

Lincoln University

November 25, 2024

VIA EMAIL

Beijing Yanyuan Shengkai Edu Tech Co.
Beijing, China

Re: Unauthorized Marketing of Lincoln University Programs

To Whom It May Concern:

We are writing on behalf of Lincoln University, California ("Lincoln") regarding your company's unauthorized marketing and sale of purported Lincoln University degree programs, specifically MBA and DBA programs, in China.

It has come to our attention that Beijing Yanyuan Shengkai Edu Tech Co. ("BYS Edu Tech") is:

1. Falsely claiming to be authorized to offer Lincoln University degree programs
2. Using a fraudulent partnership certificate allegedly dated September 1, 2024
3. Marketing and attempting to sell unauthorized MBA and DBA programs purportedly from Lincoln University
4. Using Lincoln University's name, trademarks, and intellectual property without authorization

These activities constitute:

- Trademark infringement
- False advertising
- Unfair competition
- Potential fraud
- Violation of applicable education laws and regulations in China and the United States

Lincoln University hereby demands that BYS Edu Tech immediately:

1. **CEASE AND DESIST** all marketing, advertising, sale, or promotion of any Lincoln University programs or degrees;
2. **REMOVE** all references to Lincoln University from your marketing materials, websites, social media, and any other platforms;
3. **DESTROY** all materials containing Lincoln University's name, trademarks, or intellectual property;
4. **PROVIDE** a written list of all individuals who have enrolled in or expressed interest in these unauthorized programs; and
5. **PROVIDE** written confirmation of compliance with all above demands within ten (10) business days of receipt of this email.

Lincoln University

Please be advised that Lincoln University takes these violations extremely seriously. If we do not receive written confirmation of your compliance within ten (10) business days, we will pursue all available legal remedies, including but not limited to:

- Filing complaints with relevant Chinese and U.S. authorities
- Seeking injunctive relief
- Pursuing monetary damages
- Taking criminal action where applicable

Nothing in this letter waives any rights or remedies of Lincoln University, all of which are expressly reserved.

Your immediate cooperation in this matter is expected.

Sincerely,



Mikhail Brodsky, Ph.D.
President
Lincoln University