

EXHIBIT I

April 8, 2021

VIA FEDEX

blueacorn.co

Attn: Michael Cota, Jimmy Flores, and Stephanie Hockridge Reis, Co-Founders
7014 E. Camelback Rd.
Suite 1452
Scottsdale, AZ 85251

Re: Confusion Among blueacorn.co's Customers

Dear Messrs. Cota and Flores and Ms. Reis:

This Firm represents iCiDIGITAL, Inc. d/b/a Blue Acorn iCi ("Blue Acorn iCi"), a company focused on building digital consumer experiences for its clients. Blue Acorn iCi has expended significant time, money, and energy toward developing its business under the BLUE ACORN ICI mark. Blue Acorn iCi has established a valuable reputation and substantial goodwill in its mark and associated services as a result of its longstanding use and promotion of the mark.

Unfortunately, in recent months, Blue Acorn iCi has received a significant number of calls and emails intended for blueacorn.co, which we understand assists small business owners, independent contractors, and self-employed people with the Paycheck Protection Program ("PPP") application process. An example of one such email is enclosed for your reference. Blue Acorn iCi also recently has noticed a number of consumer complaints posted on various social media platforms and other websites that misidentify Blue Acorn iCi as a provider of services related to PPP loans.

As I am sure you will understand, responding to these messages, even if only to redirect the consumers to their intended recipient, blueacorn.co, is very costly to Blue Acorn iCi. Not only are company resources being used to clear up what apparently is significant consumer confusion; misdirected consumer complaints are damaging the goodwill that Blue Acorn iCi has worked hard to build in its brand.

Accordingly, we ask that blueacorn.co take the following steps, which we believe will help alleviate the actual consumer confusion that is occurring in the marketplace and allow both parties to focus their resources on assisting their respective customers in a timely and efficient manner:

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1. Place a prominent disclaimer on the blueacorn.co website that explains that blueacorn.co is not affiliated with, sponsored by, or otherwise connected to Blue Acorn iCi;
2. If you have not already done so, set up a monitored e-mail address and/or dedicated customer service line for customer inquiries;
3. Change the primary colors of your logo, website, and other marketing materials to colors that are not blue and white; and
4. Remove any acorn images from your marketing materials, including but not limited to the acorn drawing that appears in the tab for blueacorn.co when the site is accessed through Google Chrome.

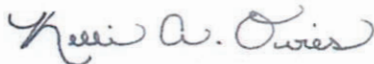
Given the importance of this matter, we would appreciate it if blueacorn.co would make the changes listed above and contact us to confirm compliance by **April 15, 2021**.

This letter is without prejudice to any of our client's rights, and we reserve the right to any and all remedies that our client has under the law.

Thank you for your prompt attention to this matter. I look forward to hearing from blueacorn.co shortly.

Sincerely,

FORREST FIRM, P.C.



Kelli A. Ovies

Enclosure

cc: support@blueacorn.co
Lyle Gravatt, Esq.
David Morris, Esq.



May 07, 2021

Dear Customer,

The following is the proof-of-delivery for tracking number: 505591653997

Delivery Information:

Status:	Delivered	Delivered To:	Receptionist/Front Desk
Signed for by:	K.BACUSS	Delivery Location:	
Service type:	FedEx Express Saver		
Special Handling:	Deliver Weekday		CASPER, WY,
		Delivery date:	Apr 15, 2021 13:04

Shipping Information:

Tracking number:	505591653997	Ship Date:	Apr 13, 2021
		Weight:	1.0 LB/0.45 KG
Recipient:		Shipper:	
CASPER, WY, US,		SCOTTSDALE, AZ, US,	

Reference 773389082648

Signature image is available. In order to view image and detailed information, the shipper or payor account number of the shipment must be provided.