

DON
MARKETING

Promotional Games & Contests

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3 March 1994

Mr A Lazenby
Promotions Manager
Shell U.K. Oil
Shell-Mex House
Strand
London WC2R ODX

Two Pages Sent
By Fax Only To:
071 257 5988

Dear Mr Lazenby

RE: SHELL MAKE MONEY PROMOTION

We have now had an opportunity to carefully check our archive files. If you had approached this matter in a less devious way, we would have been able to respond in detail at a much earlier date.

However, we now have to hand all of the 1981 correspondence with Shell confirming an explicit written agreement with Don Marketing in relation to proprietary rights to our Make Money game including provision for further use of the concept. You have already seen a copy of one of these original letters from Shell.

You should also be aware that Shell has publicly acknowledged that Don Marketing devised the 1984 concept, that it is significantly different from the 1966 format, and that our persistence persuaded them to run it. The obvious major difference being that there was no skill element involved. We have copies of all of the press articles in which Shell Managers made the above comments.

We have subsequently proposed on many occasions that Shell run our Make Money game again, most recently, in my letter to you dated 27th April 1992. A meeting followed when, at your request, we provided an indication of lead-in times. You have now moved forward with the project despite the information I gave you about our involvement and despite your categorical promise in June last year that you would automatically bring in Don Marketing.

It is also disturbing that while assisting in the preparation of Mr Varney's letter of 26th November 1993, offering the prospect of a reconciliation between Shell and Don Marketing, your department was making plans bound to put us back in conflict.

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IMPORTANT: All business undertaken in accordance with our Trading Conditions, a copy of which may be obtained on request


Don Marketing is a business name of Don Marketing U.K. Limited.
Registered Office: 7 Holgate Court, Western Road, Romford, Essex. RM1 3JT. Registered in England No: 2442694

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Your persistence in pursuing the matter confirms you were already aware of the possibility that we had a proprietary interest, yet still chose to move forward without resolving the matter. It was this very persistence which gave the game away.

While awaiting a response regarding the proposed meeting, we are obtaining specialist Counsels advice regarding Make Money.

Yours sincerely



John Donovan
Managing Director

cc Mr D Varney, Managing Director, Shell U.K. Limited.