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Vol. IX, Tab 46 - Ex. 18 - Email from Gina Reinhold (Adwords Associate)

Gina Reinhold
Google

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Dear Trademarks Team,

I'm having an issue with one of my advertisers who is an Amazon affiliate who continuously sends me ads that are using the TM term 'Rosetta Stone' in their ad text without having permission to use it. Previously, I had been able to keep up with his requests to review the ads but now it has come to an unmanageable amount, I am willing to see if it would possible to do a sweep of our system of people using this term inappropriately. If you do a search for the keyword 'Rosetta Stone' on Google.com you will see a lot of ads that potentially violate our policies, I know that there is a spreadsheet that we could report these ads on however I have not done this yet.

For your reference, I have CC'ed Suzi Nicoletti on this email because she manages the account who owns the TM term 'Rosetta Stone.'

Please let me know what we can do.

Thanks,

Gina

Gina Reinhold | AdWords Associate | Google | 734.331.6552