

August 8, 2011

Owner of <http://istyosty.com>
c/o istyosty.com@proxy.dreamhost.com
DreamHost
417 Associated Road, #324
Brea, CA 92821

Re: Copyright Infringement Cease & Desist

To Whom It May Concern:

We are intellectual property counsel to Associated Newspapers Limited (“Associated Newspapers”), publishers of The Daily Mail and Mail On Sunday newspapers and the Mail Online website, located at <http://www.dailymail.co.uk>. Associated Newspapers displays its copyrighted stories and images (the “Protected Works”) on the Mail Online website. It has come to our attention that you are distributing, displaying and offering for download unauthorized copies of the Protected Works, in clear violation of the United States Copyright Act and other applicable laws. We demand that you immediately stop providing those and any other Protected Works to the public, in any form.

More specifically, our client recently became aware that you have been operating a website located at <http://istyosty.com> that, without authorization, copies, displays and makes available to users full reproductions of stories and images contained on the Mail Online website (the “Infringing Website”).¹ The Protected Works that you are offering are subject to valid and subsisting copyright protection in the United States, as well as under the laws of other countries. The Protected Works may not be reproduced and distributed by anyone without the permission of Associated Newspapers, and no such permission has been given to you. Your use of the Protected Works in connection with the Infringing Website constitutes a blatant violation of the copyright laws.

¹ By way of example, attached as Exhibit A is a printout of a website page from the Infringing Website that copies in its entirety the U.K. home page from the July 20, 2011 Mail Online site, which is attached as Exhibit B. This is by no means the only example of your infringing conduct.

DWT 17551853v3 0049264-000023

As further evidence of your deliberate and willful infringement, your website states that the Infringing Site displays "cached" web pages from the Mail Online website so that users can access stories originally published on the Mail Online website without going to the Mail Online website itself, thereby ensuring that our client's site does not record a "hit" when the story is accessed. Attached as Exhibit C is a printout from your website under the label, "WTF?", which describes the exact process by which the Infringing Site copies the material from the Mail Online website. There is no question that your unauthorized copying and displaying of the material contained on the Mail Online website is a direct violation of Associated Newspapers' rights under the Copyright Act.

In addition to this violation of copyright law, your use of the titles and other identifying information of Associated Newspapers' works to advertise or promote the Infringing Website also constitutes a violation of Associated Newspapers' rights under the Lanham Act and other applicable trademark laws.

Your deliberate attempt to interfere with Associated Newspapers' ability to get valuable "hits" to its website, through the willful infringement of our client's copyrights, are irreparably damaging to Associated News. Under the law, Associated News is entitled not only to injunctive relief against you, but also is entitled to receive awards of damages, recovery of your ill-gotten profits, and to recover the attorneys' fees and costs it incurs as a result of your violations of law. Statutory damages alone may be awarded in the amount of \$150,000 per work infringed under the U.S. Copyright Act, 17 USC §101, et seq.

Accordingly, we hereby demand that **no later than the close of business on August 15, 2011**, you (1) remove any electronic copies of the Protected Works identified above from the Infringing Website, and from all websites on which you may have posted such copies; (2) delete all electronic copies of the Protected Works identified above in your possession or under your control, including but not limited to any electronic copies located on any server or storage device within your possession or control; (3) refrain from any further reproduction, posting, display or distribution of any electronic copies of the Protected Works identified above, and of any other work owned by Associated Newspapers; and (4) certify in writing to the undersigned that you have complied with the above demands.

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If we do not receive such written assurance by August 15, 2011, my client will have no alternative but to initiate legal action to protect its rights. The foregoing is written without waiver of or prejudice to Associated Newspapers' rights, claims, causes of action, and/or privileges, all of which are expressly reserved.

Very truly yours,

Davis Wright Tremaine LLP


Sean M. Sullivan

cc: Kelli L. Sager, Esq.