
NICKERSON JACQUARD

Lawyers

ANDREW S. NICKERSON, Q.C.
B.Sc. LL.B.

RAYMOND JACQUARD
B. A., LL.B.

COLIN J. M. FRASER
B.A., LL.B.

File No. FG 8311

August 20, 2009

Timothy Gillespie
Shelburne County Today
PO Box 917
Shelburne NS B0T 1W0

Dear Mr. Gillespie:

Re: South West Shore Development Authority and the use of SWSDA

Please be advised that I have been asked by the South West Shore Development Authority (SWSDA), to look into your misuse of their trade name on your website www.shelburnecountytoday.com

I enclose a copy of your website's main page on August 18, 2009 based upon which I have formed the legal opinion that you are unlawfully using the South West Shore Development Authority trade name and known acronym of SWSDA. The South West Shore Development Authority is a society incorporated pursuant to the *Societies Act*, R.S.N.S. 1989. It was been well known by its trade name and acronym SWSDA for almost 15 years. In fact, one need look no further than your own website which refers almost exclusively to South West Shore Development Authority as SWSDA. It is clear that SWSDA is synonymous with the South West Shore Development Authority.

Your use of SWSDA to refer to South West Shore Department of Art is an obvious attempt to diminish the reputation of the South West Shore Development Authority. The South West Shore Department of Art is a bogus entity intentionally using SWSDA as it's short name to maliciously mislead and pass itself off as a legitimate organization.

If content on your website referring to SWSDA as something other than the South West Shore Development Authority is not removed, then a legal proceeding may be commenced against you to remove same. Furthermore, costs in that proceeding will be sought against you and an action could be commenced against you for damages as well.

I hope this is unnecessary, but the South West Shore Development Authority will take appropriate measures to protect its trade name and reputation. Please advise when the offending content is removed from www.shelburnecountytoday.com

Yours very truly,

NICKERSON JACQUARD



Colin J.M. Fraser

CJMF:CLB - enclosure

copy: South West Shore Development Authority