

[REDACTED]

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From: [REDACTED]  
Sent: 31 May 2005 15:29  
To: [REDACTED]  
Cc: [REDACTED]  
Subject: WSJ enquiry about the Donovans

[REDACTED]

You should be aware of an enquiry I received today from [REDACTED] at the WSJ concerning the registration of the website domain name [www.royaldutchshellplc.com](http://www.royaldutchshellplc.com) by Alfred Donovan, an old-time anti-Shell campaigner.

[REDACTED] is not particularly interested in the background to the hostilities or the claims made against Shell on the site but is interested to know why we have registered a complaint against the use of the name given that it is not our intention to replace shell.com with a url for royaldutchshellplc.com following the merger. [REDACTED] has obtained a copy of the arbitration document so has seen the argument from our side. [REDACTED]

[REDACTED]

On background, and not for attribution, I explained to [REDACTED] that we have taken this action on the basis that Mr Donovan has showed 'bad faith' by registering a number of domain names, similar to legitimate Shell urls with a view to blocking the rightful user from using those addresses.

[REDACTED] is not sure that his story will make it past the editors but if it does we can expect it will run tomorrow. I expect he will also approach the Donovans for comment.

Attached for your information the response materials on the Donovans.



RE: Donovan -  
dated response.

Kind regards,  
[REDACTED]

Shell International Limited  
Shell Centre, London SE1 7NA, United Kingdom

Tel: [REDACTED] Fax: [REDACTED]  
Email: [REDACTED]  
Internet: <http://www.shell.com>

[REDACTED]

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From: [REDACTED]  
Sent: 02 June 2005 11:32  
To: [REDACTED]  
Cc: [REDACTED]  
Subject: RE: WSJ enquiry about the Donovans

[REDACTED]'s article on the Donovans has appeared on the WSJ online today, though not in the main newspaper. Bloomberg have also reported the story direct from the WSJ without contacting us for comment. We have not received any further enquiries. Both pieces are copied below. The tone of the articles tends to be more embarrassing than damaging.

Regards,  
[REDACTED]

### Shell Wages Legal Fight Over Web Domain Name

[REDACTED]  
Staff Reporter of THE WALL STREET JOURNAL  
June 2, 2005; Page B6

Later this summer, oil giant Royal Dutch / Shell Group is expected to merge its two parent companies, creating a new corporate entity: Royal Dutch Shell PLC.

But go to [www.royaldutchshellplc.com](http://www.royaldutchshellplc.com) and you will find a crude Web site in garish colors where Alfred Donovan, an 88-year-old British army veteran, posts dozens of media reports and commentary, most of it negative, about Shell and the accounting scandal that plagued it last year. Just after Shell unveiled the name of the new entity last October, Mr. Donovan -- who has had frequent legal battles with Shell -- snapped up the rights to the Web site.

Cyber-squatting, in which people register domain names associated with a company's brands or identity, has become a bane of the corporate world in the age of the Internet. Squatters search out permutations of well-known names, often angling for a quick payout in exchange for selling the site to the company or using the site to draw hits to unrelated Web destinations. Often, critics try to grab similar domain names to draw attention to issues associated with a particular company or product.

But landing the exact domain name for a corporation as big and as well known as Shell is a rare coup these days.

Shell paid \$115 million in fees to bankers, attorneys and accountants to hammer out the details of the plan, announced last October, to streamline its ownership structure by merging its two parent companies, Royal Dutch Petroleum Co. of The Hague, Netherlands, and Shell Transport & Trading Co., based in London. After the merger, the new company will be headquartered in The Hague and have just one stock listing, in London, with an estimated market capitalization of more than \$200 billion. For years the company has been listed in London and Amsterdam.

Shell executives realized shortly after the merger announcement last fall that the new corporate name had been snapped up. Last month, Shell attorneys filed a complaint with the World Intellectual Property Organization, a Geneva-based arbiter of domain disputes, requesting Mr. Donovan be stripped of rights to the site, along with two others.

Shell's main corporate Web site will continue to be [www.shell.com](http://www.shell.com).

John Donovan, Mr. Donovan's son, said his father isn't seeking money from Shell but wants to draw as many people as possible to his Web site's postings about the company. "It's the good, the bad and the ugly," the

younger Mr. Donovan said in a phone interview with his father, who is hard of hearing. "And it's not his fault the news has been so bad for Shell lately."

The two Donovans are well-known to Shell. They have waged a long-running anti-Shell campaign dating to the 1990s revolving around disputes over the rights to Shell gasoline-station promotions.

Over the years, the two sides have settled four lawsuits. But Mr. Donovan has continued his crusade. He has periodically picketed the company's headquarters and annual meetings.

In their complaint with the World Intellectual Property Organization, Shell attorneys argued that although there is no litigation outstanding between the two sides, the company believes the elder Mr. Donovan acquired the Web site "as a means of increasing his capability to disparage Shell at some time in the future."

A Shell spokeswoman declined to comment on the dispute, citing the pending arbitration.

Shell in Legal Battle Over Name of Web Site, Journal Reports  
2005-06-02 05:57 (New York)

By [REDACTED]

June 2 (Bloomberg) -- Royal Dutch/Shell Group, Europe's second-largest oil company, is waging a legal battle to gain control over the Web site name <http://www.royaldutchshellplc.com> owned by an 88-year-old British army veteran who uses it to post mostly negative information about the company, the Wall Street Journal reported.

The company wants to gain control over the name before RoyalDutch/Shell merges its two holding companies into a single entity, Royal Dutch Shell Plc, the Journal said.

Shell discovered soon after the merger announcement that the name was already registered and last month filed a complaint with the World Intellectual Property Organization, requesting the owner, Alfred Donovan, be stripped of his rights.

Donovan and his son John have waged a longstanding anti-Shell campaign that started in the 1990s in a dispute over rights to Shell gasoline-station promotions, the Journal said. Shell attorneys argue Alfred Donovan originally acquired the name to "disparage" the company, the newspaper said.