



May 21, 2012

Dear Friends and Families,

As many of you know, for the past five and a half months, we have been in legal negotiations with a child care center located on Mur-Len in Olathe to stop its unauthorized and confusing use of the name "Little Learners," which they began using in 2011. With the assistance of our attorneys, we asserted our trademark rights in "Little Learners" against this entity in late December.

Our primary concern with the use of the name "Little Learners" by the Mur-Len location is the confusion it is causing, which can pose safety concerns for children. We are not associated with this other location; however, over the past six months we have received phone calls and e-mails from parents of the other center wanting to communicate information regarding the care of specific children. While we, of course, clarify for these parents that they need to call the other location, this type of confusion could jeopardize the safety of a child at the other center and is alarming to us. We have been in communication with the families of our center to keep them informed of this situation to ensure that our parents know how to reach us directly when needed.

Other communications we have received cause us to be concerned that being confused with or associated with this other center could jeopardize the reputation we have built with our families at Little Learners. For these reasons, on April 23rd our lawyers established a timeline with the other location, giving them until May 18th to cease all use of the "Little Learners" trademark. As a result, the Mur-Len location represented to us on April 24th through its legal counsel that they were in the process of changing the name of their child care center.

Unfortunately, on May 17th, a situation occurred concerning the supervision and safety of children at the Mur-Len location. Fortunately, all of the children were found and they are all safe. Because the safety of all children is of the utmost importance to us, we want to reassure our families and friends that we are not affiliated with this location and we have differentiated our center as Little Learners located in Cedar Creek. Our number one priority is the safety of children and we have systems and safeguards in place to ensure their safety which are implemented daily by our caring, dedicated, and highly qualified staff. We have worked diligently over the past six years to serve families by providing quality education and exceptional care for their children, which has helped establish our good name and reputation.

Unfortunately, it does not appear that the Mur-Len location has followed through with its representation that it would stop using the "Little Learners" trademark and now, because of this incident, we are forced to take a more aggressive approach to protect the safety of all of the children and to protect our reputation and good will. We will continue to keep our patrons informed regarding this legal process. In the meantime, however, when you hear "Little Learners," you may continue to be confident in the quality of education and care that we provide for children every day at Little Learners Early Childhood Center, Inc. located in Cedar Creek.

Thank you to our families, friends, and patrons for your support. (Please feel free to share this information with your friends and family).

Sincerely,
Christi Eaton, Executive Director
Kim Maples, Executive Operating Director
Little Learners—Independently Owned and Operated