

ESTTA Tracking number: **ESTTA576290**

Filing date: **12/12/2013**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Proceeding	91213730
Party	Plaintiff Games for Change, Inc.
Correspondence Address	Naomi Straus Mitchell Silberberg & Knupp LLP 1818 N Street NWSuite 800 Washington, DC 20036 UNITED STATES nxs@msk.com, kpn@msk.com, ctl@msk.com, jfg@msk.com, dsharrow@gunder.com
Submission	Other Motions/Papers
Filer's Name	Naomi Straus
Filer's e-mail	nxs@msk.com, ctl@msk.com
Signature	/Naomi Straus/
Date	12/12/2013
Attachments	Combined Motion for Suspension and Consolidation of Opposition Proceedings (5733120).PDF(3700927 bytes )

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD**

HALF THE SKY MOVEMENT, LLC.	)	Opposition No.: 91213733
Opposer	)	App. No.: 85/694696
v.	)	Opposition No.: 91213724
HALF THE SKY FOUNDATION.	)	App. No.: 85/694691
Applicant.	)	
NICHOLAS D. KRISTOF.	)	Opposition No.: 91213731
Opposer	)	App. No.: 85/694696
v.	)	Opposition No.: 91213721
HALF THE SKY FOUNDATION.	)	App. No.: 85/694691
Applicant.	)	
GAMES FOR CHANGE, INC.	)	Opposition No.: 91213730
Opposer	)	App. No.: 85/694696
v.	)	Opposition No.: 91213722
HALF THE SKY FOUNDATION.	)	App. No.: 85/694691
Applicant.	)	
SHOW OF FORCE, LLC.	)	Opposition No.: 91213728
Opposer	)	App. No.: 85/694696
v.	)	Opposition No.: 91213726

HALF THE SKY FOUNDATION.	)	App. No.: 85/694691
	)	
Applicant.	)	
	)	
	)	
	)	

---

**MOTION FOR SUSPENSION AND CONSOLIDATION OF OPPOSITION  
PROCEEDINGS**

Opposers, Half the Sky Movement, LLC, Nicholas D. Kristof, Games for Change, Inc., and Show of Force, LLC through their undersigned counsel, respectfully move that this Honorable Board (1) consolidate Opposition Nos. 91213721, 91213722, 91213724, 91213726, 91213728, 91213730, 91213731, and 91213733, and (2) suspend the consolidated Oppositions pending the resolution and final determination of the civil action captioned *Half the Sky Foundation v. Half the Sky Movement, LLC, et. al.*, Case No. 13 Civ. 04929 (LGS), which was filed on July 16, 2013 in the United States District Court for the Southern District of New York (the “Federal Action”), on the grounds that these proceedings and the Federal Action concern the identical parties and substantially similar legal and factual issues. The First Amended Complaint in the Federal Action is attached hereto as Exhibit 1.

**Legal Standards**

Pursuant to 37 C.F.R. § 2.117(a):

Whenever it shall come to the attention of the Trademark Trial and Appeal Board that a party or parties to a pending case are engaged in a civil action or another Board proceeding which may have a bearing on the case, proceedings before the Board may be suspended until termination of the civil action or the other Board proceeding.

*See also* T.B.M.P § 501.02(a) (“To the extent that a civil action in a federal district court involves issues in common with those in a proceeding before the Board, the decision of

the federal district court is often binding upon the Board, while the decision of the Board is not binding upon the court.”). It is “standard procedure for the Trademark Board to stay administrative proceedings pending the outcome of court litigation between the same parties involving related issues.” *New Orleans Louisiana Saints LLC v. Who Dat? Inc.*, 99 U.S.P.Q.2d 1550 (T.T.A.B. 2011), *quoting McCarthy on Trademarks and Unfair Competition* § 32:47 (4th ed. 2011).

Consolidation of separate proceedings before the Board is both appropriate and routine where the parties are the same and the cases involve common questions of law and fact. *Regatta Sport Ltd. v. Telux-Pioneer, Inc.*, 20 U.S.P.Q.2d 1154, 1155-56 (T.T.A.B. 1991). If multiple oppositions by multiple parties against the same application are at the same stage of litigation and plead the same claims, the Board may order consolidation. *New Orleans Louisiana Saints LLC*, 99 U.S.P.Q.2d at 1550. In determining whether to consolidate, the Board weighs the savings in time, effort and expense which may be gained from consolidation, against any prejudice or inconvenience which may be caused thereby. T.B.M.P. § 511; *World Hockey Ass’n v. Tudor Metal Products Corp.*, 185 U.S.P.Q. 246, 248 (T.T.A.B. 1975).

#### **Consolidation and Suspension Are Appropriate In This Case**

Each of the above Oppositions is brought by a party to the Federal Action against Applicant Half the Sky Foundation; each concerns Applicant’s applications to register the mark HALF THE SKY and a design mark incorporating the words HALF THE SKY; and each is based on the descriptive nature of the marks and that the term for which registration is sought has not been used as a trademark or service mark. Further, each Opposer is represented by the same undersigned attorneys, who are likewise attorneys for



the joint Defendants in the Federal Action. Thus, consolidation will result in a more efficient process, and there is no prejudice or inconvenience—indeed, it will be much more convenient to have one proceeding rather than eight overlapping proceedings among the same parties, regarding the same marks, all represented by the same attorneys.

Suspension is warranted because the determination of the Federal Action will have a bearing on this proceeding. Specifically, in the Federal Action, Applicant has sued Opposers, *inter alia*, for service mark infringement of Applicant's alleged HALF THE SKY mark, and seeks, among other remedies, to enjoin use of the term "Half the Sky" by all the Defendants. The Federal Action involves the issue of whether Applicant's alleged HALF THE SKY mark and design mark has been infringed by Opposers, and Opposers' defense will include that Applicant has not used the mark as a service mark and that the mark is merely descriptive or misdescriptive, and thus not entitled to protection under the Lanham Act. These issues are likewise raised by the above Oppositions, and the and the Federal Action therefore involves related issues to the Opposition proceedings. *See New Orleans Louisiana Saints LLC v. Who Dat? Inc.*, 99 U.S.P.Q.2d 1550 (granting motion to suspend opposition proceedings brought on grounds that mark was, *inter alia* "merely descriptive" because civil action for infringement brought by applicant sought to enjoin use of mark by opposers).

Therefore, consolidation and suspension would prompt both judicial economy and the prompt and efficient resolution of the issues raised in each of the pending proceedings. Opposer will notify the T.T.A.B. in writing when a decision on the merits has been finally determined in the Federal Action, or if the matter is otherwise resolved.

//

Respectfully submitted,

Date: December 12, 2012

HALF THE SKY MOVEMENT, LLC  
NICHOLAS D. KRISTOF  
GAMES FOR CHANGE, INC.  
SHOW OF FORCE, LLC

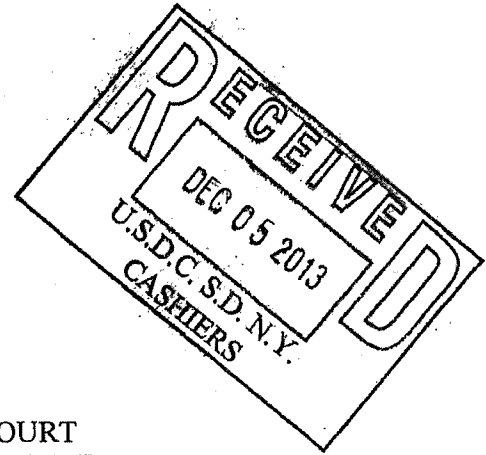
By: 

Christine Lepera  
Naomi Straus  
Mitchell Silberberg & Knupp LLP  
12 East 49th Street, 30th Floor  
New York, New York 10017-1028  
Telephone: (212) 509-3900  
Facsimile: (212) 509-7239  
Attorneys for Opposers  
Half the Sky Movement, LLC  
Nicholas D. Kristof  
Games for Change, Inc.  
Show of Force, LLC

---

# Exhibit 1

Susan Progoff  
Fara S. Sunderji  
Jena L. Tiernan  
DORSEY & WHITNEY LLP  
51 West 52<sup>nd</sup> Street  
New York, New York 10019-6119  
Tel.: (212) 415-9200  
E-mail: progoff.susan@dorsey.com  
sunderji.fara@dorsey.com  
tiernan.jena@dorsey.com



UNITED STATES DISTRICT COURT  
SOUTHERN DISTRICT OF NEW YORK

----- x

HALF THE SKY FOUNDATION,	:	
	:	
Plaintiff,	:	Civil Action No.
	:	
v.	:	13 Civ. 4929 (LGS)
	:	
HALF THE SKY MOVEMENT, LLC, SHOW OF	:	
FORCE, LLC, FORCE FILM FOUNDATION, INC.,	:	
FUGITIVE FILMS, LLC, GAMES FOR CHANGE,	:	
INC., NICHOLAS D. KRISTOF and SHERYL	:	
WUDUNN,	:	
	:	
Defendants.	:	

----- x

**FIRST AMENDED COMPLAINT**

**Facts**

1. This is a suit for service mark infringement under the Lanham Act, 15 U.S.C. § 1051 *et. seq.*; for service mark and trade name infringement at common law; for unfair competition under the Lanham Act, 15 U.S.C. § 1051 *et. seq.*, and at common law; and for violation of the New York Anti-Dilution Statute, General Business Law § 360-1, and in the alternative for breach of contract and fraudulent inducement.

2. Plaintiff, Half the Sky Foundation, is a California non-profit public benefit corporation having its principal place of business at 715 Hearst Avenue, Suite 200, Berkeley, California 94710.

3. Upon information and belief, defendant, Half the Sky Movement, LLC ("Movement"), is a New York limited liability company having an address at 17 White Street #5A, New York, New York 10013.

4. Upon information and belief, defendant, Show of Force, LLC ("Show of Force"), is a New York limited liability company having an address at 430 East 10<sup>th</sup> Street, Apt. 3A, New York, New York 10009.

5. Upon information and belief, defendant, Force Film Foundation, Inc. ("Force Film"), is a New York not-for-profit corporation having an address at 430 East 10<sup>th</sup> Street, Apt. 3A, New York, New York 10009.

6. Upon information and belief, defendant, Fugitive Films, LLC ("Fugitive Films"), is a New York limited liability company having an address at 17 White Street #5A, New York, New York 10013.

7. Upon information and belief, defendant, Games for Change, Inc. ("Games for Change"), is a New York not-for-profit corporation having an address at 261 Madison Avenue, 9<sup>th</sup> Floor, New York, New York 10016.

8. Upon information and belief, defendant, Nicholas D. Kristof ("Kristof"), is an individual having an address at 18 Circle Road, Scarsdale, New York 10583.

9. Upon information and belief, defendant, Sheryl WuDunn ("WuDunn"), is an individual having an address at 18 Circle Road, Scarsdale, New York 10583.

10. Jurisdiction and venue are provided for, respectively, in §§ 1338, 1367 and

1391(b) and (c) of Title 28 United States Code, "Judiciary and Judicial Procedure."

11. Since 1998, and long prior to the acts of defendants complained of herein, plaintiff has been and now is operating as a charitable organization that provides model programs and caregiver training to enrich the lives and enhance the prospects of orphaned children in China under its distinctive service mark and trade name HALF THE SKY. In addition to the charitable services plaintiff provides, for many years plaintiff has been and now is engaged in fundraising and educational activities under its mark and name HALF THE SKY in the United States and in many other countries to raise the public's awareness of the treatment of orphans in China and to raise money to fund plaintiff's childcare and educational programs in China. Plaintiff's services have been recognized by the government of China, which awarded plaintiff contracts to train child-care workers and to oversee programs in government-run orphanages throughout much of China.

12. Plaintiff and its HALF THE SKY services have received widespread publicity in the print and electronic media, not only in the United States, but also in many other countries. In addition to articles in the press discussing plaintiff and its activities, plaintiff is profiled extensively in a chapter of the book *How to Be a Global Non-Profit: Legal and Practical Guidance for International Activities* by Lisa Norton, published in February 2013, as an example of a successful global non-profit organization, and its programs and the impact they are having are described at length in *The Lost Daughters of China: Adopted Girls, Their Journey to America, and the Search for a Missing Past* by Karin Evans, published in October 2008.

13. Since the introduction of plaintiff's services so marked and continuously thereafter, they have become and are now widely known and recognized by the mark and name HALF THE SKY, which is closely and universally associated with plaintiff and its services as a

means by which plaintiff and its services have become known to the public and by which their source and origin are identified.

14. Plaintiff is the owner of Registration No. 3,593,703 of the service mark HALF THE SKY FOUNDATION and Design in the United States Patent and Trademark Office. A copy of the Certificate of Registration is attached as Exhibit 1. This registration is currently outstanding and validly subsisting.

15. Upon information and belief, defendant, Movement, is a cross-media project to raise awareness of women's issues and to provide steps to improve the conditions of women and girls. Upon information and belief, defendant, Movement, is controlled and operated by defendants, Kristof, WuDunn, Show of Force, Force Film, and Force Film Foundation.

16. Upon information and belief, beginning in or around 2008, defendants embarked upon a course of conduct to appropriate plaintiff's mark and name HALF THE SKY in disregard of plaintiff's long-established rights despite having previous knowledge of plaintiff and its use of its HALF THE SKY mark and name. On February 13, 2008, a documentary producer purporting to work with defendants Kristof and WuDunn requested plaintiff to assign to defendants the domain names halfthesky.com and halfthesky.net for use in connection with an upcoming book by defendants Kristof and WuDunn, and for a series of short documentary films to be based on that book, both of which would be entitled HALF THE SKY. Plaintiff denied that request and provided defendants with information about plaintiff, its use of its mark and name HALF THE SKY and its services provided under that mark and name.

17. Despite plaintiff having informed defendants of plaintiff's longstanding and continuing use of its mark and name HALF THE SKY, upon information and belief, on or about July 21, 2008, more than five months after being told of plaintiff's rights in HALF THE SKY,

defendants formed a New York limited liability company under the name Half the Sky, LLC.

18. Upon information and belief, in September 2009, a book entitled HALF THE SKY, written by defendants Kristof and WuDunn, was published.

19. On June 26, 2012, defendant, Show of Force, claiming to be working with defendants, Kristof and WuDunn, requested plaintiff's consent to use the name HALF THE SKY as the title of a two-part documentary, which Show of Force represented was scheduled to be shown on PBS, based on the book by Kristof and WuDunn ("the Documentary"). Show of Force claimed that it could not get insurance coverage for airing the program with the title HALF THE SKY unless plaintiff consented to the use of that name in the broadcast series and supporting content. In addition, Show of Force told plaintiff that it was on a tight deadline with PBS and wanted to deliver the final show by the end of that week. Plaintiff refused defendants' request on July 3, 2012 and again provided defendants with information about plaintiff and its activities under its HALF THE SKY mark and name. In addition, plaintiff informed defendants of the extensive confusion the use of HALF THE SKY as the title of defendants' book had caused and was continuing to cause among members of the public. A copy of plaintiff's response to defendants' request is attached as Exhibit 2.

20. After plaintiff's refusal of Show of Force's request, plaintiff and defendants engaged in discussions in which they tentatively agreed on a strict set of guidelines for defendants' use of the HALF THE SKY mark and name to enable the title of the Documentary to be finalized before the PBS deadline. In pertinent part, plaintiff and defendants reached the following understanding in September 2012, subject to later entering into a formal agreement:

(a) Based upon defendants' representation described in paragraph 19 above, and plaintiff's review and approval of a mockup of the homepage of defendants' website and a



promotional poster for the Documentary, plaintiff agreed that on defendants' website (i) defendants would use the term HALF THE SKY only when followed immediately by the word MOVEMENT; (ii) the words "Turning Oppression into Opportunity for Women Worldwide" would appear directly below the term HALF THE SKY MOVEMENT; (iii) the words HALF THE SKY MOVEMENT would appear in lettering that is no more than 3-3.5 times the size of the words "Turning Oppression into Opportunity for Women Worldwide;" and (iv) the terms HALF THE SKY MOVEMENT and "Turning Oppression into Opportunity for Women Worldwide" would appear in close proximity to a design consisting of an equal sign composed of two rectangular pictures of clouds in the sky, as shown in the attached Exhibit 3;

(b) Defendants' website would include the following disclaimer and a link to plaintiff's website:

We would like to give special thanks to Half the Sky Foundation. Half the Sky Foundation is a non-profit organization created to enrich the lives and enhance the prospects for orphaned children in China. "Half the Sky Movement: Turning Oppression into Opportunity for Women Worldwide" is not in any way affiliated with or in partnership with Half the Sky Foundation. For more information about Half the Sky Foundation, please visit its website at [www.halfthesky.org](http://www.halfthesky.org).

(c) In connection with the Documentary and all promotional materials for the Documentary, (i) the name HALF THE SKY would be followed immediately by the words "Turning Oppression into Opportunity for Women Worldwide" but, based on defendants' representation that PBS' regulations prohibited the use of the word "Movement," the inclusion of that word would not be required in the Documentary or promotional materials for the Documentary; (ii) the words HALF THE SKY would appear in lettering that is no more than 3-3.5 times the size of the words "Turning Oppression into Opportunity for Women Worldwide;" (iii) the term HALF THE SKY and the term "Turning Oppression into Opportunity for Women

Worldwide” would appear in close proximity to a design consisting of an equal sign composed of two rectangular pictures of clouds in the sky as shown in the attached Exhibit 4; and (iv) defendants would seek plaintiff’s prior approval of all other promotional materials for the Documentary;

(d) The on-air crawl for the Documentary would include the following disclaimer:

We would like to give special thanks to Half the Sky Foundation. Half the Sky Foundation is a non-profit organization created to enrich the lives and enhance the prospects for orphaned children in China. “Half the Sky Turning Oppression into Opportunity for Women Worldwide” is not in any way affiliated with or in partnership with Half the Sky Foundation.

(e) Defendants would change the name of Half the Sky, LLC to Half the Sky Movement, LLC, which would be a single-purpose organization to promote the Documentary, and defendants would not establish any new legal entity containing the name HALF THE SKY or any similar name;

(f) Defendants would use the domain name halftheskymovement.org and would not adopt or use any other domain name containing the name HALF THE SKY; and

(g) Defendants would inform their partners and funders of the terms of the agreement.

21. Plaintiff explicitly informed defendants that plaintiff did not approve defendants’ use of the term HALF THE SKY on any other platforms or materials apart from the one-time broadcast of the Documentary and defendants’ website in the form that defendants had submitted to plaintiff, or in any manner other than the specific uses described in paragraph 20 above, without first giving its specific approval.

22. Over the course of the discussions described in paragraphs 20 and 21 above,

defendants had led plaintiff to believe that the primary and overriding purpose of the website [www.halftheskymovement.org](http://www.halftheskymovement.org) was to support the book Half the Sky and the Documentary rather than being an ongoing outlet for raising funds for a number of charities. Defendants had also represented to plaintiff that Half the Sky, LLC was a single purpose organization for the sole purpose of producing and distributing the Documentary without on-going or separate activities. Both of these representations were false, and, upon information and belief, when the representations were made, defendants knew the representations to be false and intended that plaintiff would rely upon them.

23. Plaintiff justifiably relied upon defendants' representations described in paragraph 22 above in reaching the understanding set forth in paragraph 20 above, and plaintiff would not have considered defendants' requests if those representations had not been made.

24. After the parties' discussions described in paragraphs 20 through 22, the parties exchanged drafts of a formal agreement to memorialize their understanding and to govern defendants' use of HALF THE SKY and HALF THE SKY MOVEMENT, but the parties were unable to reach an agreement and no formal agreement was signed.

25. After the discussions described in paragraphs 20 through 22 above, defendants ignored the proposed parameters for the narrowly-tailored consent plaintiff was willing to provide and implemented a multi-platform marketing campaign centered on the HALF THE SKY mark and name. Upon information and belief, without having sought plaintiff's prior approval:

(a) Defendants modified their website at [www.halftheskymovement.org](http://www.halftheskymovement.org) to create a platform through which defendants solicit donations for numerous charities;

(b) Defendants identified and continue to identify their website at [www.halftheskymovement.org](http://www.halftheskymovement.org) as being operated by Half the Sky, LLC;

(c) Defendants continued to expand their use of the HALF THE SKY mark and name, including through platforms that plaintiff had not reviewed or approved and in formats that do not comply with the restrictions the parties discussed as set forth in paragraph 20 above. These uses include, without limitation:

(i) the repeated use of the words “Women Hold Up Half the Sky”, prominently presented on defendants’ website and through a number of social media outlets including Facebook, Twitter, Tumblr, Pinterest, Google+ and YouTube;

(ii) the distribution through defendants’ website of numerous materials that prominently display the term HALF THE SKY, including a “Gameathon” flyer, posters, a screening guide, discussion guide, action packet and a commitment card;

(iii) a prominent presence on a number of social media outlets, including without limitation, Facebook, Twitter, Tumblr, Pinterest, Google+, Instagram and YouTube, and a blog;

(iv) causing an online Facebook game, upon information and belief developed by defendant, Games for Change, in partnership with the remaining defendants, to be promoted on defendants’ website, and distributed through Facebook, Twitter, YouTube, Tumblr, Google+, Instagram and Pinterest. Upon information and belief, defendants solicit donations for numerous charities through their game; and

(v) the promotion on defendants’ website, YouTube and Google+ and the distribution in the United States and elsewhere of mobile games, upon information

and belief developed by defendant, Games for Change, in partnership with the remaining defendants.

(d) Defendants have been using the identifiers “halfthe” and “@half” on a number of social media outlets, including Twitter and Facebook;

(e) Despite having led plaintiff to believe that the Documentary would be published only once by broadcast in the United States on PBS on October 1 and 2, 2012, upon information and belief defendants caused the Documentary to be rebroadcast on PBS, on non-PBS television stations, on non-U.S. television stations and through other media including Yap.TV, and defendants continue to broadcast clips of the Documentary through their website and on YouTube;

(f) Defendants have sold and continue to sell through their website, and through amazon.com, newvideo.com, iTunes and other outlets versions of the Documentary in DVD and electronic downloadable formats; and

(g) Defendants, through their website, continue to actively solicit people to host further screenings of the Documentary.

26. Plaintiff has not approved or consented to any of defendants’ uses of HALF THE SKY described in paragraph 25 above, and these uses of HALF THE SKY do not comply with the discussions described in paragraph 20.

27. Upon information and belief, defendants’ use of HALF THE SKY does not bear any artistic relation to defendants’ book, the Documentary or any other element of their multi-platform marketing campaign.

28. Defendants’ use of HALF THE SKY, including without limitation, in the manner and on the media described in paragraph 25 above, is causing widespread confusion among

members of the public and is explicitly misleading to the public as demonstrated by the widespread confusion it has caused. Plaintiff regularly receives donations intended for defendants from members of the public and inquiries and correspondence from members of the public that are directed to defendants or that discuss defendants or defendants' activities.

29. Plaintiff has informed defendants of the confusion their use of HALF THE SKY as described above is causing among members of the public and requested defendants to discontinue their infringing activities. Defendants have refused to comply with plaintiff's requests.

30. Defendants' use of the mark and name HALF THE SKY as described above has caused and is likely to continue to cause confusion or mistake or to deceive or to explicitly mislead persons into the erroneous belief that defendants are plaintiff or that plaintiff is defendants or that the products or services of one party to this action originate with the adverse party or are authorized by the adverse party or are endorsed by the adverse party or are sponsored by the adverse party or are connected in some way with the adverse party or its HALF THE SKY products or services.

31. Upon information and belief, defendants' use of the mark and name HALF THE SKY was deliberate and intentional and designed to create confusion and mistake and to deceive and to explicitly mislead persons into the erroneous belief that defendants are plaintiff or that plaintiff is defendants or that the products or services of one party to this action originate with the adverse party or are authorized by the adverse party or are endorsed by the adverse party or are sponsored by the adverse party or are connected in some way with the adverse party or its HALF THE SKY products or services.

32. Defendants' use of the name HALF THE SKY, which is a colorable imitation of plaintiff's mark and name HALF THE SKY, falsely designates the origin of defendants' products and services and constitutes false descriptions and representations to the effect that defendants are plaintiff or that plaintiff is defendants or that the products or services of one party to this action originate with the adverse party or are authorized by the adverse party or are endorsed by the adverse party or are sponsored by the adverse party or are connected in some way with the adverse party or its HALF THE SKY products or services.

33. Plaintiff believes that it is or is likely to be damaged by defendants' use of said false designations, descriptions and representations in that members of the public are likely to be induced into donating to defendants or otherwise doing business with defendants in the mistaken belief that defendants are plaintiff or that plaintiff is defendants or that the products or services of one party to this action originate with the adverse party or are authorized by the adverse party or are endorsed by the adverse party or are sponsored by the adverse party or are connected in some way with the adverse party or its HALF THE SKY products or services.

34. Defendants' use of the mark and name HALF THE SKY complained of herein is without license, authorization or permission of plaintiff.

35. The acts and conduct of defendants complained of herein have damaged plaintiff and, unless restrained, will impair, if not destroy, the value of plaintiff's mark and name HALF THE SKY and the goodwill associated therewith, and plaintiff has no adequate remedy at law.

#### **Count I**

36. Plaintiff repeats and reavers paragraphs 1 through 35 of the First Amended Complaint.

37. The acts and conduct of defendants complained of herein constitute willful

infringement of plaintiff's registered trademark recited in paragraph 14 above, under Section 32(1) of the Lanham Act, 15 U.S.C. § 1114(1).

**Count II**

38. Plaintiff repeats and reavers paragraphs 1 through 35 of the First Amended Complaint.

39. The acts and conduct of defendants complained of herein violate Section 43(a) of the Lanham Act, 15 U.S.C. § 1125(a).

**Count III**

40. Plaintiff repeats and reavers paragraphs 1 through 35 of the First Amended Complaint.

41. The acts and conduct of defendants complained of herein violate the New York Anti-Dilution Statute, General Business Law § 360-l.

**Count IV**

42. Plaintiff repeats and reavers paragraphs 1 through 35 of the First Amended Complaint.

43. The acts and conduct of defendants complained of herein constitute willful infringement of plaintiff's trademark and trade name HALF THE SKY at common law.

**Count V**

44. Plaintiff repeats reavers paragraphs 1 through 35 of the First Amended Complaint.

45. The acts and conduct of defendants complained of herein constitute willful unfair competition by defendants with plaintiff at common law.



### Count VI

46. Plaintiff repeats and reavers paragraphs 1 through 35 of the First Amended Complaint.

47. Although plaintiff believes and therefore avers that the discussions described in paragraphs 20 through 22 above did not result in a contract between the parties, if the Court finds that a contract between the parties exists, plaintiff avers in the alternative that defendants' uses of HALF THE SKY as described, without limitation, in paragraph 25 above do not comply with the terms of and constitute breaches of any such contract, thereby causing injury to plaintiff.

### Count VII

48. Plaintiff repeats and reavers paragraphs 1 through 35 of the First Amended Complaint.

49. Although plaintiff believes and therefore avers that the discussions described in paragraphs 20 through 22 above did not result in a contract between the parties, if the Court finds that a contract between the parties exists, plaintiff avers in the alternative that defendants fraudulently induced plaintiff to enter into the contract, thereby causing injury to plaintiff.

WHEREFORE, plaintiff prays:

A. That, except to refer to the book entitled "Half the Sky: Turning Oppression into Opportunity for Women Worldwide" by defendants, Kristof and WuDunn, defendants, their officers, agents, servants, employees and attorneys, and all persons in active concert or participation with any of them, be enjoined and restrained, preliminarily and permanently, from using in connection with any educational or charitable products or services, including without limitation charitable fundraising and any activities, communications or products relating to raising the public's awareness of or combatting the oppression or mistreatment of girls or

women, any trademark, service mark, trade name, corporate name, domain name, metatag or other identifier that contains the words HALF THE SKY, either alone or in combination with any other word or design, or in any other manner that is likely to cause confusion or to cause mistake or to deceive persons into the erroneous belief that defendants are plaintiff or that plaintiff is defendants or that the products or services of one party to this action originate with the adverse party or are authorized by the adverse party or are endorsed by the adverse party or are sponsored by the adverse party or are connected in some way with the adverse party or its HALF THE SKY products or services;

B. That defendants be directed forthwith to change the name of defendant, Half the Sky Movement, LLC, to a name that does not include the words HALF THE SKY or any other words that are similar to or likely to cause confusion with the mark or name HALF THE SKY.

C. That defendants promptly disable the website at [halftheskymovement.org](http://halftheskymovement.org) and transfer to plaintiff all domain names in the possession, custody or control of any defendant which names consist of or include the words HALF THE SKY, whether alone or in combination with other words, letters or numbers, including without limitation the domain name [halftheskymovement.org](http://halftheskymovement.org);

D. That defendants, their officers, agents, servants, employees and attorneys, and all persons in active concert or participation with any of them, be enjoined and restrained, preliminarily and permanently, from using any false designation or false description or representation or from engaging in any act or series of acts which, either alone or in combination, constitutes deceptive or unfair methods of competition by any defendant with plaintiff, and from injuring or otherwise interfering with plaintiff's business reputation or diluting the distinctive quality of plaintiff's mark and name HALF THE SKY or the goodwill associated therewith;

E. That defendants be directed to inform all of their partners and funders forthwith that defendants are not affiliated or connected with Half the Sky Foundation and of the terms of the injunction granted herein, including the restrictions on the use of the term HALF THE SKY in connection with defendants' activities;

F. That all advertisements, pamphlets, brochures, catalogs, websites, labels, signs, prints, packages, wrappers, receptacles, name plates, and products in defendants' possession, custody or control and all files, plates, molds, matrices, dies, software and other means of making the same which might, if used, violate the injunction herein granted, be delivered up and destroyed as the Court shall direct;

G. That plaintiff be awarded defendants' profits and plaintiff's damages caused by defendants' acts of infringement and unfair competition complained of herein;

H. That plaintiff be awarded three times the amount of damages caused by defendants' willful acts of infringement and unfair competition complained of herein;

I. That plaintiff be awarded punitive damages arising out of defendants' willful acts of infringement and unfair competition complained of herein;

J. That, if the Court finds the existence of a contract between the parties, plaintiff be awarded its damages caused by defendants breaches of the contract complained of herein;

K. That, if the Court finds the existence of a contract between the parties, plaintiff be awarded punitive damages arising from defendants' acts of fraudulent inducement complained of herein;

L. That, if the Court finds the existence of a contract between the parties, the contract be rescinded;

M. That plaintiff be awarded its costs and disbursements of this civil action,  
including reasonable attorneys' fees; and

N. That plaintiff be awarded such other and further relief as the Court deems just and  
equitable.

Dated: New York, New York  
December 5, 2013

**DORSEY & WHITNEY LLP**

By:



Susan Progoff  
Fara S. Sunderji  
Jena L. Tiernan

51 West 52nd Street  
New York, NY 10019-6119  
(212) 415-9200  
[progoff.susan@dorsey.com](mailto:progoff.susan@dorsey.com)  
[Sunderji.fara@dorsey.com](mailto:Sunderji.fara@dorsey.com)  
[tiernan.jena@dorsey.com](mailto:tiernan.jena@dorsey.com)

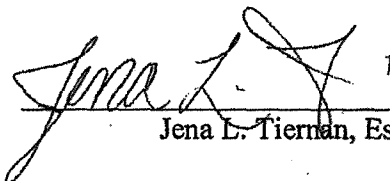
*Attorneys for Plaintiff,  
Half the Sky Foundation*

**CERTIFICATE OF SERVICE**

I hereby certify that on this 5th day of December, 2013, I caused a true and correct copy of the foregoing PLAINTIFF'S FIRST AMENDED COMPLAINT to be served by mailing the same by Federal Express, and by electronic mail, to:

Christine Lepera, Esq.  
Mitchell Silberberg & Knupp LLP  
12 East 49th Street, 30th Floor  
New York, NY 10017-1028

Dated: December 5, 2013

 1  
\_\_\_\_\_  
Jena L. Tiernan, Esq.

# EXHIBIT 1



## United States Patent and Trademark Office

[Home](#) | [Site Index](#) | [Search](#) | [FAQ](#) | [Glossary](#) | [Guides](#) | [Contacts](#) | [eBusiness](#) | [eBiz alerts](#) | [News](#) | [Help](#)

### Trademarks > Trademark Electronic Search System (TESS)

TESS was last updated on Mon Jul 15 03:20:41 EDT 2013

[TESS HOME](#) | [NEW USER](#) | [STRUCTURED](#) | [FREE FORM](#) | [BROWSE DCL](#) | [SEARCH LOG](#) | [BOTTOM](#) | [HELP](#)

[Logout](#) Please logout when you are done to release system resources allocated for you.

### Record 1 out of 1

[TSDR](#) | [ASSIGN Status](#) | [LEGAL Status](#) | [\(Use the "Back" button of the Internet Browser to return to TESS\)](#)



#### Word Mark

HALF THE SKY FOUNDATION

#### Translations

The non-Latin character(s) in the mark transliterates into "Ban Bian Tian Ji Jin Hui", and this means "Half the Sky Foundation" in English.

#### Goods and Services

IC 041. US 100 101 107. G & S: [Academies for providing elementary and secondary education for children; preschool educational services, namely, providing classes and courses of instruction at the preschool level; arranging and conducting of conferences, seminars and training in the care and education of orphan children; ]providing information via a website on the education of orphan children;[ providing educational and instructional services to orphan children, namely, providing classes and courses of instruction at the preschool, elementary school and secondary school levels; nursery school services;] publication of educational books and texts;[ providing recreation facilities for children; elementary and secondary school teaching services; vocational guidance; and writing of texts other than publicity texts]. FIRST USE: 20000100. FIRST USE IN COMMERCE: 20000100

IC 043. US 100 101. G & S: providing a website on the subject of day care for orphan children. FIRST USE: 20000000. FIRST USE IN COMMERCE: 20000000

IC 045. US 100 101. G & S: [foster care services and] providing a web site on the subject of foster care of orphan children. FIRST USE: 20000000. FIRST USE IN COMMERCE: 20000000

#### Mark Drawing Code

(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS

#### Design Search Code

01.15.06 - Advertising, skywriting; Clouds; Fog  
02.05.04 - Children, girl(s); Girls  
02.05.24 - Stylized children, including children depicted in caricature form  
05.13.03 - Grasses  
26.11.02 - Plain single line rectangles; Rectangles (single line)  
26.11.07 - Rectangles with a decorative border, including scalloped, ruffled and zig-zag edges  
26.11.28 - Miscellaneous designs with overall rectangular shape; Rectangular shapes

(miscellaneous overall shape)  
26.17.02 - Bands, wavy; Bars, wavy; Lines, wavy; Wavy line(s), band(s) or bar(s)  
28.01.03 - Asian characters; Chinese characters; Japanese characters

**Trademark** ART-09.03 Clothing  
**Search Facility** HUM Accurate representation of a human form, or any portion of a human form  
**Classification Code** INAN Inanimate objects such as lighting, clouds, footprints, atomic configurations, snowflakes, rainbows, flames  
NOTATION-SYMBOLS Notation Symbols such as Non-Latin characters, punctuation and mathematical signs, zodiac signs, prescription marks  
SHAPES-GEOMETRIC Geometric figures and solids including squares, rectangles, quadrilaterals and polygons  
SHAPES-MISC Miscellaneous shaped designs  
VEG Plant life such as trees, flowers, fruits, grains, nuts, wreaths, and leaves

**Serial Number** 77208715  
**Filing Date** June 18, 2007  
**Current Basis** 1A  
**Original Filing Basis** 1A  
**Published for Opposition** January 6, 2009  
**Change In Registration** CHANGE IN REGISTRATION HAS OCCURRED  
**Registration Number** 3593703  
**Registration Date** March 24, 2009  
**Owner** (REGISTRANT) Half the Sky Foundation CORPORATION CALIFORNIA 740 Gilman Street Berkely CALIFORNIA 94710  
**Attorney of Record** Scott J. Major  
**Disclaimer** NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "FOUNDATION" AND THE NON-LATIN CHARACTERS THAT MEAN "FOUNDATION" APART FROM THE MARK AS SHOWN  
**Description of Mark** Color is not claimed as a feature of the mark. The mark consists of the wording "Half the Sky Foundation" with Chinese characters and a design.  
**Type of Mark** SERVICE MARK  
**Register** PRINCIPAL  
**Live/Dead Indicator** LIVE

---

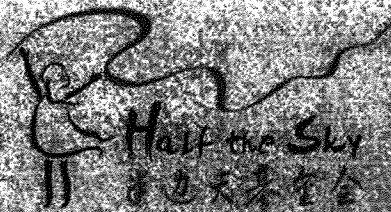
<a href="#">T.E.S.S. HOME</a>	<a href="#">NEW USER</a>	<a href="#">STRUCTURED</a>	<a href="#">FREE FORM</a>	<a href="#">BROWSE LISTS</a>	<a href="#">SEARCH OG</a>	<a href="#">TOP</a>	<a href="#">HELP</a>
-------------------------------	--------------------------	----------------------------	---------------------------	------------------------------	---------------------------	---------------------	----------------------

---

[HOME](#) | [SITE INDEX](#) | [SEARCH](#) | [eBUSINESS](#) | [HELP](#) | [PRIVACY POLICY](#)



# EXHIBIT 2



Nicholas D. Kristof  
Sheryl WuDunn  
Half the Sky, LLC  
[kristof@nytimes.com](mailto:kristof@nytimes.com)  
[wudunn@gmail.com](mailto:wudunn@gmail.com)

Jamie Gordon, Designated Copyright Agent and Executive Producer  
Maro Chermoyeff, Executive Producer and Director  
Joshua Bennett, Producer  
Show Of Force  
430 East 10th Street, 3A  
New York, NY 10009 USA  
[hismovementcopyright@gmail.com](mailto:hismovementcopyright@gmail.com)  
[maro@showofforce.com](mailto:maro@showofforce.com)  
[josh@showofforce.com](mailto:josh@showofforce.com)

July 3, 2012

Dear Mr. Kristof, Ms. WuDunn, Ms. Gordon, Ms. Chermoyeff and Mr. Bennett,

As you are aware, I am the Founder and CEO of Half the Sky Foundation (*Half the Sky*), a non-profit organization created in 1998 to enrich the lives and enhance the prospects for orphaned children in China. Half the Sky provides model programs and caregiver training designed to offer loving, family-like care to children of all ages and abilities. It is our goal to ensure that every orphaned child has a caring adult in her life and a chance at a bright future.

Half the Sky Foundation's longstanding commitment to protecting the rights of vulnerable children, particularly girls, has had unprecedented impact on China's child welfare system. Fourteen years ago, I walked away from a career and have, since that day, devoted 7 days a week and at least 14 hours a day to working with the Chinese government to convince them to transform a broken system that was damaging, even destroying young lives. As a result of Half the Sky's determined and tireless efforts, our organization now has a thriving government partnership that will, within just a few more years, allow us to change the face of care for every one of China's perhaps 7 million marginalized children.

We have been using the words "Half the Sky" as a trade name and trademark in respect of our work to better the lives of China's orphaned and abandoned children continually since 1998, as well as the logo form since it was created in January 2000. We hold trademark registrations in both the United States and Canada relating to a range of charitable services for the logo form of our name and mark, which includes the words "HALF THE SKY FOUNDATION". Indeed, a large proportion of the orphaned children that we have assisted have been adopted by North American parents. Copies of our publication of the Half the Sky trademarks published on the websites of the United States Patent and Trademark Office and the Canadian Intellectual Property Office are enclosed with this letter for your reference. We also own unregistered rights to the "Half the Sky" trademark and service mark based on our use of our marks on a continuous basis for over a dozen years. Your use of the name and mark "Half the Sky" is therefore an encroachment on our exclusive right to our Half the Sky trademarks and our organization's name.

In February 2008, when Michaela Beardsley (see attached email), wrote to ask us to transfer our rights in the domain names <halfthesky.com> and <halfthesky.net> to you for the purpose of publicizing Nicolas Kristof's and Sheryl WuDunn's 2009 book, *"Half the Sky: Turning Oppression into Opportunity for Women Worldwide"*, and a series of associated documentary films, we refused. We did not want to risk any confusion with our own organization, that would inevitably limit both organizations' abilities to operate independently in the future. We did not imagine, and were frankly disappointed, that you would go on to use "Half the Sky" as the title of the book anyway. We did not imagine that you would go on to call your website "Half the Sky" and to refer to your organization and movement as "Half the Sky" throughout the website, albeit on a modified URL.

As a consequence, confusion is now everywhere. I've attached a sampling of the sorts of emails we get all the time from donors and supporters who have mistakenly contacted us with the intention of contacting your organization. It is obvious that the identical names have confused donors and supporters for both causes. When I speak in public, I am constantly congratulated for your book. I am a Skoll Awardee and was approached in Oxford by a fellow Awardee from Afghanistan who thanked me for all the donations "my" book, *Half the Sky*, had made possible by having referenced her organization.

I am currently under contract with Harper Collins to write a memoir about Half the Sky. Thanks to the Kristof's book, I am now unable to use my own organization's name in the title. We are also currently shooting a documentary about Half the Sky. You won't be surprised that we planned to name it after our organization.

Now Joshua Bennett has written to me to ask that we give our blessing and permission for use of the name, "Half the Sky", on a documentary series that will be aired on PBS and then internationally. I understand that video games and "supporting content" are planned. I am naïve perhaps, but it just seems incredible to me that this would all happen without ever once consulting with us, and that you only finally reached out when an insurance company balked at the trademarks and copyright that protect our organization's name.

Let me be clear, we have absolutely no objection to you pursuing your organization's aims. Obviously, we also care very much about supporting the welfare, opportunities and equality for women and girls throughout the world. However, to protect our own very important work and preserve space for our organization to use our name to promote our own efforts and accomplishments, I feel we must act to protect the legitimate rights of Half the Sky. We are therefore unwilling to consent to your use of "Half the Sky" or to words and names that are similar to our Half the Sky trademarks.

We request that you:

1. cease use of the name "Half the Sky", or any confusingly similar name or mark as a company name;
2. apply to the Division of Corporations, State Records & UCC of the Department of State of New York, or any appropriate authority, to change your company name to a name that is not, and does not include or contain any name that is, confusingly similar to our Half the Sky trademarks or our name;
3. commit to us that you will not register any subsequent trademark/device anywhere in the world that contains or is identical or confusingly similar to our Half the Sky trademarks;
4. revise your website so that the words "Half the Sky" do not appear by themselves. Our organization is, and has always been, known, simply as "Half the Sky", and your use of the words "Half the Sky" in your URL <[www.halftheskymovement.org](http://www.halftheskymovement.org)> and throughout the content of the website is the basis for much of the confusion that exists.
5. add to your website, your marketing materials and in the credits for the PBS documentary series, a reference to the Half the Sky Foundation and website <[www.halfthesky.org](http://www.halfthesky.org)> with an explanatory text noting that there is no connection between the two organizations;



6. ensure that you will not, either individually or in collaboration with any third parties, including PBS, use "Half the Sky" alone as the title of the upcoming documentary series and that you or any third party that you collaborate with, including PBS, remove all references to "Half the Sky" by itself and remove any graphic, word or combination of any of these that is identical or confusingly similar to our Half the Sky trademarks, from the PBS documentary series and all of your documentary films and media campaigns used or produced in relation to the Half the Sky Movement or any other purpose.

Perhaps as a compromise you could refer to your website and organization always as "Half the Sky Movement for Women and Girls" or "Nick Kristof and Sheryl WuDunn's Half the Sky Movement" or something similar, so long as you obtain our consent first.

I truly hope that this letter will be sufficient notice to resolve the matter. I know you are trying to do the right thing in the world, and so are we. In every other way, we wish you success.

Sincerely,



Jenny Bowen, Founder and CEO  
Half the Sky Foundation

Enc.

**Subject:** FW: Question from the "Half the Sky" PBS documentary team

Begin forwarded message:

**From:** "Patricia King" <pat@halfthesky.org>  
**Subject:** FW: the book  
**Date:** June 29, 2012 12:26:34 PM PDT  
**To:** <jenny@halfthesky.org>  
**Reply-To:** <pat@halfthesky.org>

Patricia King  
Chief Communications Officer  
Half the Sky Foundation  
+1 510.625.3377 | [www.halfthesky.org](http://www.halfthesky.org)  
For China's orphans, a second chance at childhood.

**From:** Patricia King [mailto:pat@halfthesky.org]  
**Sent:** Sunday, April 03, 2011 4:22 PM  
**To:** [REDACTED]  
**Subject:** RE: the book

Dear Dan,

Thank you for your note.

However, I believe you have confused us with the book *Half the Sky* whose website is [halftheskymovement.org](http://halftheskymovement.org) - I assume you can find out where to leave feedback about the book at the site.

We are a nonprofit that was founded by a small group of parents of adopted children from China in 1998 long before the book *Half the Sky* was written. Our mission is to bring nurturing care to orphaned children in China. Our website is [www.halfthesky.org](http://www.halfthesky.org).

Sincerely,

Patricia

Patricia King

Chief Communications Officer  
Half the Sky Foundation  
[www.halfthesky.org](http://www.halfthesky.org)

*Half the Sky was created in order to enrich the lives and enhance the prospects for orphaned children in China. We establish and operate infant nurture and preschool programs, provide personalized learning for older children and offer loving permanent family care, medical care and guidance for children with disabilities. It is our goal to ensure that every orphaned child has a caring adult in her life and a chance at a bright future. Since 1998: Thirteen years...thousands of hugs...*

Contact us:

*Beijing, Berkeley, Hong Kong, London, Melbourne, Vancouver*

**From:** Dan [REDACTED]  
**Date:** Sun, 3 Apr 2011 17:29:55 -0500  
**To:** Jenny Bowen <contact@halfthesky.org>  
**Subject:** the book

We are reading the book in our Bible study. I have been interested in trafficking for quite a few years and know Nuns who are very active in dealing with this problem. The book is hard to read, I have to stop often to catch my breath; however I wish you would tell the authors it would have been better if they had not bashed conservatives so harshly. It did not belong in this book!! Being a conservative myself, it angers me and somewhat dampens my wanting to reach for my wallet. But, never fear, I'm big enough to place that where it should be and where they should have put it, in the back of our minds. When I'm finished reading the book, you may hear from me again.

Begin forwarded message:

**From:** "Patricia King" <pat@halfthesky.org>  
**Subject:** FW: Male circumcision  
**Date:** June 29, 2012 12:25:49 PM PDT  
**To:** <jenny@halfthesky.org>

30-06-2012

Reply-To: <pat@halfthesky.org>

Patricia King  
Chief Communications Officer  
Half the Sky Foundation  
+1 510.525.3377 [www.halfthesky.org](http://www.halfthesky.org)  
*For China's orphans, a second chance at childhood...*

From: Patricia King [mailto:pat@halfthesky.org]

Sent: Monday, April 25, 2011 10:08 PM

To: [REDACTED]  
Subject: RE: Male circumcision

Dear Deryl,

I believe you have mistaken us for another organization. We are a 13-year-old nonprofit that sets up programs in orphanages in China. The book you refer to is recently published. Its website is [www.halftheskymovement.org](http://www.halftheskymovement.org).

Sincerely,

Patricia  
Patricia King  
Chief Communications Officer  
Half the Sky Foundation  
[www.halfthesky.org](http://www.halfthesky.org)

*Half the Sky was created in order to enrich the lives and enhance the prospects for orphaned children in China. We establish and operate infant nurture and preschool programs, provide personalized learning for older children and offer loving permanent family care, medical care and guidance for children with disabilities. It is our goal to ensure that every orphaned child has a caring adult in her life and a chance at a bright future.*

*Since 1998. Thirteen years...thousands of hugs....*

Contact us:  
*Beijing, Berkeley, Hong Kong, London, Melbourne, Vancouver*

---

From: Deryl [REDACTED]  
Date: Sun, 24 Apr 2011 21:58:26 -0400  
To: Jenny Bowen <[contact@halfthesky.org](mailto:contact@halfthesky.org)>  
Subject: Male circumcision

Dear Authors,

I bought and read your book while volunteering in Mexico City. I passed the book on to several women I met there who were volunteering in a human rights organization. (My own field is TESOL [Teaching English to Speakers of Other Languages]). I am a 65 year old white American male who has travelled in most of Latin America and I speak Spanish fluently. But I have to ask why you mention at least twice that male circumcision should be promoted while you are opposed to all such female operations. I have always wondered why my parents would have had such a thing done to me and I didn't choose to have my son's sex organ mutilated. I had always wondered why it was done and one day a lady in Colombia rejected me when we got to that point sexually calling me a Jew! Her point of view is that since the Jewish people were a majority of the doctors in Europe for centuries it was their way of promoting their strange religious beliefs. She herself is a medical doctor and as far as she is concerned circumcised men start to fail at sexual activity at a younger age than uncircumcised men. I don't believe there are any statistics to bolster her point of view, and can be mostly an anti jewish stance.

But back to the question: Why do you believe that boys should be sexually mutilated and not the girls. And yes I understand that many such female operations are done in primitive conditions and many are extreme slicing and cutting. I'm opposed to all female cutting, but why should people continue this primitive custom on the boy babies?

Thanks

Deryl [REDACTED]

Begin forwarded message:

From: "Patricia King" <[pat@halfthesky.org](mailto:pat@halfthesky.org)>  
Subject: FW: looking to donate

30-06-2012

Date: June 29, 2012 12:25:32 PM PDT

To: <jenny@halfthesky.org>

Reply-To: <pat@halfthesky.org>

Patricia King

Chief Communications Officer

Half the Sky Foundation

+1 510.525.3377 | [www.halfthesky.org](http://www.halfthesky.org)

For China's orphans, a second chance at childhood.

From: Patricia King [mailto:pat@halfthesky.org]

Sent: Wednesday, May 04, 2011 7:52 AM

To: [REDACTED]

Subject: RE: looking to donate

Thanks!

Patricia King

Chief Communications Officer

Half the Sky Foundation

[www.halfthesky.org](http://www.halfthesky.org)

Half the Sky was created in order to enrich the lives and enhance the prospects for orphaned children in China. We establish and operate infant nurture and preschool programs, provide personalized learning for older children and offer loving permanent family care, medical care and guidance for children with disabilities. It is our goal to ensure that every orphaned child has a caring adult in her life and a chance at a bright future.

Since 1998. Thirteen years...thousands of hugs...

Contact us:

Beijing, Berkeley, Hong Kong, London, Melbourne, Vancouver

From: [REDACTED]

Sent: Wednesday, May 04, 2011 3:53 AM

To: pat@halfthesky.org

Subject: RE: looking to donate

Thank you, maybe I could help you out as well...let me get organized, good luck

Brigid

There are two ways to live: you can live as if nothing is a miracle; you can live as if everything is a miracle..... Albert Einstein

----- Original Message -----

Subject: RE: looking to donate

From: Patricia King <pat@halfthesky.org>

Date: Wed, May 04, 2011 1:22 am

To: [REDACTED]

Dear Brigid,

Thank you for your note.

However, I believe you contacted us by mistake.

We are a 13-year-old nonprofit that provides nurturing care for orphaned children in China. You, I believe, are referring to the relatively new Half the Sky book whose website is:

[halftheskymovement.org](http://halftheskymovement.org).

Best of luck with your Kilimanjaro climb.

Sincerely,

Patricia

Patricia King

Chief Communications Officer

Half the Sky Foundation

[www.halfthesky.org](http://www.halfthesky.org)

Half the Sky was created in order to enrich the lives and enhance the prospects for orphaned children in China. We establish and operate infant nurture and preschool programs, provide personalized learning for older children and offer loving permanent family care, medical care and guidance for children with disabilities. It is our goal to ensure that every orphaned child has a caring adult in her life and a chance at a bright future.

Since 1998. Thirteen years...thousands of hugs....

Contact us:

Beijing, Berkeley, Hong Kong, London, Melbourne, Vancouver

From: Brigid [REDACTED]



Date: Wed, 27 Apr 2011 06:33:37 -0400  
 To: Jenny Bowen <[contact@halfthesky.org](mailto:contact@halfthesky.org)>  
 Subject: looking to donate

Hello, I have read your book and have been moved tremendously and disturbed by the terrible living conditions of women around the world. You are amazing to bring this to light but much needs to be done still to eradicate this nonsense. This July, I will be climbing Kilimanjaro with my 15 year old son and a small group of women from around the country. I would like to focus my efforts more passionately by raising funds for your cause to reflex my sincere desire to make a difference in the world of oppressed women.

I will have a web site and I will be looking for some sponsors to get the word out for me as well. Since this is my first time doing anything like this can you direct me on how to connect to your donation site and make sure I keep a record of who gives so I can personally thank them? Do I need your permission to raise funds? Do you have a fundraising manager that could advise me on the proper protocol? Thank you in advance for any and all help you can give me. I intend to make this a great success for all of us. Best regards and thank you for your book.

Bridget  
 Live Well, care deeply.....

Begin forwarded message:

From: "Patricia King" <[pat@halfthesky.org](mailto:pat@halfthesky.org)>  
 Subject: FW: FW: Inquiry  
 Date: June 29, 2012 12:25:13 PM PDT  
 To: <[jenny@halfthesky.org](mailto:jenny@halfthesky.org)>  
 Reply-To: <[pat@halfthesky.org](mailto:pat@halfthesky.org)>

Patricia King  
 Chief Communications Officer  
 Half the Sky Foundation  
 21510 526 3877 / [www.halfthesky.org](http://www.halfthesky.org)  
 For China's orphans: a second chance at childhood...

From: Patricia King [mailto:[pat@halfthesky.org](mailto:pat@halfthesky.org)]

Sent: Friday, July 08, 2011 2:32 PM

To: 'Michelle'

Subject: RE: FW: Inquiry

Good luck!

Patricia King  
 Chief Communications Officer  
 Half the Sky Foundation  
[www.halfthesky.org](http://www.halfthesky.org)

*Half the Sky was created in order to enrich the lives and enhance the prospects for orphaned children in China. We establish and operate infant nurture and preschool programs, provide personalized learning for older children and offer loving permanent family care, medical care and guidance for children with disabilities. It is our goal to ensure that every orphaned child has a caring adult in her life and a chance at a bright future. Since 1998. Thirteen years...thousands of hugs....*

Contact us:

Beijing, Berkeley, Hong Kong, London, Melbourne, Vancouver

From: Michelle  
 Sent: Friday, July 08, 2011 2:26 PM

To: [pat@halfthesky.org](mailto:pat@halfthesky.org)

Subject: Re: FW: Inquiry

Yes I agree!

On Fri, Jul 8, 2011 at 5:24 PM, Patricia King <[pat@halfthesky.org](mailto:pat@halfthesky.org)> wrote:

Hi Michelle,

Usually I just send a note saying people have confused us with the Half the Sky book and website [halftheskymovement.org](http://halftheskymovement.org), but this seems to be a golden opportunity to approach this foundation so I thought I'd forward it to you.

Let me know if you agree, i.e. want to contact her.

Best,

Pat

Patricia King

30-06-2012

Chief Communications Officer  
Half the Sky Foundation  
[www.halfthesky.org](http://www.halfthesky.org)

*Half the Sky was created in order to enrich the lives and enhance the prospects for orphaned children in China. We establish and operate infant nurture and preschool programs, provide personalized learning for older children and offer loving permanent family care, medical care and guidance for children with disabilities. It is our goal to ensure that every orphaned child has a caring adult in her life and a chance at a bright future.*  
*Since 1998. Thirteen years...thousands of hugs....*

Contact us:  
Beijing, Berkeley, Hong Kong, London, Melbourne, Vancouver

---

From: HTS Information [mailto:[contact@halfthesky.org](mailto:contact@halfthesky.org)]

Sent: Friday, July 08, 2011 2:14 PM

To: Patricia King

Subject: FW: Inquiry

From: "Felice [REDACTED]"

Date: Fri, 8 Jul 2011 13:57:45 -0400

To: Jenny Bowen <[contact@halfthesky.org](mailto:contact@halfthesky.org)>

Subject: Inquiry

My name is Felice [REDACTED] and I am working with the [REDACTED] on the development and execution of a new philanthropy strategy.

The [REDACTED] is dedicated to empowering women and providing educational opportunities for underserved youth. There are a number of elements to the strategy, but one of them is giving back in communities where we have significant numbers of employees and customers.

I have done some very cursory research on your organization and had the opportunity to hear Sheryl Wudunn speak. I am not entirely sure, but it appears that your work and our objectives may be aligned. I would be interested in chatting with someone in your organization about your programs, how you partner with other corporate foundations and if there might be an opportunity to collaborate.

Please let me know if you would be interested in a discussion and if there is an afternoon time that we might speak over the next few weeks.

Best regards,

Felice [REDACTED] for the [REDACTED]

Michelle [REDACTED]  
Global Director,  
Foundation & Corporate Relations  
Half the Sky Foundation  
[michelle@halfthesky.org](mailto:michelle@halfthesky.org)  
1 617 792 7272  
[www.halfthesky.org](http://www.halfthesky.org)

Half the Sky was created in order to enrich the lives and enhance the prospects for orphaned children in China. We establish and operate infant nurture and preschool programs, provide personalized learning for older children and offer loving permanent family care, medical care and guidance for children with disabilities. It is our goal to ensure that every orphaned child has a caring adult in her life and a chance at a bright future.

Since 1998. Twelve years...thousands of hugs....

Begin forwarded message:

From: "Patricia King" <[pat@halfthesky.org](mailto:pat@halfthesky.org)>  
Subject: FW: seeking to use your logo in a lecture and film  
Date: June 29, 2012 12:24:46 PM PDT  
To: <[jenny@halfthesky.org](mailto:jenny@halfthesky.org)>  
Reply-To: <[pat@halfthesky.org](mailto:pat@halfthesky.org)>

Patricia King  
Chief Communications Officer  
Half the Sky Foundation

30-06-2012

+1 510.525.3377 | [www.halfthesky.org](http://www.halfthesky.org)  
For China's orphans, a second chance at childhood.

**From:** Patricia King [mailto:pat@halfthesky.org]

**Sent:** Monday, July 18, 2011 4:59 PM

**To:** [REDACTED]

**Subject:** RE: seeking to use your logo in a lecture and film

Dear Judith,

Thank you for your note.

I believe though that you meant to contact the authors of the recent book "Half the Sky. I'm sure you can find their contact information on their website [www.halftheskymovement.org](http://www.halftheskymovement.org).

We are a nonprofit that was founded in 1998 to bring nurturing care to children living in China orphanages.

Our website is [www.halfthesky.org](http://www.halfthesky.org).

Best of luck with your projects!

Sincerely,

Patricia

Patricia King

Chief Communications Officer

Half the Sky Foundation

[www.halfthesky.org](http://www.halfthesky.org)

*Half the Sky was created in order to enrich the lives and enhance the prospects for orphaned children in China. We establish and operate infant nurture and preschool programs, provide personalized learning for older children, and offer loving permanent family care, medical care and guidance for children with disabilities. It is our goal to ensure that every orphaned child has a caring adult in her life and a chance at a bright future.*

*Since 1998, thirteen years...thousands of hugs...*

*Contact us: Beijing, Berkeley, Hong Kong, London, Melbourne, Vancouver*

**From:** [REDACTED]

**Date:** Fri, 15 Jul 2011 14:00:40 -0400 (EDT)

**To:** Jenny Bowen <[contact@halfthesky.org](mailto:contact@halfthesky.org)>

**Subject:** seeking to use your logo in a lecture and film

I write to inquire about using the logo of Half the Sky in a slide for my one-hour Keynote lecture and a film of that lecture. The title is [REDACTED]

At one point near the end, I want to create a slide that is a collage of the logos of many of my favorite organizations. The purpose is to illustrate that there are already a great many wonderful groups working around the globe. Other organization logos I expect to include are, for example, The Carter Center, USAID, Heifer Foundation, Peace X Peace, the Bill and Melinda Gates Foundation, National Resource Defense Council, the Center for Global Development, and so on. I am a retired academic. This is fundamentally an educational project. The filmed lecture will hopefully be accessible on the Internet for the duration of my life (maybe 15 years) for a small download fee (\$0.99 or maybe \$1.99) to cover costs of production and website maintenance. I lecture now roughly four times/year for free. The numbers of such lectures might increase but this is unknowable. I may start asking for a small honorarium to cover costs associated with travel. You can find out more about me and my work at my website, [REDACTED]

I have never made a profit from this project and do not intend to make a profit at any point. Also, unless I hear otherwise from you, I am assuming that you consider your logo a form of advertising so that I may use it under "fair use" provisions regarding copyright.

But I do want to give you an opportunity to respond. I know how busy your schedule may be so I am making this request well in advance, and will await your answer within thirty days. In other words, my plans are to finalize the film of the lecture in late August of this year. If I do not hear from you, I will include your logo.

Thank you for your assistance. And most importantly, thank you for the wonderful, profoundly important work that is done by Half the Sky.

Sincerely, Judith [REDACTED]

Judith [REDACTED]

Begin forwarded message:

**From:** "Patricia King" <[pat@halfthesky.org](mailto:pat@halfthesky.org)>

**Subject:** FW: Voice of Women Worldwide

**Date:** June 29, 2012 12:24:32 PM PDT

30-06-2012

To: <jenny@halfthesky.org>  
Reply-To: <pat@halfthesky.org>

Patricia King  
Chief Communications Officer  
Half the Sky Foundation  
+1 510.525.3377 | [www.halfthesky.org](http://www.halfthesky.org)  
For China's orphans, a second chance at childhood.

From: Patricia King [mailto:pat@halfthesky.org]

Sent: Wednesday, July 27, 2011 5:12 PM

To: [REDACTED]

Subject: RE: Voice of Women Worldwide

Dear Sharon,

I believe you meant to contact [www.halftheskymovement.org](http://www.halftheskymovement.org), which is connected to the recent book *Half the Sky*.

We are Half the Sky Foundation, a nonprofit that has been working since 1998 on upgrading care for orphaned children all over China.

Regards,

Patricia

Patricia King  
Chief Communications Officer  
Half the Sky Foundation  
[www.halfthesky.org](http://www.halfthesky.org)

*Half the Sky was created in order to enrich the lives and enhance the prospects for orphaned children in China. We establish and operate infant nurture and preschool programs, provide personalized learning for older children and offer loving permanent family care, medical care and guidance for children with disabilities. It is our goal to ensure that every orphaned child has a caring adult in her life and a chance at a bright future.*

*Since 1998, Thirteen years...thousands of hugs....*

Contact us:

*Beijing, Berkeley, Hong Kong, London, Melbourne, Vancouver*

From: Sharon [REDACTED]

Date: Wed, 27 Jul 2011 20:18:45 +0100

To: Jenny Bowen <[contact@halfthesky.org](mailto:contact@halfthesky.org)>

Subject: Voice of Women Worldwide

Dear Sirs

The book was incredible and I myself, with the likes of [REDACTED] and [REDACTED] endeavour to raise awareness of women's issues where we can (please see my website [REDACTED] Through my site and women in law international [REDACTED] and voices of women worldwide [REDACTED]

[REDACTED], we endeavour to empower women and it would be great to see if we could somehow form a synergy and/or support each other's endeavours.

Kind regards

Sharon [REDACTED]

Begin forwarded message:

From: "Patricia King" <[pat@halfthesky.org](mailto:pat@halfthesky.org)>

Subject: FW: Half the Sky

Date: June 29, 2012 12:24:06 PM PDT

To: <jenny@halfthesky.org>

Reply-To: <[pat@halfthesky.org](mailto:pat@halfthesky.org)>

Patricia King  
Chief Communications Officer  
Half the Sky Foundation  
+1 510.525.3377 | [www.halfthesky.org](http://www.halfthesky.org)  
For China's orphans, a second chance at childhood.

From: Patricia King [mailto:pat@halfthesky.org]

Sent: Friday, December 02, 2011 4:25 PM

To: [REDACTED]

Subject: RE: Half the Sky

Dear Liz,

You can reach Sheryl WuDunn through [www.halftheskymovement.org](http://www.halftheskymovement.org).

30-06-2012

We are a 13-year-old non profit that sets up programs in orphanages in China and trains caregivers for the orphanages. Our website is [www.halfthesky.org](http://www.halfthesky.org). We are not connected to the book Half the Sky.

Best of luck.

Sincerely,

Patricia

**Patricia King**

Chief Communications Officer

Half the Sky Foundation

+1 510 525.3377 | [www.halfthesky.org](http://www.halfthesky.org)

For China's orphans, a second chance at childhood.

---

**From:** Liz [REDACTED]

**Sent:** Wednesday, November 30, 2011 7:15 AM

**To:** PATRICIA@HALFTHESKY.ORG

**Subject:** Half the Sky

Hi Pat,

I'm contacting with regards to promoting Half the Sky here in the UK and to ask if Sheryl WuDunn would be available and willing to talk via Skype at the UK's biggest women blogging conference Cybher.

Cybher is the first all inclusive female blogger event of its kind in the UK. It's taking place on the 12th May 2012 in the heart of London. This one-day event will bring together hundreds of the most influential bloggers and speakers from all corners of the blogosphere to network, inspire, share and learn. Cybher will celebrate women as well as inspiring them to make a difference.

I'm going to be leading the social good session and would love Sheryl to be our key speaker.

I work as a multimedia journalist and social media consultant for charities including Save the Children and have devised and implemented a number of large scale engagement projects that have highlighted many of the important issues raised in Half the Sky. As a result the female blogging community are very engaged and it would be a real honour for us to have Sheryl speak at the conference.

Please do let me know if you need any further information – or indeed if this email should be directed to somebody else.

With kind regards,

Liz

---

Liz [REDACTED]

\*\* Nominated for a [REDACTED]

\*\* Judge [REDACTED] Awards

Twitter: [REDACTED]

M: [REDACTED]

E: [REDACTED]

W: [REDACTED]

Begin forwarded message:

**From:** "Patricia King" <[pat@halfthesky.org](mailto:pat@halfthesky.org)>

**Subject:** FW: Looking for a specific Movie

**Date:** June 29, 2012 12:23:16 PM PDT

**To:** <[jenny@halfthesky.org](mailto:jenny@halfthesky.org)>

**Reply-To:** <[pat@halfthesky.org](mailto:pat@halfthesky.org)>

**Patricia King**

Chief Communications Officer

Half the Sky Foundation

+1 510.525.3377 | [www.halfthesky.org](http://www.halfthesky.org)

For China's orphans, a second chance at childhood.

---

**From:** Patricia King [<mailto:pat@halfthesky.org>]

**Sent:** Thursday, January 05, 2012 5:59 AM

**To:** [REDACTED]

**Subject:** RE: Looking for a specific Movie

Dear Thomas,

I believe you're looking for the website [www.halftheskymovement.org](http://www.halftheskymovement.org).

We are a 13-year-old NGO that sets up programs in orphanages in China and our website is

[www.halfthesky.org](http://www.halfthesky.org).

Best of luck!

Regards,

Patricia

**Patricia King**

Chief Communications Officer

30-06-2012

Half the Sky Foundation  
+1 510 525 3377 | [www.halftthesky.org](http://www.halftthesky.org)  
For China's orphans, a second chance at childhood...

**From:** Thomas [REDACTED]  
**Subject:** Looking for a specific Movie  
**Date:** January 4, 2012 8:45:22 PM PST  
**To:** [contact@halftthesky.org](mailto:contact@halftthesky.org)

I am the President of the [REDACTED] We are currently reading the book Half The Sky. We see you have a movie can we purchase a copy of the movie. We have also been to the Half The Sky Exhibition at Skirball Center 2701 N Sepulveda Blvd Los Angeles, CA 90049. This book is the bases of opening our eyes. Our February meeting would be an excellent time to show the movie. The Movie was Shown April 2010 Please respond ASAP Thank You

Thomas [REDACTED]

Begin forwarded message:

**From:** "Patricia King" <[pat@halftthesky.org](mailto:pat@halftthesky.org)>  
**Subject:** FW: 45km - 6.5hours - 390 women  
**Date:** June 29, 2012 12:21:43 PM PDT  
**To:** <[jenny@halftthesky.org](mailto:jenny@halftthesky.org)>  
**Reply-To:** <[pat@halftthesky.org](mailto:pat@halftthesky.org)>

Patricia King  
Chief Communications Officer  
Half the Sky Foundation  
+1 510 525 3377 | [www.halftthesky.org](http://www.halftthesky.org)  
For China's orphans, a second chance at childhood...

**From:** Patricia King [<mailto:pat@halftthesky.org>]  
**Sent:** Friday, March 09, 2012 12:12 PM  
**To:** [REDACTED]  
**Subject:** RE: 45km - 6.5hours - 390 Women

Dear Bernadette,

Thank you for your email—you sounds like a wonderful committed and fabulously successful fundraiser. However, I believe you meant to contact [www.halfttheskymovement.org](http://www.halfttheskymovement.org), which is the movement related to the recent book, Half the Sky.

Instead, you reached Half the Sky Foundation, which was established in 1998 by a small group of adoptive parents to provide nurturing care for children living in Chinese orphanages.

I wish you the best of luck with your efforts.

Sincerely,

Patricia

Patricia King  
Chief Communications Officer  
Half the Sky Foundation  
+1 510 525 3377 | [www.halftthesky.org](http://www.halftthesky.org)  
For China's orphans, a second chance at childhood...

**From:** Bernadette [REDACTED]  
**Subject:** 45km - 6.5hours - 390 women  
**Date:** March 6, 2012 9:32:57 PM PST  
**To:** "[contactAU@halftthesky.org](mailto:contactAU@halftthesky.org)" <[contactAU@halftthesky.org](mailto:contactAU@halftthesky.org)>

Hi there,

I thought I should let you know that I am raising money for the Hamlin Fistula Fund by running a marathon in May. I launched my webpage on Saturday and have so far raised \$5000 in 4 days! My target is \$12 000 to raise enough \$\$ for 3 midwives to be trained!

I have referred to a story in "Half the Sky" as part of my webpage and am promoting the book in all thank you emails to donors (I hope you don't mind). I have had support emails from all over Australia, US and Canada with comments about how brilliant the book is – I couldn't agree more!

30-06-2012

So I just thought I'd let you know – amongst all the issues in the world it is nice to share the awesome stories and since you created some of my motivation and that of the donors too you should also be happy and proud! Have a great Wednesday  
Much love,  
B

**"Birth is not only about making babies. Birth is about making mothers - strong, competent, capable mothers who trust themselves and know their inner strength." Barbara Katz Rothman**

## Bernadette

If you are not the intended recipient of this message, any use, disclosure or copying of the message or any attachments is unauthorised. If you have received this message in error, please advise the sender. No representation is given that attached files are free from viruses or other defects. Scanning for viruses is recommended.

Begin forwarded message:

**From:** "Patricia King" <pat@halfthesky.org>  
**Subject:** FW: New Contact Notification - Send us your Bright Idea  
**Date:** June 29, 2012 12:21:27 PM PDT  
**To:** <jenny@halfthesky.org>  
**Reply-To:** <pat@halfthesky.org>

**Patricia King**  
Chief Communications Officer  
Half the Sky Foundation  
+1 510.525.3377 [www.halfthesky.com](http://www.halfthesky.com)  
For China's orphans, a second chance at childhood...

**From:** Patricia King [mailto:pat@halfthesky.org]  
**Sent:** Thursday, March 15, 2012 8:35 AM  
**To:** [REDACTED]  
**Subject:** RE: New Contact Notification - Send us your Bright Idea

Hi Dianne,

I believe you may have mistaken us for [www.halftheskymovement.org](http://www.halftheskymovement.org). We are a foundation that was started by a small group of adoptive parents of Chinese children in 1998 and our website is [www.halfthesky.org](http://www.halfthesky.org). Our mission is to provide nurturing care for orphaned children in China. I believe you're referring to the book that was published by the New York Times authors recently?

Regards,

**Patricia**

**Patricia King**  
Chief Communications Officer  
Half the Sky Foundation  
+1 510 525 3377 | [www.halfthesky.org](http://www.halfthesky.org)  
For China's orphans, a second chance at childhood

**From:** "Kintera Inc." [REDACTED]  
**Subject:** New Contact Notification - Send us your Bright Idea  
**Date:** March 11, 2012 9:19:21 AM PDT  
**To:** "Half the Sky Foundation - United States" <[contact@halfthesky.org](mailto:contact@halfthesky.org)>  
**Reply-To:** Kintera Inc. [REDACTED]

## New Contact Notification

### Contact Information

Event ID:	[REDACTED]
Event Name:	Send us your Bright Idea
Supporter ID:	[REDACTED]
First Name	Dianne
Last Name	[REDACTED]
Email	[REDACTED]
Address Line 1	[REDACTED]

Address Line 2

City

State

ZIP/Postal Code

Phone

Province / Region

Country

United States

Taken from Ch 10 of Half The Sky: promote the questionnaire model used to determine what the actual needs are in communities globally before risking the errors of the past. If the US produced results with this model, it could be the resolution to the rejection of SUVs careening around the globe taking positions preconceived Western ideas before acting on the true needs of the community being assisted. Wasted \$\$ are equal to no \$\$! Thank you & God Bless I think the woman's name is Anne [REDACTED] she lost an infant daughter named Catherine. I Half The Sky in IBook and find it difficult to find my highlights & post-its. Thank & God Bless, Dianne [REDACTED]

My Bright Idea

Begin forwarded message:

**From:** "Patricia King" <pat@halfthesky.org>  
**Subject:** FW: Permission to Post Article on Web Site  
**Date:** June 29, 2012 12:21:14 PM PDT  
**To:** <jenny@halfthesky.org>  
**Reply-To:** <pat@halfthesky.org>

Patricia King

Chief Communications Officer

Half the Sky Foundation

+1 510.525.3377 | [www.halfthesky.org](http://www.halfthesky.org)

For China's orphans, a second chance at childhood.

**From:** Patricia King [mailto:pat@halfthesky.org]**Sent:** Thursday, June 21, 2012 2:48 PM**To:** 'Vickie' [REDACTED]**Subject:** RE: Permission to Post Article on Web Site

Dear Vickie,

You've reached the wrong Half the Sky. We are a foundation established in 1998 that provides care for children in Chinese orphanages. Our website is [www.halfthesky.org](http://www.halfthesky.org).

To reach the book-related Half the Sky, you can go to [www.halftheskymovement.org](http://www.halftheskymovement.org).

Best of luck.

Sincerely,

Patricia

Patricia King

Chief Communications Officer

Half the Sky Foundation

+1 510.525.3377 | [www.halfthesky.org](http://www.halfthesky.org)

For China's orphans, a second chance at childhood.

**From:** Vickie [REDACTED]**Sent:** Tuesday, June 19, 2012 12:27 PM**To:** [contact@halfthesky.org](mailto:contact@halfthesky.org)**Subject:** Permission to Post Article on Web Site

To Whom It May Concern:

On behalf of the [REDACTED] I am requesting permission to post on the Members Area of the congregation's Web site. [REDACTED] a pdf file of the following articles for their personal use in theological discussion groups they have formed in the eight countries in which they serve around the world (Uganda, Ghana, Bangladesh, India, Brazil, Peru, Mexico and the U.S.):

Kristof, Nicholas D. and WuDunn, Sheryl. Half the Sky, Knopf Publishing, 2009, Introduction and Chapter 14, pp. xi-xxii 233-250.

The Members Area is a private, restricted access, password protected section of the Web site for sisters only. Should you grant permission to post this on the Members Area of the congregation's Web site, we will be sure to include the proper credit line.

The congregation is anxiously awaiting your response to their request as they wish to use this resource soon



**Subject:** FW: refusal to transfer URL

**From:** Jenny Bowen [mailto:jbowen@halfthesky.org]

**Sent:** Wednesday, June 27, 2012 11:06 AM

**To:**

**Subject:** Fwd: For the Bowens

**Jenny Bowen**

Founder & CEO

Half the Sky Foundation

+1 510 525.3377 | [www.halfthesky.org](http://www.halfthesky.org)

For China's orphans, a second chance at childhood

Begin forwarded message:

**From:** Mikaela Beardsley <mikaela@stickfigureproductions.com>

**Subject:** RE: For the Bowens

**Date:** February 12, 2008 10:35:16 PM PST

**To:** Jenny Bowen <jbowen@halfthesky.org>

**Cc:** Patricia King <patricia@halfthesky.org>

No worries, I totally get it!

Thanks for replying, and all best.

Mikaela

-----Original Message-----

**From:** Jenny Bowen [mailto:jbowen@halfthesky.org]

**Sent:** Tue 2/12/2008 10:00 PM

**To:** Mikaela Beardsley

**Cc:** 'Patricia King'

**Subject:** RE: For the Bowens

Hi Mikaela,

Although I have no doubt this is a most worthy and important project, I'm afraid we can't offer you those URLs. HTS waited many years for ".com" and ".net" to become available because we have particular uses planned for them in the future. Furthermore, many, many visitors looking for our HTS site come first to ".com". So, I'm awfully sorry but wish you all the best on what looks to be a wonderful effort; I really enjoyed and learned a great deal from the Kristof's first book.

Jenny

Jenny Bowen

30-06-2012

Executive Director

Half the Sky Foundation

<http://www.halftthesky.org/> [www.halftthesky.org](http://www.halftthesky.org)

Half the Sky was created in order to enrich the lives and enhance the prospects for orphaned children in China. We establish and operate infant nurture and preschool programs, provide personalized learning for older children and establish loving permanent foster care and guidance for children with disabilities. It is our goal to ensure that every orphaned child has a caring adult in her life and a chance at a bright future.

Since 1998. Ten years. thousands of hugs.

Contact Us:

<http://www.halftthesky.org/about/contact.php> Beijing, Berkeley, Hong Kong

From: Mikaela Beardsley [mikaela@stickfigureproductions.com](mailto:mikaela@stickfigureproductions.com)  
Sent: Wednesday, February 13, 2008 12:22 PM  
To: [info@halftthesky.org](mailto:info@halftthesky.org)  
Subject: For the Bowens

Dear Richard & Jenny,

Greetings. I am a documentary producer in New York, working on a new project about global women's issues based on an upcoming book by NY Times columnist Nicholas Kristof and Sherry WuDunn. I am putting together a series of 8 short documentary films, each profiling a remarkable woman from a developing country who has overcome adversity to make a difference in her society. The themes explored are women's health, sexual slavery, sexual violence and economic empowerment. The ambitions of our project are not small - our goal is to help move women's rights to the forefront of the international agenda.

The title for the project, both book and films, is...HALF THE SKY. For reasons that definitely don't need explaining to you!

I am writing about the URLs registered to the Half The Sky Foundation. Would you be willing to sell us [halftthesky.com](http://halftthesky.com) or [halftthesky.net](http://halftthesky.net)? We would of course direct traffic (via a button or banner) to your organization's website.


I'm attaching a short treatment about the project, as well as a short list of potential subjects, so that you have a better sense of what we're up to.


Many thanks for your consideration. I look forward to hearing from you.



All best,

Mikaela Beardsley


Annex 1 – Our Registered Trademarks in the Unites States and Canada (the *Half the Sky Trademarks*)


Country	Trade Mark	Class	Specification	Application No.	Application Date	Registration No.	Registration Date	Remarks
United States		41, 43, 45	<p>Class 41 - Academies for providing elementary and secondary education for children; preschool educational services, namely, providing classes and courses of instruction at the preschool level; arranging and conducting of conferences, seminars and training in the care and education of orphan children; providing information via a website on the education of orphan children; providing educational and instructional services to orphan children, namely, providing classes and courses of instruction at the preschool, elementary school and secondary school levels; nursery school services; publication of educational books and texts; providing recreation facilities for children; elementary and secondary school teaching services; vocational guidance; and writing of texts other than publicity texts</p> <p>Class 43 - Providing a website on the subject of day care for orphan children</p> <p>Class 45 - Foster care services and providing a web site on the subject of</p>	77208715	18 Jun 2007	3593703	24 Mar 2009	Registered  Renewal due on 24 Mar 2019

Country	Trade Mark	Class	Specification	Application No.	Application Date	Registration No.	Registration Date	Remarks
			foster care of orphan children					
United States		41, 43, 45	<p>Class 41 - Academies for providing elementary and secondary education for children; preschool educational services, namely, providing classes and courses of instruction at the preschool level; arranging and conducting of conferences, seminars and training in the care and education of orphan children; providing information via a website on the education of orphan children; providing educational and instructional services to orphan children, namely, providing classes and courses of instruction at the preschool, elementary school and secondary school levels; nursery school services; publication of educational books and texts; providing recreation facilities for children; elementary and secondary school teaching services; vocational guidance; and writing of texts other than publicity texts</p> <p>Class 43 - Providing a website on the subject of day care for orphan children</p> <p>Class 45 - Foster care services and providing a web site on the subject of foster care of orphan children</p>	77208738	18 Jun 2007	3578502	24 Feb 2009	Registered Renewal due on 24 Feb 2019

Country	Trade Mark	Class	Specification	Application No.	Application Date	Registration No.	Registration Date	Remarks
United States		41, 43, 45	<p>Class 41 - Academies for providing elementary and secondary education for children; preschool educational services, namely, providing classes and courses of instruction at the preschool level; arranging and conducting of conferences, seminars and training in the care and education of orphan children; providing information via a website on the education of orphan children; providing educational and instructional services to orphan children, namely, providing classes and courses of instruction at the preschool, elementary school and secondary school levels; nursery school services; publication of educational books and texts; providing recreation facilities for children; elementary and secondary school teaching services; vocational guidance; and writing of texts other than publicity texts</p> <p>Class 43 - Providing a website on the subject of day care for orphan children</p> <p>Class 45 - Foster care services and providing a web site on the subject of foster care of orphan children</p>	77208732	18 Jun 2007	3578501	24 Feb 2009	<p>Registered</p> <p>Renewal due on 24 Feb 2019</p>
Canada		N/A	(1) Academies for providing elementary and secondary education for children; preschool educational services, namely,	1507588	13 Dec 2010	TMA821132	30 Mar 2012	Registered for 15 years from the date

Country	Trade Mark	Class	Specification	Application No.	Application Date	Registration No.	Registration Date	Remarks
			<p>providing classes and courses of instruction at the preschool level; arranging and conducting of conferences, seminars and training in the care and education of orphan children; providing information via a website on the education of orphan children; providing educational and instructional services to orphan children, namely, providing classes and courses of instruction at the preschool, elementary school and secondary school levels; nursery school services; publication of educational books and texts in the field of care and education of orphan children; providing recreation facilities for children in the form of indoor and outdoor children's play areas; elementary and secondary school teaching services; vocational guidance; and writing of texts other than publicity texts; providing a website on the subject of day care for orphan children; foster care services and providing a web site on the subject of foster care of orphan children.</p> <p>(2) Charitable fundraising services; organizing and conducting fundraising events</p>					of registration

Country	Trade Mark	Class	Specification	Application No.	Application Date	Registration No.	Registration Date	Remarks
Canada		N/A	<p>(1) Academies for providing elementary and secondary education for children; preschool educational services, namely, providing classes and courses of instruction at the preschool level; arranging and conducting of conferences, seminars and training in the care and education of orphan children; providing information via a website on the education of orphan children; providing educational and instructional services to orphan children, namely, providing classes and courses of instruction at the preschool, elementary school and secondary school levels; nursery school services; publication of educational books and texts in the field of care and education of orphan children; providing recreation facilities for children in the form of indoor and outdoor children's play areas; elementary and secondary school teaching services; vocational guidance; and writing of texts other than publicity texts; providing a website on the subject of day care for orphan children; foster care services and providing a web site on the subject of foster care of orphan children.</p> <p>(2) Charitable fundraising services; organizing and conducting fundraising</p>	1507586	13 Dec 2010	TMA821074	30 Mar 2012	Registered for 15 years from the date of registration

Country	Trade Mark	Class	Specification	Application No.	Application Date	Registration No.	Registration Date	Remarks
			events.					
Canada		N/A	<p>(1) Academies for providing elementary and secondary education for children; preschool educational services, namely, providing classes and courses of instruction at the preschool level; arranging and conducting of conferences, seminars and training in the care and education of orphan children; providing information via a website on the education of orphan children; providing educational and instructional services to orphan children, namely, providing classes and courses of instruction at the preschool, elementary school and secondary school levels; nursery school services; publication of educational books and texts in the field of care and education of orphan children; providing recreation facilities for children in the form of indoor and outdoor children's play areas; elementary and secondary school teaching services; vocational guidance; and writing of texts other than publicity texts; providing a website on the subject of day care for orphan children; foster care services and providing a web site on the subject of foster care of orphan children.</p> <p>(2) Charitable fundraising services;</p>	1507585	13 Dec 2010	TMA821066	30 Mar 2012	Registered for 15 years from the date of registration



Country	Trade Mark	Class	Specification	Application No.	Application Date	Registration No.	Registration Date	Remarks
			organizing and conducting fundraising events.					

# EXHIBIT 3



# half the sky movement

Turning Oppression into Opportunity for Women Worldwide

# EXHIBIT 4

Inspired by Nicholas D. Kristof and Sheryl WuDunn's best selling book



AMERICA  
FERRERA



DIANE  
LANE



EVA  
MENDES



MEG  
RYAN



GABRIELLE  
UNION



OLIVIA  
WILDE



# half the sky

Turning Oppression into Opportunity for Women Worldwide

TWO-NIGHT EVENT  
**OCTOBER 1 & 2 9/8c**

Be more.



PBS

SHOW OF FORCE

INDEPENDENT LENS

SHOW OF FORCE and INDEPENDENT LENS are proud sponsors of the event. HALF THE SKY: Turning Oppression into Opportunity for Women Worldwide was inspired by PBS' hit TV series GIRLS WHO CAN, a series produced by INDEPENDENT LENS. Special thanks to the COORDINATING FOR PUBLIC BROADCASTING, NEA Foundation, PBS, Ford Foundation, the Rockefeller Foundation, The Bill & Melinda Gates Foundation, John D. and Catherine T. MacArthur Foundation, Coca-Cola 5 by 20, World Health Foundation, Goldsmith Sachs 10,000 Women, Women's Foundation, Slaves Markets Foundation, Seedlings Foundation, Nike Foundation, Hewlett Foundation, Rockefeller Foundation, Johnson & Johnson, the Switzerland Foundation, Frank Thomas, Aggregate Focus.

[pbs.org/halftthesky](http://pbs.org/halftthesky) #halftthesky

**CERTIFICATE OF ELECTRONIC TRANSMISSION**

I hereby certify that this correspondence is being transmitted electronically through ESTTA pursuant to 37 C.F.R. §2.195(a) on December 12, 2012.

  
\_\_\_\_\_

**CERTIFICATE OF SERVICE**

This is to certify that a copy of the foregoing **MOTION FOR SUSPENSION AND CONSOLIDATION OF OPPOSITION PROCEEDINGS** was served this 12 day of December, by first-class mail, postage prepaid, on the following as Applicant's attorney of record:

Scott J. Major  
Millen White Zelano & Branigan, Pc  
2200 Clarendon Blvd Fl 14  
Arlington, VA 22201-3379

  
\_\_\_\_\_