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Paul R. Levenson
(1955-2005)

Joseph A. Vogel
Partner

December 30, 2014

Via Certified Mail – Return Receipt Requested

Legal Compliance
Weebly, Inc.
546 Pacific Avenue
San Francisco, CA 94133

**Re: Cease & Desist Demand
Regarding Defamatory Posting Concerning Brian Mullaney
Posted On Weebly.Com**

Dear Sir or Madam:

This firm represents Brian Mullaney, co-founder of WonderWork, Inc. (“WonderWork”), an IRC 501(c)(3) charitable organization founded to provide free surgeries for indigent children and adults in developing countries who suffer from severe burns, clubfoot, hole in the heart, hydrocephalus and blindness. Prior to co-founding WonderWork, Mr. Mullaney was co-founder and 10-year President of Smile Train, Inc., an IRC 501(c)(3) charitable organization devoted to providing free cleft lip/palate surgeries.

Mr. Mullaney recently became aware of a posting on the internet blog site weebly.com entitled “Should Rags of Others Be the Riches of Another” posted on the site <http://brianmullaney.weebly.com> (the “Defamatory Posting”) that contains false, malicious and defamatory statements with respect to Mr. Mullaney (copy enclosed), which we believe constitutes actionable libel per se under New York and California law.

Despite Mr. Mullaney’s several email exchanges demanding that the Defamatory Posting be removed and the offending site shut down, your support department (namely, Jeff G at notifications-support@weebly.zendesk.com) has flatly refused to do so. As a direct result of the Defamatory Posting, Mr. Mullaney’s charity, WonderWork, has lost several donation pledges including a recent pledge of \$1-million, for which our client intends to hold Weebly, Inc. directly responsible.

Accordingly, on behalf of our client, we hereby DEMAND that you (1) CEASE AND DESIST any continuing and further publication of the Defamatory Posting; (2) CEASE AND

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DESIST any continuing and further activity of the offending site identified as **<http://brianmullaney.weebly.com>**; and (3) immediately disclose the source of the Defamatory Posting and the name and contact information of the owner of the offending site **<http://brianmullaney.weebly.com>**.

Please be advised, your failure to cooperate with the foregoing will leave Mr. Mullaney no alternative but to consider commencing legal action to obtain the relief to which he is entitled, including monetary relief for the damages already incurred.

If we do not have your satisfactory response to this letter within 7 days from the date of this letter we will assume that you have no intention of cooperating and will at that time consider taking all appropriate and necessary legal action to enforce and protect our client's rights.

All rights and remedies are hereby expressly reserved and preserved.

Please address all inquiries that you or your counsel may have to the undersigned.

Very truly yours,

KAPLAN KRAVET & VOGEL P.C.

By: _____

Joseph A. Vogel

cc: Brian Mullaney

Brian Mullaney (1)

Brian Mullaney (/index.html)

Brian F. Mullaney (/brian-f-mullaney.html)

Should Rags of Others Be the Riches of Another?

Is it right and ethical to make people pay for the good things you claimed you have done? Do you consider it a heavenly act to get rich by putting up a charity that you advertise to be helping poor children with physical abnormalities to live a normal life? Brian F. Mullaney, the co-founder of the Smile Train (a non-profit organization that aims to help children with cleft injuries undergo free surgery) didn't think otherwise. As a CEO of a charitable organization, Brian Mullaney may be receiving a compensation that is more than he ought to receive.

A document produced in the Internet states that the fees paid for both Brian F. Mullaney and DeLois Greenwood were "not appropriate and were paid in contravention of the Charities Act 2011." The current Trustees are then seeking to recover these fees that covered two fiscal years, 2010 and 2011. The staggering differences in the treatment of these fees can raise anyone's eyebrows. While Mullaney and Greenwood treated these fees as recoverable assets, the current Trustees believe the opposite in accordance to their separate assessment. In fact, the current Trustees viewed them as having the uncertainty as to whether the money will even be successfully recovered. This makes you wonder, how much was given to them to be considered unlawful. Well, the first part of the document has answered it. Brian Mullaney actually received an amount of £282,805 for 2011 and £158,624 for 2010. On the other hand, D Greenwood received the fee of £45,138 for 2010 when she was appointed as a trustee.

And the thing is it doesn't end there. This is just the fee of Brian Mullaney as a trustee. What about as the co-founder and president of the organization? Tighten your grip and be ready for a shocking revelation. The Form 990, otherwise known as the Return of Organization Exempt from Income Tax, shows that he has a reported compensation from the organization amounting to £818,333 for the fiscal year ending June 30, 2011. Then you consider the net asset of the organization, which is just about an amount of £182,000,000, isn't that too much in his pocket? Okay, we may say that it's a reward for his hard work. But then, again, those are donations from people who put the trust on the organization that they are going to deliver the promise they made when they solicited them in the first place. If our argument is within the logic of the salary as being a reward for hard work, tell that to the President of the United States who is receiving just half of [Brian Mullaney's](http://www.scribd.com/doc/97887093/Brian-F-Mullaney-Compensation) (<http://www.scribd.com/doc/97887093/Brian-F-Mullaney-Compensation>) yearly compensation.

Now here comes the next question: How did he do all this? He is a Harvard University man with a degree in business economics and worked in an advertising company for more than two decades. His advertising background was of a great help to raise a philanthropic cause of giving attention to the horrible plight of children born with cleft palates. Still another question, which is the last one to be asked: Should he have used his expertise to be personally wealthy?