

TO: GOOGLE USER SUPPORT DMCA

From: [REDACTED]@betterpack.com>
To: [REDACTED]@google.com>
Cc: [REDACTED]@google.com>; [REDACTED]@google.com>
Sent: Tuesday, July 06, 2004 12:07 PM
Subject: Re: [#11828329] Froogle DMCA Complaint

Dear Google Team,

Thank you for your email of July 2, 2004.

Your company has very strong and reasonable policies protecting your trademark names, logos, web pages, etc...and my point has been that my company's property, original artwork, copyrighted material, web pages etc.. are also due the same protection.

It is not my company's policy to attempt to restrict the sale of our products on the Internet or your specific search engine. However, how and by whom we are represented in the marketplace regarding both the sale and service of our equipment to the customer is of critical importance to my company. We never asked to be "delisted" from Google's Froogle, all I was stating was that several companies were using our original artwork, copyrighted material with our permission and I wanted that material removed until those companies obtained our permission. None of the companies using our material were direct customers of ours, none had returned our phone calls to explain who they were or how they provided service etc... We have run into problems with knock off copies of our machines and parts being made off shore that are not UL listed, with out country of origin labels etc.. being passed off as our products. All my company wants to do is insure that anyone who wants to use our property has gotten our permission and that we know who they are.

Companies should not be allowed to go to our website and use our copyrighted property any more than they should be allowed to use Google's copyrighted material without permission from the owner.

You stated in your 7/2/04 email that you had removed the Smsstrapping image from your site, you removed one image but not the second one (copy being faxed)
You also failed to remove the image from mrboxonline.com who also has not gotten our permission, nor returned any of our phone calls... Better Pack should also have an R for registered trade mark, and the copy about "shipping professionals will be using well into the 21st Century etc.." is our copyrighted material off our website (copy being faxed)

Please advise that our property is being removed from your site, unless

7/6/2004

permission
to use our copyrighted material has been given. I will fax a signed copy of
this
email to you, but you should also have my faxed and mailed signed copies of
my
July 1, 2004 letter to [REDACTED] I swear, under penalty of
perjury
consistent with United States Code Title 17, section 512, that the
information
in the notification is accurate and that I am the copyright owner or am
authorized
to act on behalf of the owner of an exclusive right that is allegedly
infringed".

Sincerely [REDACTED]

Director Marketing & Sales
Better Packages, Inc.

Shelton, Ct. 06484

Phone [REDACTED]

fax [REDACTED]

email [REDACTED]@betterpack.com

www.betterpackages.com

--- Original Message ---

From: [REDACTED]@google.com>

To: [REDACTED]@betterpack.com>

Sent: Friday, July 02, 2004 9:28 PM

Subject: Re: [#11828329] Froogle DMCA Complaint

> Hi [REDACTED]

>

> Thank you for your fax dated 7/1/04. We have removed the Smstrapping

> image for the Froogle search results per your last complaint filed. This

> image is no longer shown please visit

>

> <http://froogle.google.com/froogle?hl=en&edition=us&ie=UTF-8&lr=&tab=nl&q=BP+555e>

> to see our results.

>

> If you continue to find this image in your Froogle search results please

> send us the URL of your search results so that we can investigate further.

> If your concern is regarding another image showing up for this search

> please specify the image and send an additional DMCA complaint filed in

> the format required below.

>

> Please note that pursuant to that Act, you may be liable to the alleged

> infringer for damages (including costs and attorneys' fees) if you

> materially misrepresent that you own an item when you in fact do not.

> Accordingly, if you are not sure whether you have the right to request

> removal from our service, we suggest that you first contact an attorney.

>

> To expedite our ability to process your request, please use the following

> format (including section numbers):

>

> 1. Identify in sufficient detail the copyrighted work that you believe has

> been infringed upon. For example, 'The copyrighted work at issue is the

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07/08/04 11:53 FAX [REDACTED]

BETTER PACKAGES

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> text that appears on www.google.com/ads.

>

> 2. Identify the material that you claim is infringing upon the copyrighted

> work listed in item #1 above.

>

> **FOR FROOGLE SEARCH, YOU MUST IDENTIFY EACH COPYRIGHT IMAGE THAT ALLEGEDLY**

> **CONTAINS INFRINGING MATERIAL.** This requires you to provide (a) the search

> query that you used, and (b) the image URL for each allegedly infringing

> search result. Note that the URL for each search result appears in green

> at the beginning of the description for that search result.

>

> 3. Provide information reasonably sufficient to permit Google to contact

> you (email address is preferred).

>

> 4. Provide information, if possible, sufficient to permit Google to notify

> the owner/administrator of the webpage that allegedly contains infringing

> material (email address is preferred).

>

> 5. Include the following statement: 'I have a good faith belief that use

> of the copyrighted materials described above on the allegedly infringing

> webpages is not authorized by the copyright owner, its agent, or the law.'

>

>

> 6. Include the following statement: 'I swear, under penalty of perjury

> consistent with United States Code Title 17, Section 512, that the

> information in the notification is accurate and that I am the copyright

> owner or am authorized to act on behalf of the owner of an exclusive right

> that is allegedly infringed.'

>

> 7. Sign the paper.

>

> 8. Send the written communication to the following address:

>

> Google, Inc.

> Attn: [REDACTED]

>

> Mountain View, CA 94043

>

> OR Fax to:

>

> [REDACTED] Attn: [REDACTED]

>

> Regards,

> The Google Team

>

>

> [This E-mail was scanned for viruses and is clean.]

>

>

7/6/2004



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PACKAGES, Inc.**
The Responsible Choice

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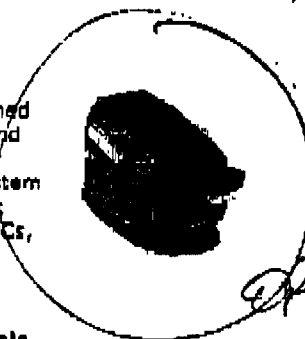
Dispensers | Case Sealers | BetterSeal Secure Tape | Accessories | Poly-Bag Making System | Poly-Tubing Syst

Electric - BP555e

Electric | Manual | Special | PST

Redesigned from the inside out

The Better Pack 555e series has been totally redesigned from the inside out, while maintaining the integrity and reliability that made the original BP 555s an industry standard. The new micro-processor based control system improves overall reliability and allows the Better Pack 555eSA to be interfaced with the following devices: PCs, printers, weighing scales, shipping systems and measuring devices.



BP 555e

BP 754

BP755

*ORIGINAL
ART*

Tested by shipping Professionals for Professionals

The Better Pack 555e was extensively tested and put through more than 1.5 million cycles without any defects. It is the only electronic tape dispenser to pass current UL Requirements. We are so confident of its performance that we've backed it with the best warranty in our industry!

Better Packages meets the challenge... again

Intelligently designed! Ruggedly constructed! User Friendly! The Better Pack 555e is so unique that we've patented both its form and function. It's not just a new tape dispenser... the BP555e is the sealing system shipping professionals will be using well into the 21st Century.

Performance Features

- Color-coded user-friendly keypad.
- For ease of operation, improved "soft-touch" tactile feel and performance.
- Stainless steel tape path and steel slide frames for added strength and longevity.
- Superior brush wetting system ensures proper activation and wetting of tape adhesive.
- Fully electronic control system improves reliability and serviceability.
- Programmable keys (BP555eSA) - Set tape lengths up to 120" depending on model increments. Tape length is adjustable (up or down) in 1/2" increments.
- Random length key to allow tape to be dispensed at any length.
- Largest tape capacity in the industry - for fewer changeovers (1,000 Foot tape Roll.)
- Extra heavy duty, self-oiling blade for superior, consistent cutting.
- Steel frame construction covered with ABS plastic for strength, durability and impact resistance.
- 20% increase in motor power for longer life, cooler running and smoother operation.
- Extra long (detachable) electrical cord for improved operator ease, comfort and safety.
- Built with pride in Shelton, CT USA

Froogle

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BP555e

[Search Froogle](#)[Search the Web](#)[Advanced Preferences](#)**Froogle**

Results 1 - 3 of about 1 confirmed / 3 total results for BP555e. (0.17 seconds)

View

- > [List view](#)
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Sort By

- > [Best match](#)
- [Price: low to high](#)
- [Price: high to low](#)

Price Range

\$ to \$ [Go](#)

Group By

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- > [Show All Products](#)

Search within

- > [All Categories](#)

Wingtip
Not
available

Better Pack 555E\$929.00 - [Smsstrapping - Collecting Supplies](#)

... the BP555e is the tape system shipping professionals will be using well into the 21st Century. New Features Color-coded user-friendly keypad. ...

The results below were automatically extracted from web pages.
Price and category information are uncertain. [details]

**Better Pack 555E Gamed Tape Dispensers**\$950.00 - [www.smsstrapping.com](#)

... the BP555e is the tape system shipping professionals will be using well into the 21st Century. ... bp555e Regular Price: \$950.00 SMS Price: \$935.00.

**Better Pack 555e**\$949.00 - [mrboxonline.com](#)

... the BP555e is the tape system shipping professionals will be using well into the 21st Century. New Features. Color-coded user-friendly keypad. ...