



Thu Jul 20 22:44:19 PDT 1989

William Gibson

Vancouver B.C.
Canada

Dear Mr. Gibson:

My friend Timothy Leary informs me that you are somewhat upset by our use of "Cyberspace" as a trademark to describe our artificial reality product. I'm sorry to hear this, and wonder what we can do to help you feel better. I had written to you some six months ago to see if you were interested in seeing the developments of our project, perhaps coming down to Sausalito to share with us your views on the present and future. I re-extend this invitation. Call me at (415) 332-2344 x2672 [after August 7] if you're interested, and I'll see what arrangements can be made.

Our trademarking of the term in no way prevents you from using it as you have before. Cyberspace (TM) refers to a software product of Autodesk, Inc. Were any other software vendor to employ the term for one of their products, Autodesk would justifiably be upset. If anyone wants to call a thing or idea or virtuality "cyberspace" that's just fine... as just long as it's not a software product they're selling.

Historically, it seems to have been the policy of Autodesk, Inc. to use trademark and other intellectual property rights defensively, not offensively. We trademarked Cyberspace (TM) to stop others from preventing us from using it.

But as one of my favorite authors once said:

"The street finds it's own use for things."

Best regards,

Eric Gullichsen
Cyberspace programmer

Cc: Timothy Leary, Futique, Inc.
Catherine Valentine, Autodesk, Inc.

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