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April 7, 2016
VIA E-MAIL AND U.S. MAIL

OUR FILE NO. 372729-005001

HEP Development Services
105 Loudon Street, SW
Suite One
Leesburg, VA 20175
info@hepdata.com

Re: Intellectual Property Rights of The Boston Consulting Group

To Whom It May Concern:

Our firm represents The Boston Consulting Group ("BCG") with respect to intellectual property and other matters.

This letter is to notify HEP Development Services and all related entities thereto ("HEP") that the content hosted by HEP at: <http://forms.matchinggifts.com/THEBOSTONCONSULTINGGROUP.pdf>, presumably for one of HEP's users, The American Heart Association, infringes the intellectual property rights of BCG. Specifically, the document hosted at the above-referenced link is an unauthorized reproduction of one of BCG's copyrighted works.

Our investigation of this infringement is ongoing. In order to expedite the removal of the infringing content, we are submitting this Notice of Copyright Infringement and request that HEP expeditiously remove or disable access to the material hosted at the URL listed below, as required under 17 U.S.C. § 512. The following sets forth the statutorily required elements of our Notice of Copyright Infringement:

- 1) Thomas Zutic, through the law firm of DLA Piper LLP (US), is authorized to act on behalf of BCG as its legal counsel. BCG is the owner of an exclusive right that is claimed to be infringed. The signature of Thomas Zutic is set forth below.
- 2) The copyrighted work that is being infringed is entitled "*The Boston Consulting Group, Inc. US and Canada Donations Matching Program.*"
- 3) The document located at: <http://forms.matchinggifts.com/THEBOSTONCONSULTINGGROUP.pdf>, infringes upon BCG's exclusive copyright rights and should be removed or disabled.
- 4) Contact Information:

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- 5) BCG and Thomas Zutic have a good faith belief that use of the material in the manner complained of is not authorized by the copyright owner, its agent, or the law.
- 6) The information in this Notice of Copyright Infringement is accurate, and under penalty of perjury, Thomas Zutic is authorized to act on behalf of BCG, the owner of the exclusive right being infringed.

In addition, BCG hereby notifies HEP that the website content that it is hosting at <http://forms.matchinggifts.com/THEBOSTONCONSULTINGGROUP.pdf> is in violation of HEP's Terms of Use, located at: http://www.hepdata.com/terms_of_use.html. Namely, it infringes on the copyright rights of BCG.

Very truly yours,

DLA Piper LLP (US)

A handwritten signature in black ink that reads 'Thomas Z. Zutic'.

Thomas Zutic
James Stewart

RC/JKS

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