

April 4, 2011

Via e-mail milanrai@btinternet.com and editorial@peacenews.info and by post

Radical Media Conference
c/o Peace News
5 Calendonian Rd,
London N1 9DX.
Attention: Milan Rai

Re: The Radical Media Conference

Dear Sirs,

I am writing on behalf of @radical.media LLC ("@radical"), a global transmedia company that develops, produces and distributes content across all forms of media including television, digital, feature films and commercials. @radical are the proprietors of United Kingdom and European trademark registration nos. 2236078 and e2002244 for RADICAL MEDIA and 2236079 and e2001741 for @radical.media.

It has come to our attention that you are using the RADICAL MEDIA trademark to advertise a conference to be held in central London on 8th and 9th October 2011. This conference is not an event licensed by @radical and you will therefore appreciate that your use of the RADICAL MEDIA registered trademark constitutes an infringement and passing-off of @radical's valuable intellectual property rights.

@radical does not take lightly any misuse of its intellectual property, unauthorised association with their programs or with itself and any possible damage to the reputation, goodwill and earnings of the same.

Accordingly, we therefore require that you **immediately cease** all use of the RADICAL MEDIA trademark to promote your conference, that you remove and destroy all offending materials from distribution and from all websites developed for your use (including Facebook and Twitter pages) and that you confirm to us in writing that this has been done.

In the event that the confirmation sought is not provided by the 8th April 2011 at the latest, @radical reserves the right to take immediate action as it may deem necessary to protect its rights without further notice to you.

Yours truly,


Joan S. Aceste
@radical.media LLC
General Counsel, Media & Entertainment