

G. Roxanne Elings
Tel: 212.801.2148
Fax: 212.224.6108
elingsr@gtlaw.com

October 2, 2009

**VIA EMAIL: ipadmin@prioritycolo.com
AND FEDERAL EXPRESS**

Priority Colo
Attn: Legal Department
151 Front Street West, Suite 818
Toronto, ON M5J 2N1

Re: DMCA Infringement Notification

Dear Sir or Madam:

This law firm represents PRL USA Holdings, Inc. (“PRL”). PRL creates and publishes advertising materials designed to market and advertise its collections of apparel (the “Advertisements”). PRL owns all right, title, and interest in the original images that appear in the Advertisements under United States and Canadian copyright law, and has not authorized anyone else to display this content. We have discovered that BoingBoing, a blog hosted by Priority Colo (“you”) at the URL <boingboing.net>, has reproduced and displayed one of the Advertisements (the “Infringing Image”) without PRL’s authorization. A print-out from <boingboing.net> displaying the Infringing Image is attached hereto as Exhibit A, and should be sufficient to allow you to positively identify the Infringing Image on the website. The Infringing Image is located at:

<http://www.boingboing.net/2009/09/29/ralph-lauren-opens-n.html>

The undersigned has a good faith belief that use of the material in the manner described herein is not authorized by PRL USA Holdings, Inc., its agents, or the law. Under penalty of perjury, the undersigned represents and is authorized, with respect to this matter, to act on behalf of PRL USA Holdings, Inc., the owner of the exclusive copyrights described above, and believes the information in this notice to be accurate. As such, we ask that you remove this infringing material.

Legal Assistant - Register.com
October 2, 2009
Page 2

Please be advised that this letter is not intended as a complete statement of the facts or law as they pertain to this matter. PRL reserves all rights and remedies.

Very truly yours,

GREENBERG TRAURIG, LLP

A handwritten signature in black ink, appearing to read "G. Roxanne Elings" with a stylized flourish at the end.

G. Roxanne Elings, Esq.

Enclosure
cc: PRL USA Holdings, Inc.

Exhibit A



Dude, her head's bigger than her pelvis. From [Photoshop Disasters](#) (*thanks, Antinous!*)

posted in: [FOOD](#) , [FUNNY](#) , [PHOTO](#) , [FASHION](#) , [HEALTH](#)

FAVORITE THIS! (0)

SEND THIS TO A FRIEND

[digg it](#)

OLDER
[ZORK ROCK ANTHEM](#)

NEWER
[ROGUE HELICOPTER PILOTS AND
"CHAMELEON LEMON-HEADED COWARD
TERRORIST PUSSIES."](#)

Discussion

#1 POSTED BY ANONYMOUS, [SEPTEMBER 29, 2009 10:39 PM](#)

Golly, look at those thick ankles!