

24 April 2013

Ms Michelle Williamson
By email: shel@petrescue.org.au

Dear Ms Williamson

Unauthorised use of RSPCA trade mark and false representations made in relation to the RSPCA

The following page on your 'Saving Pets' website has been brought to the attention of RSPCA Australia:

<http://www.savingpets.com.au/2013/04/puppy-farms-get-rspca-approval/>

We are concerned that on this page:

- You made some statements that carry the false claim that the RSPCA supports, endorses or approves puppy farms; and
- The RSPCA Approved Farming logo (which is an RSPCA Australia registered trade mark) has been defaced so as to create the false impression that RSPCA is engaged in providing approval of puppy farms.

We recognise some of your blogging activities on your website highlight issues around animal welfare. However, in undertaking your animal welfare promotional activities, we request that you refrain from making false representations regarding RSPCA's operational activities and programs. Particularly, we refer to your misrepresentations regarding RSPCA's approval or endorsement of puppy farms which are false and damaging to RSPCA's reputation.

RSPCA requires you to **immediately**:

1. cease making the statements regarding the RSPCA's approval or involvement in puppy farms on your Saving Pets website or any other website;
2. remove these statements regarding the RSPCA and puppy farms from your Saving Pets website; and
3. remove the defaced RSPCA Australia registered trade mark from your Saving Pets website.

Additionally, RSPCA Australia requires you to publish on your website, and in Facebook and all other forms of social media which you promoted your Saving Pets site, a correction notice and apology in relation to the statements and your defacement of the RSPCA's registered trade mark by **5pm 2 May 2013**. This correction notice should make it clear that the RSPCA does not, and has never, approved, endorsed or supported puppy farms in any way.

The RSPCA reserves all its rights, including the right to institute legal proceedings against you in relation to your misrepresentations and use of RSPCA intellectual property.

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Should you wish to discuss any aspect of this letter, please contact me on (02) 6282 8300.

Yours sincerely



Heather Neil
CEO
RSPCA Australia