

Ref: PBA/04-13/8834
April 2, 2013

Dear Members,

Further to our earlier circular dated March 20, 2013, this is to inform you that currently there are two Court Orders directing PBA in the ongoing dispute in respect of trademarks "BIO", BIO AMLA" and "Forvil" between Forvil Cosmetics and Elite Traders as follows:

1. Honorable Sindh High Court Order dated 11.03.2013 in Suit no. 275 of 2013 - Forvil Cosmetics & others v Pakistan Broadcasters Association & Others where the court suspended the email of PBA dated 1.03.2013 that required its TV channels members to stop accepting advertisements of both Elite Traders and Forvil Cosmetics as follows:

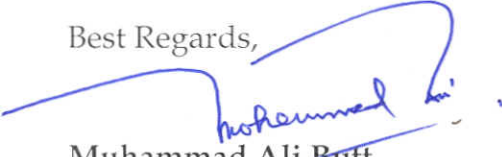
"till the next date the operation of the email dated 01.03.2013,... to the plaint is suspended"

2. Lahore District Court Order dated 09.03.2013 in Suit No. 123 of 2013 - Zakauddin Sheikh v Zia-ud-din Sheikh & Others where the plaintiff obtained the following restraining order against the defendants including PBA:

"... till next date of hearing, defendants are restrained from interfering into the plaintiff's conduct of business in any manner including advertising his products till next date of hearing"

Therefore, in compliance of the aforementioned Court Orders, all the member broadcasters are requested to accept releases of advertisements of Elite Traders through Green Apple Communications and Forvil Cosmetics through Time & Space Media (Pvt.) limited and Golden Thoughts Advertising (both in respect of "BIO", "BIO AMLA" and "BIO AMLA SHAMPOO") **on the advance payment basis** till further notice.

Best Regards,



Muhammad Ali Butt
Executive Director