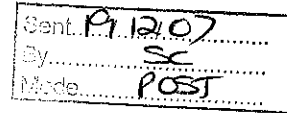


Our Ref: RAL:TO 112291.351994  
Your Ref:



18 December 2007



Mr Roger Clarke  
The Australian National University  
Engineering & Information Technology  
Information Sciences Building  
Room 211  
CANBERRA ACT 0200

Dear Sir

**Incorrect Use of the Registered Trade Mark "Yellow Pages"  
"Association for Information System" operated at  
<http://www.anu.edu.au/people/Roger.Clarke/ISRes/AISPlug>**

1. We act for Telstra Corporation Limited (**Telstra**) and Sensis Pty Ltd (**Sensis**). We are instructed to write concerning your conduct which appears to infringe our clients' rights.
2. Our clients are the registered owners and exclusive authorised users of the trade mark YELLOW PAGES in Australia. Our clients are therefore concerned to ensure that this trade mark, when used legitimately by other parties, is used correctly, so as not to dilute our clients' trade mark rights.
3. Our clients note that you represent our clients' trade mark, in a manner which is not correct, on the above website. Our clients assume that the infringement is unintended, and wish to bring the infringement to your attention so that you can rectify it.
4. You are requested to:
  - 4.1 use the ® symbol next to the trade mark to demonstrate that it is a registered trade mark in Australia; and
  - 4.2 use the name of the product as a noun (eg "the Yellow Pages ® Directory").

For your information we attach a set of guidelines for the proper representation of trade marks.

5. Please make the appropriate changes within the next 14 days. If this is attended to, our clients do not intend to take any further steps with respect to this matter.
6. We invite you to confirm your preparedness to co-operate with our client

**Lawyers**  
ABN 42 843 327 183  
167 Flinders Street  
Adelaide SA 5000  
  
GPO Box 65  
Adelaide SA 5001  
DX 102 Adelaide  
Telephone +61 8 8205 3333  
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[www.piper-alderman.com.au](http://www.piper-alderman.com.au)

**Adelaide • Sydney  
Melbourne • Brisbane**

**Partner:**  
Tim O'Callaghan  
Direct Phone +61 8 8205 3450  
Email: [tocallaghan@piper-alderman.com.au](mailto:tocallaghan@piper-alderman.com.au)

**Contact:**  
Rebecca Lacey  
Direct Phone +61 8 8205 3430  
Email: [rlacey@piper-alderman.com.au](mailto:rlacey@piper-alderman.com.au)

To: The Australian National University  
Date: 18 December 2007  
Our Ref: RAL:TO 112291.351994  
Page: 2



by writing that intention on this letter and faxing a copy back to us.

We thank you for your assistance.

Yours faithfully  
**Piper Alderman**

Per:

A handwritten signature in black ink, appearing to be 'Tim O'Callaghan', written over a horizontal line.

**Tim O'Callaghan**  
Partner

Enc. Guidelines for proper representation of trade marks

## Directions for proper use of Yellow Pages ® trade mark

When using the Telstra Corporation Limited trade mark YELLOW PAGES:

1. Use the ® symbol next to the trade mark to demonstrate that it is a registered trade mark in Australia.
2. Begin each word of the trade mark with a capital letter.
3. When using the trade mark to refer to a thing, always use the trade mark in conjunction with a noun / generic term (e.g. "When using the Yellow Pages ® directory..." rather than "When using the Yellow Pages ®...").
4. When using the trade mark to refer to the physical product, use the name of that product as a noun (eg "the Yellow Pages ® Directory").
5. Never use the trade mark as a noun (e.g. "When using Yellow Pages ®...") or as a verb (e.g. "If you Yellow Page a plumber...").
6. Do not use the trade mark in a generic application (e.g. "Lots of yellow pages use bold font...").
7. Never copy or imitate in any way the logos, directories, websites or aspects of get-up of Telstra or it's subsidiaries.
8. Do not use the trade mark in conjunction with cartoons or jokes.
9. Distinguish the trade mark from the surrounding words.
10. On any page incorporating use of the trade mark, insert the following in legible font:

*Yellow Pages ® is an Australian registered trade mark of Telstra Corporation Ltd. This company has requested and has been granted permission from Telstra Corporation Ltd to use the Yellow Pages ® trade mark. This company is not otherwise associated with Telstra Corporation or any of it's subsidiaries.*