

megapublic, Inc.
[REDACTED]
ch-4051 basel, switzerland
phone: [REDACTED]
fax: [REDACTED]
[REDACTED]@megapublic.com
www.megapublic.com

megapublic®

TELEFAX

Recipient: Google, Inc.
Attn: User Support, DMCA Complaints
[REDACTED]
Mountain View, CA, 94043, US
Fax: [REDACTED]
Sender: megapublic, Inc.
Attn: Philippe Wiede, Managing Director
[REDACTED]
CH-4051 Basel, Switzerland
Fax: [REDACTED]
Date: Basel, 29.03.2005
No. of Pages: 3 incl. Cover Sheet
If this fax is incomplete or any pages are illegible, please call Tel. [REDACTED] or Fax [REDACTED]. Thank you.

Sent via: fax

Re: Notice of Copyright Infringement

Original web site: www.megapublic.com - Infringing web site: www.unitedcolors.com

Dear Sir or Madam

I am writing to you regarding a matter that has been brought to our attention by our clients of our company megapublic®, Inc. The copyrighted work at issue is the original text that appears on the respective web pages of our company's web site "www.megapublic.com". Pursuant to its terms of service, Google also prohibits the use of its service to link to web sites which contain infringing material (DMCA et al).

Currently, Google is providing links to web sites which contain our company's copyrighted works. The primary web site in question, "www.unitedcolors.com", as well as the two other web sites, "www.jumpa.us" (1 article copied) and "www.inchima.com" (1 article copied), have been notified with the copyright infringements of which we are notifying Google. The particular web site owner of "www.unitedcolors.com" has willfully copied and placed our company's intellectual works, explicitly protected by copyright and copyright statements on each original web page, word for word - with the exception of the company name - on at least six (6) of his approx. 9 web pages without the authorization of megapublic, Inc. Accordingly, his actions are in violation of United States and European copyright law and we request Google either remove or disable access to the web site, "www.unitedcolors.com".

I have enclosed for you each of the infringements as Google search queries that are contained by the "www.unitedcolors.com" web site. Our works - corporate articles (text) about our company megapublic and our services, created and written as author by my person - have been published online at "www.megapublic.com" since approx. 2002. The infringing content on the web site "www.unitedcolors.com" was first published in 2004, as the domain "[unitedcolors.com](http://www.unitedcolors.com)" changed ownership ("Domain for Sale"), as can be witnessed at "<http://web.archive.org/web/%2Fhttp://www.unitedcolors.com>". The originality should also be evident utilizing Google's Cache information, as well as based on the consistency, concept and style of our company's web site "www.megapublic.com".

The Search Queries (phrase) used are:

1. "delivers and anchors the brand message"
Original: [www.megapublic.com/branding/branding.html]

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Infringement: [www.unitedcolors.com/content.aspx?id=7531]

Infringement: [www.jumpa.us/solution/brand.html] "different company"

2. "power of a brand depends on the trust it evokes and is also represented"

Original: [www.megapublic.com/branding/branding.html]

Infringement: [www.inchima.com/marketing/branding.html] "different company"

3. "one-stop provider for globally-focused corporate branding"

Original: [www.megapublic.com/branding/]

Infringement: [www.unitedcolors.com/content.aspx?id=7511]

4. "brand strategy defines the message and mission of the brand"

Original: [www.megapublic.com/branding/corporate-identity.html]

Infringement: [www.unitedcolors.com/content.aspx?id=7532]

5. "verbal identity is a tactical key component of the brand"

Original: [www.megapublic.com/branding/naming.html]

Infringement: [www.unitedcolors.com/content.aspx?id=7533]

6. "most effective public relations incorporates specific elements that hold true"

Original: [www.megapublic.com/branding/corporate-communications.html]

Infringement: [www.unitedcolors.com/content.aspx?id=7542]

7. "Brands are a company's most significant asset. Companies"

Original: [www.megapublic.com/branding/strategy.html]

Infringement: [www.unitedcolors.com/content.aspx?id=7530]

My e-mail is "[REDACTED]@megapublic.com", or you can call me at [REDACTED] or send me a fax at [REDACTED].

The owner of the primary infringing web site, "www.unitedcolors.com", is, as per WHOIS, as follows:

Brandconcern BV, Attn: [REDACTED]

[REDACTED], The Hague, 2501 CK, The Netherlands

Telephone: [REDACTED], Telefax: [REDACTED], E-mail: [REDACTED]@unitedcolors.com

BrandConcern B.V. in turn is actually owned by Scheffrahn Holding B.V.:

Scheffrahn Holding BV, Attn: [REDACTED]

[REDACTED] 2501 CK, The Hague, The Netherlands

Telephone: [REDACTED], Telefax: [REDACTED], E-mail: [REDACTED]@scheffrahn.com

I have a good faith belief, and in fact know for certain, that use of the copyrighted materials described above on the allegedly infringing web pages is not authorized by the copyright owner, its agent, or the law. I swear, under penalty of perjury, 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.

Thank you for your cooperation and attention in this matter.

Sincerely,

[REDACTED]
Philippe Wiede
Managing Director, megapublic®, Inc., CH-4051 Basel, Switzerland
US Trademark Registration Number 2,495,647

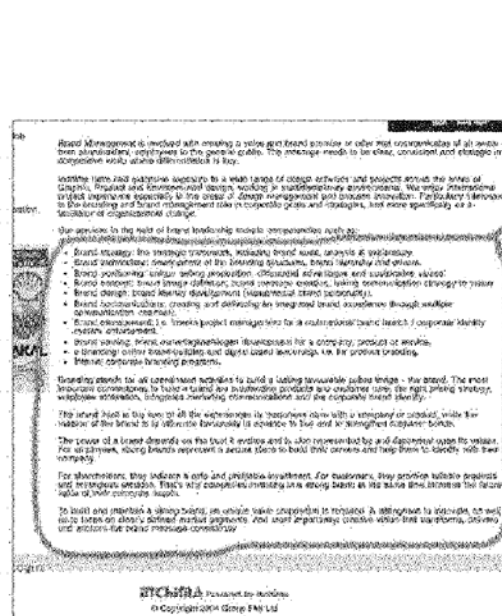
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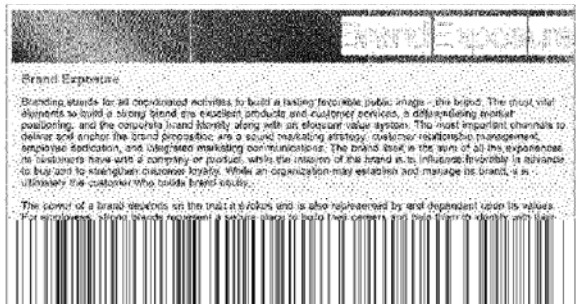
- Original: www.megapublic.com/branding/branding.html



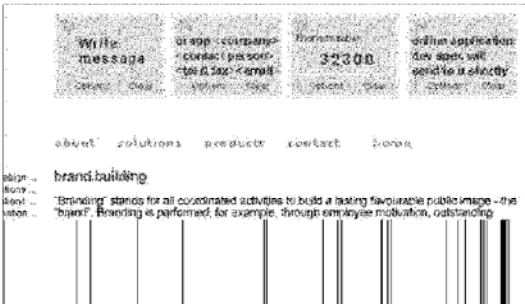
Infringement: www.inchima.com/marketing/branding.html



- Infringement: www.unitedcolors.com/content.aspx?id=7531



Infringement: www.jumpa.us/solution/brand.html



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megapublic

Brand Management

Brand Management is involved with creating a value and brand promise or value that encompasses all of a company's activities, products and services. The brand promise is the core of the brand. The most important elements to build a strong brand are excellent products and services, a differentiated market positioning, and the corporate brand identity along with an efficient value system. The most important channels to deliver and anchor the brand proposition are a strong marketing strategy, customer relationship management, employee motivation, and integrated marketing communications. The brand itself is the sum of all the experiences customers have with a company or product, while the mission of the brand is to influence favourably in advance to buy and to strengthen customer loyalty. While an organization may establish and manage its brand, it is ultimately the customer who builds brand equity.

The power of a brand depends on the trust it evokes and is also represented by and dependent upon its values. For employees, strong brands represent a secure place to build their careers and help them to identify with their company. For shareholders, they promise reliable products and services. For customers, they promise reliable products and services. That's why companies investing in a strong brand at the same time increase the future value of their corporate assets.

To build and maintain a strong brand, an unique value proposition is required. A willingness to invest, as well as to focus on clearly defined market segments, and most importantly, creative vision that transforms, delivers and anchors the brand message consistently.

megapublic, works with companies as a full-service agency in Switzerland, on a per project basis, to offer the Management, Creative, Design, and Marketing services for internal or external customers at their locations abroad. The multi-disciplinary brand collection can direct the entire branding process from strategy, concept, design, implementation to management. Services in the field of brand building include comprehensive such as:

- Brand strategy: the strategic framework, including brand audit, analysis & exploration
- Brand architecture: development of the branding architecture, brand hierarchy and system
- Brand experience: design strategy, proposition, differentiators, advantages and sustainable values

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Infringement: www.unitedcolors.com/content.aspx?id=7531

UnitedColors

Brand Experience

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UnitedColors™ works on a per project basis. The UnitedColors™ consultant can direct the entire brand experience process from strategy, concept, design, implementation to management. Services in the field of brand experience include comprehensive such as:

- Brand strategy: the strategic framework, including brand audit, analysis & exploration
- Brand architecture: development of the branding architecture, brand hierarchy and system
- Brand experience: design strategy, proposition, differentiators, advantages and sustainable values

Infringement: www.jumpa.us/solution/brand.html

Jumpa

Brand Building

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Jumpa works with companies as a full-service agency in Switzerland, on a per project basis, to offer the Management, Creative, Design, and Marketing services for internal or external customers at their locations abroad. The multi-disciplinary brand collection can direct the entire branding process from strategy, concept, design, implementation to management. Services in the field of brand building include comprehensive such as:

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- Brand architecture: development of the branding architecture, brand hierarchy and system
- Brand experience: design strategy, proposition, differentiators, advantages and sustainable values