

Séza Magdalena Eccles

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'One lives by mystery, and not by explanation' Cecil Collins, 20th century artist

To Whom It May Concern

b.g. I Séza Magdalena Eccles (date of birth 26/8/1957)
make certain to say as follows:-

In 1994, the National Association for Holistic Aromatherapy (NAHA) had less than a couple of handfuls of active members. Jeanne Rose, who had taken over as President, approached me as publisher of the Aromatherapy Quarterly® magazine to discuss the possibility of resurrecting the organization. We worked with Jeanne Rose to relaunch NAHA with a major international aromatherapy conference in San Francisco. We underwrote and sponsored the event and, as a result, the membership of NAHA increased to over four hundred. Aromatherapy in the USA had, once again, achieved a democratic voice.

In November 1996, NAHA described its journal 'Scentsitivity' as "NAHA's 'Aromatherapy Quarterly'". We took legal action to protect this trade mark infringement of the Aromatherapy Quarterly® and received an apology and withdrawal from both Jeanne Rose and Cheryl Hoard, the then President Elect of NAHA.

In 1998, we ceased publication of the Aromatherapy Quarterly® magazine, but continued to trade in back issues. In the Spring of 2000, NAHA revamped its journal 'Scentsitivity' and renamed it 'NAHA Aromatherapy Journal'. However, they stole the Aromatherapy Quarterly magazine's front page banner design, such that anyone who was looking for the Aromatherapy Quarterly would mistake it for the NAHA journal. In effect, the NAHA journal was passing itself off as the Aromatherapy Quarterly in the eyes of the public, thereby trading on the AQ's reputation. In so doing, NAHA has violated the Aromatherapy

Quarterly's Copyrights and Trade Dress Rights.

In November 2002, this infringement of our rights was brought to our attention and we sought redress by complaining to the NAHA President (Jade Shutes), the Executive Committee and Regional Directors via email (copies were sent to twenty-nine officers of NAHA). We made NAHA aware of its violation and requested redress. We received acknowledgement of our complaint from only one person - Jennifer Tan, the then NAHA Journal Editor, who agreed to take up the matter with Jade Shutes and the Executive Committee. Since then we have received no response whatsoever from anyone at NAHA.

Given that NAHA owes its existence in some considerable part to the Aromatherapy Quarterly, and given that NAHA has previously infringed the AQ's rights and apologized for so doing, we expected the matter of this current infringement to be speedily and amicably settled. However, it appears Jade Shutes (who, in our opinion, has been using NAHA to promote her personal interests) is brazen enough to believe that this issue of infringement will go away if she continues to ignore it. We feel that this strategy on Ms. Shutes's part (and, therefore, on the part of NAHA) confirms her unsuitability to continue as an officer or member of the organization.

We enclose a copy of the Aromatherapy Quarterly and the NAHA Aromatherapy Journal to illustrate our point, and a copy of our initial email of complaint and request for redress.

Yours faithfully

Séza Eccles

Séza Magdalena Eccles
Publisher
Aromatherapy Quarterly® Magazine

Notarized and Witnessed by
William Beales Solicitors
Commissioners for Oaths

Sworn by the abovesigned
Séza Magdalena Eccles at
Hay-on-Wye in the County
of Powys this 11th February
2004 Before Me,
M. E. Harris (Michael Edward Harris)
A Commissioner for Oaths

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