

Subject: To Asahi Foods Co., Ltd
From: "Amazonlink.org" <amazonlink@amazonlink.org>
Date: Mon, 20 Jan 2003 21:19:56 -0800
To: mackn@cupuacu-int.com

To Asahi Foods Co., Ltd ☐ board of directors

Gentlemen,

In the first place, we would like to point out that our activity of disclosure is not limited to the case of Cupuacu and that it is not our objective of our campaign to act against your company in particular. We will continue divulging information about patents and trademarks that might create obstacles for the sustainable development of the Amazon, regardless of race, nation, or social class of titleholders. We intend to publicize only true facts and we are not responsible for errors or distortions created by any national or international media.

The Brazilian public is shocked about the fact that your company has patented several processes of extraction of Cupuacu oil and production of Cupuacu chocolate, which has been developed in Brazil since a long time and that your company has registered the fruit's name ☐Cupuacu☐ as a trade mark.

We understand from our prior communication that you are claiming to work in favor of Amazonian communities and sustainable development.

To commercialize agro forestry products throughout the world constitutes definitely an important measure. Your companies' efforts to open up these markets are undoubtedly commendable.

However, your trademarks and patents on Cupuacu do not go along with the concept of sustainable development and in the long run will create obstacles for local producers, who want to commercialize and export Cupuacu products and not sell raw material only. In the current situation your intention to contribute to sustainable development needs to be proven through concrete, quick action.

As discussed earlier you mentioned that you would possibly consider giving up your trademarks.

We urge you to withdraw not only your Cupuacu trademarks, but also the patents you have registered on Cupuacu.

The withdrawal of these registers will not only restore your companies' reputation. It can especially serve as an example for other companies to refrain from registering patents and trademarks that might create obstacles for sustainable development.

We are optimistic regarding our dialogue and are looking forward to your response.

Yours sincerely,
Amazonlink.org ☐ Board of directors

Ps: We would like to publish this letter in our website and ask your permission to also publicize your response. If possible, please include a Portuguese translation of your response.