



America's Favorite Card Games®

December 13, 2016

VIA EMAIL: alien@slackware.com

Eric Hameleers
Eindhoven, The Netherlands

Re: Infringement of SET® Game Copyright and Trademarks

Dear Mr. Hameleers:

I am counsel for Set Enterprises, Inc. ("Set Enterprises") and I am writing to request your assistance in addressing a matter related to your use of trademarks and copyrighted material for which Set Enterprises is the exclusive license holder. Marsha Falco is the creator of the award winning SET® game. Cannei, LLC ("Cannei") is the owner of all intellectual property related to the game and Set Enterprises has exclusive rights to use and license out said intellectual property.

First, I would like to thank you for your interest in the SET® game and your efforts to make it available to online users. However, as I discuss in more detail below, your use of the SET® trademarks and copyrighted material constitutes trademark and copyright infringement.

Cannei owns the copyright rights in the SET® game and has registered the game artwork with the United States Copyright Office, Reg. No. VA 1-977-433. In addition, the SET® trademark is registered in Class 41 for "providing information in the field of games via global information networks and providing entertainment services, namely, on-line computer games," U.S. Reg. Nos. 2,203,529. Set Enterprises holds an exclusive license to use and reproduce the copyrighted material and trademarks. Set Enterprises has sold and licensed the SET® game for sale in the United States and internationally since 1990. The SET® game is available both as a traditional card game and as an electronic game.

Through its extensive use and promotion of its SET® goods and services, Set Enterprises has developed extremely valuable goodwill and an outstanding reputation in its game, design, name and mark and the public has come to recognize and associate the SET® game design and mark exclusively with Set Enterprises.

I hope you understand that in order for Set Enterprises to preserve the strength of the family of SET® marks, trademark law requires that Set Enterprises monitor use of the SET® marks by others and take steps to ensure that unauthorized or improper uses of the marks are discontinued or corrected.

It has come to my attention that you are currently offering unauthorized version of the SET[®] game at: <http://alien.slackbook.org/set/>. A screen shot of the website are attached for your reference. Your display and distribution of the game on the website violates the SET[®] copyright and trademark rights. Although Set Enterprises does not wish to engage in a formal legal dispute with you, it will take all necessary steps in protecting its trademark and copyright rights.

Accordingly, I must demand that you immediately cease the display and distribution of the infringing game and all related materials on the website. I hope this matter can be resolved amicably, without resorting to legal proceedings. However, in light of the irreparable injury caused by your infringement, I must ask for your response to the foregoing no later than **seven (7) days** from your receipt of this email/letter. Please contact me via email at bpop@setgame.com or post at Set Enterprises, Inc., 16537 E. Laser Drive, Suite 10, Fountain Hills, AZ 85268.

I appreciate your cooperation in this matter and look forward to hearing from you.

Sincerely,

A handwritten signature in blue ink that reads "Bree Popp". The signature is written in a cursive, flowing style.

Bree Popp
Vice President & Counsel

alien.slackbook.org/set/ ☆

Pause Cards in deck: 66 Match: Found One-Player SET Game Find Match

Time Stats Total: 333.5 Average: Quickest: Longest: 333.5