorney General's website.

III. District and City Attorneys (via U.S. Mail): On March 16, 2017, I caused to be served the following persons and/or entities at the last known addresses by placing a true and correct copy thereof in a sealed envelope in the United States Mail, first class, postage prepaid, and addressed as follows: SEE ATTACHMENT A.

IV. District and City Attorneys (via email): On March 16, 2017 I served the following persons and/or entities at the last known electronic addresses via email. The transmission was reported as sent without error.

cfepd@yolocounty.org; sgrassini@contracosta.org; Prop65DA@co.monterey.ca.us; epu@da.sccgov.org; CEPD@countyofnapa.org; jbarnes@sonoma-county.org; Prop65@co.tulare.ca.us;

I declare under penalty of perjury under the laws of the State of California and the United States of America that the foregoing is true and correct.

March 16, 2017	Nathan Ford	
Date	Name	Signature

Title	Address Line 1	Address Line 2	City	State	Zip Code
District Attorney	ALAMEDA COUNTY	1225 Fallon Street, Room 900	Oakland	CA	94612
District Attorney	ALPINE COUNTY	PO Box 248	Markleeville	CA	96120
District Attorney	AMADOR COUNTY	708 Court Street #202	Jackson	CA	95642
District Attorney	BUTTE COUNTY	25 County Center Drive Administration Building	Oroville	CA	95965
District Attorney	CALAVERAS COUNTY	891 Mountain Ranch Road	San Andreas	CA	95249
District Attorney	COLUSA COUNTY	346 5th Street, Suite 101	Colusa	CA	95932
District Attorney	DEL NORTE COUNTY	450 H Street Room 171	Crescent City	CA	95531
District Attorney	EL DORADO COUNTY	515 Main Street	Placerville	CA	95667
District Attorney	FRESNO COUNTY	2220 Tulare Street, Suite. 1000	Fresno	CA	93721
District Attorney	GLENN COUNTY	PO Box 430	Willows	CA	95988
District Attorney	HUMBOLDT COUNTY	825 5th Street	Eureka	CA	95501
District Attorney	IMPERIAL COUNTY	940 West Main Street, Suite. 102	El Centro	CA	92243
District Attorney	INYO COUNTY	168 North Edwards	Independence	CA	93526
District Attorney	KERN COUNTY	1215 Truxtun Avenue	Bakersfield	CA	93301
District Attorney	KINGS COUNTY	1400 West Lacey Blvd.	Hanford	CA	93230
District Attorney	LAKE COUNTY	255 N. Forbes Street	Lakeport	CA	95453
District Attorney	LASSEN COUNTY	220 S. Lassen Street, Suite. 8	Susanville	CA	96130
District Attorney	LOS ANGELES COUNTY	210 W. Temple Street	Los Angeles	CA	90012
District Attorney	MADERA COUNTY	209 West Yosemite Avenue	Madera	CA	93637
District Attorney	MARIN COUNTY	3501 Civic Center Drive, Room 130	San Rafael	CA	94903
District Attorney	MARIPOSA COUNTY	PO BOX 730	Mariposa	CA	95338
District Attorney	MENDOCINO COUNTY	PO BOX 1000	Ukiah	CA	95482
District Attorney	MERCED COUNTY	550 West Main Street	Merced	CA	95340
District Attorney	MODOC COUNTY	204 S. Court Street, Room 202	Alturas	CA	96101
District Attorney	MONO COUNTY	PO BOX 2053	Mammoth Lakes	CA	93546
District Attorney	NEVADA COUNTY	201 Commercial Street	Nevada City	CA	95959
District Attorney	ORANGE COUNTY	401 Civic Center Drive West	Santa Ana	CA	92701
District Attorney	PLACER COUNTY	10810 Justice Center Drive	Roseville	CA	95678
District Attorney	PLUMAS COUNTY	520 Main Street, Room 404	Quincy	CA	95971
District Attorney	RIVERSIDE COUNTY	3960 Orange Street	Riverside	CA	92501
District Attorney	SACRAMENTO COUNTY	901 G Street	Sacramento	CA	95812
District Attorney	SAN BENITO COUNTY	419 4th Street	Hollister	CA	95023
District Attorney	SAN BERNARDINO COUNTY	303 W. Third Street	San Bernardino	CA	92415
District Attorney	SAN DIEGO COUNTY	330 W. Broadway, Suite 1300	San Diego	CA	92101
District Attorney	SAN FRANCISCO COUNTY	880 Bryant Street, Third Floor	San Francisco	CA	94103
District Attorney	SAN JOAQUIN COUNTY	PO BOX 990	Stockton	CA	95202
District Attorney	SAN LUIS OBISPO COUNTY	County Government Center, 4th Floor	San Luis Obispo	CA	93408
District Attorney	SAN MATEO COUNTY	400 County Center, Third Floor	Redwood City	CA	94063
District Attorney	SANTA BARBARA COUNTY	1112 Santa Barbara Street	Santa Barbara	CA	93101
District Attorney	SANTA CLARA COUNTY	70 West Hedding Street, West Wing	San Jose	CA	95110
District Attorney	SHASTA COUNTY	1355 West Street	Redding	CA	96001

District Attorney	SIERRA COUNTY	100 Courthouse Square	Downieville	CA	95936
District Attorney	SISKIYOU COUNTY	PO BOX 986	Yreka	CA	96097
District Attorney	SOLANO COUNTY	675 Texas Street, Suite. 4500	Fairfield	CA	94533
District Attorney	STANISLAUS COUNTY	832 12th Street, Suite. 300	Modesto	CA	95353
District Attorney	SUTTER COUNTY	446 Second Street, Suite 102	Yuba City	CA	95991
District Attorney	TEHAMA COUNTY	PO BOX 519	Red Bluff	CA	96080
District Attorney	TRINITY COUNTY	PO BOX 310	Weaverville	CA	96093
District Attorney	TUOLUMNE COUNTY	423 No. Washington Street	Sonora	CA	95370
District Attorney	VENTURA COUNTY	800 South Victoria Avenue	Ventura	CA	93009
District Attorney	YUBA COUNTY	215 Fifth Street, Suite. 152	Marysville	CA	95901
Mike Feuer, City Attorney	CITY OF LOS ANGELES	800 City Hall East, 200 N. Main Street	Los Angeles	CA	90012
Mara Elliott, City Attorney	CITY OF SAN DIEGO	1200 Third Avenue, Suite 1620	San Diego	CA	92101
Richard Doyle, City Attorney	CITY OF SAN JOSE	200 East Santa Clara St., 16th Flr.	San Jose	CA	95113
Dennis J. Herrera, City Attorney	CITY OF SAN FRANCISCO	City Hall, Room 234 1 Dr. Carlton B. Goodlett Place	San Francisco	CA	94102