

Memo from To:
JOSHUA LEDERBERG

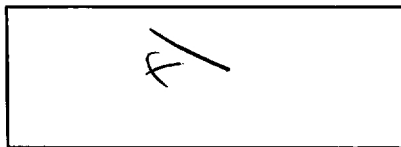
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I don't recall whether I
had responded to this
letter or not.

I agree with the brand name
concept. (see ent.) But this
is not the burden of most
advertising (product differ-
entiation).

Have you seen the NAs Forum?

I hope we may have good opportunities
to continue an interesting discussion.



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