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# MWP

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MOORE WITTMAN PHILLIPS  
*BARRISTERS AND SOLICITORS*  
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February 11, 2015

The Gift Designers Inc.  
179 Chapman CL SE  
Calgary, AB T2A 3T3

**Attention: Noreen Ward**

Dear Madam,

Last Saturday I went to a client's Gala Year-End Event. This particular client provides a gift to each and every employee when they arrive. There are approximately 300 employees.

These gifts come from their suppliers, accountants, lawyers etc. If they do not have enough gifts they then purchase sufficient gifts so that every employee goes home with one. I had ordered a gift from Noreen for them. Their gift committee takes from all the gifts, the top 10 for a special presentation later in the evening.

When they choose a gift for the special presentation they are not necessarily looking at the value or the most expensive, but how it looks, how it is put together, the presentation.

When they were bringing these final 10 gifts out to put on a table at the front of the room, I saw one particular gift with a white ribbon that I thought looked like a "Noreen gift." I was excited. If you have used Noreen for a gift you will note that they have a certain look. They then presented these from "great to greatest." Noreen's gift made it to the final two.

After the event, the owner's daughter came up to me to especially acknowledge the gift and stated it was one of the more beautiful ones that they have seen.

Thank you Noreen for providing it, and you really should think about trademarking the "look."

Yours truly,  
**MOORE WITTMAN PHILLIPS**

  
**DONALD D. WITTMAN**  
Barrister & Solicitor  
DDW/kel