

**eric s. piotrowski**  
1217 Spaight Street • Madison, Wisconsin 53703 USA • (608) 244-4563 • eric@etan.org • www.fbsp.org

---

West Virginia Division of Tourism  
90 MacCorkle Ave. SW  
South Charleston WV 25303

2 April 2007

To whom it may concern:

On 17 October 2004, I posted to my weblog *Deviant Synapse* an item titled "The Next Step" (included). In it, I predicted a new form of reverse-psychology advertising which would discourage consumers from buying the product. Furthermore, I solicited the interest of monied organizations to hire me in the production of said advertisements, adding that anyone who uses my idea without making the necessary payments to two solidarity organizations (The East Timor & Indonesia *Action Network/US* and The Alachua County Labor Party) is guilty of intellectual piracy.

In subsequent months, I followed my mock-ad for Folger's with a presentation for Wal-Mart and another for the new Windows Vista™ Operating System. Each time, I made clear that the idea was mine and conditional on payments to the aforementioned groups.

Recently I was made aware of your organization's new advertising campaign which uses precisely the approach outlined on my website (see included *Yahoo News* article). Obviously, I am more than a little intrigued, insofar as my item predates your campaign by more than two full years.

I'm unsure about what my legal standing is. I doubt that posting an item to a website constitutes sound intellectual property protection; furthermore, the wording on my post specifically precludes the use of my idea by "any corporation". As a busy high-school English teacher, I would sincerely despise the inclusion of legal counsel into this affair.

However, insofar as you are clearly using an idea that I developed long ago, I hope that the West Virginia Division of Tourism will be kind enough to make a token offering of \$1,000 each to the aforementioned solidarity organizations as a way to show your respect for me and my intellectual property. I have included the addresses and contact information for these groups below. Please keep me informed of any relevant correspondence between yourself and the individuals named.

Thank you for your time and attention to this matter. I look forward to hearing from you.

Sincerely,

Eric S. Piotrowski

**East Timor & Indonesia Action Network/US**  
Attn: John M. Miller  
PO Box 21873  
Brooklyn, NY 11202-1873  
(718) 596-7668  
www.etan.org

**Alachua County Labor Party**  
Attn: Mark Piotrowski  
PO Box 12051  
Gainesville, FL 32604  
(352) 375-2832  
www.floridalaborparty.org/alachua