

**From:** Sharon Mackenzie [mailto:[smackenzie@rspcavic.org.au](mailto:smackenzie@rspcavic.org.au)]  
**Sent:** 07 August 2015 17:08  
**To:** [wixxyleaks@gmail.com](mailto:wixxyleaks@gmail.com)  
**Subject:** FW: MURRAY RIVER PUPPIES USE OF RSPCA INTELLECTUAL PROPERTY  
**Importance:** High

Hi there, as discussed yesterday. Apologies for the tardiness:

In October 2011, RSPCA Victoria's legal advisors communicated (several times) with Murray River Puppies about the illegal and unauthorised use of the RSPCA logo and 'Smart Puppy Buyers Guide' and the breaches of the RSPCA's intellectual property.

This followed two prior formal demands to discontinue the use of and refrain from the use of the RSPCA logo and other materials for reference on the company website.

We also confirmed that there was never any formal consent from the RSPCA to reference the link for the 'Smart Puppy Buyers Guide' on the website and that the RSPCA in no way wished to be perceived as promoting or associated with the company.

**Sharon Mackenzie (Mon/Tue/Thu/Fri)**

Media Advisor



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