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December 5, 2017

**Via E-mail and Federal Express**

Mr. Steven J. Hultquist  
Hultquist IP  
Suite 201  
1414 Raleigh Road  
Chapel Hill, North Carolina 27517

Re: U.S. Patents 8,939,388; 9,332,776; and 9,551,527 of ZoomEssence, Inc., and  
October 14, 2011, Mutual Nondisclosure Agreement Between ZoomEssence, Inc.  
and FONA International Inc.

Dear Mr. Hultquist:

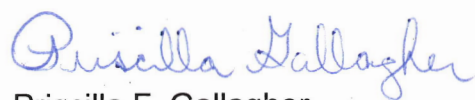
We have reviewed your letter of November 17, 2017, with FONA. FONA takes very seriously any allegation that its activities might infringe on the intellectual property rights of others. FONA respects the patent rights of others and has no intention of infringing upon ZoomEssence's patent rights.

We note that, while you disagree with our assessment of the relevance of the prior art we mentioned in our August 14, 2017, letter, you did not provide any basis for your position. Please let us know what elements recited in the claims of ZoomEssence Patent No. 9,332,776 you consider to be missing from the references we provided. We would like to understand your viewpoint.

We also note your stated belief that FONA's failure to address the ZoomEssence patent in the PCT proceedings "speaks volumes". Any such volume, however, is inaudible. As you know, PCT proceedings are merely advisory, and patent applications cannot infringe patents. We therefore do not see the relevance of FONA's PCT application as it relates to any patent rights of ZoomEssence. If you think we have overlooked something, kindly point it out with specificity.

If you think it would be helpful, we would be willing to have a conference call to further discuss our respective positions. Our goal is to have both parties on the same page, so to speak, as we understand that FONA and ZoomEssence may have potential common business interests.

Very truly yours,



Priscilla F. Gallagher