



June 17, 2005

Google, Inc.  
Attn: User Support, DMCA Complaints

Mountain View, CA  
94043

VIA FAX

Dear Sirs:

**RE: COPYRIGHT INFRINGEMENT**

I am the President for WSI and I understand that our staff have recently been in contact with you about the misuse of a description of a workshop utilizing WSI's proprietary information, which is subject to copyright by an individual (who refers to himself as "C - Toronto, Ontario") This individual has without the owner's consent posted a copy of this workshop description on various other web pages in order to display WSI proprietary information. A copy of the proprietary information displayed is attached. Please note that the proprietary information misused appears at the following web page (see attached document).

Display of a copyright protected workshop description for clearly unauthorized purposes is, in our view, copyright infringement and the workshop description must be removed from all pages that are unauthorized. The workshop description has wrongfully been posted to the following web pages, each of which has been separately identified by search query and infringing web pages described below:

Search query: WSI "Hong Kong Polytechnic"

Infringing web pages:

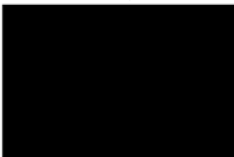
[http://www.google.com/search?as\\_q=WSI+%22Hong+Kong+Polytechnic%22&num=100&hl=en&btnG=Google+Search&as\\_epq=&as\\_oq=&as\\_eq=&lr=&as\\_ft=i&as\\_filetype=&as\\_qdr=all&as\\_occt=any&as\\_dt=i&as\\_sitesearch=&safe=images](http://www.google.com/search?as_q=WSI+%22Hong+Kong+Polytechnic%22&num=100&hl=en&btnG=Google+Search&as_epq=&as_oq=&as_eq=&lr=&as_ft=i&as_filetype=&as_qdr=all&as_occt=any&as_dt=i&as_sitesearch=&safe=images)

If you require any further information on any of the foregoing, please contact the undersigned at [REDACTED] by phone or [REDACTED]@torontotoohomeoffice.com by e-mail.

I have a good faith belief 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 consistent with United States Code Title 17, Section 512, that the information in the notification is accurate and that I am authorized to act on behalf of the owner of an exclusive right that is allegedly infringed.

Yours truly;

A large black rectangular redaction box covering the signature of the undersigned.

President

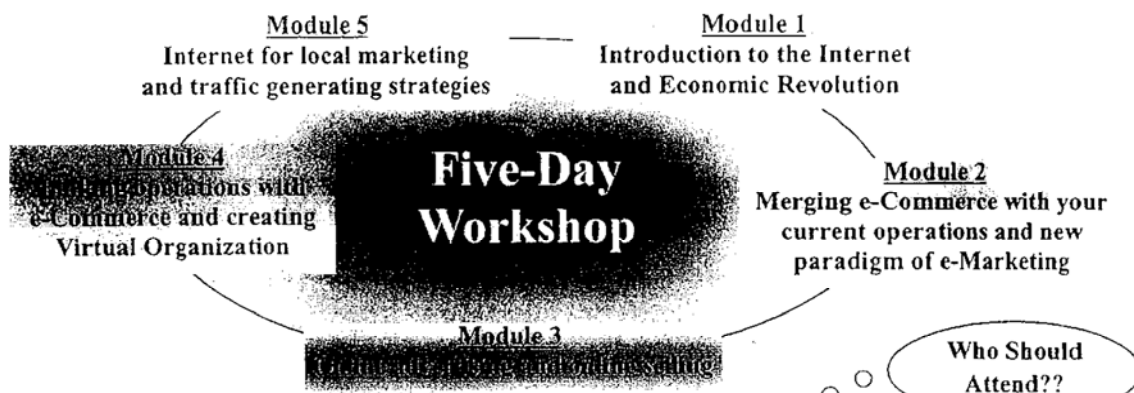


THE HONG KONG  
POLYTECHNIC UNIVERSITY  
香港理工大學



## e-Business Executive Development Workshop

Code : ITED-09001  
Date : 9, 16 & 23 September 2000 (Saturdays)  
24 September (Sunday) & 7 October 2000 (Saturday)  
Time : 9:30am - 5:00pm  
Venue : Core Y, CWHKT - Centre for Intelligent Enterprises  
The Hong Kong Polytechnic University



### Training Focus

Understand the Internet wave will change the way to do business. Most executives are facing a great challenge of how to transform their traditional business into successful e-business. Apart from sharing the latest Internet trend, it is important to have an interactive approach that will guide participants into new paradigm of e-business environment. This workshop aims to give participants the skills to put ideas into practice in their organizations. The workshop will focus on:

- Internet as a tool in e-business
- e-Business strategy
- Linking traditional business with e-Commerce
- Key successful factors in e-business
- On-line sales and marketing
- Creating a virtual organization



- The workshop is designed for
- SME owners
  - senior and middle management executives
  - marketing executives
  - sections heads in business, industrial and public sectors

### Registration Form

Participant's Particulars (Please fill up in block letters)

Name: \_\_\_\_\_ (Chinese)

(English)

(Given Name) (Family Name) (Other Name)

Company Name

Position:

Mailing Address (Home address/Office address\*)

Contact Tel No. (Office)

Mobile Phone No.

Fax No.

E-Mail Address

How did you learn about this course?

Participant who wishes to join the course is requested to complete the form and fax it to 2888-0380. Please then send us the crossed cheque payable to "The Hong Kong Polytechnic University" and mail it to CWHKT - Centre for Intelligent Enterprises.

HK\$7,800 for non-member  
HK\$6,630 for MEDC member

Cantonese is the primary  
medium of instruction and  
English terms are used where  
applicable. The teaching  
materials will be in English.

A Certificate of Attainment will  
be issued by The Hong Kong  
Polytechnic University to those  
participants who have  
completed the full training.

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## Workshop Contents

### Module 1: Introduction to the Internet and Economic Revolution

How much do you understand about Internet? How Internet will affect your business? Is your company a good candidate for eCommerce? Nowadays, many executives are facing the challenge of Internet wave. Whether you like it or not, it is essential for executives like you to have an in-depth understanding more about Internet before you start the e-business journey.

#### Contents:-

- The new economy
- The laws of the e-Commerce jungle
- The competitive inventory
- The ABCs of Internet success
- Which companies are best suited to e-Commerce?
- Is your product and service a good candidate for e-Commerce?
- The battle for control of the Internet
- A possible e-Commerce model 2001 and 2010

### Module 2: Merging e-Commerce with your current operations and new paradigm of e-Marketing

This is vital to merge e-Commerce into your current operation to create synergy. Successful business models in traditional business often means disaster in e-Business. Executives having old marketing paradigm will have difficulties in keeping their organization competitive. This course will guide the participants on how to create an effective online strategy and look into new paradigm of eMarketing.

#### Contents:-

- Creating effective online strategy
- Converting applications to e-Commerce applications
- Internet Business Analysis
- Extending the influence of customer response
- One to one marketing and mass customization
- Offline marketing for online business
- Your website as a marketing medium
- Advantages of online marketing

### Module 3: Online advertising and online selling

This course will lead participants into a new paradigm of online advertising, understand the differences and the advantage of online advertising; participants will be guided to think about gaining the best from new technologies and turn the traffic into your profit by online sales.

#### Contents:-

- Marketing with other Internet services
- Mixing and matching your online efforts
- New media technologies
- Better ways of doing things on the Internet
- Data mining and loyalty programs
- What are the steps to creating a secure online purchasing site?
- Secure electronic transactions
- The goldmine: Integrated technology retailing

### Module 4: Linking operations with e-Commerce and creating Virtual Organization

The participants will explore how to link traditional corporate functions with e-Commerce, understand the challenges of supply chain planning for e-Commerce and develop supply chain strategies. The course will introduce the concept of a Virtual Organization and guide the participants to think about the value of a Virtual Organization.

#### Contents:-

- Operations management online
- Online supply chain management
- How do I fulfill an electronic order?
- The corporate inventory
- Internal communications
- Tools to support customers, distributors and partners
- Knowledge management
- The benefits of a Virtual Organization

### Module 5: Internet for local marketing and traffic generating strategies

E-Commerce is not just for your overseas customers or suppliers. It is just as effective tool for local business. This course will tell you how you can create an electronic storefront and generate traffic for both your physical and virtual market place.

#### Contents:-

- What's is disintermediation?
- Reducing transaction cost
- Creating a supplier partnership online
- Searching our marketing opportunities on the Internet
- Experts online
- Statistics to monitor your site effectiveness
- Trade associations and publications
- Going beyond the traditional e-Conomy

Google Search 100 results

Google search Term: WSI "Hong Kong Polytechnic"

[http://www.google.com/search?as\\_q=WSI+%22Hong+Kong+Polytechnic%22&num=100&hl=en&btnG=Google+Search&as\\_epq=&as\\_oq=&as\\_eq=&lr=&as\\_ft=i&as\\_filetype=&as\\_qdr=all&as\\_occt=any&as\\_dt=i&as\\_sitesearch=&safe=images](http://www.google.com/search?as_q=WSI+%22Hong+Kong+Polytechnic%22&num=100&hl=en&btnG=Google+Search&as_epq=&as_oq=&as_eq=&lr=&as_ft=i&as_filetype=&as_qdr=all&as_occt=any&as_dt=i&as_sitesearch=&safe=images)

<http://badbusinessbureau.com/reports/ripoff103528.htm>

<http://www.ripoffreport.com/reports/ripoff89061.htm>

<http://badbusinessbureau.com/reports/ripoff103528.htm>

<http://badbusinessbureau.com/reports/ripoff103528.htm>

<http://klausdahl.com/forum/viewtopic.php?p=6040>

<http://klausdahl.com/forum/viewtopic.php?p=6010>