



Games of Fun, Perception and Challenge

November 18, 2013

VIA EMAIL

Vincent Woo
1337 Haxor Rd.
Beverly Hills, CA 90210

Email: me@vincentwoo.com

Re: Infringement of SET[®] Game Copyright and Trademarks

Dear Mr. Woo:

I am counsel for Set Enterprises, Inc. ("Set Enterprises") and I am writing to request your assistance in addressing a matter related to your use of trademarks and copyrighted material for which Set Enterprises is the exclusive license holder. As you know, Marsha Falco is the creator of the award winning SET[®] game. Cannei, LLC ("Cannei") is the owner of all intellectual property related to the game and Set Enterprises has exclusive rights to use and license out said intellectual property.

First, I would like to thank you for your interest in the SET[®] game and your efforts to make it available to online users. However, as I discuss in more detail below, your use of the SET[®] trademarks and copyrighted material constitutes trademark and copyright infringement.

Cannei owns the copyright rights in the SET[®] game and has registered the game and game instructions with the United States Copyright Office, Reg. No. TX 2,473,817. In addition, the SET[®] trademark is registered for "card games for amusement and education" and for "providing information in the field of games via global information networks and providing entertainment services, namely, on-line computer games," U.S. Reg. No. 2,203,529. Set Enterprises holds an exclusive license to use and reproduce the copyrighted material and trademarks. Set Enterprises has sold and licensed the SET[®] game for sale in the United States and internationally since 1990. The SET[®] game is available both as a traditional card game and as an electronic game.

Through its extensive use and promotion of its SET[®] goods and services, Set Enterprises has developed extremely valuable goodwill and an outstanding reputation in its game, design, name and mark and the public has come to recognize and associate the SET[®] game design and mark exclusively with Set Enterprises.

I hope you understand that in order for Set Enterprises to preserve the strength of the family of SET[®] marks, trademark law requires that Set Enterprises monitor use of the SET[®] marks by others and take steps to ensure that unauthorized or improper uses of the marks are discontinued or corrected.

It has come to my attention that you are currently offering unauthorized version of the SET[®] game at: <http://multiplayerset.com/>. In addition, the following apps in Apple's App Store link to your website as the developer website: <https://itunes.apple.com/us/app/set-card-game!/id732985893?mt=8> and <https://itunes.apple.com/us/app/set-cards-game-pro+/id684610716?mt=8>. Screen shots of the website and apps are attached for your reference. Your display and distribution of the game on multiplayerset.com and in the App Store violates the SET[®] copyright and trademark rights. Although Set Enterprises does not wish to engage in a formal legal dispute with you, it will take all necessary steps in protecting its trademark and copyright rights.

Accordingly, I must demand that you immediately cease the display and distribution of the infringing game and all related materials on the website. I hope this matter can be resolved amicably, without resorting to legal proceedings. However, in light of the irreparable injury caused by your infringement, I must ask for your response to the foregoing no later than **five (5) days** from your receipt of this email/letter. Please contact me via email at bpoppp@setgame.com or post at Set Enterprises, Inc., 16537 E. Laser Drive, Suite 10, Fountain Hills, AZ 85268.

I appreciate your cooperation in this matter and look forward to hearing from you.

Sincerely,



Bree Popp
Vice President & Counsel

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No Ratings

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Set card game!

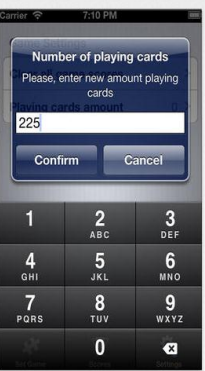
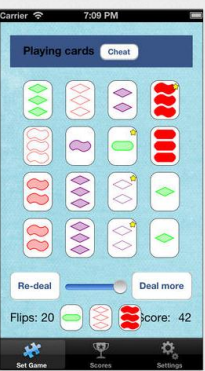

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Description

SET Card Game Universal App

SET Card Game Pro is specially designed to exploit the universal app multi-touch, multi-player functionality to enable you to enjoy the most awarded visual perception game in history.

The SET game has won over 35 Best Game Awards. SET Card Game enables you to find SETs at the speed of your brain. Using two hands you have the same speed advantage as you do in typing or playing the piano. The sense of a really fast player is, in fact, that of a piano player. The SET game is also enjoyed when played with others. In multi-player game play there are no turns in the game. Up to four people can simultaneously play all using both hands. SET Card Game removes all previous electronic limitations in all of its play modes, making this realization of the Set game a joy to play.

To find a SET you must recognize three cards on the gameboard of 12 cards in which each of the features, examined independently, are either the same on the 3 cards OR different on the 3 cards. That's it. One rule. It is deceptively simple. Thus, it's easy to learn. A 6 year old can do it. But it's a challenge for life, and mastering it challenges college students and their professors. The game has two levels Basic and Advanced. All players, regardless of age need to learn using the Basic level. Once you get the idea down, move to the Advanced level where you will experience the depth and richness of the mental challenge of SET. The Advanced level is the complete SET game. Of course, since SET is a game for all ages, younger players may take longer to be able to play the full game. Basic level has 3 features that anyone can master. Advanced level has four features, which is a challenge for all.

When you want a challenge for just yourself, SET Card Game includes 6 solitaire game modes, Classical SET, Rediscovery SET, Sprint SET, Marathon SET, Puzzle SET, and Arcade SET. In Classical SET play, SET Card Game challenges you to get through the deck in the shortest time finding SETs. In Rediscovery SET you try to get 25 SETs in the shortest time, with the cards either being rearranged, or, with 3 cards randomly replaced every 10 seconds if you don't find a SET. In Sprint SET you are challenged to get the most SETs in 60 or 90 seconds. You never run out of cards. In Marathon SET you must pace yourself to get the best scores. Puzzle SET challenges you to find 4 or 6 SETs in a fixed gameboard of cards. Arcade SET paces you as you play requiring you to find SETs faster and faster until you cry 'uncle'. In all game modes you can play either Basic or Advanced Level.

In multiplayer mode, players tap their scorecards to take control of the board, and then tap-in their SET, or, after tapping they can swipe their scorecard (or tap the NO-SET icon) to gain additional points if they perceive that a NO-SET situation exists. A point is lost if 3 cards are selected that don't make a SET, or if a player doesn't tap the cards within the time limit.

For beginners, there is an interactive Tutorial, and Hints are provided in all the game modes. Players can choose to play in teams. Your scores can be kept in the STATS if you choose, and in STATS ALL your best scores and those of all your friends are ranked if players want to see their rankings.

bpopp@setgame.com

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No Ratings
Rated 4+

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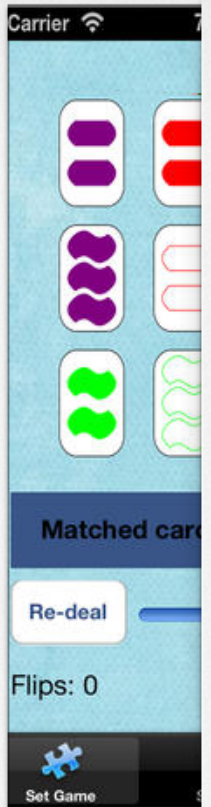
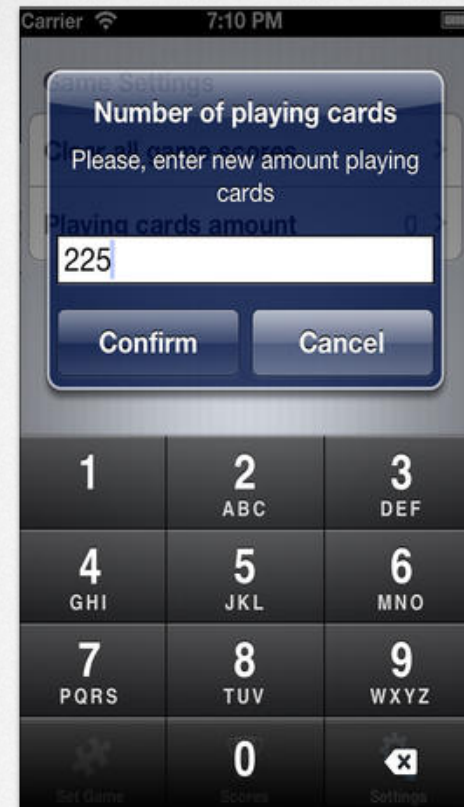
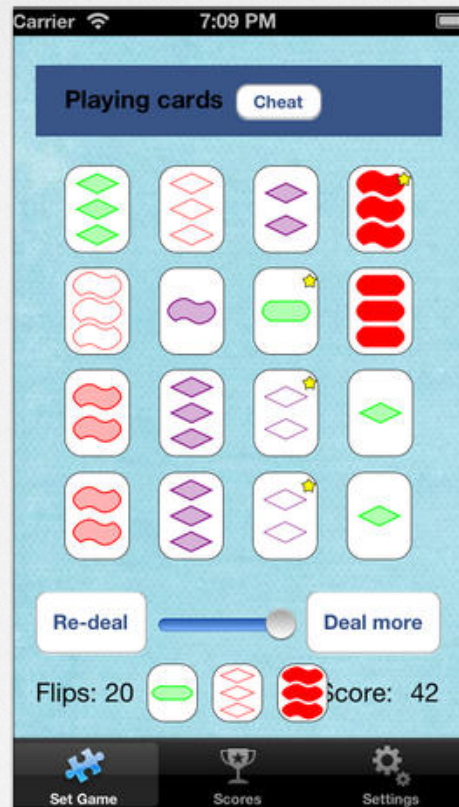
SET Cards Game Pro+

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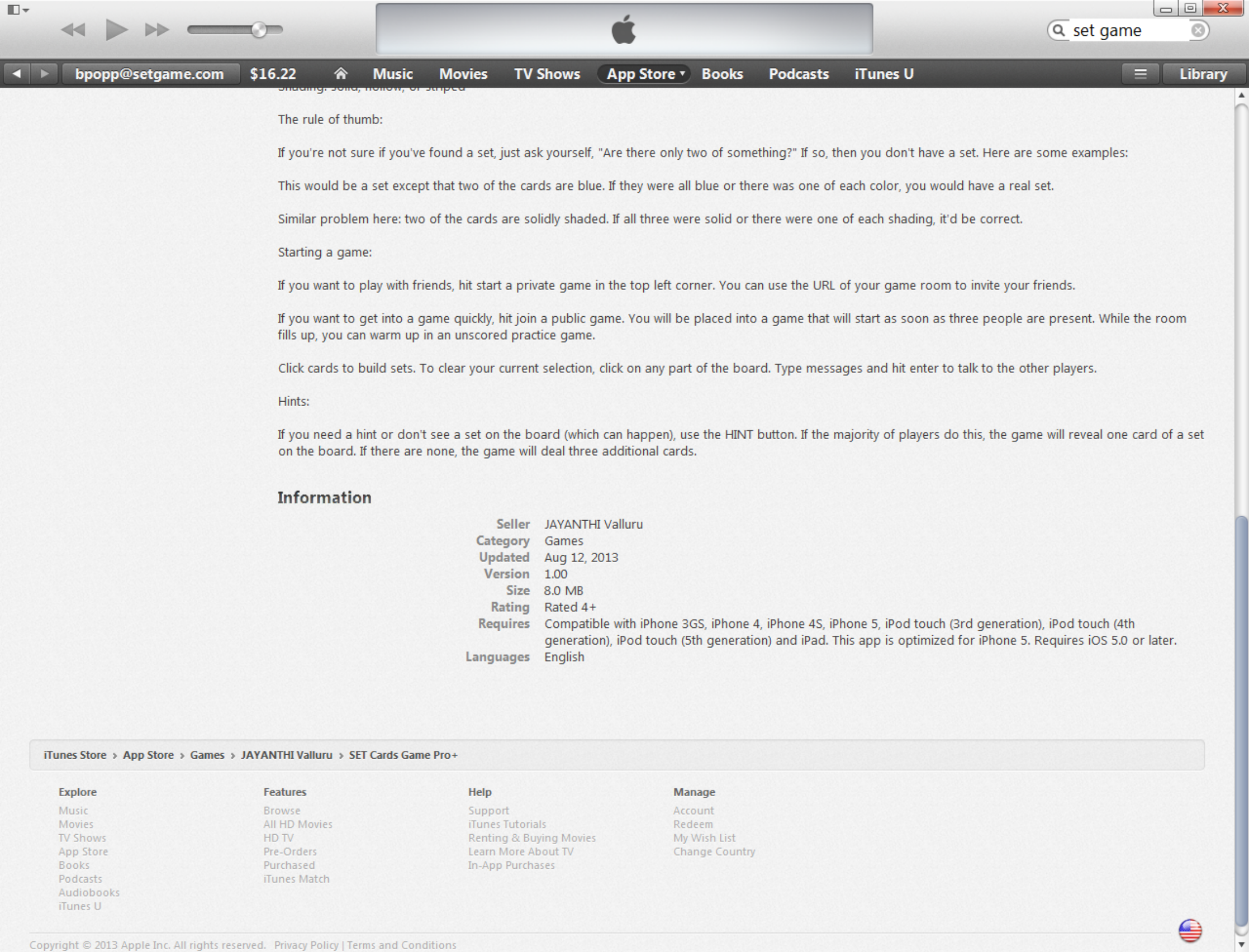
iPhone iPad



Description

MultiplayerSet is a game in which you try to find sets of three cards out of a board of twelve cards or more. Which cards form sets depends on the four traits that each card has:

Shape: oval, diamond, or squiggle
Color: red, blue, or green
Amount of shapes: one, two, or three
Shading: solid, hollow, or striped



The rule of thumb:

If you're not sure if you've found a set, just ask yourself, "Are there only two of something?" If so, then you don't have a set. Here are some examples:

This would be a set except that two of the cards are blue. If they were all blue or there was one of each color, you would have a real set.

Similar problem here: two of the cards are solidly shaded. If all three were solid or there were one of each shading, it'd be correct.

Starting a game:

If you want to play with friends, hit start a private game in the top left corner. You can use the URL of your game room to invite your friends.

If you want to get into a game quickly, hit join a public game. You will be placed into a game that will start as soon as three people are present. While the room fills up, you can warm up in an unscored practice game.

Click cards to build sets. To clear your current selection, click on any part of the board. Type messages and hit enter to talk to the other players.

Hints:

If you need a hint or don't see a set on the board (which can happen), use the HINT button. If the majority of players do this, the game will reveal one card of a set on the board. If there are none, the game will deal three additional cards.

Information

Seller	JAYANTHI Valluru
Category	Games
Updated	Aug 12, 2013
Version	1.00
Size	8.0 MB
Rating	Rated 4+
Requires	Compatible with iPhone 3GS, iPhone 4, iPhone 4S, iPhone 5, iPod touch (3rd generation), iPod touch (4th generation), iPod touch (5th generation) and iPad. This app is optimized for iPhone 5. Requires iOS 5.0 or later.
Languages	English

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