



VIA EMAIL

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September 19, 2011

Copyright Agent
Apple Inc.
1 Infinite Loop, MS 3-TM
Cupertino, CA 95014

Re: Infringement of Atari Interactive, Inc.'s Copyrights and Trademarks

Dear Sir or Madam:

I am general counsel for Atari Interactive, Inc. ("Atari"), the owner of the copyrights and trademarks in the United States for the PONG® computer and video games. We have recently become aware of zephLabs' app "PONG '72" currently accessible on the iTunes games website at <http://itunes.apple.com/us/app/pong-72/id378423771?mt=8>.

This unauthorized use of the PONG® game constitutes copyright infringement in violation of 17 U.S.C. § 501. This unauthorized use of the PONG® mark also violates the trademark laws, including 15 U.S.C. §§ 1114(1) and 1125(a), by creating a likelihood of confusion with respect to Atari's authorization or sponsorship of this iTunes game.

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We therefore demand that you immediately remove the "PONG '72" game from the iTunes website listed above.

Please acknowledge receipt of our letter. This letter does not purport to be a complete statement of the facts or the law and is without prejudice to Atari's legal and equitable rights.

Very truly yours,

A handwritten signature in blue ink that reads 'KJ Keller' followed by a circled 'JS' monogram.

Kristen J. Keller

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