

**From:** brandprotection@mmasme.com  
**Subject:** resource.org - Cease & Desist Notice of ASME Trademark Infringement [Case #183583]  
**Date:** March 6, 2013 11:53:26 AM PST  
**To:** carl@media.org  
**Reply-To:** brandprotection@mmasme.com

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To Whom It May Concern:

American Society of Mechanical Engineers (ASME) is the owner of the well-known trademark and trade name "ASME". As you are no doubt aware, "ASME", is a trademark used to identify products, services, activities and events related to ASME.

The trademarks, emblems, words and phrases of ASME are exclusively used by ASME and any other use by a third party constitutes trademark infringement.

In connection to ASME proprietary rights over its famous trademark we are notifying you of the following:

It has come to our attention that our trademark "ASME" appears as a metatag, keyword, visible or hidden text on the web site(s) located at the below URLs without having obtained prior written authorization. This practice infringes upon the exclusive intellectual property rights of ASME.

<https://law.resource.org/pub/us/code/ibr/asme.a17.3.2008.pdf>

<https://law.resource.org/pub/us/code/safety.html>

Also, by using such trademark, you have intentionally attempted to attract Internet users to your web site(s) or other online location(s), by creating a likelihood of confusion with ASME's trademark as to the source, sponsorship, affiliation, or endorsement of your web site(s), online location(s), products or services.

We trust that you will remove all metatags, keywords, visible or hidden texts including trademark presently appearing on the above-cited web site(s) and any other web site(s), or draw this issue to the attention of the appropriate person(s).

As part of our ASME Trademark Enforcement Program, be assured that we will continue to monitor your web site(s) to verify your compliance with this letter. Failure to do so will force us to defer this issue to our Trademark Lawyer.

Should you require additional information or wish to further discuss this issue, please do not hesitate to contact the undersigned.

Sincerely,

ASME Brand Protection Team