

From: joel albrizio <XXX@bad-adz.com>
Sent: Friday, May 3, 2024 1:04 AM
To: Paul Levy
Cc: XXX@lawacrossla.com; XXX@glllaw.com; Nick Sansone; Efrosini Cruz; Daniel DeSouza
Subject: Re: Attorney fees

Good Morning Paul,

Yesterday afternoon I was made aware of an issue you brought to Dan's attention. The issue of statute of limitations regarding a client of yours.

Be it right or wrong a staff member on our team made an honest mistake. It's as simple as that. The mistake that was made was brought to our attention and today our team is better informed than the day before.

We understood a new URL for an image represented a new use and felt it was a legitimate infringement.

I think everyone understands I enjoy the creative part of our business and not the legal aspect of it. I am an artist who enjoys working with local supermarkets in telling each retailer's important story.

However, companies and individuals dont license images as they once did.

We live in a world of copy and paste where our images show up in our clients' competition ads. This is unacceptable to our clients when operating an exclusive image library for locally owned supermarkets fighting for their lives with big box retailers throughout the United States.

It is difficult for me to understand how you feel an infringement requiring counsel representation is worth only \$750 when a knowledgeable business owner is caught stealing but a paperwork error calls for a \$32,000 resolution.

That said, bring your case for attorney fees before the court as you should if you feel you and your team are justified. I believe in letting the court system set the standards we all live by.

Best, Joel

Joel M. Albrizio
President

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Schedule a meeting with me!

Much of our business is built on referrals from clients like yourself who have been pleased with the services we've provided. If you know of another company that might benefit from the products and services we provide we would be grateful for a referral.