

From: **Keyen Farrell** <[keyen.farrell@gmail.com](mailto:keyen.farrell@gmail.com)>  
Date: Tue, Mar 31, 2009 at 1:59 PM  
Subject: Re: Shoemoney Trademark --- Cease and Desist and Demand Letter  
To: "COOPER, PATRICK" <[PCOOPER@fraserstryker.com](mailto:PCOOPER@fraserstryker.com)>

Patrick,

The ad you cited only contained the shoemoney name because it is a keyword insertion ad that inserts any query into the headline.

Shoemoney is completely unimportant to our keyword strategy. The keyword was received in a keyword dump - it is one of tens of thousands of keywords we bid on. In fact it does not generate revenue for us.

That said, we've removed all keywords related to your trademark. This means that no ads will show on the query.

On Mar 31, 2009, at 11:49 AM, "COOPER, PATRICK" <[PCOOPER@FraserStryker.com](mailto:PCOOPER@FraserStryker.com)> wrote:

Mr. Farrell -

Please see attached letter.

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