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February 24, 2017

OUR FILE: SAGE

Via Email: ciskiwitch@hotmail.com

Charissa Iskiwitch
P. O. Box 740
Rockmart, GA 30153

Re: Sage Goddess, Inc.

Dear Ms. Iskiwitch:

We are writing to you as attorneys for, and on behalf of, Sage Goddess, Inc. (“Sage Goddess”), and in connection with an article you published online on February 20, 2017, authored under the pseudonym “Loona Wynd.” The article purports to be an interview between the author and Lila Elwood, an owner of a business conducted under the name “Wild Witchery.” As you are no doubt aware, Sage Goddess is the business which issued the Cease and Desist letter to Ms. Elwood and her business partner referred to in the article.

Know that the article you published contains numerous factual errors, as well as false and/or misleading statements about intellectual property law. By way of example, your article states that “Ms. Elwood and her business partner received a letter via email claiming copywrite [sic] and trademark infringement.” This is patently untrue. The Cease and Desist letter sent by this office to Ms. Elwood and her business partner makes no mention of copyright infringement. In our opinion, the published statement constitutes libel per se. Moreover, the assertion made in your article that “Common Names do not count in the eyes of the law - and as we all know, Yule is a common word/name,” is a total misstatement of the law.

Clearly, neither you nor “Loona Wynd” did an adequate job of fact checking, or sufficient legal research, before publishing your article. More importantly, by stating that she “firmly

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believes that if you want to run a business you should try and go for it...learn from articles like this” at the end of your article, “Loona Wynd” is indisputably encouraging your readers to engage in what may be considered unfair business practices and tortious in many states, including California.

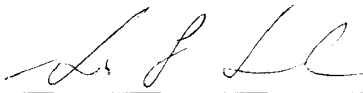
Contrary to allegations made by Ms. Elwood in your article, our client is not “a large corporation.” It is a family owned business, started by Athena Perrakis and her husband as a way sharing metaphysical knowledge and fostering spirituality in the world. It appears that the principal difference between our client’s business and Ms. Elwood’s is the degree of success achieved.

This letter will serve as the demand of our client that you immediately take down “Loona Wynd’s” February 20, 2017 article, as well as publish corrections and an appropriate apology to our client, regretting the embarrassment and inconvenience that article has caused. If the article is taken down, and such corrections and apology are published by the close of business on March 3, 2017, our client will agree to waive its rights to compensation from you for damages arising from the publication of the article.

Needless to say, nothing contained herein is intended nor should it be construed as in any way waiving or prejudicing any rights or remedies our client may have in this matter.

Very truly yours,

LAW OFFICES OF SCOTT LEE SHABEL

By:  _____

Scott Lee Shabel

SLS:jm