



9-19-2008

Vol. VI, Tab 38 - Ex. 21 - Email from Christina Aguilar

Christina Aguilar

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From: Christina Aguiar AdWords Account Manager christina.a@google.com | 866.246.6453 x 555.3364
[christina.a@google.com]
Sent: Friday, September 19, 2008 05:17:35 PM
To: Garvey, April
Subject: Re: [#338232847] Pirated Software bidding on RS

Hey April,

You are absolutely NOT pushing your luck- please don't hesitate to contact me with any questions or concerns- got it?!

This is a bit complicated- although as far as I know, we don't exclude particular advertisers from bidding on terms, we do have copyright policies in which we monitor to ensure that none of our advertisers participate in copyright infringement. While this is most commonly seen in the instance on movie or music downloads, the website that you forwarded on certainly looks to be in violation.

I've escalated this issue for review by our policy team- hopefully we can get this guy taken down.

Ugh. I hate shady people- I'm sorry you guys have to deal with this at all :(

Original Message Follows:

From: "April L. Garvey" <agarvey@rosetastone.com>
Subject: Pirated Software bidding on RS
Date: Fri, 19 Sep 2008 15:26:58 -0400

Christina -

Hope I am not pushing my luck with asking for help yet, but here I go again.
Can you help please....

There is a site out there that is selling pirated Rosetta Stone software. Our lawyers have sent them notices to try to make it stop and I we also contacted BSA. Instead of taking down the site, looks like they are now bidding on our brand, driving people to buy illegal copies of the Rosetta Stone software.

Their display URL is www.books4less.co.uk

Link to their product page where they sell the illegal software:
<http://www.books4less.co.uk/the-rosetta-stone-v3-arabic-level-1-23-complete-75-p.asp>
{Scroll down and see where they say it comes without the box, so it saves you 80%. Its just pirated copies of the product}

Any advise or recommendations on what I can do in this situation? Do you have the ability to remove them from bidding on our brand?

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