

Sph Punch

NOTE

FROM: CHARLES FOX UORM/132

TEL: 3512

TO: DAVID WATSON UORM/13

DATE: 22 SEPTEMBER 1993

where did we search?

CUPID AND DON MARKETING

Search One: Rights to the phrase "Make Money"

In 1989, The Daily Star registered a make money proposal, but it carried the exclusion clause against the sole rights to the words 'Make Money'. 'Make Mcney' is a common phrase, and like Dinosaurs no one can hold the exclusive rights to it.

Search Two: Don Marketing's registration

Don Marketing have two active patents registered for Game Card devices; one for a tennis game and another for a JPS trivia quiz. There is no registration for 'Make Money'.

Search Three: John Alfred Donovan's registration

No registration.

SUMMARY

Option One's view is that Don Marketing do not have a claim over Cupid. We still need to establish, however, who first introduced 'Make Money' to Shell. Was it invented by Shell in 1966 or was it Don Marketing who re-jigged the idea in 1984 and who re-introduced the concept?

FUTURE ACTION

Quiz John Smeddle on 1966 and 1984.

Seek PM's legal approval.

Ask John Donovan whether he will consider working for Shell again in the future.

-> If no, please put it in writing.

-> If yes, decide if we want to use him for Cupid.

Charles Fox

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to substitute for a legal study by the UK Don Mktg do a survey to it