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22 December 2014

Mike Masnick
Techdirt
Floor 64, 370 Convention Way
Redwood City, CA 94063

CERTIFIED MAIL – 7014 2120 0003 2133 6641

RE: Infringement of Wildlife Personalities Limited Registered Image Reference GG-IRO 046, IM-093 and IM-094

Dear Mr Masnick:

This office represents David Slater and Wildlife Personalities Limited, the registered personality to which the registered images referenced above belong. This registration is effective from 29 October 2014. A copy of the registration can be found at <http://ipo.guernseyregistry.com/article/115215/Wildlife-Personalities-Limited>. This letter is to notify you that your unlawful use of our client's registered image of a macaque monkey infringes upon our client's exclusive image rights.

We hereby demand that you immediately cease and desist all infringing activities, including making, using, selling, offering for sale, and/or importing any infringing products.

A person who has knowledge of another person's image rights has an affirmative duty to exercise due care to avoid infringement. A person who breaches this duty and is found to have infringed the image right may also be found to be a wilful infringer. In such a case, the court may award punitive damages plus attorney's fees.

Even if your infringements were not wilful, you may be liable for damages, including lost profits. It is our desire to resolve this matter amicably without litigation. If you have any questions, please feel free to call. You may wish to seek legal counsel in this matter.

If you discontinue your unlawful conduct within 14 days from the date of this letter, no further action will be taken. Accordingly, please sign and return the attached Agreement within 14 days to:

Icondia Limited
Les Echelons Court
St Peter Port
Guernsey
GY1 1AR

The foregoing is without waiver of any and all rights of our client, all of which are expressly reserved herein.

Yours faithfully,


Icondia Ltd

ATTACHMENT

Image Rights Infringement Settlement Agreement

I, _____, agree to immediately cease and desist using the registered images in exchange for Wildlife Personalities Limited releasing any and all claims against me for image rights infringement. In the event this agreement is breached by me, Wildlife Personalities Limited will be entitled to costs and legal fees in any action brought to enforce this agreement and shall be free to pursue all rights that Wildlife Personalities Limited had as of the date of this letter as if this letter had never been signed.

Signed: _____

Dated: _____