



February 11, 2008

Mr. Franklin Veaux
1050 F Court Drive
Duluth, GA 30096
racitr@aol.com

Dear Mr. Veaux:

I am the Director of Legal Operations at CPP, Inc. ("CPP"), the exclusive publisher of the Myers-Briggs Type Indicator® instrument and the exclusive licensee of the Myers-Briggs Type Indicator®, MBTI®, and Myers-Briggs® trademarks. I am writing to discuss brand confusion, a form of trademark infringement at your website <http://www.xeromag.com/fun/personality.html>.

CPP appreciates your promotion of psychological type for personal development and interpersonal understanding. I hope you will understand that CPP has a responsibility to protect its intellectual property, and that is why I am contacting you today.

Brand Confusion

Brand confusion occurs when a trademark or brand name is used to describe similar products. Examples of this would include calling any carbonated beverage, that is not Coca-Cola, a "Coke®", or referring to any personality test as "the Myers-Briggs Type Indicator" personality test. Brand confusion dilutes the power of the trademarked name and gives other brands a free ride on the better-known trademarked name. It is important to realize that the names "MBTI," Myers-Briggs," and "Myers-Briggs Type Indicator" refer to more than just a theory—they are trademarked names referring to specific products.

At your website, the MBTI instrument is associated with other unrelated personality instruments such as the Humanmetrics *Jung Typology Test*, leading visitors to believe that this product is somehow connected with or similar to the authentic MBTI instrument. A trademark refers only to a particular product or service and the owner of the mark. One cannot refer to the *Jung Typology Test* or any other instrument as an MBTI assessment, unless that instrument is the authentic MBTI instrument published by CPP, Inc.

Below I reference, for your convenience, addresses with brand confusion issues, and have attached the pages and indicated where changes are required in yellow hi-lite. To avoid

brand confusion on your website, CPP requests the removal of all MBTI and Myers-Briggs references and replacement with “*Jungian Type*,” “*Jungian Typology Test*,” or “*Jungian Type Theory*.”

URLS REQUIRING CHANGE – See Pages Attached

1. <http://www.xeromag.com/fun/personality.html> :

Your text states: (upper left corner, title and first paragraph respectively): “The REAL Myers-Briggs Personality Types made Relevant,” “Not Your Typical Myers-Briggs Personality Types,” and hyperlink, “[Myers-Briggs Personality Sorter](#).” The *Jungian Typology Test* is separate and apart from the authentic MBTI instrument and should not be associated with it or linked to it through a “Myers-Briggs” hyperlink

CPP Recommends: Please remove all references to the Myers-Briggs brand and replace with terms such as, “Jungian Personality Types,” “Not Your Typical Jungian Personality Types,” and hyperlink, “[Jungian Typology Test](#).”

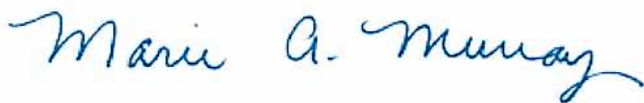
2. <http://xeromag.com/fun/fun.html>:

Your text states: “Myers-Briggs” (link provided in top navigation bar) and “Not Your Typical Myers-Briggs Personality Page” (title).

CPP Recommends: Please remove all references to the trademark to maintain separation of the MBTI brand from the *Jungian Typology Test*.” MBTI information is not derived or based upon the *Jungian Typology Test*.

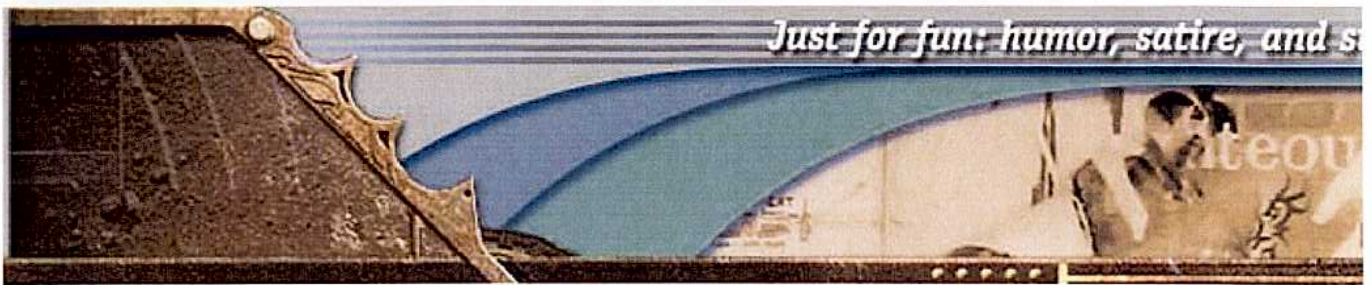
I look forward to hearing from you immediately with word that you will comply with our requests. I may be reached at mam@cpp.com.

Sincerely,



Marie A. Murray
Director of Legal Operations
CPP, Inc.

MBTI, Myers-Briggs, and Myers-Briggs Type Indicator are registered trademarks or trademarks of the Myers-Briggs Type Indicator Trust in the United States and other countries. The CPP logo is a registered trademarks of CPP, Inc.



[Myers-Briggs](#) | [Securing Windows XP](#) | [Ask Agent Smith](#) | [Patriotism for Dummies](#) | [Flip a Coin](#)



Not your Typical Myers-Briggs Personality Page

The Myers-Briggs personality prototypes made relevant!



Securing Windows XP

A quick, comprehensive FAQ for making Microsoft Windows XP as secure as possible.



Ask Agent Smith

A helpful advice column, answering reader questions on romance, etiquette, and everything else, t
Agent Smith. Now taking reader letters!



Patriotism for Dummies

Nationalism for the rest of us!



Flip a Virtual Coin!

When you really need to know heads or tails, but you can't reach into your pocket for a coin.

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[Fun Stuff](#) | [Shareware](#) | [Grammar](#) | [Spam and Slime](#) | [Xero](#) | [Email](#)

*Not your typical***MYERS-BRIGGS
PERSONALITY TYPES**

As you probably already know, the Myers-Briggs Personality Sorter is intended to be a general, universal personality ID that divides people into one of sixteen distinct personality types, along axes of introverted (I) or extroverted (E), Sensing (S) or Intuitive (N), Thinking (T) or Feeling (F), and Judging (J) or Perceiving (P).

Now, there are many places which will tell you what this all means, but none of them are quite as...relevant to today's modern civilization as this one...

ENTJ: The Evil Overlord

The ENTJ is best characterized by his charisma, his ability to grasp complex situations and to think flexibly and creatively, his keen and active intelligence, and his overwhelming desire to crush the world beneath his boot. ENTJs are naturally outgoing and love the company of other people, particularly minions, henchmen, slaves, and the others they rule with ruthless efficiency.

ENTJs usually die at the hand of secret government agents in a fiery cataclysm that destroys their entire underground fortress. Often, Evil Overlords will have a secret clone whose implanted memories contain all the knowledge and ambition of the original, stored in cryonic suspension in a safe location. The clone will appear in a sequel.

RECREATION: ENTJs enjoy spending their leisure time in groups, seeking out the company of others with whom they can exchange strategies and ideas, and test their mind control rays. They also enjoy competitive games which challenge them intellectually, such as chess, go, and "tell me where the missiles are or I'll open the pirhana cage and the girl dies."

COMPATIBILITY: Ideal companions include ENTPs, whose inventive natures often most useful; and ESTJs, who make excellent henchmen once the neural realignment is complete. ENTJs often employ the services of ISTJs but don't usually make good romantic partners with them. Under no circumstances should an ESTJ ever date an ENFJ; no good can come of it.

Famous ESTJs include Ming the Merciless, John Bigboote, and Charles Montgomery Burns.

ENTP: The Mad Scientist

The ENTP, like the ENTJ, is charismatic, outgoing, and intelligent. ENTPs are often quickwitted, clever, and genial; they typically display a highly organized, rational cognitive ability which makes them natural scientists and inventors.

ENTPs are creative, complex people who seek to improve their understanding of the natural world, usually by building armored fifty-story-tall robotic monsters with iron jaws and death-ray eyes, or by creating genetically mutated plagues that spread unstoppably across the land, turning all who are contaminated into mindless zombie drones. They are less likely to want to conquer the world than to destroy it utterly, reducing it to nothing but