
From:
Sent: vrijdag 31 augustus 2007 16:17
To:
Subject: RE: CONF: D'S

thanks. , all really helpful.

-----Original Message-----

From:
Sent: 31 August 2007 15:13
To:
Subject: CONF: D'S
Importance: High

As discussed:

We should not give the impression that we are over-concerned with the D's website, or that management spends a lot of time worrying about it. It is a nuisance, but any impartial reader would rapidly come to the conclusion that as a self-confessed 'gripe site' it is only interested in material that supports its own perspective. Hope the following helps.

regards

CONTEXT

Alfred D and his son John, long-time critics of Shell because of a dispute over a marketing promotion in the UK many years ago, run a website <<http://royaldutchshellplc.com>> that is critical of the Shell Group. In 2006 the Ds re-launched their website - providing daily news feeds of Shell-related stories and a live chat forum. They stated that they 'wanted it to become a magnet for people who had a problem with the company'.

KEY MESSAGES (on the record)

- We are familiar with the activities of Messrs Alfred and John D, who are longstanding critics of Shell.
- Although Shell disagrees fundamentally with the factual basis and interpretation of much of the information on which the Ds base their various allegations, the company has always refrained from commenting on specific issues raised by the Ds and will continue to do so.
- Shell went well beyond the strict call of duty in ensuring that Mr. D's claims were fully investigated and more than fully settled many years ago. It is therefore disappointing that the Ds continue their long-running and acrimonious campaign against Shell on a wide range of subjects.

ADDITIONAL BACKGROUND

John D and his father, Alfred, ran a business, Don Marketing, which specialised in the creation of promotions. Mr D brought the "Make Money" promotion to the UK and Shell UK Limited (Shell) paid him for its use. Shell also paid for the rights to use several other Don Marketing promotions.

In the early '90s when Shell wanted to use Make Money again, Mr D claimed that he still owned the concept. Shell paid D for the transfer of the concept.

Mr D then launched legal action against Shell in connection with two other promotions. While Shell was confident of defeating the claim, in the interest of saving costs for both sides, it was agreed that the matter would be settled.

Following this settlement, Mr D sued Shell again. He claimed that he had invented the Smart promotion and that Shell had "stolen" it from him. The case went to court but Mr D eventually abandoned his claim

Despite the settlement of the legal actions Alfred D has continued to campaign against Shell from time to time.

Domain Name registration

Prior to the public announcement of [the unification], Shell secured the domain name www.royaldutchshell.com <<http://www.royaldutchshell.com>> and similar names in almost every country. Following the announcement, Mr. D also registered a number of domain names including www.royaldutchshellplc.com <<http://www.royaldutchshellplc.com>> Shell filed an administrative complaint with the World Intellectual Property Organisation requesting the transfer of the names to Shell, but the adjudication panel did not accept that there were grounds for the transfer. There is no appeal from that decision, and although there may be scope for a separate legal challenge through the courts, Shell did not consider that such action was justified in this case.

Wikipedia entry

<http://en.wikipedia.org/wiki/Royaldutchshellplc.com> this is essentially the work of the Ds, as is the site http://en.wikipedia.org/wiki/Controversies_surrounding_Royal_Dutch_Shell

<http://royaldutchshellplc.com/>

The Daily Mail might like to make its own judgement based on the standard of contributions to the 'LiveChat' section of the site.

The Daily Mail might also like to ponder on the **11/08/2007 item on the homepage, 90 YR OLD WEBSITE WARRIOR COSTS SHELL BILLIONS**

<<http://royaldutchshellplc.com/2007/08/11/blogger-news-network-90-yr-old-website-warrior-costs-royal-dutch-shell-billions/>>

"A 90 year old war veteran, Alfred D-----, created a gripe website focused on Shell which, in an extraordinary alliance with the so-called "Kremlin attack dog" Oleg Mitvol, has cost the oil giant billions of dollars and as a by-product, changed the course of history.

Current/past issues briefs attached.

<< File: 2006 - Q1 - Alfred Donovan.doc >> << File: 2007 - Q2 - Donovan Campaign Against Shell.doc >>