

From: Wesley Lewis (Manpower) [mailto:v-welewi@microsoft.com]
Sent: 09 February 2015 11:11 AM
To: sales@moniquesplace.co.za
Subject: Thank You for Promoting Only Genuine Microsoft Software

Microsoft (S.A) (Pty) Ltd
3012 William Nicol Drive
Bryanston, Johannesburg 2191

Tel: 0860 2255 67
Fax: +27 (0) 11361-7004
www.microsoft.com/southafrica



PRIVATE & CONFIDENTIAL

9 February 2015

Attention: Business Owner

Monique's Place (Online Shop)

22 Almond Street, Primerose

Germiston

Gauteng

Dear Sir/Madam,

THANK YOU FOR PROMOTING GENUINE MICROSOFT SOFTWARE

Microsoft regularly conducts random enquiries and test purchases of desktops and notebooks, both to identify dishonest dealers in the marketplace and to recognize honest dealers who do the right thing and promote licensed software.

Illegal software threatens both users and honest computer retailers. With pirated software, consumers risk encountering viruses, malicious code, losing personal information, risk having their identities stolen and wasting valuable time and money. Microsoft is committed to protecting

honest computer dealers and ensuring all our customers receive the benefits of genuine licensed software.

Your company outlet was visited – what happened?

Recently a representative of Microsoft visited **Monique's Place (Online Shop)**; and enquired about the purchase of a new personal computer. During the discussion, your staff did not offer to install unlicensed Microsoft software.

We would like to thank you and also commend your staff for declining to engage in software piracy during our visit. We hope you will maintain this stance against unlicensed software. We request that you guide and educate your customers to the benefits of genuine software.

Did you know?

The installation and distribution of unlicensed copies of Microsoft software on computers is an infringement of Microsoft's copyright whether you are requested to do so by the buyer, or whether you promote it.

May we also recommend?

To further protect your business we recommend you take the following measures:

1. As a matter of policy, we hope that you will continue to educate or make it clear and known to all your staff (technical and sales) that the management will not tolerate any activities that will infringe copyright or any laws.
2. Do not allow or receive computers with unlicensed software from your customers onto your premises for repair or any other kind of servicing. Educate your customers on the matter as this puts you at risk.
3. The Certificate of Authenticity (CoA) cannot be offered or sold as a stand-alone item – it must be purchased and sold together with the Microsoft system builder OEM license pack which includes the Certificate of Authenticity (CoA, User Manual, CD Media and End User License Agreement.)
4. Proactively remind your customers that with Windows® Genuine Advantage, a REQUIRED online process for customers to determine if they have genuine Windows software, only original Windows licenses will receive Windows updates, product downloads and special promotions.

If you find another reseller selling and / or distributing pirated or unlicensed Microsoft software, DO THE RIGHT THING and email us at SPiracy@microsoft.com. Your details will

be kept in strict confidentiality. End customers are also encouraged to report on dishonest dealers who sold them unlicensed copies through this process.

5. Ensure your purchase is through one of the Microsoft Authorized Distributors that service your country. A current list of Microsoft authorized distributors is available at: <http://www.microsoft.com/oem/authdist/default.msp>.

We will continue conducting random enquiries and trust we will have your continued support and cooperation in ensuring no unlicensed software is ever offered or sold to any consumer.

Having received this letter, you may have a number of questions. Additional information is available on our website at [Microsoft Anti-Piracy](#), alternatively please visit the [Microsoft OEM Partner Center](#) for further details regarding product and licensing information.

You may also visit the below video links for further information.

[The Impact of Piracy](#)

[Options for users – legalizing Windows](#)

Please contact Microsoft SA Channel Compliance Manager, Wesley Lewis at wlewi@microsoft.com if you have any further questions.

Thank you.

Yours faithfully,

A handwritten signature in black ink, appearing to read 'Monique Ferreira', with a stylized flourish at the end.

Monique Ferreira
Microsoft South Africa – Anti Piracy Manager