

# Shell U.K. Limited

## Downstream Oil

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date 2 December 1993

Dear John

Thank you for your letter of 19 November 1993 enclosing the copy of the letter dated 3 June 1981 regarding the 1984 promotion based on the "Make Money" theme.

It may well be that you have rights, jointly with Shell, in respect of the design, art work and playing pieces which were used in the 1984 promotion which was based on the "Make Money" concept.

The Make Money concept itself, of course, predates the 1984 promotion and was used in the UK in 1966, following its earlier successful use in the USA. Therefore, although you may have some rights as outlined above, those rights would not in any event extend to a scheme, rule or method for playing the game or to the original concept for the promotion.

I note the last paragraph of your letter regarding the "Mega Match" concept, but do not however entirely understand your position. You may have rights over some particular promotions based on the concept of various retailers using a common promotional currency but you cannot have any rights over the concept itself and there have been many such schemes already. One that readily springs to mind is the "Air Miles" promotion.

Yours sincerely

A handwritten signature in black ink, appearing to read "David Watson", is written over the typed name.

David Watson  
Marketing Communications Manager

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