



[REDACTED]

Date: 6 September 2023

Dear [REDACTED]

Would I Lie to You

Thank you for your letter and email of 16 August 2023 which has been passed to me for response.

Zeppotron Limited ("Zeppotron") is the producer and distributor of one of the UK's most popular television panel and game show formats "Would I Like to You?" which is now in its 17th season and has been transmitted regularly since 2007. Zeppotron exploits the "Would I Lie to You?" format ("the Format") internationally through a variety of media including without limitation television, websites, books and games.

Zeppotron's exploitation of the Format and game structure has given rise to the creation of a number of distinct copyright works and generated considerable goodwill in the UK. Zeppotron is the registered proprietor of UK trade mark number UK00002192486 for WOULD I LIE TO YOU? in classes 9,16,25, 28 and 41 ("the Trade Mark") (details have been enclosed).

Your proposed website and domain name "woodeyelietoyou" is similar (and audibly identical) to our registered Trade Mark and would be applied to goods and/or services that are identical to goods and/or services covered by the Trade Mark. As a result, there is the likelihood for confusion on the part of the public.

From your description of the website format, the public, including those searching for Would I like to You? programme related information or goods, would be confused into believing that your website is connected with or licensed by Zeppotron. Misrepresentation whether intentional or not would damage the goodwill Zeppotron have generated.

We appreciate you submitting your request to Zeppotron, unfortunately given the above, we cannot grant you permission to use the URL "woodeyelietoyou" (or similar) or to use any elements of the Format on your website.

Zeppotron Limited. Registered in England and Wales: 06057667. VAT No. 466537124
Registered Address: Shepherds Building Central, Charecroft Way, London, W14 0EE. Zeppotron.com

Kind regards

[REDACTED] (she/her)
Senior Business Affairs Executive – Banijay UK Productions Limited