

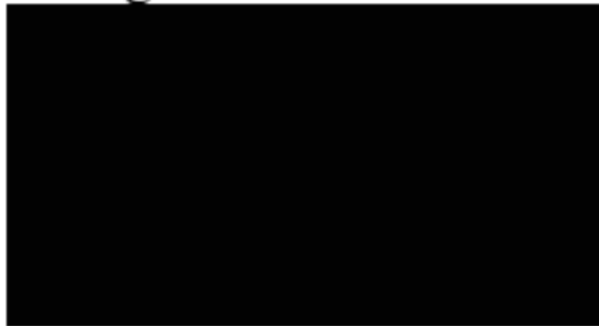
September 12, 2017

**Louis W. Tompros**

**By Email and Overnight Mail**

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Alright.com



**Re: Misappropriation of Pepe the Frog**

Dear Sir or Madam:

My colleagues and I represent Matt Furie, the creator of Pepe the Frog (“Pepe” or the “Work”). Mr. Furie is the sole and exclusive owner of all intellectual property rights—including copyright—in the Pepe the Frog character, image, and name. Mr. Furie therefore has the exclusive rights, among others, to make copies of the original Work, prepare derivative works of the original Work, and/or distribute copies of the Work by sale, rental, lease, and/or lending.

We understand that you have used Pepe the Frog on the website [altright.com](http://altright.com) in connection with your promotion of racist, alt-right, white supremacist, white nationalist, anti-Semitic, and neo-Nazi messages. For example, we understand that you have included images of Pepe on the following posts on [altright.com](http://altright.com):

- Michael Lord, *Can We Afford Not to Fight “Judeo-Christianity,”* Aug. 1, 2017, <https://altright.com/2017/08/01/can-we-afford-not-to-fight-judeo-christianity/>
- Rik Storey, *The Alt-Right Faction of Libertarianism*, Mar. 23, 2017, <https://altright.com/2017/03/23/the-alt-right-faction-of-libertarianism/>
- Alfred Clark, *The Left Wants to Use Christianity to Police the Alt-Right*, Mar. 14, 2017, <https://altright.com/2017/03/14/the-left-wants-to-use-christianity-to-police-the-alt-right/>
- Hannibal Bateman, *Pepe Rising*, Mar. 11, 2017, <https://altright.com/2017/03/11/pepe-rising/>
- *A Current Year to Remember*, <https://altright.com/author/radix/>

Additionally, you have used Pepe’s image in connection with the podcast “Alt Right Politics” (see <https://altright.com/?s=alt+right+politics>), such as those dated August 14, 2017; August 6,

2017; July 24, 2017; July 17, 2017; June 24, 2017; June 19, 2017; June 13, 2017; May 28, 2017; May 21, 2017; May 15, 2017; May 7, 2017; April 30, 2017; March 26, 2017; and March 19, 2017. Please note that this is not an exhaustive list, and we are still reviewing other works on your website. We may notify you of further works after that review is complete.

Your use of Pepe the Frog in connection with your promotion of hate is unauthorized and unacceptable. Pepe is a peaceful frog who represents togetherness and fun—not hate.

Matt Furie created Pepe the Frog. Your use of Pepe the Frog without Mr. Furie's permission constitutes copyright infringement in violation of the Copyright Act, 17 U.S.C. § 101 *et seq.* We request that you immediately stop using or distributing any images of Pepe the Frog. Specifically, effective immediately, cease and desist from: (1) using any image of Pepe in connection with [altright.com](http://altright.com); and (2) distributing any image of Pepe in any form, including through [altright.com](http://altright.com). Please confirm that you have complied with this cease-and-desist request within 5 days of receipt.

In addition, under U.S. copyright law, Mr. Furie is entitled to damages for your infringement. After we have received confirmation that you have ceased infringement, we will contact you to discuss what additional information we need from you to calculate the appropriate amount of damages.

Please be advised that, if we do not receive confirmation that you have complied in full with this request, we reserve the right to bring an action against you to permanently enjoin you from using Pepe the Frog, to obtain statutory damages, actual damages, unlawful profits, and attorney's fees and costs, and to seek all other remedies available under applicable Federal and state laws.

We strongly advise you to seek legal representation in connection with this matter. I look forward to a prompt response from you or your counsel.

Very truly yours,

A handwritten signature in black ink, appearing to read "Louis W. Tompros". The signature is written in a cursive style with a long horizontal flourish extending to the right.

Louis W. Tompros