

EXHIBIT C
TO THE
DECLARATION OF
JEFFREY R. WANG

SmithDehn LLP
NEW YORK LONDON
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Suite 713
New York, NY 10016
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Telefacsimile (646) 417-7974

May 8, 2009

L. Michelle Wilson, Esq.
Senior Vice President, General Counsel
and Secretary
Amazon.com, Inc.
1200 12th Avenue South, Suite 1200
Seattle, WA 98144-2734

Re: Amazon's "Beware the SCAM Artists" Online Ad Campaign;
Unauthorized Use of ONEQUALITY.COM Mark; False
Advertising; Unfair Competition; Unfair Trade Practices

Dear Ms. Wilson:

This firm represents Sellify, LLC ("Sellify"), a Connecticut limited liability company. Sellify is the owner of the service mark ONEQUALITY.COM (the "Mark"), in connection with the online sale of (*inter alia*) used and overstocked electronic and digital consumer products via its OneQuality.com web site.¹ I am writing because Amazon's crude and unfounded online advertising campaign falsely tars my client and its people as "SCAM Artists" and "Scammers," and is unfairly and illegally crippling Sellify's ability to compete in the online marketplace.

The centerpiece of this ad campaign appears to be Amazon's purchase, and blatantly unfounded use, of the advertising keyword "onequality.com" from the Google web search service. Amazon has methodically and wrongfully worked to ensure that when a Google user punches in the search term "onequality.com," the search results page yields (a) a series of results that almost all direct the user to the onequality.com site and (b) a "sponsored ad" appearing either atop the search results or opposite the first result, and directing the user to the amazon.com web site. No other sponsored ad ever appears on the search results page.

¹ The Mark has been continuously used in commerce since at least March 7, 2007 by Sellify and its predecessor in interest, OneQuality LLC.

We may leave aside, for the moment, the question of whether Amazon has any legal right at all to purchase “onequality.com” as a keyword as part of a strategy to redirect potential customers from Sellify to Amazon, except to note that the most recent rulings of several U.S. Courts of Appeals on keyword purchase issues and the “initial interest confusion” test for trademark infringement surely cannot not give Amazon substantial comfort. In this instance, however, Amazon’s actions go much further and are far less legally ambiguous. The Amazon keyword purchase results in the appearance of two or more different “sponsored ad” versions, each of which feature headlines incorporating some form of the term “scam.”

Thus, for example, the search I performed earlier this week produced a “sponsored ad” bearing the headline “Beware the SCAM Artists” and subtitled “Camcorders at the Best Price From the Trusted Source,” which is linked to the amazon.com site, which in turn is referenced at the bottom of the “sponsored ad” itself. In such fashion, the advertisement clearly implies that while Amazon is a “Trusted Source,” the operator of the web site whose address is punched into Google by the user is a “SCAM Artist” that the user should “beware.” It goes without saying that “onequality.com” is a very specific search term that could refer only to a unique web page (www.onequality.com), and it is now clear that each and every Google search for that term yields a “Scam” ad created and disseminated by Amazon. This carefully planned and planted association between onequality.com and “scam” is a prototypical example of false advertising and unfair competition, as variously defined in the federal Lanham Act and FTC Act, the Connecticut Unfair Trade Practices Act (CUTPA), and federal and state common law. CUTPA, for example, specifically prohibits a business from “[d]isparag[ing] the merchandise, services, or business of another by false or misleading representation of fact.” Calling someone a “scammer” or “scam artist” is hardly a subjective judgment; it is a representation of fact, and in this case a damagingly false one.

Apparently, Amazon considers its goal of besmirching Sellify so important that it has purchased as keywords even misspelled variations on the mark. Thus, for example, when I punched the misspelled term “onequaity.com” into the Google search engine, the first five results all referred to onequality.com or Sellify’s OneQuality “store” on Ebay – but atop those results was another Amazon “sponsored ad” headlined, “Don’t Buy from Scammers,” also referencing the amazon.com site and directly linking to a page on that site featuring camcorders.

For your convenient reference, I have attached copies of the above-referenced Google search results. I note that the particular amazon.com page accessed by clicking on the “sponsored ads” that appeared as a result of the searches detailed above features specific camcorder items also sold by Sellify via its onequality.com site.

That a company of Amazon's size, power and reputation would engage in such a smear campaign against a much less well known competitor is shocking and appalling, and calls into question whether senior corporate management even knows what is going on within the company. Truly, the brazenness and ruthlessness of Amazon's ad campaign, as well as the precision with which the campaign is aimed directly at Sellify are striking. Clearly, the campaign is not directed at Google users who input generic terms such as "camcorders," "cameras" or "flat-screen televisions." It is specifically directed to users who input "onequality.com." Presumably, Amazon is well aware that users who use input the name of my client's web site on Google are not seeking to go to the onequality.com web page right away. (Such users could, obviously, choose to bypass Google and simply type "onequality.com" into their web browsers if that is what they wanted to do.) Rather, they are trying to find out information about onequality.com from sources other than the operator of onequality.com. They are most likely looking for third-party reviews of, and comments about, the services available through onequality.com. Amazon is apparently all too happy to provide such a "review" to each such user in the form of a jarringly blunt and false advertisement.

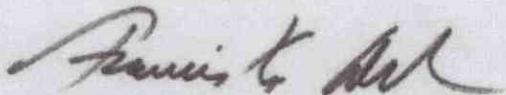
While there is absolutely no factual basis for Amazon to label Sellify as one of the "Scammers" or "SCAM Artists" it apparently feels so compelled to warn the public about, it should be readily apparent that this kind of labeling is overwhelmingly likely to be viewed by members of the consuming public as very credible. Amazon is one of the world's largest and most recognized consumer businesses. That Amazon is making the effort to identify onequality.com as a "scam" inherently carries considerable weight. Why, a consumer might ask, would Amazon, a huge and powerful company with such well-documented concern for its reputation for integrity, call out a much smaller online concern as a "scammer" unless the accusation were true? Surely Amazon does not fear onequality.com as a competitor; it only stands to reason that it is performing what it sees as a public service, by alerting the unwary consumer to the scam artist that lies in wait to steal the consumer's hard-earned dollars. Better to pay a higher price with Amazon, such an "informed" consumer would thus conclude, than to risk losing all with a company branded a "scammer."

In fact, there is very little that one could do to an online business that would be more damaging and injurious than what Amazon, with all of its power and prestige, has already done. Consequently, you are hereby placed on notice that this firm is preparing to commence an action against Amazon in an attempt to remedy the wrong that Amazon has perpetrated against Sellify, and seeking five million dollars (\$5,000,000.00) in damages and an immediate end to Amazon's scurrilous advertising campaign. We are willing to defer filing of the action if contacted by counsel for Amazon prior to the close of business on May 15, 2009, with a serious proposal for settlement that reflects the gravity (and potential application in other contexts) of Sellify's potential claims against Amazon.

L. Michelle Wilson, Esq.
May 8, 2009
Page 4

I look forward to hearing from you or one of your colleagues, or outside counsel, regarding this serious matter.

Very truly yours,

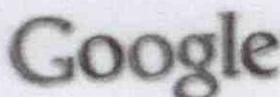


Francis X. Dehn

cc: Sellify, LLC

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onequaity.com

Search

Advanced Search
PreferencesPersonalized based on your web history. [More details](#)

Web

Results 1 - 10 of about 803,000 for [onequaity.com](#) (0.32 seconds)[Don't Buy from Scammers](#)

Sponsored Link

amazon.com Camcorders at the Best Price From the Trusted Source.

Did you mean: [onequality.com](#)[OneQuality.com - Where everything is OneQuality](#)

OneQuality.com™ has grown rapidly over the past few years by providing our customers with a unique shopping experience that focuses exclusively on preowned ...

[onequality.com/](#) - 23k - Cached - Similar pages - [OneQuality.com - Where everything is OneQuality](#)

OneQuality is committed to protecting the privacy of our customer's personal information.

References to OneQuality or OneQuality.com herein refer to Sellify ...

[www.onequality.com/privacy.php](#) - 22k - Cached - Similar pages - [More results from www.onequality.com](#) »[OneQuality.com - Where everything is OneQuality](#)

By creating an account at OneQuality you will be able to shop faster, be up to date on an orders status, and keep track of the orders you have previously ...

<https://www.onequality.com/account.php?osCsid=cp9d6hoq9v7q6vdgmn2fudmfv1> - 20k - Cached - Similar pages - [eBay Store - OneQuality-Store: Canon XL1 Camera, Sony HDR-FX1 ...](#)

Buy Canon XL1 Camera and Sony HDR-FX1 items from OneQuality-Store eBay Store. We also sell Canon XL2, Canon GL2 items on eBay.
stores.ebay.com/OneQuality-Store - 53k - Cached - Similar pages -

[AuctionBytes TV - Internet television for eBay users and online ...](#)

Chris Maki is Owner and Partner at OneQuality.com and operates an eBay Store,

<http://stores.ebay.com/OneQuality-Store> selling used pro-audio and pro-video ...

auctionbytes.tv/cgi-bin/video-manager/frame.pl?features&06172007a - 4k -

Cached - Similar pages -

[Device for testing at least one quality parameter of a fluid invention](#)

The invention relates to a device for testing at least one quality parameter of a fluid in fluid apparatuses, eg working cylinders (10), ...

www.freshpatents.com/Device-for-testing-at-least-one-quality-parameter-of-a-fluid-invention - 44k - Cached - Similar pages - [Sirop de Liege: many uses, one quality - SIROP DE LIEGE](#)

Sirop de Liège: many uses, one quality, sirop_toast. Adds life to your daily bread!

sirop_toast_2. Just spread Sirop de Liège on toasts or regular bread and ...

www.sirop-de-liege.com/en/sirop-de-liege/sirop-de-liege-many-uses-one-quality.html - 36k -

Cached - Similar pages -

(WO/2000/025544) METHOD OF ESTABLISHING AT LEAST ONE QUALITY ...  

The invention relates to a method of establishing at least one quality estimate in a

communication network for one or more sets (S1, S2, S3, S4, ...)

www.wipo.org/pctdb/en/wo.jsp?wo=2000025544 - 17k - [Cached](#) - [Similar pages](#) -  

by J ELLING - 2000 - All 2 versions

One quality blog post is enough to make you famous - Blogopreneur.com  

The highest level of online marketing is quality content. One quality article or blog post can make your famous!

www.blogopreneur.com/2007/01/05/one-quality-blog-post-is-enough-to-make-you-famous/ -

55k - [Cached](#) - [Similar pages](#) -  

Justdial: A One Quality Rice And Stores in Fair Lands Salem  

A One Quality Rice And Stores in Fair Lands Salem - Contact details and more information on A One Quality Rice And Stores in Fair Lands Salem.

salem.justdial.com/a-one-quality-rice-and-stores_fair-lands_Salem_dlnufnrDTSfhfPsraq.htm

- 77k - [Cached](#) - [Similar pages](#) -  

Did you mean to search for: [onequality.com](#)

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Your Amazon.com

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Gift Cards

Mother's Day is May 10; Save now.

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Search Professional Camcorders

Cart

Your Lists

Camera & Photo

Browse Brands

Bestsellers

Digital SLRs

Point-and-Shots

Camcorders

Pro Video

Accessories

Today's Deals

Camera & Photo > Camcorders > Professional Camcorders

Showing 1 - 24 of 59 Results

Sort by Best-selling

1.



Panasonic Pro AGHMC150PJ 3CCD AVCHD 24fps Camcorder

Buy new: \$3,995.00 Add to cart to see price

4 Used & new from \$3,089.99

Get it by Wednesday, May 6 if you order in the next 22 hours and choose one-day shipping. Eligible for FREE Super Saver Shipping.

★☆☆☆☆ (8)

2.



Sony HDR-FX7 3-CMOS Sensor HDV High-Definition Handycam Camcorder with 20x Optical Zoom

Buy new: \$1,999.99 \$1,999.00

7 Used & new from \$1,999.00

In Stock

★☆☆☆☆ (6)

3.



Panasonic Pro AG-DVC20 3CCD MiniDV Proline Camcorder w/10x Optical Zoom

Buy new: \$1,595.00 \$1,249.95

2 Used & new from \$910.00

Get it by Wednesday, May 6 if you order in the next 22 hours and choose one-day shipping. Eligible for FREE Super Saver Shipping.

★☆☆☆☆ (14)

4.



Panasonic Pro AG-DVX100B 3-CCD MiniDV Proline Camcorder with 10x Optical Zoom

Buy new: \$2,499.99

8 Used & new from \$1,995.00

In stock. Processing takes an additional 3 to 4 days.

★☆☆☆☆ (15)

5.



Canon GL2 MiniDV Digital Camcorder w/20x Optical Zoom

Buy new: \$2,999.99 \$2,049.99

14 Used & new from \$1,289.95

In Stock

★☆☆☆☆ (59)

6.



Canon XH-A1S 3CCD HDV High Definition Professional Camcorder with 20x HD Video Zoom Lens III

Buy new: \$3,399.00

7 Used & new from \$3,379.00

Get it by Wednesday, May 6 if you order in the next 20 hours and choose one-day shipping. Eligible for FREE Super Saver Shipping.

7.



Sony HDR-FX1000 High Definition MiniDV Handycam Camcorder

Buy new: \$3,199.99 \$3,199.00

6 Used & new from \$3,192.95

In stock. Processing takes an additional 3 to 4 days.

★☆☆☆☆ (4)

8.



Sony Professional HVR-A1U CMOS High Definition Camcorder with 10x Optical Zoom

Buy new: \$2,799.95

3 Used & new from \$1,899.95

In Stock

★☆☆☆☆ (11)

9.



Sony HVR-HD1000U MiniDV 1080i High Definition Camcorder with 10x Optical Zoom

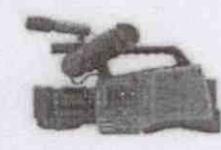
Buy new: \$2,495.95

4 Used & new from \$1,550.00

In Stock

★☆☆☆☆ (10)

10.



Panasonic AG-HMC70PJ AVCHD 3CCD Flash Memory Professional Camcorder with 12x Optical Image Stabilized Zoom

Buy new: \$2,499.99 Add to cart to see price

11.



Canon XH A1 1.67MP 3CCD High-Definition Camcorder with 20x Optical Zoom

Currently unavailable

★☆☆☆☆ (39)

See newer version of this item

12.



Sony DCR-VX2100 3CCD MiniDV Handycam Camcorder w/12x Optical Zoom

Buy new: \$3,099.95

6 Used & new from \$1,400.00

In Stock

Department
 Camera & Photo
 < Camcorders
Professional Camcorders

Shipping Option (What's this?)

Any Shipping Option
 Prime Eligible (16)
 Free Super Saver
 Shipping (16)

Brand

Any Brand
 Panasonic (19)
 Sony (17)
 Canon (10)
 JVC (4)
 Hoodman (1)
 Rainbow (6)

Optical Zoom

Any Optical Zoom
 4.0x to 5.9x (3)
 10x to 19x (21)
 20x to 29x (17)

Megapixels

Any Number of Megapixels
 1.9 MP & Under (23)
 3 to 3.9 MP (2)

Display Size

Any Display Size
 2 to 2.9 in. (12)
 3 to 4.9 in. (15)

Sensor Technology

Any Sensor Technology
 3CCD (18)
 3 ClearVid CMOS (3)
 CMOS (2)
 Super HAD 3CCD (2)
 3CCD with Pixel Shift (1)
 ClearVid CMOS (1)

Avg. Customer Review

Any Avg. Customer Review
 ★★★★ & Up (23)
 ★★★★★ & Up (26)
 ★★★★★ & Up (27)
 ★★★★★ & Up (27)

Price

Any Price
 Under \$25 (1)
 \$25 to \$50 (1)
 \$200 & Above (57)

\$ to \$

Seller

Any Seller
 Willoughby's Established
 1898 (26)
 Amazon.com (13)
 Merchant Integration Test
 2 (10)
 Wall Street Photo (9)
 Big VALUE Inc (7)
 Calumet (7)
 J&R Music and Computer
 World (7)
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Availability

Include Out of Stock

Where's My Stuff?

- Track your recent orders.
- View or change your orders in Your Account.

Shipping & Returns

- See our shipping rates & policies.
- Return an item (here's our Returns Policy).

Need Help?

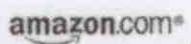
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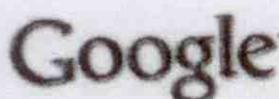
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onequality.com

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Web

Results 1 - 10 of about 806,000 for **onequality.com** (0.35 seconds)**Beware the SCAM Artists**

amazon.com Camcorders at the Best Price From the Trusted Source.

Sponsored Link

[OneQuality.com - Where everything is OneQuality](#)

OneQuality.com™ has grown rapidly over the past few years by providing our customers with a unique shopping experience that focuses exclusively on preowned ...
[onequality.com/](http://www.onequality.com/) - 23k - [Cached](#) - [Similar pages](#) -

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Welcome to OneQuality.com! OneQuality.com is owned by Sellify LLC. References to OneQuality or OneQuality.com herein refer to Sellify LLC, ...
www.onequality.com/conditions.php - 26k - [Cached](#) - [Similar pages](#) -
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Have we not convinced you yet to buy OneQuality.com preowned? Save yourself some money and buy from OneQuality.com and use the extra money purchasing more ...
<https://www.onequality.com/buybrandnew.php?osCsid=79suevq0hv3k8bbth7v762v6> - 18k
- [Cached](#) - [Similar pages](#) -

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By creating an account at OneQuality you will be able to shop faster, be up to date on an orders status, and keep track of the orders you have previously ...
<https://www.onequality.com/account.php?osCsid=cp9d6hoq9v7q6vdgmn2fudmfv1> - 20k -
[Cached](#) - [Similar pages](#) -
More results from <https://www.onequality.com> »

[Yes! on Equality](#)

Yes! on Equality - California's official 2010 marriage equality ballot.
www.yesonequality.com/ - 13k - [Cached](#) - [Similar pages](#) -

[Yes! on Equality - FAQs](#)

On Equality recognizes this. We have therefore put together a petition to the courts in hopes that Supreme Court justices will rule in favor of gay marriage ...
www.yesonequality.com/index-1.html - 17k - [Cached](#) - [Similar pages](#) -
More results from www.yesonequality.com »

[onequality.com - Quantcast Audience Profile](#)

This site reaches approximately 2179 US monthly people. The site appeals to a heavily male following.
www.quantcast.com/onequality.com - 23k - [Cached](#) - [Similar pages](#) -

[OneQuality.com - OneQuality.com - Reviews, Ratings and Prices at ...](#)

Check the reputation of OneQuality.com. Find the best deals and coupons on computer hardware and electronics. Compare prices before you shop and read ...

www.resellerratings.com/store/OneQuality - 88k - Cached - Similar pages - 

onequality.com Estimated Worth \$233.6 USD by websiteoutlook  

onequality.com valuation by websiteoutlook. ... Comments. No commentsBe the first person to write a comment on **onequality.com** ...

www.websiteoutlook.com/www.onequality.com - 30k - Cached - Similar pages - 

eBay Store - OneQuality-Store: Canon XL1 Camera, Sony HDR-FX1 ...  

Buy Canon XL1 Camera and Sony HDR-FX1 items from OneQuality-Store eBay Store. We also sell Canon XL2, Canon GL2 items on eBay.

stores.ebay.com/OneQuality-Store - 53k - Cached - Similar pages - 

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onequality.com

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Your Lists

Camera & Photo

Browse Brands

Bestsellers

Digital SLRs

Point-and-Shots

Camcorders

Pro Video

Accessories

Today's Deals

Camera & Photo > Camcorders > Professional Camcorders

Showing 1 - 24 of 59 Results

Sort by: Bestselling

1.



Panasonic Pro AGHMC150PJ 3CCD AVCHD 24fps Camcorder

Buy new: \$3,995.00 Add to cart to see price

4 Used & new from \$3,089.99

Get it by Wednesday, May 6 if you order in the next 23 hours and choose one-day shipping. Eligible for FREE Super Saver Shipping.

★★★★★ (8)

2.



Sony HDR-FX7 3-CMOS Sensor HDV High-Definition Handycam Camcorder with 20x Optical Zoom

Buy new: \$1,999.99 \$1,999.00

7 Used & new from \$1,999.00

In Stock

★★★★★ (6)

3.



Panasonic Pro AG-DVC20 3CCD Proline Camcorder w/10x Optical Zoom

Buy new: \$1,595.00 \$1,249.95

7 Used & new from \$910.00

Get it by Wednesday, May 6 if you order in the next 23 hours and choose one-day shipping. Eligible for FREE Super Saver Shipping.

★★★★★ (14)

4.



Panasonic Pro AG-DVX100B 3-CCD MiniDV Proline Camcorder with 10x Optical Zoom

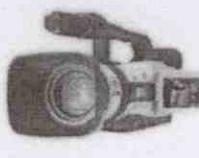
Buy new: \$2,499.99

8 Used & new from \$1,995.00

In stock. Processing takes an additional 3 to 4 days.

★★★★★ (15)

5.



Canon GL2 MiniDV Digital Camcorder w/20x Optical Zoom

Buy new: \$2,999.99 \$2,049.99

14 Used & new from \$1,289.95

In Stock

★★★★★ (59)

6.



Canon XH-A1S 3CCD HDV High Definition Professional Camcorder with 20x HD Video Zoom Lens III

Buy new: \$3,399.00

7 Used & new from \$3,379.00

Get it by Wednesday, May 6 if you order in the next 21 hours and choose one-day shipping. Eligible for FREE Super Saver Shipping.

7.



Sony HDR-FX1000 High Definition MiniDV Handycam Camcorder

Buy new: \$3,199.99 \$3,199.00

8 Used & new from \$3,192.95

In Stock

★★★★★ (4)

8.



Sony Professional HVR-A1U CMOS High Definition Camcorder with 10x Optical Zoom

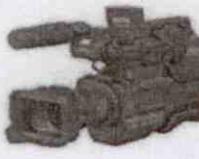
Buy new: \$2,799.95

3 Used & new from \$1,899.99

In Stock

★★★★★ (11)

9.



Sony HVR-HD1000U MiniDV 1080i High Definition Camcorder with 10x Optical Zoom

Buy new: \$2,495.95

4 Used & new from \$1,550.00

In Stock

★★★★★ (10)

10.



Panasonic AG-HMC70PJ AVCHD 3CCD Flash Memory Professional Camcorder with 12x Optical Image Stabilized Zoom

Buy new: \$2,499.99 Add to cart to see price

11.



Canon XH A1 1.67MP 3CCD High-Definition Camcorder with 20x Optical Zoom

Currently unavailable

★★★★★ (39)

See newer version of this item

12.



Sony DCR-VX2100 3CCD MiniDV Handycam Camcorder w/12x Optical Zoom

Buy new: \$3,099.95

6 Used & new from \$1,400.00

In Stock

Department

- Camera & Photo
- Camcorders
- Professional Camcorders

Shipping Option (what's this?)**Any Shipping Option**

- Prime Eligible (17)
- Free Super Saver Shipping (17)

Brand**Any Brand**

- Panasonic (19)
- Sony (17)
- Canon (10)
- JVC (4)
- Hoodman (1)
- Rainbow (6)

Optical Zoom**Any Optical Zoom**

- 4.0x to 5.9x (1)
- 10x to 19x (21)
- 20x to 29x (57)

Megapixels**Any Number of Megapixels**

- 1.9 MP & Under (23)
- 3 to 3.9 MP (2)

Display Size**Any Display Size**

- 2 to 2.9 in. (12)
- 3 to 4.9 in. (15)

Sensor Technology**Any Sensor Technology**

- 3CCD (18)
- 3 ClearVid CMOS (3)
- CMOS (2)
- Super HAD 3CCD (2)
- 3CCD with Pixel Shift (1)
- ClearVid CMOS (1)

Avg. Customer Review**Any Avg. Customer Review**

- ★★★★★ 8. Up (23)
- ★★★★ 8. Up (26)
- ★★★ 8. Up (27)
- ★★ 8. Up (27)

Price**Any Price**

- Under \$25 (1)
- \$25 to \$50 (1)
- \$200 & Above (57)

\$ to \$

Seller**Any Seller**

- Willoughby's Established 1898 (28)
- Amazon.com (13)
- Merchant Integration Test 2 (10)
- Wall Street Photo (9)
- Big VALUE Inc (7)
- Calumet (7)
- J&R Music and Computer World (7)
- See more...

Availability

- Include Out of Stock

Where's My Stuff?

- Track your recent orders.
- View or change your orders in Your Account.

Shipping & Returns

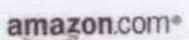
- See our shipping rates & policies.
- Return an item (here's our [Returns Policy](#)).

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- Buy gift cards.
- Visit our Help desk.

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