



VIA EMAIL AND USPS

December 23, 2010

Douglas J. Wood  
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Dear Doug:

At our recent Industry Union Standing Committee, we discussed the matter of the unions requesting that Commercials Contract signatories send cease-and-desist letters in cases involving the unauthorized posting of commercials on the Internet.

You have previously expressed the JPC's position that the Commercials Contracts do not require signatories to send such cease-and-desist letters. The unions have responded, in part, by observing that regardless of whether the Commercials Contracts require signatories to send such letters, they are a valuable tool for resolving claims where the commercial has been posted on the Internet without the signatory's consent.

In connection with the possibility of using cease-and-desist letters as a tool for resolving claims, you requested that the unions agree that if a JPC signatory agrees to send a cease-and-desist letter, the signatory's agreement to do so will not be used by the unions as evidence of a binding practice under the Commercials Contracts.

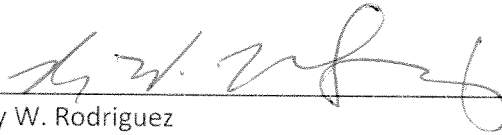
This letter is to confirm that we agree to your request. The unions will consider an agreement by a JPC signatory to send a cease-and-desist letter demanding that a commercial be taken down in cases of unauthorized posting on the Internet to be non-precedential and we will not assert that the signatory's willingness to send the letter evidences or creates any binding practice. It will simply be treated as part of a settlement of a claim.

This agreement is without prejudice to either the JPC or the unions' position regarding whether the Commercials Contracts require signatories to take affirmative steps to prevent the unauthorized use of photography or soundtrack and we assume that all parties reserve their respective positions on that issue.

We hope this agreement on our part will help facilitate claim resolutions in cases of unauthorized posting on the Internet.



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