

From: Alex Rolman [REDACTED]
To: Johnny Minkley [REDACTED]
CC: Matt Fischer [REDACTED], Ivy Sheibar [REDACTED], Daniel Matray [REDACTED],
 Lisa Widup [REDACTED]
BCC:
Subject: Re: Fake Minecraft app
Attachments:
Sent: 04/18/2016 01:47:06 PM 0000 (GMT)

PLAINTIFF
 U.S. District Court - NDCAL
4:20-cv-05640-YGR-TSH
Epic Games, Inc. v. Apple Inc.
Ex. No. PX-0061
 Date Entered _____
 By _____

+Lisa Widup.

Sent from my iPhone

On Apr 18, 2016, at 3:57 AM, Johnny Minkley [REDACTED] wrote:

Hi all,

Picking up this thread again to let you know that unfortunately we have another fake Minecraft Pocket Edition 2 live on the store.

<https://itunes.apple.com/gb/app/minecraft-pocket-edition-2/id1032381603?mt=8>

It's currently No.2 in the UK Paid iPad chart and seems to have been live since 4/14.

I've escalated to ARC Investigators and App Store Notices and PR are aware.

I haven't seen any press reports so far and as yet neither Mojang nor Microsoft have been in contact, but it is clearly visible on at least the UK store right now.

Will keep you updated.

Thanks,
Johnny

On 8 Jan 2016, at 17:37, Johnny Minkley [REDACTED] wrote:

Attorney Client Privilege

Thanks,
Johnny

On 8 Jan 2016, at 16:30, Johnny Minkley [REDACTED] wrote:

Exhibit
0061

PX-0061.1

APL-APPSTORE_06955738

Mojang say they reported this via the App Store Notices webform at around 13:30 Stockholm time (GMT+1) yesterday, a little under three hours before we escalated.

Thanks,
Johnny

On 7 Jan 2016, at 23:45, Johnny Minkley [REDACTED] wrote:

Not sure. When we spoke they hadn't yet reached Mojang to confirm whether they had and said they would clarify.

Johnny

Sent from my iPhone

On 7 Jan 2016, at 23:36, Alex Rofman [REDACTED] wrote:

Do we know if they filed a dispute when they discovered the app?

On Jan 7, 2016, at 3:24 PM, Johnny Minkley [REDACTED] wrote:

I first learned of it via the article linked below that went live this afternoon UK time. ARC picked up the escalation this morning PST and it was removed within a couple of hours.

Microsoft's Minecraft team in Redmond.

Thanks,
Johnny

Sent from my iPhone

On 7 Jan 2016, at 23:12, Matt Fischer [REDACTED] wrote:

This is the first I'm hearing about this. How long ago did we see this and how quickly was it removed it from the store?

Also, what team at MSFT did you speak with?

On Jan 7, 2016, at 2:46 PM, Johnny Minkley [REDACTED] wrote:

Hi Matt,

Wanted to flag an issue that came up today regarding a fake Minecraft app that was live and prominent on the store.

Minecraft: Pocket Edition 2 (1030615681) was passing itself off as a \$6.99 official sequel, using official metadata and linking out to official websites.

In the past day it reached the Top 5 in the US Paid charts with the press picking up on it:

<http://www.eurogamer.net/articles/2016-01-07-minecraft-pocket-edition-2-is-as-shameless-as-app-store-games-get>

As soon as we saw this it was escalated, PR were briefed, and ARC quickly removed it - but it seems the app had been live since just before Xmas.

I spoke with Microsoft earlier, who brought up a number of concerns and questions about how this could happen and what we can do to ensure it won't happen again.

Attorney Client Privilege

Please let me know if you have any questions.

Thanks,
Johnny

Johnny Minkley
App Store Games

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Johnny Minkley
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