

# EXHIBIT F



Thomas E. Campbell  
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June 13, 2007

*Via Email and Facsimile No. (805) 962-9460*

Anthony J. Wall, Esq.  
Executive Vice President & General Counsel  
Big Dog Holdings, Inc.  
121 Cray Avenue  
Santa Barbara, CA 93101

*Re: Cease and Desist -- Unauthorized Use of Tommy Bahama Photographs  
and Images*

Dear Tony:

As you know, I am the General Counsel of Oxford Industries, Inc., the parent company of Tommy Bahama Group, Inc. I am writing on behalf of Tommy Bahama concerning the ongoing use by The Walking Company ("TWC") of proprietary Tommy Bahama photographs and images in TWC's advertising materials.

When we spoke on Friday, you expressed your belief that TWC had acted in good faith with permission from Tommy Bahama's licensee, Phoenix Footwear Group, Inc. ("Phoenix"), in using certain Tommy Bahama photographs and images in advertising designed to solely promote TWC, as opposed to promoting TOMMY BAHAMA® footwear sold by TWC. However, since Friday, Oxford and Tommy Bahama have investigated the matter, and now understand that neither Tommy Bahama nor Phoenix gave TWC any such permission. Indeed, as we discussed on Friday, it is against Tommy Bahama's corporate policy to allow any licensee or retailer to use its proprietary photographs and images to promote products or services that are not directly associated with Tommy Bahama.

Tommy Bahama's intellectual property rights are among its most valuable assets, and Tommy Bahama must take steps to protect its rights from unauthorized use. Accordingly, we must demand that TWC immediately cease any and all use of any Tommy Bahama photographs and images that TWC is using to promote its business, including without limitation the removal

222 Piedmont Ave., NE, Atlanta, Georgia 30308

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and destruction of any and all posters, banners, web site images, or catalogs containing the photographs or images. Tommy Bahama requests that TWC confirm its acceptance of and compliance with this demand no later than the end of the day tomorrow, Thursday, June 14, 2007.

Tommy Bahama also demands a detailed written accounting of all usage by TWC of Tommy Bahama photographs or images. Such accounting should be provided no later than the end of the day Monday, June 18, 2007.

The foregoing demands and requests are without prejudice, and neither Tommy Bahama nor Oxford waive any rights and remedies available to it.

Notwithstanding the foregoing, on a personal note, I hope this finds you well.

I look forward to hearing from you.

Very Truly Yours,

A handwritten signature in black ink, appearing to read 'TEC', with a long horizontal stroke extending to the right.

Thomas E. Campbell

TEC/

Cc: Mr. Doug Wood  
Ms. Chrisann Furciato  
Ms. Mary Margaret Heaton, Esq.