



October 19, 2012

**VIA ELECTRONIC MAIL**

Tony Massey  
BloodWorker Network  
PO Box 21813  
Denver, Colorado  
80221

Re: Illegal Use of Video of Dr. Reid Goodman --  
<http://www.bloodworkers.com/colorado-p-s/reid-goodman-videos/article.html>

Dear Mr. Massey:

Please be advised that we represent DataSphere Technologies, Inc. ("DataSphere"). DataSphere has made attempts to contact you and your hosting company (which appears to also be operated by you) by telephone but has been unable to reach you (someone hung up the telephone).

We have recently confirmed that one or more of your websites, BloodWorker.com (which redirects to <http://afgikjetkemn.nfshost.com/>) and BloodWorkers.com (collectively, the "Websites"), allow visitors or users to access and download a video which embeds the video of one of our advertisers:  
<http://www.bloodworkers.com/colorado-p-s/reid-goodman-videos/article.html>.

You should be aware that making use of unauthorized copies of videos constitutes copyright infringement in violation of United States copyright laws. Under 17 U.S.C. 504, the consequences of copyright infringement include statutory damages of between \$750 and \$30,000 per work, at the discretion of the court, and damages of up to \$150,000 per work for willful infringement. If you continue to engage in copyright infringement after receiving this letter, your actions will be evidence of "willful infringement." The video also clearly shows DataSphere's logo, which constitutes trademark infringement, which carries its own damages, including the potential for a more substantial recovery of damages for willful infringement (continuing infringement after having knowledge of the infringement).

Given the seriousness of this matter, we demand that you immediately cease and desist from engaging in the illegal practice of making this video available on your Websites without DataSphere's permission.

We strongly prefer to resolve this issue without resort to litigation; however, your actions are illegal. Please confirm your intention to comply with these demands in writing (email is sufficient) within three days of the date of this letter. If you do not comply with this cease and desist demand within this time period, DataSphere is entitled to use your failure to comply as evidence of “willful infringement” and seek monetary damages and equitable relief for your copyright infringement. In the event you fail to meet this demand, please be advised that DataSphere has asked us to communicate to you that it will contemplate pursuing all available legal remedies, including seeking monetary damages, injunctive relief, and an order that you pay court costs and attorney’s fees. Your liability and exposure under such legal action could be considerable.

Before taking these steps, however, my client wishes to give you one opportunity to discontinue your illegal conduct by complying with this demand within three days.

Finally, please note that the foregoing is not intended to be, and cannot be considered as, a complete discussion of DataSphere’s legal rights and remedies in connection with this matter, all of which are hereby expressly reserved, including the right to commence without further notice, any and all actions or proceedings we deem necessary and/or appropriate.

Sincerely,

A handwritten signature in blue ink, appearing to read 'D. Choi', with a stylized flourish at the end.

Douglas Choi, Esq.  
TangoLaw LLC

cc: Tim Morones, DataSphere Technologies