

OCR Market Survey

Mr Mouse Copyright 1st July 2014

Reports from observers state that there are far too many events opening up with hopes of large numbers of competitors Signing up in advance, to meet the large costs involved in setting up an Obstacle Course, to meet the claims of their pre publicity.

Expected numbers are not achievable nor are they being achieved by most events.

Mucky Mudder Claims

Observers confirm that the large numbers of attendance are not there at the mass of Mudder events advertised. Certainly the quality of organisational costs of a Mucky Mudder event are Muddy Eye Watering. The amount of huge transport, hired in marquees, toilets, massive staff, VAT, Taxes, Administration are estimated to need a minimum 5000 competitors at a total spend of over £100.

The Marketing Survey Concludes

That 2014 will be a boom and bust year for a lot of events.

That 2015 will see more new events advertised, with a lot of previous events gone to the wall followed by a roll on effect of crash and burn.

2016-2018

UNLESS SELF REGULATON HAS BEEN BROUGHT IN BY HORBA MEMBERS

That 2016 will HAVE need to possibly Legislative Control, of Events advertising excessive claims on internet sites.

With Members of Parliament demanding Control as the complaints become Nationwide of:

- Loss of Entry Fees
- Trading Standards Complaints
- Health & Safety Issues

Quality Events

The next 3 to 5 years will be a testing time for the quality events who provide a honest well organised provision of a well baked cake, as stated on their label. Joining together under British strong knowledgeable leadership will be the Masterful Genius to success.

Readers of this survey

The writer of this report brings your attention to the attached proposal, **The Future Quality of Sharing (FQS)** You are asked to read everything carefully. Appreciate that the writers dedication to this new sport of OCR calls upon him, the duty to bring his unique wisdom of 40 years experience to forecast that those who join FQS will be in control of reshaping the sport, cutting out the inequalities of the lame ducks, because the large majority of contestants will have a Governing Body affiliated to UK Athletics, UK Sport and IAAF (which can be trusted.)

The Future Quality of Sharing

Mr Mouse Copywrite 01.07.2014

As the founder of Obstacle Running as a New Sport, I am consumed with a passion to see it become a Monument to all of the goodness of life which we all have experienced whence we get on to our legs and run. The excitement of Obstacle Running increases the flow of our adrenaline and we each see a vision of a perfect World.

Holy Spirit Of Life

We are all only on this earth for a blink of an eyelid in comparison to the vastness of History and the future of the World. We each have a duty to put back that which we receive for the good of the next generation.

We as Organisers of Events have a special ability as Hunter Gatherers. We enjoy the adrenaline of success and acclaim by those who enjoy our organising. We realise a measure of power, we enjoy the success of income from our labours.

Therefore in reading this, you will appreciate that I see the collective energy of **SHARING** our possessions will create a mighty force which will increase. Not only our individual's benefits but it will make life easier when difficulties are the inevitability.

Where in our World is there a greater example of sharing than that of my contribution to that which you are enjoying?

Honourable Obstacle Runners British Association

By creating HORBA, I have put all of my wisdom to paper for all to read. By creating Tough Guy® I have opened the door which you all did enthusiastically entered, these single worlds should bind us all together.

Honourable – Virtue

It is written in ancient scriptures that man/woman, may gather wealth and materialistic treasures, but without virtue one is no better than a humble worm.

The Greatness of Athletic Clubs

The Greatest Gift to every child born is the provision of a Sport Athletic Club on their doorstep where the most attractive display is a huge Welcome Sign Offer they cannot refuse. To have Social Enterprise Ambassadors saying Hello to every parent, offering friendliness of Running Club Membership for their children.

Fun Running and Racing

Each organiser who has copied the formula of Tough Guy® has enjoyed the fact that you do not have to obtain an Athletic permit and pay a Tariff to the Athletics UK permit.

This is because back in 1987, when I started Tough Guy® the Athletic Council classed it as a fun run that serious athletes would avoid.

The Movement

Ten years ago I commenced writing The Movement which has transpired into HORBA.

It was written as guilt, guilt that I was enjoying success but I was not contributing to the absolute Base Root necessity of Athletic Clubs which are the Golden Ticket for any child born to find their sporting talents of running and athleticism in any discipline. Whether it be Football, Rugby, Tennis or any Sport, everyone runs even disabled(s) run or matching equivalent.

In the recent year or three, OCR Front runners are competing, organisers are calling their events races, Championships are being promoted.

Those who are pushing this have an allegiance, a honourable allegiance to IAAF rules. Some would like to see OCR in the Olympics. This cannot happen unless OCR joins Athletics UK and Athletics Worldwide under the permission of I.A.A.F.

To do this each Honourable Race Organiser must obtain an Athletics Permit and pay a tariff to the greatness of Athletic Clubs. This system is contained in the constitution and objectives of HORBA.

HORBA has commenced negotiations with the authorities of Athletics UK and Sport UK to become a part of the affiliated bodies.

You as a member will have a free vote on how that tariff will be paid.

These are the known choices:-

- 1) Pay £2 per runner for Athletic Permit which you as organiser will be indebted to collect.
- 2) Join a central online registration scheme where 5% of your income is taken at source and passed to UK Athletics.
- 3) Alternatively, this 5% is taken as extra tariff over and above your entry fee.
- 4) Sponsorship deal where every piece of kit has a sponsors emblem.
- 5) Agree to further involvement with the Governing Body with central kit sales.

Facts Not Threat

Tough Guy® Trademark 1993

This means that the word Tough as used in any context of OCR is illegal unless licensed from Tough Guy®. This is law and costs tens of thousands in legal damages.

Intellectual Rights

Copyright by design was also registered for all assault obstacles. If you are using likeness's to Tough Guy® you could be seen as illegal.

If and when I hand all of these rights over to HORBA as part of UK Athletics (All Runners)

Thence one or more legal actions will set the precedence that a licence fee is payable, not dissimilar to music publishers rights which is criminal law.

**All of this is avoided by joining
together as share holders of HORBA.**

I am yours, ever smiling, decent dreamer
Mr Mouse

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OBSTACLE RUNNERS SIGNIFICANT HISTORICAL HAPPENING

The significance of these 2015 Awards is that the World must recognise the extraordinary efforts needed for Elite Athletes to train yourself to the Highest Level.

I believe that a Threshold must be crossed to take Obstacle Running as a New Sport to be recognised equality with Triathlon, Road Running, Track and Field. To make this happen an Obstacle Runners Charity is needed.

The Charity will need a Board of Trustees together with an employed administration.

Steering Committee

With this letter I ask the following to form a Steering Committee Jon Albon, James Appleton, Ed Gamester, Alex Potter, Ingrid Cain.

Elite Runners

I believe that the dedication which you devote to becoming an Elite Runner can evolve into a career which will employ some of you to put down the Cornerstones to establish the Charity to help others at the back of the Sport as well as those at the Front. A true bonding process supported by all Obstacle Runners.

Please read the attached proposals, talk about it, keep it as number one topic and make it happen. I would ask you all to consider being a volunteer to be the First Board of Trustees.

I do not see you having to do anything in the short term.

- You can read Charity Commission guidelines on being a Trustee
- **Charity Company Limited by Guarantee**, this ensures that if a catastrophe occurred you would only be liable for £1.
- Think about it, discuss it, and consider others who are elite who may relish the Proposals.
- Think of a suitable Chairman, CEO, and Secretary.
- Seriously Injured O.R. Athlete maybe known who would have time, ability and the calibre to be Secretary (the worker)?
- We do have facebook set up <https://www.facebook.com/horauk> which can become a lively discussion platform.
- All Good Things in this World start off carefully and slowly. (Read this:-)

Green Shield Stamps (True Story)

In the 1960s a man in Lincolnshire dreamed up the first Grocery Club. He got on his bike and toured all shops to accept his Green Shield Stamps which were given as bonus to Customers to save in a book for Christmas extra spend. He slowly widened his circle and over time got all around England.

Pink Shield Stamps

A USA Company with Pots of Money (Shareholders) saw the opportunity and blanketed England with Pink Shield Stamps. By the 1970s Pink Shield Stamps had gone bankrupt but the genuine Green shield stamps went on and on.

I hope I have commenced to liven your taste buds to bring tough Guy® Obstacle Racing into the next Generation.

Your Ever Smiling Decent Dreamer,
Mr Mouse.

BRITISH ASSOCIATION OBSTACLE RUNNING

A Private Limited Company formed with the following objectives.

- 1) To long lease land suitable locations throughout Britain.
- 2) To build replica Tough Guy® courses permanent.
- 3) Add new edition Parkour style Boot Camp.
- 4) To invite exiting quality established Obstacle Races to become associates.
- 5) These OCR members would continue their annual events paying a toll.
- 6) Links will be made with Quality Boot Camp Organisers.
- 7)
 - a) British Government Cabinet Office will be contacted as in previous dialogue and developments.
 - b) Weightshed® proposals with Dr Andy Hartland, MB ChB FRC Path who is Medical Lead for Obesity Services in Walsall NHS Trust and is a member of the National Obesity Forum Parliamentary Advisory Group
 - c) Military Style School for Wayward Boys & Girls
 - d) Sedentary People's Practical Solution S.P.P.S.
 - e) Please click to download

ALL Plans, Proposals, Paperwork developed over 5 years since November 1st 2010, letter to David Cameron.

HIOC-RAF

(Honourable nternational Obstacle Course Runners Associated Federation)

No Loss – full Gain



Runners Humble Pie Shop©

Established 1981 Chris Brasher & John Disley & Billy Wilson

Brasher Quote: "Like Paul on the Road to Damascus – I see Runners Family of Man"

INVITATION

IT IS IMPERATIVE THAT AN Associated Federation of this New Sport of Obstacle Running is formed.

A number of Entrepreneurs are jockeying for position attempting to be (THE) Leader.

They cannot succeed because History cannot be remade neither can the wheel be reinvented.

Because the writer of this is THE leader.

You will read that my track record is impeccable and beyond equal with the task which is bestowed upon me to write it all down and give it freely to the World.

Thus for everyone who believes they may be able to bring in new thought just first read whether I have already written it down.

PRESIDENT – Dave Bray; Vice Presidents Mark Petrou and Kevin Newey?

I have chosen Dave simply because he has much more to give than anyone else with his particular talent to the Sport. Whilst he has neither desire nor need to take anything out for himself.

Emeritus Professor John Disley

John is the last of the Greats. His words of wisdom to me were

"Billy we must ensure we are not written out of History"

Belief in the Holy Spirit

HOLY SPIRIT – CHRIS BRASHER – CHRIS CHATAWAY

Chris Brashers hand is ever on my shoulder. He is now joined by Chris Chataway who will take a while to settle into the Comfortable Goodness of Heaven.

Major Mike is up there in the Holy Spirit, he joined us in 2011 and brings to me powerful influence in my devotion to the Peace Garden.

The Committee

These are all Good Guys who have been with Toughguy™ a long long time, many years before most of you new kids on the block decided to bring your talents to the New Sport.

VN. JUNE 2014

You are by receiving this communication invited to join the Committee Gathering.

Facebook Communication - HORBAUK (Honourable Obstacle Runners British Association UK)

I personally have yet to master the magic of the Cellphone even to switch on to facebook. I will never be able to type in words. So I am totally reliant on my trusted office aiders.

We have created HORBAUK facebook specifically to hold committee communications. Thus I will read all of your comments and occasionally bend your ears with my wisdom.

CONTROL

Democracy does not work. It is total failure in the World of Running, this Historical proof that I have (reluctantly) created a New Sport because the Democracy of the Sport of Running is riddled with the deadly sins of Human Frailty:

Anger, Bitterness, Cussedness, Drudgery, Envy, Frenzy, Greed, Hate

At that time 1983-1987 I was sitting Top Table with Amateur Athletics officials Fighting for the rights of Joe Jogger. (The Fun Runner)

BUT - THE Democracy voted that they only wanted Track and Field but accepted Road Running. They cast out Fell Running, Cross Country Running. I suggested that the New Sport of Triathlon should be included, **BIKES!!!** Preposterous.

They held a meeting of Glee and Guffaws about Tough Guy®.

Thus I went off to create the Greatest Fun Run, No Permit, No Prizes, No Timing, Non Athletic Police Observers, and No Specific Distance.

Tough Guy® obstacle Mud Running was born. But it is wrong that the Runner has no protection of a Governing Body.

Tough Guy® Fun –Weightshed©

I have therefore worked for 3 years to build the Foundations of next Generation of Tough Guy® - Fun Weightshed©.

My promise to build a facility on the doorstep of every child born is now launched.

I have worked with three Greats:

- **Dr Andy Hartland MC, ChB FRCPATH**, who is Medical Lead, Bariatric Services, Walsall Hospitals NHS Trust, Chair, West Midlands Region National Obesity Forum Founding Trustee, British Obesity Society, President, Pathology Section, and Royal Society of Medicine.
- **Matt Fox**, Chiropractor, BSc & MSc (Chiro)D.C.
- **Barry J. Santos D'Souza**, MBA FInstLM, CMgr, FCMI, FIC, FRSA of Walking Among Giants – Power Meetings Specialist.

We are preparing to open 100 Inner City Venues before 2018 End as a commemoration of the 1914 Centenary.

Private Limited Liability Company

This will ensure that HIOC-RAF (HORBAUK) Honourable Obstacle Runner British Association UK will always remain as at **WAR WITH GREED** controlling the other seven deadly sins of Human Frailty it is up to each individual to put into their Kitbag their own personal endeavour. We are all laymen/women.

Secretariat

At this point in time we are looking for Worker Bees to progress the enormity which is on our plate to open this to the Millions around the World.

2)

GRADING CATEGORIES

FIRSTLY

Permanently built Obstacles which are for the enjoyable personal endeavour on a journey of self-discovery. To overcome by stark experience, the Challenges of everyday life, to encourage participants to work together for a better way of living for our future generations, whilst sharing those inner feelings of insecurity, fears, panic, claustrophobia, acrophobia, agoraphobia. All wrapped up in a one-day bundle with certainty to return home next day refreshed and bubbling with enthusiasm to family and daily tasks. The Safest Most Dangerous Day of your Life.

SECONDLY

Boot Camp punishment tasks of Upper body strength have become a cheap and cheerful addition to mud run standard cross country course.

THIRDLY

Forested Orienteer style with streams and hidden water plunges which are simply Good Old Fashioned Cross Country.

FOURTHLY

Organisers wanting to open more than one event location creating an IKEA style collapsible plastic Box of tricks similar to "Je Sans Frontier" "It's a knockout" arena shows. (Claim to be "AN OBSTACLE RACE".) These may fall down on essential services to participants.

FIFTHLY

The High Risk Danger Crazy Gang such as building Gigantic Water Slides. (From Denmark) These are totally irresponsible with clever internet Graphic Marketing asking Thousands to participate in serious risk of Death or permanent disability, thus Obstacle Runner insurance is only worthy to injury blame and claim lawyers. The collapse of TV programme THE JUMP is a broad indication.

SIXTHLY will be Tough Kids/Family Participation.

These events are growing in popularity. See attached Daily Telegraph Saturday 5th March. Also Telegraph Saturday 12th March.

2010 We filmed Tough Kids for BBC but still today The Nanny State has an egg shell command, which needs to be smashed in 2016 to the Delight of Millions!

SEE CBBC TV Tough Guy® link https://www.youtube.com/watch?v=Wyclz02c_p8

SEVENTHLY

Obstacle Training Clubs

Through the Leadership of OCRD UK. It is believed that outdoor/indoor training clubs with varied constructed obstacle disciplines will spring in every locality.

Joining up with Present day Boot Camps and Gym Exercises.

These statistical Grading Categories will be discussed by the Founding Members and open to all additional suggestions to be then placed with the proposed HORSE COMMITTEE.

3)

PEARLS OF WISDOM

British Obstacle Running is in chaos with twice too many events announced not enough Obstacle Runners to make the events viable. At least **Two events now gone to liquidation with ORunners losing their entry fees.**

QUALITY EVENTS

Events that have been in operation for a minimum of 3 years which can produce tax efficient accounts certified by a Chartered Accountant will be deemed as Quality Event Members eligible for acceptance as Presidents of OCRD UK can enter the House of Lords.

There are too many splinter groups claiming to be Representing the whole industry with a very small number of events.

No Protection for the ORunner against the Rogue Greedies has been properly thought out.

So ALL OCR Organisations need to have a secure Bank Account.

- ❖ ALL non established Members applying for membership of OCRD UK need to produce a Business Plan with Budget figures and attainable targets. Placing a 10% sum of their Projected Budget Figure to be held by the Association to pay back to Participants if the event fails.
- ❖ ALL Participants on payment of fees need to be assured that if the event fails they will be assured a transfer to another member event.
- ❖ ALL such Members events agree that if by one month before the event they know that failure is imminent – they will contact the OCR Organisation, ask for help or transfer ORunners to another Member.

FAIL SAFE

- IF a participant has signed up to a O.C.R.D.UK member event.
- IF that event should collapse into liquidation the participant will be able to enter another member event at a minimal fee to costs (£10)? Open to debate.
- IF an event declares a need to cancel for any reason, that Event Organiser will negotiate transfer of participant with a neighbour event.

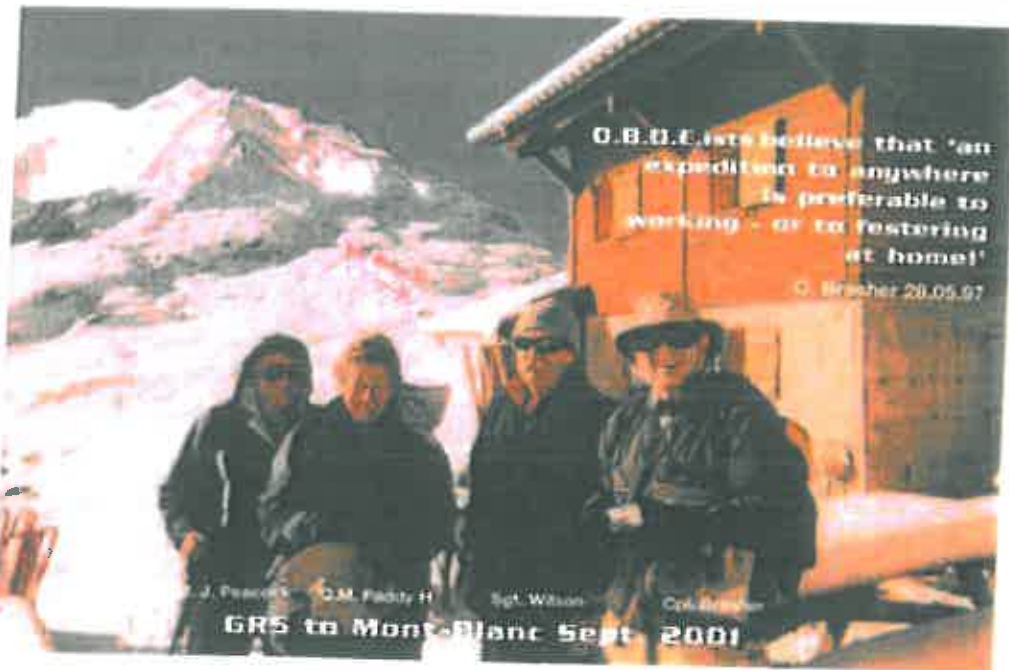
Creation of the Movement[©]

During the past few years Mr Mouse has spent every sleep deprived moment on a mission, inspired by the spirit of Chris Brasher. Chris was inspired by Fred Lebow New York Marathon.

In 1980 the late great Fred Lebow, creator of New York Road Runners and New York Marathon did gracefully allow all to learn from him and freely gave the sport of Joe Jogger mixing with elite. The Family of Man was born of Inspiration by

Chris Brasher who then launched AIMS Association of International Marathons

In 1981 the first London Marathon Chris Brasher, Olympic athlete met Billy Wilson, Joe Jogger and listened to his desire to capture and control the energy created by the mass running boom by bringing together all organisers democratically to scrape a small fee per runner.



The Spirit of Chris Brasher

Thus to create a movement to harness the fundraising to benefit the clubs, to attract the kids off the street to find talent and enthusiasm for fitness rather than drugs to fuel adolescent adrenaline. The Sport Council asked Chris Brasher and Billy Wilson to create a Registration Scheme. After 3 years work Chris approached the Palace for the Princes Trust to help create Inner City Aid. The democratic British association thought differently, Chris said let's talk refreshingly about the countryside. Tough Guy™ was created in 1986. Chris said dont measure the distance, John said add some Quirky Names. Thus these past few years Billy Wilson morphed to Mr Mouse has written many words of Mission Impossible. Spelt out those words to every Tough Guy™ Eventer, to test the water, to listen to feedback, to form a club for personal supporters, to entice with offers, with desire for friendship, to expand the Family of Man to Family of Equals

Words written by Chris Brasher and John Disley of their experience with which their Olympic career joined thousands of Joe Joggers to share the adrenaline, to mingle our sweat, our blood to bring us together. 30 years later Mr Mouse unveils this writing experience knowing that the creation of Tough Guy™ Obstacle Running has set the world alight to want to spread this great experience of Beasting by Desire to be punished to a point of teetering on the brink of death. For that is where the Family of Equals joins up. Mr Mouse is a mere mortal chosen as a conduit of inspiration fuelled by the desire of the spirit of Chris Brasher who has joined in Heaven with other Past Greats and organises a powerful mass of spiritual desire to arrest this beloved world and rescue it from the abyss of rotting failures with join up of all Sports on a Road to Peace

Sport for Equals is born

*Mouse speak is Mousee's
 Enthusiasm is an endorphin fed by adrenaline. When the Holy Spirit of Running brings together
 adrenaline junkies the world has no obstacles we cannot overcome.
 Chris Brasher/John Disley did it in 1980. John is still very much alive, he says "we must ensure
 we are not written out of history". I asked him in 2010 if he would be President Emeritos of my
 new "MOVEMENT" he replied "I will gladly be part of anything created for Running by Billy
 Wilson" Chris Brasher passed over 10 years ago, his infectious spirit lives on even in heaven he
 has worked tirelessly, now sitting top table on the right hand of God, his hand is ever on my
 shoulder.*



Tough Guy™ The Movement 'Benevolence by all to all for all'

The vast world of body exercise and excitement have reached a crescendo. Led by Tough Guy™ into a fabulous world of Fear, Wild Mysteriously Exciting Adventure. I believe the whole movement of thousands of joggers is now moving off road into the glorious countryside.

This paper is written by Mr Mouse creator of Tough Guy™ and lover of Giving and Receiving smiles. Historically, in 1976 Mr Mouse saw the goodness that running could create in **join up** for organised events. In London John Disley was appointed Chairman of National Jogging Association. In 1983 Mousa joined with Chris Brasher and John Disley to bring the nation together to create standards and a code of conduct that would ensure safety, complicity, care and security for every competitor.

Democracy ruled and other opinions failed to see the vision of mass controlled energy for the purpose of getting **kids off the streets** and into Amateur Athletic Clubs.

In 1986 Mr Mouse set out to create Tough Guy™ and a Survival From Fear Ordeal a sample of peace ethics without any relationship to athletics i.e. no prizes, no set distance, no age group, no sexist, no late entries, fees to cover ALL professional administration. Controlled energy for the purpose of getting kids off the streets and into Amateur Athletic Clubs. In 1987 Chris Brasher and Billy Wilson were designated by A.A.A and Sport Council to write a paper on Registration for all Runners forming the basis of the creation of The Movement in 2003. Whence Chris was taken by the Big C.

Tough Guy™ The Movement

Tough Guy™ has a duty to set standards and to issue a code of conduct for all events which propose to follow Tough Guy™ leadership into the wild chase off road. Tough Guy™ is a registered trademark and all of its creations are copyrighted when involved in wild countryside pursuits. Tough Guy™ has perfected safety in all areas. Tough Guy™ pleases its competitors and has created strict rules on numbers of competitors that can safely be managed in each event.

Tough Guy™ is benevolent to share all of its secrets and modus operandum throughout the world with organisers who are willing to join the **Tough Guy™ The movement.**

Tough Guy™ The Movement is non profit, its purpose is bringing 'Like People' together in Peace throughout the world.

Tough Guy™ The Movement is a Family of Friends gathering. Everyone buys clothing, merchandise, magazines, entry fees, booking fees centrally sourced to create an economy which will fund an HQ and Internet activity to keep everyone benevolent to everyone.

Good Willing 'The Movement' will be embraced by ALL Participation Sport as partners to make Britain a World Example on Peace amongst Sport People

Join Up

Membership is a small % on top of Entry Fees.

1) **Code Of Conduct**

- A) Care of the Countryside
- B) Care of the Competitor
- C) Care of the Organisation
- D) Care of Equality for ALL Kids
- E) Care of Genteel Manners
- F) Care of Equality for ALL
- G) 7 Days of calling. We volunteer to assist other events.
- H) 7 Chosen wise judges in conce-nus.

2) **Problem Solving**

We resolve problems with silence
We meditate, we apologise, we vow.
We cannot rewrite history, we share problems with smiles. We recognise stress will come, we are prepared each funding person needs professionalism at all times. Non funded should be not over asked over stressed.

3) **Rights Reserved Tough Guy™ Language**

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The author William Art Wilson hereby asserts his moral rights to be identified as the author of the Tough Guy™ Language

Tough Guy™ New Sport of Courage Building

**3 disciplines Head, Torso, Legs: Better Brain, Better Body, Better Beasting,
Beats miles Bashing, Blessedly Less Miles**

Head - Mental Strength, courage, fearlessness, honesty.

Torso - Body strength, unflinching courage

Legs - Leg strength, courageous agility.

Training schedules are written to bring each discipline to fine tuning.

Pain must be recognised as a risk assessment or a barrier needing breakthrough.



Gurkha 'Posh' Gurung

Nancherrow
TOUGH
GUY™

A Very Personal Message From Mousa

This Jelly Leg News is to veteran Tough Guy™ Eventers only.

I count you as reliable. If we were standing our ground against Death, UNITED we would overcome all, or die together.

The increasing cost of Tough Guy™ is a first initiation target for any Newby Wetneck hoping to join us.

Devising a scheme to offer big discounts to reasonable fees has taken much sleep deprivation ordeal. So please see all of your options and realise this is done to keep out the hordes of the Great North Run style TV wavers.

HAWK Club If you analyse this, I simply provide you with a unique set of wickable clothes at cost price and 60% cheaper than High Street prices. Plus by joining as fundraisers we can avoid VAT which will be 20% pretty soon! You pay on the 'never never' £1.00 per week by monthly standing order.

In a year or two time we will have a formidable army of Tough Guy™ faithfuls who will ensure that all we believe in, all we have enjoyed is set in stone rules and guidance for those following in future generations.

Greed Organising?

We could have 40,000 entrants at £60 - £70 entry fees.

We could bus them in from local town car parks, jog around for a couple of hours, bus them back every hour between 8 o'clock and 4 o'clock. We could have live mainstream TV, lots of sponsors, lots of freebies, lots of cash and a few deaths – par for the course, **but with £2 million in the bank!**

Would you be happy? Would we be happy?

No to Greed

Nancherrow Tough Guy™ means Happiness not Cash Grope.

The rush to grab Tough Guy™ style mud runs has started and lots of cowboys are getting on the waggon.

Take a look at the offer I am making to any blooded Tough Guy™ to set up an event for local fundraising with Tough Guy™ Wild Survival Training Parc Adventure ordeals.

We soon will have a year long calendar of Tough Guy™ Wild Survival training events throughout Britain, Europe and the rest of the world. You can join **Band of Brothers/Sisters** throughout the globe.

To be a Tough Guy™ is your greatest achievement!

Mr Mouse.





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TOUGH GUY™ IS A NEW SPORT

3 DISCIPLINES HEAD, TORSO, LEGS.

HEAD MENTAL STRENGTH, COURAGE, FEARLESSNESS, HONESTY.

TORSO BODY STRENGTH, UNFAILING SUPPORT.

LEGS LEG STRENGTH, GOAT AGILITY.

Nancherrow
TOUGH GUY™

TOUGH GUY™ "THE MOVEMENT"

Tough Guy™ Wild Adventure Parc Survival Training Events

Anyone with a minimum of 5 Tough Guy™ events under their belt can apply to join 'The Tough Movement' to organise a Tough Guy™ Satellite Event. Others will be considered by loyalty.

- 1) **You can set up** new or adapt an existing event, toughen it up Tough Guy™ style, Administrated and Advertised ON Tough Guy™ website and your local press.
- 2) **You take all** of the profits for your administration/reinvestment to grow.
- 3) **Runner Fee** We deduct a small 5% to HQ plus 5% To "The Tough Movement". VAT is now 20% = 2% to the Government? Wow, we are all paying Blair excesses for all the killings in phony wars.
- 4) **You get** an Event Pack of simple instructions to set up Tough Guy™ style (for a small administration start up fee).
- 5) **You agree** to follow the code of Tough Guy™ HONEST-HELPFUL-HAPPY.
- 6) Cool the bureaucracy. Every event must be 50% fundraiser for Help the Heroes Sanctuary. 50% to your local charity.
- 7) **First Step** Go to www.charitygiver.com. Donate £10 for entry pack. E mail to HQ. Ask for Wild Adventure Parc Satellite Event Training Scheme plus "The Tough Movement".

Race Pack Assist **Tough Guy™ Marshals Force Majore**

- 1) **You agree to join** and donate at least 10 weekends each year.
- 2) As Marshals, you attend each other's events, giving best support to each event.
- 3) **Running Marshals In Some Events**
It is prudent to have a healthy number of experienced marshals spattered about your event to spot any problems and rapidly respond.
- 4) **Registration/Finish Marshals** These have to be keen, numerical, alert, authoritative people to operate a simple cost effective recording of finish order and approximate times of finishing.
- 5) **Expenses** All marshals should be paid a nominal expenses chart based on 30p per mile car wear and tear/public transport/event responsibility.
- 6) **Clothing** HQ will supply marshal jackets, T shirts, clothing apparel (returnable).

OCRD UK (Additional writings)

This is the new beginning for the industry of Obstacle Running.

We on this database email will create, engineer, fund and totally control the future.

PIPE DREAM

No One anywhere is respected enough to be able to pull together the Leaders plus "ODDBALLS" who have established themselves in the OR Industry.

I have watched carefully as variety of Heads have appeared above the parapet shouting "LOOK AT ME". We live in a free World with the magic of the internet. A Star is born every day by clever web graphics.

There are some dedicated Good Guys out there who will be invited to join us on the Journey.

The Days of Committees sitting around tables debating issues with apologies for absence by the majority of supposed decision makers are HISTORY.

There is no space in the Years Calendar where the majority could take a day or two off from their busy lives.

DEMOCRACY?

Bureaucracy rules Britain NOT DEMOCRACY.

Shock to realise this with all of the massive problems in BRITAIN and the ARABIAN NIGHTMARE.

The Politicians Whom We Trust (whatever colour) pay lip services to their Whitehall scriptwriters.

You will have seen my 5 year of writing correspondence with David Cameron and the Cabinet Office to get a decent answer to what we see is needed for us alive today to establish for the Kids of the Future.

My words were greeted with welcome in November 1st 2010, since then it has been a game of "PASS THE PARCEL" to no less than 10 Cabinet Ministers.

February 2013 I was invited to the Cabinet Office and asked to produce a Blueprint to take a bunch of 300 kids out of their comfort zone for a few days.

We set to work with Fire Service YFF Jim Marriott & Loz Nelson and produced an excellent Camp formula with part time Fireman employed to operate. Some bright boy in the Cabinet Advisory Team saw it, seized it, put his own name to it and with a nice little earner gave our plans to SERCO with £400 million Government Grant. 3 years later they have failed because they are highly paid Bureaucrats NOT DOERS!!

At all times I have been confident because I have over 50 letters from our local MP Rt Hon. Gavin Williamson who has promised and has at all times kept his eye on the ball. Sadly, it seems that he is like all of them have to "OBEY".

Sickening to Experience

January XX I wrote to David Cameron that we would promote staying in Europe simple that:

- 1) We as the leading Obstacle Running have hundreds of thousands of Euro friends and supporters.
- 2) This Centenary Period since World War I and II is a time for us all to celebrate that with our peaceful occupation of Sport/Activity the Days of War between Euro Nations is long, long gone.
- 3) Sport Activity can bring Peace to this World. 43 Years of Euro Working together cannot be thrown into the Gutter with BREXIT nonsense to spend Billions and Billions getting out then in 10 years' time Billions spent on regrets.

Gavin Williamson wrote "Mr Wilson you are correct we need the Grass Root opinion and support.

REPLY from 10 Downing Street 22nd March

A Bureaucratic blunder says "You need to write to the Foreign Office". See attached.

Ronny Corbett would have loved this bit of script!

But the Sunshine of Tough Guy® happiness tells me that the Darkness of Democracy is only exposed to Sunlight by the cleverest of Lobby Groups!

Reply from 10 Downing Street 8th April 2016

I wrote to David Cameron saying "You are an Obstacle Runner come and join us.?"

See attached.

BIG SOCIETY

See attached my latest to David Cameron.

After 5 years of determined resistance I believe that Dave 001 will eventually succumb to this Beautiful OCRD Society Pleasures.

HONOURABLE OBSTACLE RUNNERS BRITISH ASSOCIATION



HORAUK

The Movement Established 01.01.04

HORBA

KIT SHOP

Why Join The Association?

For Organisers

Why you should join as
organiser Join Online Panel.

To Join Email
Secretary
denzil@
codrc.co.uk

Runners to join
complete form
<http://goo.gl/V7g5rt>

For the Runner Mr Mouse OCR Scholar

When I created OCR it was
a Fun Run, No Times,
distances nor prizes.

1) You will have your
opinion heard on all matters

2) You, if so willing can rise
to the Presidency of the
Association in Democracy

3) By Giving you will receive,
as you already have, in
finding yourself in this
New Sport

4) You will continue to
benefit from the wisdom and
unrivalled experience that
has brought this association
together.

5) By sharing you will see
great benefits and benefits
not yet obvious

6) You can be proud to be
British, Honourable and
proactive Members.

7) There will be no
disharmony amongst active members supporting
each other in bad times rejoicing good fortune and
working to make our World a better place to live.



BARABAS HAD AN EASIER PASSAGE

Now you want to be
Racers, Times, Places,
you want Athleticism.

We owe Athleticism to
the wonderful Volunteer
Athletic Club Organiser
of the past 1000 years.

What they have built
we need to support.

You get the strength
of Insurance and a
Regulatory Body.

Kick out the Cowboys
and Greedy Profiteers.

Ensure that you receive
**WHAT IS WRITTEN
ON THE CAN**

Have the strength of a
Regulatory Governing
Body around you.

This can only be achieved with you
joining and promoting others to join.

Proposed Revolutionary Benefits

Talks are in progress to a Joint Venture with **BRITISH ATHLETICS UK** to a Common Regulatory Body
with Complimentary Insurance for all (will naturally exclude Vicarious responsibility). A one system
microchip recorder, whereby every runner has a lifetime microchip implant. Course systems will record all
necessary data. Each Competitor will wear a shirt emblazoned with their own **6 DIGIT** selected Name for
Photo recognition which will match their microchip. A personalised Head Bandana will also be available.

Each Runner will tithe a single figure donation to the Governing Regulatory Body which will join up
OCR with **IAAF** and **IOC**. (Olympic Committee) **Needs be a Standardised course for Racing.**

A Jumbled Course for Fun Running.

HONOURABLE OBSTACLE RUNNERS

BRITISH ASSOCIATION UK

KEEP BRITISH INTEREST by JOINING HORBA UK and
SHARING your FACEBOOK

BENEFITS of SHARING

Advertising Costs – Nil; Best Suppliers – Share It;
Calendar Lists – let us Fair Deal;
Construction Safety – Pool It; Equipment – Share It;
Emergency Help – Share It;
Facebook – Share It; Help Desk – Share It;
Marshal Pool – Share It; Marshal Good Guy – Share It;
Plagiarism Lawyers – Nil Fees;
Risk Assessment – H&S Grade A; Rogues Gallery – Share It;
Tough Guy® Images – Share It;
Tough Guy® 51 Nations Entry Contacts – Share It;
Union Association – Nil fees;

Coming Soon: All British Regulatory Body / Satellite Chip Locator / Super Glue Friendships
50,000 plus competitors to share

ON-LINE CONSENSUS OVER DEMOCRACY

How Does A Facebook Committee Communicate?

There are 4 words of Gentlemen/Lady behaviour

1) Trust 2) Virtue 3) Sharing Consensus 4) Moses

Yes Moses and Historic Ten Commandments which have stood the test of time throughout the world. These are summed up simply as Lets Not Do:

Anger, Bitterness, Covet, Drudgery, Envy, Frenzy, Greed, Hate, Insult and Judas.

If the majority of people had not obeyed these commandments, then we would not be here today reading and enjoying Friendship.

Sharing Consensus

Facebook is the modern working tool of true transparency. Opposed to the "Democracy" which "Appoints a Committee" which is always influenced by the strongest lobby. Consensus is the Internet Tool where all members look in and have the Right of VETO or approval with Interim readjustments. To be explained fully with absolute transparency.

History must be known to all Sport minded. See www.mrmousechat.wordpress.com

CARL

OBS MAG

Ingrid

From: Ingrid <ingrid@toughguy.co.uk>
Sent: 05 November 2013 16:27
To: carl@obstacleracemagazine.com
Subject: Back in the Beginning
Attachments: The Movement 281013.pdf; UK Adventure Sport Magazine Paul Pickering.pdf; God Running Archbishop of Palace Westminster 041113.docx; Especially for the Wizard of Obs.docx; Quote for my book

5th November 2013

Hi Carl,

Back in the Beginning

Jogging Magazine 1977-1978, Andy Etchells Editor.

Chris Brasher, BBC Sports, Observer Sport Writer, London Marathon Creator.

Named me the **Prickly conscience of the Race Organiser**. John Disley Partner to Chris Brasher and perfectionist of Marathon Distance says "we must ensure that we are not written out of History".

I do all of my word swords with a smile because we are all runners, we are all equal.
You would not be here today, excitedly producing the second magazine without my genius. (the second mouse gets the cheese) See attached my write to Matt the Wizard of Obs.

You should praise him, he should praise you. You all need to Bow to GOD.
Look forward to see you visiting here I do not travel far? When are you arriving?

Ever smiling,
Mr Mouse.

Especially for the Wizard of GOD (Obs)

“ The Second Mouse gets the Cheese”

The First Mouse to create a book on Adventure Obstacle Running was Paul Pickering see attached. After 1 year of monthly publications he was defeated lost money, I pleaded with him to stay that I would fund the production. Paul was not convinced he went to Sandhurst for Military Commission.

My first love is horse and kids off the street. Horse helped rescue my daughter to a better life. So I set out to, Horse Help other kids, with a Sanctuary.

To fund the Sanctuary I organised the first dirty runs – Jolly Holly Jog December 26th 1978 followed by a farmyard muck and bale run in January 1979, a Muddy Hill Climb, 10 miler on Feb Valentine's Day 14th 1979. Half path and field Marathon May 1st 1979, then the marathon boom arrived big time, athletics only serious runners.

I dressed as Panto Horse 1981, first London Marathon attracting the Media to the fact that Joe Jogger could run equality also the fact that we could attract kids with enormous talent wasted on their destination to street life. I spent 5 years with Chris Brasher sitting top table Amateur Athletics Association but they dug their heels in to sway my revolutionary aspect back to the traditional, excluding fun runs from being worth of Athletic Permits.

FUN RUNS

No timings needed, no set measured distance, no prizes, no inducements. Thus I created Tough Guy® as the Fun Run that squashed the word Fun into Fear Fun, Terror Miles, Brutal Wooded Hillside, Farm Muck, Cattle Electric Fences, Tree Climbing aid Swinging Ropes. Plus numbering with a marker pen because paper numbers were destroyed.

My Guards Special Forces Training came into building high risk with hidden safety devices.

So by 1989, I declared “The Safest Most Dangerous Fear & Plenty 4 hours of life, built by Tough Guy® Special Forces”.

The challenge was that I would build a new Obstacle every event to purposely stop the competitors to admit defeat by the mighty Tough Guy®.

I also built a story into it with a new Logo, Fierce Picture and Name every event. I decided that these young enthusiasts for fear adventure pain and punishment were similarly enthusiast to us troops going off to war. Thus by naming obstacles like the Battle of the Somme, Gallipoli, fierly Holes of Ypres, the deadly tunnels beneath enemy lines at Verdun. I could really say to them all. This is what your Grandfathers suffered for you.

This was the most significant creation which has build the wonder of Tough Guy® and no better time to Herald it than 2014 100th Anniversary. The USA refused to publish my descriptions of Iwo Jima and Vietnam Saigon Torchure Tunnels.

The legend spread through the Media. So in 1993, I trademarked and registered the design of everything.

The USA Media picked it up and filmed here various shows from 1995.

Quite a few entrepreneurs saw it and wrote, “could they copy Tough Guy®”.

I wrote and said yea with pleasure but one condition. When you start making money you donate 10% back so that I can create a governing body for the good of the sport.

Code of Conduct

- 1) Care of the Countryside
- 2) Care of the Competitor
- 3) Care of the Organisation
- 4) Care of Equality for ALL Kids
- 5) Care of Genteel Manners
- 6) Care of Equality for ALL
- 7) 7 Days of Calling. We volunteer to assist other events
- 8) 8 Chosen Wise Judges in concensus

Thus the greedies started copying with no moral fibre, in their USA born Dog Eat Dog Society.

Muddy Buddy – Warrior Dash, the first copy Pass Offs.

Greed & capitalism is not what running is all about.

GOD Running is about putting back into the world, what you take out and a bit more when you have upped your standard of living.

June 2008

Then came Will Dean in his cloak and dagger./The only British Special Forces he has ever seen are Tough Guy® Special Forces)

See attached my appeal to Judge Stephen M Gold, Brooklyn Court, New York.

See attached part of that Order which can freely be discussed with the Press, reading these threats from Dean and his denials in the Witness box. You may feel that co-incidences are a bit too hard to believe.

- 1) Staffordshire Police were reported to, that I had made a death threat to Will Dean and his Parents?
- 2) **Help For Heroes** English Charity employed one of the most expensive attorneys in Britain to chastise us. I wrote and said if you can balance more sparrows on your todger than me I admit defeat, they went away.
- 3) **Charity Commission of Britain** launched a 2 year in depth criminal investigation into all of my company affairs. This was led by Help For Heroes and other complaints co-incidentally made at the similar time as Will Dean threats by Email. Also troll Jakeman copying Will Dean/Mudder word for word.
- 4) **Inland Revenue** these were also working with the Charity Commission.
- 5) All of this **COINCIDED** with Will Dean/Mudder Business Plan to First Foot in USA, Britain and Europe. Whilst we were disabled by the authorities??

September 2010

Then came Joe Desena hiding behind Richard Lee (I am still talking to Joe). He considered joining the Movement to a Regulatory Body but Richard Lee couldn't tell me the Truth.

Quite a story of intrigue which must be brought the attention of the Media and the world of GOD Runners.

I know that you have (along with others) decided to name this New Sport OCR! Which is entirely mine by creation of every facet.

OCR is a nothing name compared to GOD Runners for a start. GOD Runners are not Racers. GOD Runners are mainly in the fun business, the fear, fun and pain business.

Racers means athleticism running against the clock on set distances measured to the inch near impossible in GOD.

We are all about changing this world to bring the family of equals together in one glorious Mingled Mass of Goodness.

You must read my vast writings over the years on Tough Guy® Code, which is summarised in this piece of a taste of death experience.

Through Tough Guy® I have been preaching a wonderful code of humanity that has got Lost in the worldwide grope and grasp for materialism (a false monetary religion).

Everywhere the same vision of love comes back with the statements.

IT IS A LIFE CHANGING EXPERIENCE.

Mudder have created a Marvellous Marketing Machine with my product, stealing every word, every phrase, every mannerism.

How simple it was to give praise to GOD rather than attempt to destroy a legend and pick his pockets? How similar is the teachings of various religious that **GOD Almighty** is copied Aped and Passed Off by the Devil of Evil.

God, Good, will always win but in the immense passion of mankind for individualism the Devil, plays some of the best tunes!!

I thank you for the challenge you have created in me to write this introduction.

Can I ask you and all of the great entrepreneur writers to seek in yourselves the Tough Guy® factor "SHARE" be not afraid to share, we all feed off each other's thoughts and creative words our intellect and pride induces us to be self creative with wordsmithing - saying the same or similar meaning with a new angle, a new twist, a new jout rigger.

IF we stop and reflect, we are all infused by the ever present spirits of the Great's of History. HG Wells, George Bernard Shaw early 20th century, Francis Bacon in the 11th Century was a radical speaker and writer. Mohammed 16th Century. Sikh Religion, Hindu, Buddhist, Jesus 2000 years ago before these Confucius, Socrates.

We are only sharing their wisdom words as each successive century produces thinkers and writers, we are all one great step for Mankind's and recently (Maiden kinds) for better understanding.

We have one common purpose

We are on this earth as highly endowed to care and advise for all creatures and environments. We are a highly productive reproducing species.

Our main achievement must be to tutor the next generation to learn from our mistakes, to head to Utopia, Heaven on Earth.

Ever Smiling
Mr Mouse
A Decent Dreamer

I am sure it will be brilliant and can lead to something **BIG** like a **Membership of Real Tough Tales**. Musical gatherings around Camp Fires with wanabees in droves signing up for online thrills. I read the story of Spotify creator "Ek" sitting for thousands of hours copying music from the Radio, before he found his key to millions!

It certainly should contain a calendar of Events around the globe. "Tough Guy ®Buddy" sounds a good name. I created this name in 2002. Then 3 years ago "Jogging Buddy" was set up by an entrepreneur who came to see me but I refused to join him.

See attached my inspiration to MudRun LTD and others (keep it small is best of all)

Bandwaggoners

There are a great mass of wagon climbers who are hoping to build databases on the back of our New Sport.

They are not putting anything in and we should deter them from taking anything away from the sport.

See my attached Email to Rocket Sports. This may be one for you to check out if they do come back with a positive reply.

Paul O'Grady TV Show

You will be receiving an invite.

They have asked me to produce some Tough Guy tasks and nominate some of our Special Forces Outfit.

Nevada Drifter

I attach a request and my answer from Nevada Larry, whilst I have been writing this my thoughts have been with you. Could Ed cope with this vast diversification of life here in the Valley of Beautiful Dreams?

Larry is one of thousands I have taken in. I realised that my recitals to each and every one of them was not possible these days with the almighty move upwards and outwards which we are about to embark. So I have now written this Directional Code as a Bible.

Our telephone and Email daily bring four to a dozen requests for help in every direction. I call it my penance (see *tached missed from previous)

Keeping you in my heart, you also must stay attached with Special Forces Outfit Weekends. These are the guys like you full of Tough Guy® enthusiasm. All of these I hope will one day be well paid Directors of the Sport.

Chris is in China for a few days and we are tasked to finalise our Franchise Documents. A hugely important job.

Ever Smiling
Mr Mouse
A Decent Dreamer

Tough Guy HQ

From: Heather Anderson <heather@mudrununited.com>
Sent: 30 September 2013 9:00 PM
To: hq@toughguy.co.uk
Subject: We've added your event to our website!

Importance: High

TOUGH GUYS!

I just wanted to let you know that Mud Run United has added your upcoming events to our interactive calendar/map!

Even though we are so far apart we would be happy to cross promote for you as well, so if you have any coupon codes, discounts and or highlight videos you would like for Mud Run United to offer/promote just let us know. We would like the opportunity in return to be promoted as well on any social media outlets or your website.

Please keep in mind that we are also a full in house marketing company that can produce apparel, large and small format printing and promotions.

If you get time check us out to see what Mud Run United is all about!

Heather Anderson
www.mudrununited.com
www.facebook.com/MudRunUnited
www.twitter.com/MudRunUnited

KEEP IT MUDDY,
HEATHER ANDERSON
 FOUNDER



as the creator of this sport I also have the obligation to regulate it

Hey there Heather

If you don't know I am informing you that this new sport started here on my Ranch 27 years ago.

Not only was everything including tough talk, muddier language and dragging rights born from the fertile mind of all those we are still 20 years ahead with planning the next level (streets ahead)

I want to recruit you and other editor style web designers to become an Executive Editor Committee (EEC)

My colleague here is LORAN ED GIGMSTER has volunteered to be Tough Guy Director of EEC This will be an online committee of honorable humans drawn together by holding aloft the flag of cleaning up the mess

Check
 KOD
 x sport have to cover
 x the movement

GREAT WAR HORSE 2014

100 Year Of Peace Please

Mr Mouse takes up the battle against lethargy, sole creator of this marvellous new sport of Tough Guy. He lays down the gauntlet to end all Wars & Disagreements.

Sport Road To Peace In Our Time

OUR AIMS

- We want 100 thousand people against HS2. It is our money – let us spend it wisely.
- We want 100 thousands small sponsor members – please donate £10 towards start up.
- We want 100 thousand people who want our coastline preserved.
- We want 100 thousand people who want car(e) free paths.
- We want 100 thousand people who know that Greed is all devouring.

The Horse is our greatest tutor of Peace and Tranquillity. Since the dawn of life on earth, long before mankind. The Horse was living in harmony with all grassland creatures and teaching speed agility and high awareness to escape the claws and teeth of the Carnivores. Through all of those Centuries and millennia, Horse has peacefully grazed its way to every known country.

Mankind came to this earth and sought out other creatures to help cultivate the world; using the sheer bulk of strength by gentleness contained. Mankind in its worst cruelty used, abused and abandoned Horse throughout the continuing Wars fuelled by greed and impatience. 1914-18 War Horse in millions were abused alongside the fodder of the common man, and then abandoned to fate in the foreign fields of destruction.

Throughout all of this terrible ordeal, Horse has never used its mighty strength and power to retaliate. Horse has suffered all deprivations. Yet today Horse lives for only 3 requests. Water, Grass, and freedom to Graze.

2014 Celebration of The Great War Horse Centenary gives us the simple code index for us to achieve Sport Road To Peace In Our Time.

GREAT WAR HORSE YEAR 2014

THE FINEST CHARITY DRIVE IN 100 YEARS - JOIN US

- We want 100 Horse Loving Groups
- In 100 Inner Cities of Britain
- We want 100 Run Fitness Organiser
- We want 100 Kids Club Organisers
- We want 100 Green Park Enthusiasts
- We want 100 Isambard Brunel Qualitive People
- We want 100 Local Sponsors
- We want 100 Local Authorities with guts.

OUR AMBITIONS (For Starters)

- We will take in 100x 30 Unwanted Horses = 3000
- We will take in 100 x 30 Overweight Kids = 3000
- We will take in 100 x 30 Mums & Dads = 3000
- We will take in 100 x 30 Talented Wild Kids = 3000
- We will take in 100 x 30 Willing to Work = 3000
- We will take in 100 x 30 (3000) Disabled/Limbless Military Heroes to Jobs Teaching

OUR RULES

- Cast out Greed and impatience**
- If we "scent" either - One Warning**
- Second Time – Warning Threat**
- Third Time – Do not slam the door on your way out.**

- Equality for all – compassion is out staff of life. Comfort from God makes us Comforters not Comfortable.**
- Please complete the attached application then show patience.**

TOUGH GUY® - THE BIG O.....OFFER

The Movement" to a Worldwide Regulating Body of this new sport.

If you do not know I am informing you that this new Sport started here on my ranch, 27 years ago.

Not only was everything including Tough Talk, Mouseez language and Bragging Rights born from the fertile mind of Mr Mouse. We are still 20 years ahead with planning the next level (streets ahead)

As the creator of this sport. I also have the obligation to regulate it.

I want to recruit you and other editor style web designers to become an Executive Editor Committee (EEC) My colleague here in London, Ed Gamster has volunteered to be Tough Guy Director of EEC. This will be an online committee of Honourable Humans drawn together by holding aloft the flag of running and THE RUNNER.

Objective – A Governing Body of the New Sport

Here are my guidelines for your Steering Committee consideration



- 1) Do recognise greed as the evil blackness
- 2) There is plenty for everyone – runners happily share
- 3) Do share all of your social media outlets
- 4) Natural selection will take out the weak who should happily accept defeat and not slam the door on leaving.
- 5) Sign a confidentiality NDA agreement.
- 6) Recognise that number one priority is to establish a Governing Body. The 5 points above give the control to the runner. "A honest heart filled with love, never spawns a mouth filled with hate".
- 7) Adopt "The Movement" – I believe that i have captured all the necessary, although greater minds can add or subtract. **BUT** says Chris Brasher, keep it simple, avoid pages and pages of bureaucracy.
- 8) Income?
 - i) This collective committee (at present less than a half a dozen worldwide) are strong enough to blossom a new dedicated Social Media Outlet.
 - ii) Just look at the rapid rise of Twitter, Spotify, Instagram etc. You will put it all in and control it by the power of the 7 guidelines above.
- 9) Every Runner pays a tithe for membership (it is theRunner we want not any particular organiser!)
- 10) One central online registration control – Giving calendars of events, ratings, demographics, fail safe for the runner, insurance.
 - * **Either** Set up a new portal
 - * **Or** IMG may wish to purchase a yearly contract.
 - * Active Network are far too greedy motivated by hateful mouths.
- 11) One microchip personalised to each and every member. Giving all performances and world ratings with demographics, comparisons of age, lifestyles, disabilities, job stresses, even leg lengths.
- 12) Tough Guy – I will be happy to put in Tough Guy and all its magnificence of creation with the reward of an equal share to the committees discretion (with the above proviso)

Against

- There are a lot of cowboys jumping on this bandwagon. This steering committee needs forming and agreeing immediately.
- Anyone invited who dreams Megalomania give them a deadline with a future open door opportunity at a greatly reduced committee share.
- **Democracy** – It never works. always some smooth talker will lobby a majority. Greed has many masks.

Copied to : Ed, Mud Run LTD, Chris, PHA Media, Spitz, Jay (IMG), Muddy Races, Mucky Races

You read it here first
Revolution is here at Tough Guy®

1014 - 18 War transmorgifies into Peace 2014 - 18
By the power of our Younger Generation Voices

Majority Class 1914

Working Class, Social Class Leisure was, Pubs Smokey Holes, Beer, Fags, Meat Pies, Lazy Leisure. Without education they had been forced from their Field Hovels by compulsory purchase and given a town slum, one living room, one room up, back to back houses. One wash house, one toilet between 17 families plus a job in filthy, chest infection slurry machine factories.

How did they keep them from revolt? They build a pub on every corner!!

Those days men worked hard physically 12/16 hour shifts night & day.

Bike or Walk everywhere. They were lean, keen and mean to wives and kids. frustrated by the filth in their lungs and loins.

Wives who worked did similar. Wives with families walked everywhere living exteme frugal lives.

Whence King and Kaiser squabbled, Kitchener called, "I Want You". No more filthy factory, travel abroad, free uniforms, 3 meals a day, booze, fags for pennies. You may have to catch the odd bullet in your teeth!!

strife

Who could resist leaving the ~~wife~~ to the filth?

2014 Students Voices – Family Fitness

Fitness – Music – Learning.

The young people of have a voice for green spaces.

Adrenaline fuel is equal to any substance drug.

A small taste of the pleasure of adrenaline in the open fresh air is all it takes to get hooked.

More wants more, in fitness for long life healthy.

Music has always been the food of love and friendship.

Learning Brain Cells are opened up by Fitness & Adrenaline.

The revolutionary ideas of Tough Guy® Weightshed¹ can be promoted in Wolverhampton with the Express & Star Flag Bearer. Thence travel to every Country which loves Tough Guy® Obstacle Sport.

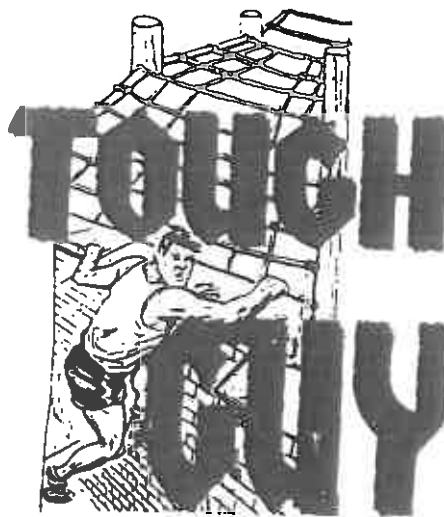
TRADE MARKS
REGISTRY



REGISTRATION
CERTIFICATE

Trade Marks Act 1938 of Great

Britain and Northern Ireland



The mark shown above has been registered in Part B of the register under No. 1526361 as of the date 08 February 1993 in respect of:

Class 41:

Organisation of sports competitions and events, all included in Class 41.

In the name of William Arthur Wilson

Registration of this mark shall give no right to the exclusive use, separately, of the device of a human figure, assault course apparatus and the words "Tough Guy".

Sealed this day at my direction

P. R. S. HARTNACK, REGISTRAR
DATE 8 July 1994

MARKS & CLERK

Patent and Trade Mark Attorneys

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Chartered Patent Attorneys
European Trade Mark Attorneys
Registered Trade Mark Attorneys

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Tettenhall Horse Sanctuary Foundation
South Perton Farm
Jenny Walkers Lane
Old Perton
Wolverhampton WV6 7HB

CTG/EMT65108A

Attention: Mr William Arthur Wilson

14 February 2005

Dear Mr Wilson

RE: Community Trade Mark Application No. 3862935 for TOUGH GUY in Classes 09, 41 and 16 in the name of Mr William Arthur Wilson

The Community Trade Marks Office has now received and forwarded to us the results of the "national" searches in respect of this trade mark. Copies of the search reports are attached together with a paper on the Community Trade Mark regulation which deals with a number of questions affecting the official searches and our recommendations for dealing with them.

As previously advised, the "national" searches do not include searches of the Trade Mark Registers in France, Germany or Italy. It is therefore, advisable to consider undertaking additional searches in France, Germany and Italy.

Unless you have already instructed us to the contrary, we will now begin our initial review of the attached search reports and will be advising you further as soon as possible. If you do not wish us to proceed with this application or to consider the results of the official searches then you should let us know by return.

Yours sincerely

Clarke T Graham
MARKS & CLERK

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Mr Billy Wilson
Tough Guy Limited
Mr. Mouse Farm for Unfortunates
Jenny Walker Lane
Old Perton
Staffordshire
WV6 7HB
United Kingdom

Our Ref: CTG/TN524082GBB

Your Ref:

Date: 6 May 2010

Dear Mr Wilson

UK Trade Mark Application No. 2542675 TOUGH GUY In Class 25 in the name of William Arthur Wilson

We are pleased to advise that the above application was published in Trade Mark Journal no. 6832 of 23 April 2010. A copy of the publication is enclosed.

The purpose of publication is to allow third parties an opportunity to object to registration of the mark. Anyone who wishes to object must take action within two months of the publication date mentioned above, either by filing a notice of opposition, or by requesting an extension of the deadline. It is only possible to extend the deadline by one month. If no oppositions are lodged, then the trade mark will automatically become registered and we will send the registration certificate to you when it issues.

Our invoice for completion of the application process will follow in due course.

Caution against unofficial offers of registration:

Some of our clients have received, by direct mail, inappropriate offers of 'registration' of their trade marks, in return for payment. These offers typically arrive following publication of an application. They have no connection with the official register and our advice is to disregard them. You should therefore be alert to any communications about your trade mark application unless sent to you by Marks & Clerk, CPA Global (who handle trade mark renewals) or TMDS (who provide trade mark watching services for many of our clients). If you are in any doubt, please contact us for further information.

Yours sincerely

Rose Woolford
Paralegal for
MARKS & CLERK LLP
Direct E-mail: rwoolford@marks-clerk.com
Direct Dial: +44 (0)20 7420 0083

Enc.: Copy of publication

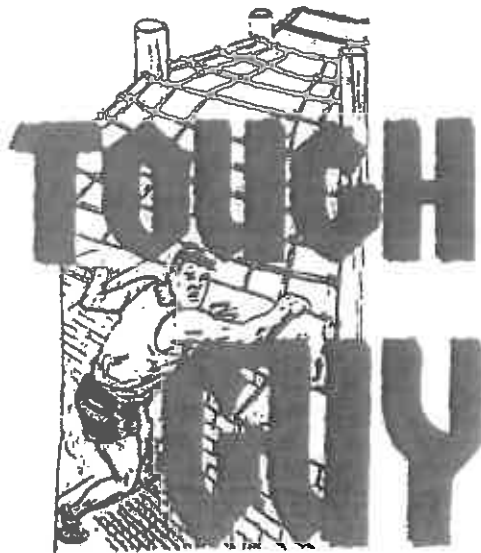
Class 41

UK B1,526,361

8 Feb 1993

Registered

Jnl 6023,2763

**TOUGH GUY****Application Date:** 8 Feb 1993**Registration Date:** 8 Jul 1994

Disclaimer: Registration of this mark shall give no right to the exclusive use, separately, of the device of a human figure, assault course apparatus and the words "Tough Guy".

Class 41: Organisation of sports competitions and events; all included in Class 41.

Owner: William Arthur Wilson
South Perton Farm
Jenny Walkers Lane
Old Perton
Wolverhampton
WV6 7HB

Agent: Marks & Clerk
90 Long Acre
London
WC2E 9RA

Device: 2.1.8: Acrobats, athletes, dancers, jugglers, nude men, men practising sports

Device: 9.1.1: Thread

Journal: 6023,2763

Week Ending Recent History

10 Feb 1993 Added

11 Mar 1994 New-Goods

18 Mar 1994 New-Proprietor Old:Wilson, William Arthur

08 May 1994 Status:Advert1 Journal-Set

08 Jul 1994 Registration

15 Jul 1994 Status:Registered

13 Feb 2002 Other-Update

04 Jun 2004 Proprietor-Details

Marks&Clerk LLP

Patent and Trade Mark Attorneys

London Office
90 Long Acre, London, WC2E 9RA
Tel: +44 (0)20 7420 0000 Fax: +44 (0)20 7836 3339
london@marks-clerk.com www.marks-clerk.com



Mr Billy Wilson
Tough Guy Limited
Mr. Mouse Farm for Unfortunates
Jenny Walker Lane
Old Perton
Staffordshire
WV6 7HB
United Kingdom

Our Ref: CTG/TN524082GBB

Your Ref:

Date: 16 August 2010

Dear Mr Wilson

UK Trade Mark Registration No. 2542675 TOUGH GUY in Class 25 in the name of William Arthur Wilson

We have pleasure in enclosing the Certificate of Registration for the above trade mark. Full details of the registration are shown on the Certificate.

The trade mark is registered for a term of 10 years until **23 March 2020** and may then be renewed for successive 10-year periods. The trade mark has been registered in the United Kingdom, covering Great Britain, Northern Ireland and the Isle of Man. If you require protection of your trade mark outside the United Kingdom then please contact us.

We have sent details of this registration to CPA Global (Computer Patent Annuities Limited). For further information regarding CPA Global, including their terms and conditions of business, visit their website at www.cpaglobal.com. CPA Global will endeavour to send you timely reminders regarding payment of renewal fees.

If there is a change of name, address or ownership of this trade mark then please let us know. If you have modified the trade mark in any way since the application was filed please also let us know and we will advise further.

We should be grateful if you would acknowledge safe receipt of the Certificate of Registration.

Yours sincerely

A handwritten signature in black ink, appearing to read 'Rose Woolford', written over a faint, illegible stamp or watermark.

Rose Woolford
Paralegal for
MARKS & CLERK LLP
Direct E-mail: rwoolford@marks-clerk.com
Direct Dial: +44 (0)20 7420 0083

Enc: Registration certificate
Information sheet
CPA Leaflet

Patent, Trade Mark and Design Registration Renewal Fees



As patent, trade mark and design applications proceed, renewal fees become payable. In most cases, renewal fees for patents are due every year, for design registrations every five years and for trade marks every ten years.

If a renewal fee is due on a registered right, failure to pay the fee will usually result in your patent, trade mark or design registration lapsing with an associated loss of rights.

Marks & Clerk does not handle the management and payment of renewal fees, but instead outsources this work to CPA. CPA has many years of experience of paying renewal fees, and has more rights and registrations under management than any other organisation.

We have forwarded the details of this case to CPA, who will contact you in due course when renewal fees have to be paid.



For more information on CPA and renewal fees please contact your usual Marks & Clerk attorney or CPA directly:

Telephone – +44 (0)1534 888711

Patents and design registrations email - patents@cpaglobal.com

Trademarks email – trademarks@cpaglobal.com

Website - www.cpaglobal.com

Marks&Clerk LLP

Patent Law, Trade Mark Attorneys

London Office
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Tel: +44 (0)20 7420 0000 Fax: +44 (0)20 7836 3339
london@marks-clerk.com www.marks-clerk.com

Received
18.11.12

JAPAN



Mr Billy Wilson
Tough Guy Limited
Mr. Mouse Farm for Unfortunates
Jenny Walker Lane
Old Perton
Staffordshire
WV6 7HB
United Kingdom

Our Ref: PAM/TN524083JPA

Your Ref:

Date: 9 November 2012

RECORDED DELIVERY

Dear Mr Wilson

Japan: Designation of International Trade Mark Registration No. 1034804 TOUGH GUY in Classes 9, 16 and 41 in the name of William Arthur Wilson

We are pleased to advise that this designation is now protected in Japan.

We enclose the Statement of Grant of Protection and Certificate of Registration for your safekeeping.

Yours sincerely
for MARKS & CLERK LLP

Michelle Holman

Michelle Holman
Formalities Paralegal

Encs.



商標登録証
(CERTIFICATE OF TRADEMARK REGISTRATION)

国際登録第1034804号
(INTERNATIONAL REGISTRATION NUMBER)

商標
(THE MARK)

TOUGH GUY

指定商品又は指定役務並びに商品及び役務の区分
(LIST OF GOODS AND SERVICES)

9

Sound, video and picture recordings; DVDs; video tapes; disks, magnetic; cassette tapes; CDs; CD-ROMs; protective helmets; safety goggles; protection devices against X-rays (Roentgen rays), not for medical

その他別紙記載 (REFER TO THE ATTACHED SHEET)

商標権者

(OWNER OF THE TRADEMARK RIGHT)

Wilson, William Arthur

South Perton Farm, Jenny Walkers Lane, Old Perton, Wolverhampton WV6 7HB (United Kingdom)

国際登録日

(INTERNATIONAL REGISTRATION DATE)

23.03.2010

登録日

(REGISTRATION DATE)

平成24年 9月 7日 (September 7, 2012)

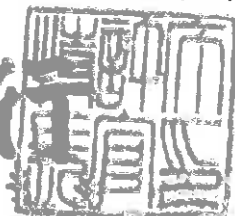
この商標は、登録するものと確定し、商標原簿に登録されたことを証する。
(THIS IS TO CERTIFY THAT THE TRADEMARK IS REGISTERED ON THE REGISTER OF THE JAPAN PATENT OFFICE.)

特許庁長官

(COMMISSIONER, JAPAN PATENT OFFICE)

平成24年 9月 7日 (September 7, 2012)

岩井良徳



商標登録証

(続葉 1)

(CERTIFICATE OF TRADEMARK REGISTRATION)

国際登録第1034804号 (INTERNATIONAL REGISTRATION NUMBER)

指定商品又は指定役務並びに商品及び役務の区分
(LIST OF GOODS AND SERVICES)

- (9) purposes; life saving apparatus.
- 16 Boxes of paper; printed matter; photographs; stationery; adhesives for stationery or household purposes; artists' materials; paint brushes; typewriters and office requisites (except furniture); instructional and teaching material (except apparatus); plastic materials for packaging (not included in other classes); printers' type; printing blocks.
- 41 Organisation of sports competitions and events; provision of training courses relating to team building; providing recreation facilities, namely providing obstacle courses; video and film production services; publication of information and texts on the aforementioned services on-line.

[以下余白]



MADRID AGREEMENT AND PROTOCOL
FINAL DISPOSITION ON STATUS OF A MARK

STATEMENT OF GRANT OF PROTECTION
FOLLOWING A PROVISIONAL REFUSAL

notified to the International Bureau of the World Intellectual Property Organization in accordance with Article 5 of the Madrid Protocol and Rule 18ter(2)(i) of the Common Regulations.

I. Office sending the statement:

Japan Patent Office (JPO)

II. International registration number: 1034804

Mark: TOUGH GUY

Date of international registration: 2010/03/23

III. Holder of the international registration:

Wilson, William Arthur

IV. Statement indicating that the mark is protected for all the goods and/or services.

*Note

The holder is required to pay the second part of the individual fee to protect the mark concerning the international registration in Japan [as notified in a separate communication under Rule 34(3)(C) issued at the same time as the present statement]. Where the second part of the individual fee is not paid within the applicable period, the International Registration shall be cancelled with respect to Japan [Rule 34(3)(d)].

V. Date on which the statement was sent: 2012/04/12

VI. Signature or official seal by the office:



PAM

May, Sophie

From: Turels Intellectual Property <aduzcu@turels.com>
Sent: 23 August 2013 13:49
To: London
Subject: Trademark application TOUGH GUY been filed in Turkey

MARKS & CLERK LLP
London

Subject: Information about the trademark application TOUGH GUY been filed before the Turkish Patent Institute in class 41.

VIA E-MAIL

Dear Sirs,

We take this opportunity to introduce ourselves, Turels Intellectual Property as one of the leading IP rights firm in Turkey, providing a comprehensive and specialized service in the fields of patents, trademarks, designs, copyrights and domain names protection as well as all kind of litigations related with intellectual and industrial property.

We would like to inform you that a trademark application for TOUGH GUY has been filed before the Turkish Patent Institute in class 41, which is identically similar to your esteemed client William Arthur Wilson's trademark TOUGH GUY.

In case this application has been made without the client's permission, before filing an opposition before the Turkish Patent Institute preferably a cease and desist letter could be sent to the applicant in order to force him to a voluntary withdraw.

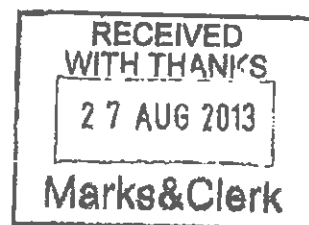
We will be glad to act on behalf of your esteemed client and provide you our best quality of service. Please kindly find our attorney fees and official charges hereafter;

Type of Services	Fees and official charges
Sending a cease and desist letter	Euro 205
Filing an opposition before the Turkish Patent Institute Including Euro-60 official charges	Euro 325

We look forward to being of assistance to you in the future and establishing mutually profitable collaboration.

Kind regards.

Adil Duzcu
Turels Intellectual Property
Damar Sok. 21/4 Sutluce - Istanbul - Turkey
Tel: +902122557706
Fax: +902122557712
Email: aduzcu@turels.com
www.turels.com



26-AUG-2013 14:17 FROM

PAM

TO 00442078363339

P.01

O F O - V E N T U R A

23 AUGUST 2013

MARKS & CLERK LLP
90 Long Acre London WC2E 9RA
REINO UNIDO UK.

Attn to: Whom it may concern

Ref: TURKEY- Possible opposition against the trademark application TOUGH GUY application no: 2013/17618 in classes 41 in the name of BATI DANIŞMANLIK TANITIM PAZARLAMA VE DIŞ TİC.LTD.ŞTİ.

The official deadline is 12 NOVEMBER 2013

Dear Sirs

While we were checking official trademark bulletin of this month, we noticed that a trademark application for TOUGH GUY has been filed. As it is seen from the enclosure of this fax message (Enclosure 1), this application is similar to your client E. Mishan & Sons, Inc.'s trademark TOUGH GUY.

The subject application has been filed in class/es 41 and accepted as a whole by the Turkish Patent Institute. The official deadline to file an opposition to this application is 12 NOVEMBER 2013 If you would like to file an opposition, it would be our pleasure to assist you in this matter.

Awaiting your reaction and hope to serve you in the future, we remain with kind regards,

Özlem Filtman

Enclosure 1: Copy of the related pages of the bulletin
email: ofiltman@ofventura.com.tr



2013/216 Resmî Mürakâze Bülteni

Türk Patent Enstitüsü

Yayın Tarihi: 12.08.2013 1799

(510)

Antenler, uydu antenler, yönlendiriciler ve bunların parçaları.

Çıkarılan Mal/Hizmetler:

Bilimsel amaçlı ve laboratuvarlarda kullanım amaçlı olanlar dahil ölçme aletleri, cihazları, göstergeler ve laboratuvarlarda kullanılan malzemeler.

Ses ve görüntünün kaydı, nakli veya yeniden meydana getirilmesi (reproduksiyonu) için cihazlar (veri işlem, haberleşme ve çoğaltma amaçlı cihazlar ve bilgisayar çevre donanımları dahil).

Manyetik, optik kayıt taşıyıcılar ve bunlara kaydedilmiş bilgisayar programları ve yazılımları; bilgisayar ağına vasıtasıyla indirilebilen ve manyetik ve optik ortamla kayıt edilebilen elektronik yayınlara; manyetik/optik okuyuculu kartlar.

Bilet otomatları, nakit para çekme makineleri.

Makine ve cihazların elektroniklerinde kullanılan elemanlar.

Birim zamandaki tüketim miktarını ölçen sayaçlar ve zaman ayarlayıcıları.

Koruyucu giysiler, koruma ve can kurtarma amaçlı donanımlar.

Gözlükler, güneş gözlükleri, lensler ve bunların kutuları, kılıfları, parçaları ve aksesuarları.

Elektrik enerjisini iletim, dönüştürme, depolama kontrol cihazları ve araçları (elektrik, elektronikte kullanılan kablolar ve güç kaynakları; piller, aküler dahil).

Ana fonksiyonu ayar ve alarm olan cihazlar (taşıt alarmları hariç), elektrikli ziller.

Trafikte kullanım amaçlı sinyalizasyon, işaretli bildirme cihazları ve araçları.

Yangın söndürme amaçlı taşıtlar dahil yangın söndürme aletleri ve cihazları (yangın söndürme hortumları ve yangın söndürme vanaları dahil).

Radarlar, denizaltı radarları (sonarlar), gece görüşü sağlayıcı veya artırıcı aletler ve cihazlar.

Dekoratif malzemeler:

İşlenmiş veya işlenmemiş deriler ve postlar, yapay deriler, kürsüler, astarlık deriler.

Derilerden, deri taklitlerinden veya diğer malzemelerden mamul taşıma amaçlı başka sınıflarda yer almayan eşyalar (çantalar, deri veya kürsü kutuları ve sandıklar, anahtarlıklar dahil).

Şemsiyeler, güneş şemsiyeleri, güneşlikler, bastonlar.

Kırbaçlar, koşum takımları, eyerler, süzengi ve eyer kuyuları.

Reklamolik, pazarlama ve halkla ilişkiler ile ilgili hizmetler (Ticari ve reklam amaçlı sergi ve fuarların organizasyonu hizmetleri dahil).

Büro hizmetleri; seyahatlik hizmetleri, gazete aboneliği düzenleme hizmetleri, internetlerin derleme, bilme makinelerinin kiralanması hizmetleri, bilgisayar veri tabanlarındaki bilgilerin sistematik hale getirilmesi, seçme, evraklama hizmetleri.

İş yönetimi, idare ve bir kurumun ile ilgili danışmanlık, muhasebe ve mali müşavirlik hizmetleri, personel ve yerleşime, işe alma, personel seçimi, işe giriş ve çıkış hizmetleri, işleri-iradeat agents hizmetleri.

Ticari ve sınırlı tüzel kişilikler için hizmetler.

Açık ortamlarda güvenlik ve koruma hizmetleri.

Mühürleme, mühürleme için taşıma amaçlı araçlar, mühürleme için taşıma amaçlı ve mühürleme için taşıma amaçlı olanlar dahil ölçme aletleri, cihazları, göstergeler ve laboratuvarlarda kullanılan malzemeler.

Ses ve görüntünün kaydı, nakli veya yeniden meydana getirilmesi (reproduksiyonu) için cihazlar (veri işlem, haberleşme ve çoğaltma amaçlı cihazlar ve bilgisayar çevre donanımları dahil).

Manyetik, optik kayıt taşıyıcılar ve bunlara kaydedilmiş bilgisayar programları ve yazılımları; bilgisayar ağına vasıtasıyla indirilebilen ve manyetik ve optik ortamla kayıt edilebilen elektronik yayınlara; manyetik/optik okuyuculu kartlar.

Antenler, uydu antenler, yönlendiriciler ve bunların parçaları.

Bilet otomatları, nakit para çekme makineleri.

Makine ve cihazların elektroniklerinde kullanılan elemanlar.

Birim zamandaki tüketim miktarını ölçen sayaçlar ve zaman ayarlayıcıları.

Koruyucu giysiler, koruma ve can kurtarma amaçlı donanımlar.

Gözlükler, güneş gözlükleri, lensler ve bunların kutuları, kılıfları, parçaları ve aksesuarları.

Elektrik enerjisini iletim, dönüştürme, depolama kontrol cihazları ve araçları (elektrik, elektronikte kullanılan kablolar ve güç kaynakları; piller, aküler dahil).

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Yangın söndürme amaçlı taşıtlar dahil yangın söndürme aletleri ve cihazları (yangın söndürme hortumları ve yangın söndürme vanaları dahil).

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Şemsiyeler, güneş şemsiyeleri, güneşlikler, bastonlar.

Kırbaçlar, koşum takımları, eyerler, süzengi ve eyer kuyuları.

Malzemelerin bir araya getirilmesi hizmetleri (belirli hizmetler parakende, toptan satış mağazaları, elektronik ortamlar, katalog ve benzeri diğer yöntemler ile sağlanabilir).

Bu marka örneği renk olarak Renkli bölümü içerisinde teknik yayımlanmıştır.

(210) 2013/17618

(220) 26.02.2013

(731) 404912-BATI DANIŞMANLIK TANITIM PAZARLAMA VE DIŞ TİC.LTD.ŞTİ. (TR)

Osaka Cad.Boşan Hamam Sok.Funda Apt.No:4-15
KADIKÖY İSTANBUL

Vekil: UYGAR KIRLI

(540) tough guy

TOUGH GUY

(511) 41

(510)

Eğitim ve öğretim hizmetleri.

Sempozyum, konferans, kongre ve sınırlı düzenleme, idare hizmetleri.

Spor, kulüp ve eğlence hizmetleri.

Dergi, kitap, gazete v.b.gibi yayınlara basım hazır hale getirilmesi, okuyucuya ulaştırılmasına ilişkin hizmetler (global iletişim ağına vasıtasıyla anılan hizmetlerin sağlanması da dahil).

Filan, televizyon ve radyo programları yapım hizmetleri.

Haber muhabirliği hizmetleri, foto-muhabirliği hizmetleri.

Fotoğrafçılık hizmetleri.

Tercüme hizmetleri.

(210) 2013/17619

(220) 26.02.2013

(731) 232072-CAYKUR RİZESPOR OYUNÇUK VE SPOR KULÜBÜ DERNEĞİ (TR)

Mehmet Cengiz Tosistleri Kampaş Mah. RİZE

Vekil: HAKAN KORKMAZ(KARAR PATENT MARKA TESCİL VE DAN. HİZ. LTD. ŞTİ.)

(540) rize spor kulübü

(531) 5.3.1,15;24.3.1,2,7,14,18



From: Ingrid Cain [mailto:Ingrid@toughguy.co.uk]
Sent: 07 April 2011 14:24
To: Clarke Graham
Subject: Surviventure(rs)



Dear Clark,

As a very good friend I accept the confusion and remain a very good friend.

Surviventure(rs)

As you know I emailed this request to you some months ago.
For which you apologised the delay.

Attached Invoice paid

I do need to know urgently the present position with these 2 registrations?

We have 2 or 3 or more monkeys sitting awaiting the updates on our website.
Thus these scammers move with all speed to plaguerise.

ToughGuyTraining.com

I have opinion from Mr Aubrey Craig, I.P. Barrister that injunction speed is of utmost importance. I have today paid him to take this scammer to court.

Surviventure and all its derivatives is going live on our website today.

and the protection in place.

Look forward to your advise.

Ever Smiling, Billy.

Ingrid Cain

From: Moore, Michael <MMoore@marks-clerk.com>
Sent: 29 September 2011 18:08
To: ingrid@toughguy.co.uk; hq@toughguy.co.uk
Cc: Clarke Graham
Subject: Tough Guy
Attachments: 2011 09 29 Tough Guy invoice (50% discount).pdf

Dear Ingrid, Dear Billy

Good to speak with you both.

Ingrid, I attach a copy of our March invoice. As mentioned on the telephone, the invoice relates to three matters that we advised you on. Please see the attached breakdown with narrative for details. This included, but was not limited to, the letter that you specifically instructed us to prepare. In the light of our telephone conversation about that letter, I reduced the invoice by approximately 50% as a gesture of goodwill. I hope you will agree, that was a very generous discount. I have never discounted an invoice by 50% before! I did so on this occasion because of the good charitable work that Tough Guy does and it's long relationship with M&C. I trust that this explains the position on the attached invoice, but if you would like to discuss further please contact me.

Billy, the potential New York Times article, if done right, could be a superb opportunity to increase the recognition and value of the Tough Guy brand stateside. If you would like some advice on this, please do not hesitate to contact me.

I do not know the details, but as I suspected the case against the Tough Mudder guy sounds expensive and messy. You may be better off using the NY Times article to get your payback (but don't libel him!). In any event, I'll certainly keep Tough Guy in mind when I am in Washington next month at the American Intellectual Property Lawyers conference and I'll keep an eye out for John Fuiz (?) or please send me his contact details and I will contact him when I am in Washington.

Clarke is also at the AIPLA, but please do come down to London at the end of October/beginning of November when we are back in the UK. We can all go for a drink and catch a bite to eat. Like you, I believe that Tough Guy has great potential - it's already a valuable brand - it just needs to be harnessed. I think that M&C and MCS, with our extensive international network of attorneys and lawyers, can greatly assist you in protecting and commercialising the Tough Guy brand.

All the best

Michael

Michael Moore | Partner
Marks&Clerk Solicitors LLP

Direct: +44 (0)20 7420 0260

Fax: +44 (0)20 7420 0255

Email: mmoore@marks-clerk.com

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Vezz

From: "Clarke Graham" <CGraham@marks-clerk.com>
To: "Ingrid Cain" <ingrid@toughguy.co.uk>
Cc: <hq@toughguy.co.uk>
Sent: 18 November 2011 15:42
Attach: 20111118145638777.pdf
Subject: South Korea - Provisional Refusal of International Trade Mark Application No. 1034804 TOUGH GUY in Classes 9, 16 and 41 in the name of William Arthur Wilson (Our Ref: CTG/TN524083KRA)

Dear Ingrid

Further to previous correspondence in connection with the above matter, I am now very pleased to report that your application in South Korea was duly published on 22 September 2011.

Attached for your information is a copy of the publication together with an English translation.

If no opposition proceedings are filed in the period up to 22 November 2011 the mark will proceed to registration.

Further developments will reported to you.

Kind regards

Clarke

**Clarke Graham
Partner**

**for Marks & Clerk LLP
Patent and Trade Mark Attorneys**

90 Long Acre, London, WC2E 9RA, UK
Tel: +44 (0)20 7420 0025 Fax: +44 (0)20 7836 3339
cgraham@marks-clerk.com www.marks-clerk.com

<<20111118145638777.pdf>>

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(TRANSLATION)

TRADE/SERVICE MARK GAZETTE

Mark : **TOUGH GUY**

Class : 9, 16 & 41

Publication No. : 2011-67284

Publication Date : September 22, 2011

Int'l Reg. No. : 1034804

Int'l Reg. Date : March 23, 2010

Applicant : Wilson, William Arthur
South Perton Farm, Jenny Walkers Lane, Old Perton,
Wolverhampton WV6 7HB United Kingdom

Agent : E. M. Hwang

Examiner : Y. H. Gu

Designated Goods/Services

Class 9

Electronic music [downloadable]; phonograph records; phonograph records;
pre-recorded compact disc [of music]; pre-recorded audiotapes [of music]; pre-recorded
electronic media [of music]; CD-roms; safety
goggles; protective and life-saving apparatus

② Class 16

Printed matter; bookbinding material; photographs; stationery; adhesives for stationery or household purposes; painters' easels; palettes for painters; hand-rests for painters; pencils for painting and drawing; canvas for painting; sketchbooks; artists' watercolor [watercolour] saucers; charcoal pencils; paint brushes; typewriters and office requisites (except furniture); instructional and teaching material (except apparatus); plastic materials for packaging (not included in other classes); printers' type; printing blocks

③ Class 41

Organisation of sports competitions and events; provision of training and team building and obstacle courses; video and film production services; publication of information and texts on the aforementioned services on-line



(19) 대한민국특허청(KR)

(260) 공고번호 45-2011-0067284

(12) 상표공보

(442) 공고일자 2011년09월22일

(511) 분류 16(9판) 09(9판) 41(9판)

(111) 국제등록번호 1034804

(151) 국제등록일자 2010년03월23일

(731) 출원인

Wilson, William Arthur

South Perton Farm, Jenny Walkers Lane, Old Perton, Wolverhampton WV6 7HB United Kingdom

(740) 대리인

황의만

담당심사관 : 구영희

(511) 지정상품/서비스업

제 09 류

Electronic music [downloadable]; phonograph records; phonograph records; pre-recorded compact disc [of music]; pre-recorded audiotapes [of music]; pre-recorded electronic media [of music]; CD-roms; safety goggles; protective and life-saving apparatus. (내려받기가능한 전자음악, 레코드판, 레코드판, 음악이 녹음된 콤팩트디스크, 녹음된 오디오테이프(음악인 것), 음악이 기록된 전자매체, CD-ROM, 안전용 고글, 보호 및 구명장치),

제 16 류

Printed matter; bookbinding material; photographs; stationery; adhesives for stationery or household purposes; painters' easels; palettes for painters; hand-rests for painters; pencils for painting and drawing; canvas for painting; sketchbooks; artists' watercolor [watercolour] saucers; charcoal pencils; paint brushes; typewriters and office requisites (except furniture); instructional and teaching material (except apparatus); plastic materials for packaging (not included in other classes); printers' type; printing blocks. (인쇄물, 계본재료, 사진, 문방구, 문방구용 또는 가정용 접착제, 회화용 이슬, 회화용 팔레트, 화가용 팔걸치는받침, 회화 및 제도용 연필, 캔버스, 스케치북, 미술용 수채화접시, 목탄 연필, 회화용 솔, 다자기 및 사무용품(가구는 제외), 교재(가구는 제외), 포장용 플라스틱재료(타류에 속하지 않는 것), 인쇄팔자, 프린팅블록),

제 41 류

Organisation of sports competitions and events; provision of training and team building and obstacle courses; video and film production services; publication of information and texts on the aforementioned services on-line. (운동경기 및 행사조직업, 훈련/팀빌딩(team building)/고난(장애)관련 강좌 제공업, 비디오 및 영화제작업, 앞서 언급한 서비스관련 온라인정보 및 텍스트 출판업),

* 당해 출원상표의 권리범위는 영문지정상품 명칭에 있음을 알려드립니다.

상표검본

TOUGH GUY



Particulars of trade mark registration

Mark	TOUGH GUY
Designated countries:	China, Japan, Republic of Korea, United States of America and Australia
Registration No:	1034804
Registration date	23 March 2010
Next renewal date	23 March 2020
Owner	Mr William Arthur Wilson South Perton Farm Jenny Walkers Lane Old Perton Wolverhampton WV6 7HB United Kingdom
Goods/services	09 Sound, video and picture recordings; DVDs; video, disks and cassettes; CDs; CD roms; helmets; safety goggles; protective and life-saving apparatus. 41 Organisation of sports competitions and events; provision of training and team building and obstacle courses; video and film production services; publication of information and texts on the aforementioned services on-line. 16 Paper, cardboard and goods made from these materials, not included in other classes; printed matter; bookbinding material; photographs; stationery; adhesives for stationery or household purposes; artists' materials; paint brushes; typewriters and office requisites (except furniture); instructional and teaching material (except apparatus); plastic materials for packaging (not included in other classes); printers' type; printing blocks.

This registration is based on registration number 3862935 in European Community which must be maintained if this registration is to remain in force.

For the first five years, the international registration is dependent on the above basic application/registration. If, during this period, the basic application/registration is refused, withdrawn or cancelled the international registration will be cancelled. After the end of this five year period, the international registration becomes independent of the basic application/registration.

Additional countries may be designated at any time, provided they are party to the international system concerned. Please contact your normal adviser at Marks & Clerk if you wish for additional countries to be added to this international registration.

Please note that the Office of a designated country has the right to refuse protection of the mark for that country on any ground on which an application filed direct with that Office might be refused. In principle, any refusal must be issued no later than 12 months from the date on which the Office concerned was notified of the designation although some member countries of the Madrid Protocol have made a declaration to extend this term to 18 months. Also a refusal may be based on local opposition after 18 months.

We shall advise you of any objection or oppositions notified to us for a designated country, but it could well be a year or two before we are notified by W.I.P.O. The notification will give us an opportunity to respond to the objection or opposition.

It is advisable that this trade mark be brought into use in European Community as soon as possible. The registration may become vulnerable to attack if it is not used. If you require further information about this please contact our Clarke Graham.



CERTIFICATE OF REGISTRATION

The International Bureau of the World Intellectual Property Organization (WIPO) certifies that the indications appearing in the present certificate conform to the recording made in the International Register of Marks maintained under the Madrid Agreement and Protocol.

A handwritten signature in black ink, appearing to read 'J. Zahra'.

Judith ZAHRA
Operations Division
International Trademarks Registry
Sector of Trademarks, Industrial Designs
and Geographical Indications

Geneva, April 29, 2010

1 034 804

Registration date: **March 23, 2010**
Date next payment due: **March 23, 2020**

Wilson, William Arthur
South Perton Farm, Jenny Walkers Lane,
Old Perton, Wolverhampton WV6 7HB
(United Kingdom).

Name and address of the representative: Marks & Clerk LLP,
90 Long Acre, London WC2E 9RA (United Kingdom).

TOUGH GUY

Indication relating to the nature or kind of mark: standard characters

List of goods and services - NCL(9):

- 9 Sound, video and picture recordings; DVDs; video, disks and cassettes; CDs; CD-roms; helmets; safety goggles; protective and life-saving apparatus.
- 16 Paper, cardboard and goods made from these materials,

not included in other classes; printed matter; bookbinding material; photographs; stationery; adhesives for stationery or household purposes; artists' materials; paint brushes; typewriters and office requisites (except furniture); instructional and teaching material (except apparatus); plastic materials for packaging (not included in other classes); printers' type; printing blocks.

- 41 Organisation of sports competitions and events; provision of training and team building and obstacle courses; video and film production services; publication of information and texts on the aforementioned services on-line.

Basic application: European Union, 28.05.2004, 003862935.
Basic registration: European Union, 21.09.2005, 003862935.
Designations under the Madrid Protocol: Australia, China, Japan, Republic of Korea, United States of America.
Declaration of intention to use the mark: United States of America.

Date of notification: 29.04.2010

Language of the international application: English

Marks&Clerk LLP

Patent and Trade Mark Attorneys

London Office
90 Long Acre, London, WC2E 9RA
Tel: +44 (0)20 7420 0000 Fax: +44 (0)20 7836 3339
london@marks-clerk.com www.marks-clerk.com



Mr Billy Wilson
Tough Guy Limited
Mr. Mouse Farm for Unfortunates
Jenny Walker Lane
Old Perton
Staffordshire
WV6 7HB
United Kingdom

Our Ref: CTG/TN524083IPA

Your Ref:

Date: 25 May 2010

Dear Mr Wilson

International Trade Mark Registration No. 1034804 TOUGH GUY in Classes 9, 16 and 41 in the name of William Arthur Wilson

We have pleasure in enclosing the Certificate of Registration for the above trade mark. Full details of the registration are shown on the Certificate.

The trade mark is registered for a term of 10 years until 23 March 2020 and may then be renewed for successive 10-year periods. The designated countries/territories under this registration are:

China, Japan, Republic of Korea, United States of America and Australia

If you require protection of your trade mark outside these countries then please contact us.

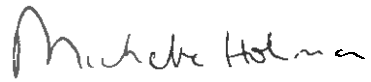
Although the International trade mark has now become registered, the individual country or territory designations are not yet fully protected, and will now be examined by the local registration authorities in each country. We will keep you advised of developments.

We have sent details of this registration to Computer Patent Annuities Limited (CPA) (for further information regarding CPA, including their terms and conditions of business, visit their website at www.cpaglobal.com). CPA will endeavour to send you timely reminders regarding payment of renewal fees.

If there is a change of name, address or ownership of this trade mark then please let us know. If you have modified the trade mark in any way since the application was filed please also let us know and we will advise further.

We should be grateful if you would acknowledge safe receipt of the Certificate of Registration.

Yours sincerely
for MARKS & CLERK LLP

A handwritten signature in black ink that reads "Michelle Holman". The signature is written in a cursive, flowing style.

Michelle Holman
Formalities Paralegal

Enc: Registration certificate
Information sheet

TMMDJ412

Marks&Clerk LLP

TRADE MARK REGISTRATION: EXPLANATORY NOTE

This note explains some of the issues which you need to be aware of now that your trade mark is registered.

Renewals

In order to maintain a trade mark registration in force, it is necessary to pay renewal fees at the appropriate time. As stated in the attached letter, unless you have instructed us to the contrary, the payment of renewal fees will be handled by Computer Patent Annuities Limited, Jersey, Channel Islands, who specialise in trade mark renewals and who will correspond with you directly in relation to renewal payments. The attached covering letter indicates the next renewal date for your registration.

Use/Non-Use of Your Trade Mark

Your trade mark has been registered in the form shown and for the goods/services shown on the attached Certificate of Registration. Failure to use the trade mark in the form in which it is registered and on the full list of goods/services could make the registration liable to revocation by third parties. If the trade mark is to be used in respect of any goods or services not covered by this registration (or another registration) in its designated countries, then we would recommend that appropriate trade mark clearance searches are undertaken to ensure you are free to use your trade mark for such goods and/or services without complaint from a third party.

Marking

We recommend that when you use your trade mark you mark it in an appropriate manner e.g. Registered Trade Mark, Regd. Trade Mark or using the ® symbol. When using your trade mark on advertising and promotional material, always use the trade mark as an adjective, never a noun. It is also good practice to use the trade mark in capitals, or a bold font or colour so as to distinguish it from other text in promotional and advertising material. If you require more detailed advice on correct trade mark use, then please contact us.

Use By Other Parties

If your trade mark is used by a third party with your consent, then we recommend that a formal licence agreement is put in place between you and that third party. Please contact us if you require further advice in this respect.

Unauthorised Third Party Use

If you become aware of a third party making unauthorised use of your trade mark or a mark confusingly similar to it, then please contact us immediately so that we can consider the position and advise you accordingly.

Unauthorised Registers

You may receive approaches directly from third parties offering to "register" your trade mark in a database or register. Please note these databases and registers have no official or legal status. The only correspondence you should receive in relation to your trade mark is from Marks & Clerk, or Computer Patent Annuities Limited, or TMDS who provide trade mark watching services to certain of our clients. If you receive any other correspondence relating to your trade mark and you are unsure as to its relevance then please contact us.

Marks&Clerk LLP

Patent and Trade Mark Attorneys

London Office
90 Long Acre, London, WC2E 9RA
Tel: +44 (0)20 7420 0000 Fax: +44 (0)20 7836 3339
london@marks-clerk.com www.marks-clerk.com



Mr Billy Wilson
Tough Guy Limited
Mr. Mouse Farm for Unfortunates
Jenny Walker Lane
Old Perton
Staffordshire
WV6 7HB
United Kingdom

Our Ref: PAM/TN524083KRA

Your Ref:

Date: 15 May 2012

Dear Mr Wilson

**Republic of Korea: Designation of International Trade Mark Registration No. 1034804
TOUGH GUY in Classes 9, 16 and 41 in the name of William Arthur Wilson**

We are pleased to advise that this designation is now protected in Republic of Korea.

Please find enclosed the Statement of Grant of Protection and the Korean Registration Certificate with its English translation.

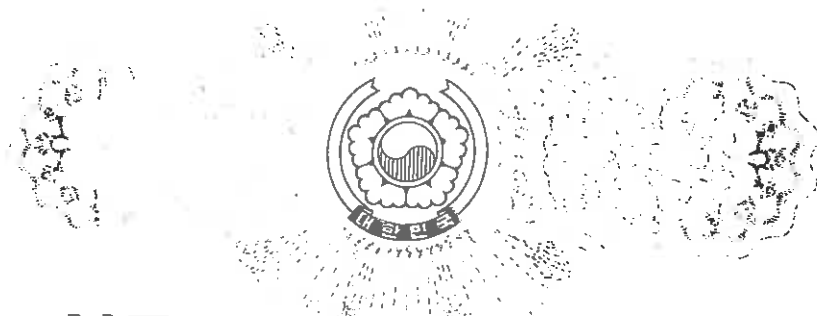
Yours sincerely

Karen Marks
Trade Marks Paralegal
for MARKS & CLERK LLP

Direct e-mail: kmarks@marks-clerk.com

Enc: Statement of Grant of Protection
Certificate of Registration and English translation





상표·서비스표등록증

CERTIFICATE OF TRADE / SERVICE MARK REGISTRATION

등록 제 1034804 호
(REGISTRATION NUMBER)

출원번호(국제등록번호) 제 1034804 호
(INTERNATIONAL REGISTRATION NUMBER)

국제 등록일 2010년 03월 23일
(INTERNATIONAL REGISTRATION DATE:YY/MM/DD)

등록일 2011년 12월 01일
(REGISTRATION DATE:YY/MM/DD)

상표·서비스표권자
(OWNER OF THE TRADE/SERVICE MARK RIGHT)

Wilson, William Arthur

South Perton Farm, Jenny Walkers Lane, Old Perton,
Wolverhampton WV6 7HB United Kingdom

상표(서비스표)를 사용할 상품(서비스업) 및 구분
(LIST OF GOODS AND SERVICES)

제 09 류 등 3 개류

Electronic music [downloadable],
etc.

TOUGH GUY

위의 표장은 「상표법」에 의하여 상표·서비스표등록원부에
등록되었음을 증명합니다.

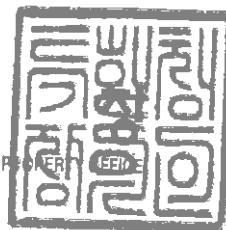
(THIS IS TO CERTIFY THAT THE TRADE/SERVICE MARK IS REGISTERED ON THE REGISTER OF THE
KOREAN INTELLECTUAL PROPERTY OFFICE.)

2011년 12월 01일



특 허 청

COMMISSIONER, THE KOREAN INTELLECTUAL PROPERTY OFFICE



Certificate of Trade/Service Mark Registration

Mark : **TOUGH GUY**

International Reg. No. : 1034804

International Reg. Date : March 23, 2010

Reg. Date : December 1, 2011

Registrant : Wilson, William Arthur
South Perton Farm, Jenny Walkers Lane, Old Perton,
Wolverhampton WV6 7HB United Kingdom

Class : total of three (3) classifications including Class 9

Designated Goods/Services

① Class 9

Electronic music [downloadable]; phonograph records; phonograph records; pre-recorded compact disc [of music]; pre-recorded audiotapes [of music]; pre-recorded electronic media [of music]; CD-roms; safety goggles; protective and life-saving apparatus

② Class 16

Printed matter; bookbinding material; photographs; stationery; adhesives for stationery or household purposes; painters' easels; palettes for painters; hand-rests for painters; pencils for painting and drawing; canvas for painting; sketchbooks; artists' watercolor [watercolour] saucers; charcoal pencils; paint brushes; typewriters and office requisites (except furniture); instructional and teaching material (except apparatus); plastic materials for packaging (not included in other classes); printers' type; printing blocks

③ Class 41

Organisation of sports competitions and events; provision of training and team building and obstacle courses; video and film production services; publication of information and texts on the aforementioned services on-line

This is to certify that the trade/service mark is registered on the Register of the Korean Intellectual Property Office.

*Date this 1st day of December, 2011
The Commissioner of
The Korean Intellectual Property Office*

Tough Guy

From: "Stanes, Simon" <SStanes@marks-clerk.com>
To: <toughguy@waverider.co.uk>
Cc: "Graham, Clarke" <CGraham@marks-clerk.com>
Sent: 28 May 2004 09:41
Subject: TOUGH GUY - new UK and CTM applications

Dear Mr Wilson,

It was a pleasure to meet you and Mrs Wilson last week.

As promised, I have set down a brief summary of the points discussed at the meeting and the actions we are proceeding to take.

TOUGH GUY in the USA

Michael Epstein's registration for the mark TOUGH GUY in the USA is proceeding forward to registration in the USA. This means that he has acquired the exclusive rights to use the TOUGH GUY mark on sporting competitions in the USA. This would obviously prevent you or a US film company using your mark in the USA.

You remember Mr Epstein visiting your event in the past and taking notes etc. His mere knowledge of your event would not be enough to challenge his registration. We would need to show that your TOUGH GUY race had a trading reputation in the USA and provide evidence that Mr Epstein was improperly appropriating that reputation. Epstein would always have the argument that he simply chose the name TOUGH GUY to describe a physically arduous race. Our conclusion was that due to these difficulties and the cost of any litigation in the USA, it simply is not worth pursuing this issue at present.

TOUGH GUY in the European Community

Given the problems in the USA, we agreed to act now to file a trade mark application to protect your TOUGH GUY word mark via the Community Trade Mark system. Once granted such a registration would give exclusive rights in the TOUGH GUY mark in twenty European countries, including the UK.

In addition to the organisation of sporting events covered by class 41, we also agreed to use the other two classes included within the standard application fee for the CTM to cover video and DVD recordings in class 9 and photographs and printed matter in class 16.

TOUGH GUY in the UK

We also agreed to proceed with filing an application to protect your TOUGH GUY word mark in the UK. You already have a registration of the TOUGH GUY logo in the UK, but this disclaims the words themselves and therefore currently provides inadequate protection.

Due to the use that you have been making of the TOUGH GUY mark in the UK over the years, we should now be able to obtain a registration for the word mark alone, in relation to organising of adventure races on the basis of evidence of use.

The ownership of a UK application gives you access to the Madrid Protocol International Filing

United States of America
United States Patent and Trademark Office

TOUGH GUY

Reg. No. 4,010,950

Registered Aug. 16, 2011

Int. Cls.: 9, 16 and 41

TRADEMARK

SERVICE MARK

PRINCIPAL REGISTER

WILSON, WILLIAM ARTHUR (UNITED KINGDOM INDIVIDUAL)
SOUTH PERTON FARM, JENNY WALKERS LANE,
OLD PERTON, WOLVERHAMPTON WV6 7HB
UNITED KINGDOM

FOR: SOUND, VIDEO AND PICTURE RECORDINGS, NAMELY, PRE-RECORDED DVDS, VIDEO DISCS, VIDEO CASSETTES, CDS AND CD-ROMS FEATURING ENDURANCE SPORTS COMPETITIONS; SAFETY HELMETS; SAFETY GOGGLES; PROTECTIVE AND LIFE-SAVING APPARATUS, NAMELY, PROTECTIVE CLOTHING AND HEAD GEAR, LIFE SAVING RAFTS, LIFE JACKETS, LIFE BUOYS, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FOR: PAPER; CARDBOARD; AND GOODS MADE FROM PAPER AND CARDBOARD NOT INCLUDED IN OTHER CLASSES, NAMELY, CARDBOARD BOXES; PRINTED MATTER, NAMELY, BOOKS, MAGAZINES, PAMPHLETS IN THE FIELD OF ENDURANCE SPORTS; PHOTOGRAPHS; STATIONERY; PRINTED INSTRUCTIONAL AND TEACHING MATERIAL EXCEPT APPARATUS WITH ALL MATERIALS BEING IN THE FIELD OF ENDURANCE SPORTS, IN CLASS 16 (U.S. CLS. 2, 5, 22, 23, 29, 37, 38 AND 50).

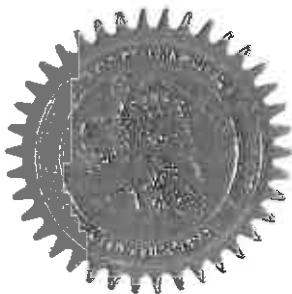
FOR: ORGANIZATION OF SPORTS COMPETITIONS; ORGANIZATION OF SPORTING EVENTS, NAMELY, ENDURANCE RACES AND COMPETITIONS; TRAINING SERVICES IN THE FIELD OF ENDURANCE SPORTS AND COMPETITIONS; EDUCATIONAL SERVICES, NAMELY, PROVIDING COURSES IN THE FIELD OF TEAM BUILDING; PROVIDING FACILITIES FOR RECREATION ACTIVITIES, NAMELY, OBSTACLE COURSES; VIDEO AND FILM PRODUCTION SERVICES; ON-LINE PUBLICATION OF TEXT IN THE NATURE OF BOOKS, MAGAZINES, NEWSLETTERS IN THE FIELDS OF THE AFOREMENTIONED SERVICES, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

OWNER OF INTERNATIONAL REGISTRATION 1034804 DATED 3-23-2010, EXPIRES 3-23-2020.

SER. NO. 79-081,116, FILED 3-23-2010.

KEVIN CORWIN, EXAMINING ATTORNEY



David J. Kyjas

Director of the United States Patent and Trademark Office

Marks&Clerk LLP
Patent and Trade Mark Attorneys

USA TRADEMARK

London Office
90 Long Acre, London WC2E 9RA
Tel: +44 (0)20 7420 0000 Fax: +44 (0)20 7836 3339
london@marks-clerk.com www.marks-clerk.com

Mr Billy Wilson
Tough Guy Limited
Mr. Mouse Farm for Unfortunates
Jenny Walker Lane
Old Perton
Staffordshire
WV6 7HB
United Kingdom



Our Ref: PAM/TN524083USA

Your Ref:

Date: 25 May 2012

Dear Mr Wilson

United States Trade Mark Registration No 1034804 TOUGH GUY in Classes 9, 16 and 41 in the name of William Arthur Wilson

We write with regard to the above International Trade Mark Registration designation.

Please find enclosed the Statement of Grant of Protection and Certificate of Registration confirmation showing that the mark is now protected.

If we can be of any further assistance, please do not hesitate to contact us.

Yours sincerely
for MARKS & CLERK LLP

Michelle Holman
Formalities Paralegal

Encs.



FINAL DISPOSITION ON EXTENSION OF PROTECTION

The table below presents the data as entered.

Input Field	Entered
IDENTIFICATION SECTION	
INTERNATIONAL REGISTRATION NUMBER	1034804
OFFICE REFERENCE	79081116
ORIGINAL LANGUAGE CODE	ENGLISH
FILE SECTION	
FILE SPECIFICATION OF THE DOCUMENT	The legal letter below is sent to IB
GOODS AND SERVICES SECTION	
NICE CLASS NUMBER	09
LIMITED LIST	List limited to
GOODS AND SERVICE TERMS IN ORIGINAL LANGUAGE	Sound, video and picture recordings, namely, pre-recorded DVDs, video discs, video cassettes, CDs and CD-roms featuring endurance sports competitions; safety helmets; safety goggles; protective and life-saving apparatus, namely, protective clothing and head gear, life saving rafts, life jackets, life buoys
NICE CLASS NUMBER	16
LIMITED LIST	List limited to
GOODS AND SERVICE TERMS IN ORIGINAL LANGUAGE	Paper, cardboard; and goods made from paper and cardboard not included in other classes, namely, cardboard boxes; printed matter, namely, books, magazines, pamphlets in the field of endurance sports; photographs; stationery; printed instructional and teaching material except apparatus with all materials being in the field of endurance sports
NICE CLASS NUMBER	41
LIMITED LIST	List limited to
GOODS AND SERVICE TERMS IN ORIGINAL LANGUAGE	Organization of sports competitions; organization of sporting events, namely, endurance races and competitions; training services in the field of endurance sports and competitions; educational services, namely, providing courses in the field of team building; providing facilities for recreation activities, namely, obstacle courses; video and film production services; on-line publication of text in the nature of books, magazines, newsletters in the fields of the aforementioned services



Commissioner for Trademarks
P.O. Box 1451
Alexandria, VA 22313-1451
www.uspto.gov

**Statement of Partial Grant of Protection Following a Provisional Refusal
by the United States Patent & Trademark Office
According to Rule 18ter(2)(ii) of the Common Regulations**

The United States Patent and Trademark Office hereby notifies the International Bureau of the
GRANT OF PROTECTION in the United States for:

International Registration No.: 1034804
Holder: Wilson, William Arthur
Mark: TOUGH GUY

Application Serial No. 79081116 was registered by the USPTO on August 16, 2011. The registration number is 4010950.

The grant of protection applies to the goods and/or services listed below:

International Class: 09

Goods and Services: Sound, video and picture recordings, namely, pre-recorded DVDs, video discs, video cassettes, CDs and CD-roms featuring endurance sports competitions; safety helmets; safety goggles; protective and life-saving apparatus, namely, protective clothing and head gear, life saving rafts, life jackets, life buoys

International Class: 16

Goods and Services: Paper; cardboard; and goods made from paper and cardboard not included in other classes, namely, cardboard boxes; printed matter, namely, books, magazines, pamphlets in the field of endurance sports; photographs; stationery; printed instructional and teaching material except apparatus with all materials being in the field of endurance sports

International Class: 41

Goods and Services: Organization of sports competitions; organization of sporting events, namely, endurance races and competitions; training services in the field of endurance sports and competitions; educational services, namely, providing courses in the field of team building; providing facilities for recreation activities, namely, obstacle courses; video and film production services; on-line publication of text in the nature of books, magazines, newsletters in the fields of the aforementioned services

**REQUIREMENTS TO MAINTAIN YOUR FEDERAL
TRADEMARK REGISTRATION**

**WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE
DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.**

Requirements in the First Ten Years*

What and When to File:

- **First Filing Deadline:** You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. See 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.
- **Second Filing Deadline:** You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between the 9th and 10th years after the registration date.* See 15 U.S.C. §1059.

Requirements in Successive Ten-Year Periods*

What and When to File:

- You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.*

Grace Period Filings*

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

**The United States Patent and Trademark Office (USPTO) will NOT send you any future notice or
reminder of these filing requirements.**

***ATTENTION MADRID PROTOCOL REGISTRANTS:** The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the USPTO. The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. See 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. See 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see <http://www.wipo.int/madrid/en/>.

NOTE: Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at <http://www.uspto.gov>.

TOUGHGUYISM

(Tough Guy Therapy)

Tough Guy is not simply being tough in a physical sense. A tough guy is one who practices the ancient art of being a gentleman (or a female equal). To be able to stand calmly in the face of violence, to help the good to overcome adversity and to work towards a much more peaceful co-existence for our future generations.

Most ailments of ill health are caused by A) Self pity and gossip bble. B) Not learning to breathe properly. C) Not drinking enough pure water.

This may sound so simplistic but just ask yourself what elements the world is made from! Air! Water! Gases! of course. Prevention is simple, cures are a little more difficult!

A) Self pity and gossip gabble

Just stop and think how many small moans you get through in a day! Try a day alone with nature in the woods or pastures. I am sure you will find a new beginning.

B) Breathing is an art that is a religion in some corners of the world. Getting the breath of fresh

air into all parts of your system is the key to great placitude and longevity. Just take yourself away for 20 minutes per day, in silence. Take a deep breath through your nose, fill up your lungs, hold it, now take ten extra sucks through your mouth before exhaling slowly. Try to increase on your ten sucks, day by day. The whole time you have to picture something beautiful (not tits and bums). Do it as a team if you wish, but in complete silence.

C) Water. 8 pints per day is a minimum, see how far behind you are! Try 12 pints to really clean out your body (you need to include a salt energy replacement pint). In Tough Guy Tiger this year we added extra drink stations. The hypothermia and exhaustion was down by half. The cramps were up by 200% (lack of water training) and oh the smiles and enjoyment were up by 500%. Believe me, it was the water. Just wait until the next event when I add my elixir of life to the drinks!

Toughguyism? A new word? A few years ago I had a vision of Tough Guy Church as being the start of a new get-together, not as a religion but as a means of sharing the weight of life. Having studied the multi religious



The spirit of toughguyism induced by a liberal amount of water, bringing smiles and enjoyment up by 500%. Our thanks to 5050, Ann Baker, for your brilliance in this

teachings of the world I am convinced that there is room for Toughguyism.

A new dawn

Its foundations are in a yearning to find a new dawn in Millennium Year for the fight against social diseases such as materialism, alcoholism, drug dependence, televisionitis, computerism, bureaucracy, to name a few of the social problems that joining Tough Guy overcomes at a stroke. Tough Guy has no religious boundaries, all are welcome as kin.

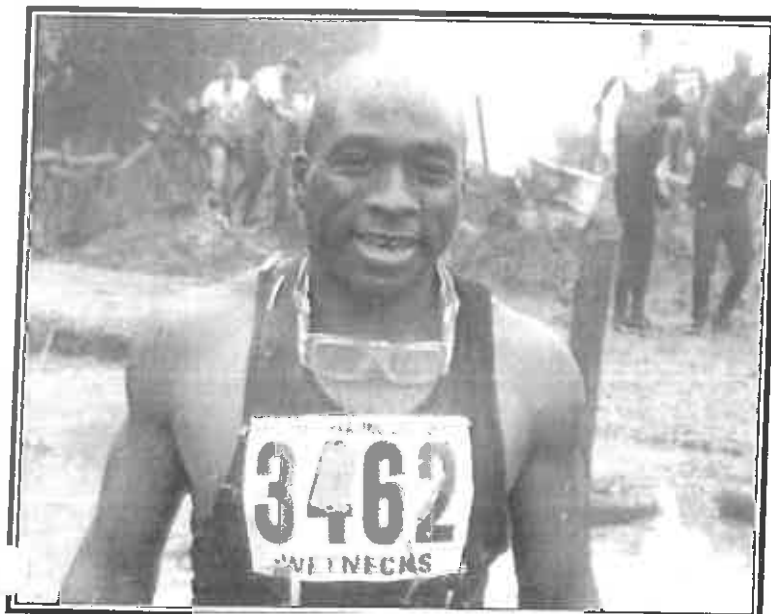
You will all know of the magical experience when Tough Guy takes you to the limit of your endurance. You survive the nausea of death by reaching out from your body's limits then clawing your way back to life with a new vision. The intoxicating experience brings you the closeness of your fellow Tough Guys and a new beginning which is so enjoyable that you thirst for more. Asking When? How? Where? can I find in this world of everyday living another fix like Tough Guy?

Dominic Treasure writes:
I'm getting a bit soft,

haven't had my fix of 'beasting' for at least two months now, what do you suggest?

Thus I see that the New Year of Jesus Warriors is a new beginning in Millennium Year whilst we honour 2000 years of history since the Romans created the calendar by the life of this great man the original Tough Guy on this earth. Whether you are of Catholic schooling like me, or any other Christian belief, or of Islam or any other Muslim sect, or Sikh, or of Buddha, or of Hindu facets or of Jewish descent or modern conversion. You are a Tough Guy, an acceptor of all faiths, a believer in God and a controller of today's social diseases by the Tough Guy mission. You can choose to totally abstain or partake in moderation, everything has an individualistic approach. Whilst joining our hearts in Toughguyism to open a window together for the weak who can not find the escape. To account for the troubles in this world you must beware of the fallen arch-angel Lucifer, now well known as the Devil 'for he plays the best tunes'!!

-Mr Holy Mouse

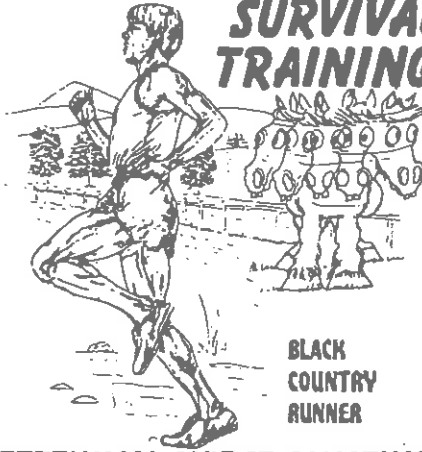


Dear Mr Mouse, Tough Guy has helped me get a job, my employer was so impressed by my T.G. training. Amazingly I have made many new friends for a team. Errol Henry



TOUGH GUY

SURVIVAL TRAINING



BLACK
COUNTRY
RUNNER

TETTENHALL HORSE SANCTUARY



CHRIS LYONS TOUGHEST GUY - 1991 RESULTS AND SUPPLEMENT - TOUGHEST GAL HEATHER FIDDAMENT

I heard, "NEVER AGAIN"

Which means that we are WINNING!

We are defeating you 'soft hearted' whimps with our TOUGH GUY, which sorts the Hardy Annuals from the fairy footed and what advantages you all had this year, dry summer like conditions, most of you never got into the pools before other bodies had been in to warm up the water, tons and tons of mud produced from our springs of everlasting life. It's a ruddy beauty product! Just you look in the mirror and see how we have removed your furrowed brow YO'M ORL LOFFIN ON THE VIDEO an I suppose yo will be still loffin fer wiks, so do ferget we ay charged ya for extra loffs. PLEASE APPRECIATE THE SAMARITAN WORK AT TETTENHALL HORSE SANCTUARY



ALL COMPETITORS WERE WHIMPS & WHINGE

Yo'wo lof wen I tell ya that yo all fell into the trap. The map (which wasnot drawn by an O.S. architect) clearly stated 'Frustration awaits those who do not take the right course'.

NOW also on the map was the grand finale aptly named SCORPIONS TALE which translated means THE STING at the end. You will have noticed that on all previous Straw Climbs that there was not a whim ladder and we have Video evidence that you all CLIMBED THE WHIMP LADDER which was clearly marked for any Mole, Hedgehog or Rabbit to see, Humans of course would need to examine the base a little more closely!

I can hear you all spittin an cursin, remember we do like ya' comin ere disturbin our peace and tranquility. We clearly state that we're plotting, planning and building to stop you.

ENTRY DEMANDS 1992

It would appear that many of you ain't yet had your fill of TOUGH GUY PURGATORY and Wobblemuckers want to establish themselves as REAL TOUGH GUYS. WE ARE ALREADY RECEIVING A SUBSTANTIAL DEMAND FROM STRANGERS FOR ENTRY FORM TO TOUGH GUY 1992. Traditionally we give this years entrants First Choice.

YOU HAVE GUARANTEED ENTRY BEFORE AUGUST 1st 1991.

NOTE: RUNNING MAGAZINE ARE POSSIBLY PUBLISHING A LARGE ARTICLE ON TOUGH GUY 1991 - NO DOUBT WE SHALL CLOSE ENTRIES VERY EARLY DUE TO THIS, which will bring a flood of enquires. Therefore an ENTRY FORM IS ENCLOSED WITH THESE RESULTS.

UNFORSEEN INJURY MONEY BACK GUARANTEE AS USUAL (see details)



TOUGH GUY SPRING NEWS APRIL 1992

Tettenhall Horse Sanctuary, Jenny Walker Lane, Old Perton, Wolverhampton WV6 7HB
early entries outstrip expectations

ONLY 150 ODD PLACES LEFT IN TOUGH GUY FRONT SQUAD

WHAT MAKES A TOUGH GUY

The appreciation of the event can no better be exemplified than by the deeds of those who suffered in silence, to smile at adversity is a true spirit and those with this strength are the cornerstone of our society, not just exemplary runners but for holding on to the values eroded by material wealth.

BIG BLOOMERS ON RESULTS

1. LADIES TEAM WINNERS, unfortunately WALTON CHASERS the title holders and announced winners were actually beaten by MILTON KEYNES A.C., but one team member abbreviated her team entry box - M.K.A.C. and our computer failed to read her a member.

Times: MILTON KEYNES A.C. 14:01:47

WALTON CHASES 14:58:26

A challenge for next year will be spicy.

2. BROOKS BOYZ wrongly lambasted by me in the write up article, they should have been listed as finishing in 3rd PLACE. SOMEHOW! one of their BOYZ got through the finish whilst our recorders were either loffin or suppin tea, yo' cor win 'em all! They are a great bunch of BOYZ and we'll make it up to them by inviting them to a weekend training sneak pre-view of next years 'HORROR STAMPEDE' course.

3. RED ROSE A.C. Tongue in cheek we bounced the pride of Lancashire running clubs around the readership of TOUGH GUY RESULTS NEWS. Their members with justly hurt pride have written as SWORDLESS WARRIORS:

"We were going great, enjoying the wet and mud and quite happy to complete the course, when we were stopped by your officials and told to go directly to the finish, we are not cheats, but are quite prepared to wear a white feather if you will wear our Red Rose on your nose!"

I love you Red Rosy but I am a Grenadier Guard, we wear white plumes in our bearskin, the Coldstream Guards (sheep dippers) wear red on the right, it would be sacrilege to be mistaken for one of them!

Actually 'Stan the String' had the thankless job of deciding when it was time to call the halt in honour of the marshals who were still on duty in the abominable weather conditions.

RED ROSE ARE EXONERATED FROM ANY IMPLICATION OF GREY AREA, THEIR GOOD FUN AND HIGH SPIRITS ARE THE MAKING OF TOUGH GUY.

6. DAVID LEWIS accused of cheating using two numbers 538 and 625. His wife writes to apologise he should have reported 537 as lost to the trouble desk instead of his wifes number 538 - a genuine mistake, explanation accepted.

7. FIRST LADY - JO PAYNE is still under investigation, she has written a conundrum letter which bristles with bullshit. I await to hear from other members of SHEP-SHED runners as her letter has used the words 'we as a club' and I am sure that each worthy member would like to put forward their views on the subject. SHEP-SHED have been regular competitors and we respect their

4. INDIVIDUALS MISSING FROM RESULTS

We thank each of them for their peaceful letters:

Dear Boss, I spent 4 hours and 4 minutes experiencing hypothermia in the most exciting race of my life. Alas, my name was missing from the results, No. 1177 - 03:04:30

Dear Mr Mouse, As exhibit No 1, I enclose a photograph of me finishing approx 3.31 mins. I seem to have been missed from the results. I had a great time and I don't want to miss 1993.

Paul Evans - 3191 NOT ON RESULTS

Adrian Wilkinson not on results list, thanks anyway enclosed £5 donation.

Peter Willain 1365 from CLWYD, I came in a few minutes before FRANK DAVIES, POSITION No 930, I lost my trainers 4 years ago, my spectacles on the course and sadly I ain't in the results, PLEASE PUT ME RIGHT?

GORDON ACKRILL has ran every TOUGH GUY - HOW MANY MORE HAVE DONE IT?

VALERIE ACKRILL his wife has been placed 3rd woman twice previously and probably finished 3rd/4th this year excepting results have been cocked up by Diddlers in wrong numbers. NEXT YEAR 'F' will denote Female and Teams will have a captain at the line, we'll stop them.

MEN WITH 'F' NUMBERS WILL BE HUNG IN THE TREE.

Certificates are available for any other who did not appear in the results with TOUGH GUY apologies.

5. THE PHANTOM PIDDLER whom the Video caught trying to aim his tommy through the sheep shed is non other than Bob the Barber from LUTON. Congratulations Bob, next year we have a nineteen stone ex pugilist named Joe the Arms who has volunteered to parade Bob the Barber around the start area with a string tied to his knobkery. Joe will seek a confession as to whether the Barbers shop shampoo basin has a dual purpose.



Draw Tickets

The enclosed draw tickets are part of £250,000 needed this year to look after the increasing stream of discarded animals and youths who need care a job that are brought to us. If you can't sell them, then we understand

Mr Mouse invented the better trap that toughies beat a path to experience

Mission of Mr Mouse

Fund-raising for the unfortunates of this world

My aim is simple! I scheme, plot, plan, construct and engineer a day of physical and mental torture to reduce you to the pits of despair, to take your body to the extreme limits of endurance. Then, with the help of 'Him' above and those stuck in the glue around you, we bring you back to this world with renewed reality.

Ask the question 'When you were in the pits how useful were your materialistic possessions? All of your gold, your 'Pierre Robo' trousers, your 'Roly Porch' car, even your Bleinkit-pun watch couldn't help, you needed 'Him' above and the laughing encour-

agement of your companions. So you take home with you those brilliant thoughts and as the year wears on you slip gradually back to the worldly demands around you, wearing away at your health and temper.

So, I must scheme harder to bend you. Thus loading your back with a heavy burden for a symbolic 2000 metre journey into the Millennium, Tough Guy is the start of my renewed vigour to give you pain, fear, claustrophobia and giddy height phobia.

You all must carry the burden whether it is a Jesus burden or a wooden caber. So there is a need to

get practising with a tree stump weighing 20 or 25 kilos.

Down in the Killing Fields, construction is under way for new climbing structures, a rickety bridge, and fingernail-gripping, white-knuckle experiences are under way.

My team of ne'er do wells are digging new pits of fear where to choose the wrong tunnel can lead to a dead end and in the pitch black darkness you have to grope your way back out. The louder you scream the worse it gets, buried alive by your own foolishness! There will be clues in your final instructions to avoid the deadends.

Someone has written saying 'Hey what's all the religious stuff, Tough Guy is a physical challenge.' Let us say to him that Tough Guy is a religion!! If you follow something fervently then it is a religion. Tough Guy is mental survival training equally with physical. What we ain't doing is forcing you into Christian beliefs or any other religion. Tough Guy is freedom, freedom to follow who and what you will. If you follow Satan then it is your choice but I will always be here to give you a lift out of the pits of hell.



Campfire stew, at home in the Tented City

Weekend wargames training

August/September in the tented city

Weekends from Friday night to Sunday are available. Cost will be a contribution to the food and drink. A cub scout atmosphere of mucking in together with an iron leadership to the various challenges. Mental and physical preparation through Friday and Saturday will culminate in a night long assault exercise where you are

dropped off in groups at secret locations. Then with compass and skill you beat the enemy traps to get back to the Tough Guy course for your final assault training.

Platoons will be selected from your various skills as written in your Tough Guy personal questionnaire. Only paid up Tough Guy contestants will be

allowed to enter. Hywel Davies and our Tiger Team champions will be your co-ordinators.

Send in your name, address and run number if you want to be included in further details bulletins. Address to Weekend Wargames Training, Mr Mouse Farm for Unfortunates, Old Perton, South Staffordshire WV6 7HB.

Inside find your Tough Guy training levels



Wartime Weekend Survival

In 1943 England was at war with Hitler's Germany.

Most men had been called to arms and farms were being run by farmers wives and landgirls in jodhpurs. Everyone was on alert for the threatened invasion.

Dads Army consisted of elderly veterans, the sick and divvy. They were no match for the elite German parachutists that were dropped into various locations to capture secrets and valuable men. If the intelligence corps were informed of an invasion, there S.A.S. Squad were sent in to destroy the enemy.

Survival weekend is designed around just such a scenario.

You are the S.A.S. (Special Angry Squad) sent in to rescue Mousefarm which is under siege from a large contingent of German elite para's that are here to capture Tough Guy's secret formula.

The scene is a glorious summer weekend, the quiet of the countryside has been disturbed by the invasion. Sweet South Perton countryside is alive with enemy troops who have established a number of command posts in the high ground and forests around Mousefarm. With pitchforks and bluff, the girls of the farm have managed to convince the enemy that they are a force to be reckoned with.

You have been recruited by Tough Guy Guerrilla's and enlisted into the S.A.S. You are to be drafted into South Perton under disguise as a physical exercise team. When you arrive



you will be kitted out with khaki dungarees, camouflage clothing, bullet proof masks and pump action guns. You will be briefed on the various positions where the enemy are installed. You have three days to be trained in the methods for survival and to capture each of the enemy strongholds.

An action packed weekend is planned, we know you will be knackered beyond your wildest dreams, but your adrenaline will be

recharged at every meal time with the finest farm fare.

One thing the girls are not short of is rations and they have prepared a menu of feasts and farm brewed wines (devilled courage).

Arrival: Friday

Friday night: Barbecue and belly laugh.

Sunday night: Hoe down and Gaw faw.

Departure: Before a.m. parade Monday.

And in between, praise God be with you!

ARE YOU A COMPANY BOSS?

Then you will appreciate this challenge which will make your job easier.

...

ARE YOU A COMPANY EMPLOYEE?

Keen to get your company involved?

Keen to get your colleagues involved?

Keen to get your company to sponsor a team?

Then your first test is initiative.

...

ENEMY THRILLS

Those who have experienced paintball ware games will look forward to **Survival Weekend manoeuvres**.

Business teams

(Corporate challenge)

Building on the success of Tough Guy corporate team contests this weekend event is designed to keep you together as a team for survival. Relying on each others support in difficult situations reflects the team spirit which builds good company moral and ultimately successful company survival in this competitive world.

All Tough Guy competitors will know the buzz that flows through your body for the period following your completion. This adrenaline brings an eagerness for life that when channelled

into your daily work can not only boost your work output to otherwise unachievable objectives, but also it greatly improves your sense of purpose, your best use of resources and enables you to coast through any crisis because nothing can compare with the fear that you overcame in the Tough Guy Killing Fields.

Nothing to compare? Well, survival weekend will bring a new dimension to your measure of fear and to face it as a team will need an openness that will bond you together for the future.

How to participate

These first wartime weekends will be organised in a rural casual atmosphere with costs at a minimum.

It is envisaged that eventually you will enjoy a more glorious adventure when we will hire in the use of wargame paint guns, camouflage clothing and masks, camp layout and arrange a real old bunfight. Costs then will run into £200 per person.

Certainly as we move further into Europe the vision of international competitions to find the toughest nations will be popular events.

To kick off with the cost of these training weekends will be a contribution to the food and drink.

We are looking at August / September time. Your host guerrilla instructors will be The Tiger Squad.

If you are interest in playing our games, write now to:

Weekend War Games

Tough Guy Guerrillas,

Mr Mouse Farm for Unfortunates, Perton, South Staffordshire, WV6 7HB

Send an S.A.E. for confirmation of receipt.

Elite Tough Guy Training Schedule

Discipline training to become elite Tough Guys, take heed of the armour plated reading listed below. Get yourself sponsored to benefit the Sanctuary and to make your efforts into a worthwhile ordeal and perhaps TV stardom.

Tough Guy Code of Honour 'beat a path to Mr Mouse's door - his traps are better'

Discipline 1

Mental chores

Remove from your mind and body: swearing, cussing and jeering at others. Do not debate the failings of your fellows, smile at your healthy way of living, think and speak always positive. A little meditation practice will help mind over matter, mind clearance is by adopting a 'mantra' the consistent mental repeating of "I am Tough Guy, I am Tough Guy" will clear your mind of loquacious crap.

Discipline 2

The Hill

Get out and search for an off road, 1 in 2 or vertical angle (at least) hill, preferably covered in thistle, bramble, nettle etc.

Set yourself a hill climb target to increase the number of ascents by one each visit.

Practice descents in leap strides.

Get sponsored each fall!

Discipline 3/4

Jungle Crawl/Nettle Challenge

Find a thicket or copse at least 30 yards long. The object is to traverse it by crawling all the way: elbows, belly, knees, sideways. Time yourself.

Find a real good bed of nettles or thistles, strip to your running clothes or underwear, phsyce up your mind strength by concentration of repeating your 'mantra'. Then fling yourself down in a belly flop and roll out, with correct mind over matter your won't feel a thing!

Get sponsored per tingle!

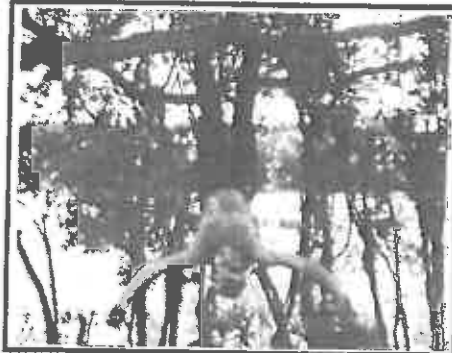
Discipline 5

Back Pack 25

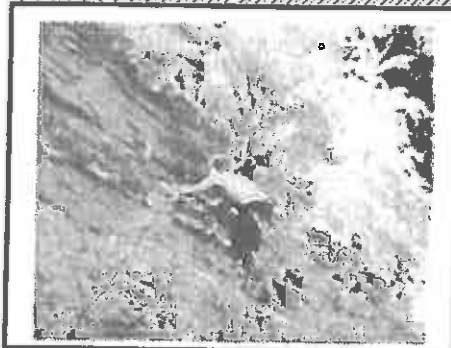
Fill your back pack with 30 pounds of clothing, boots, gaiters, food and drink.

Start off on small run/hike and build up within 1 month to a full 25 mile back pack run and walk.

Get sponsored per ache!



I.M. (Transcendental Meditation) requires you to ease yourself into a total relaxed position.



Climb out of your bedroom window each day instead of the door



Forget your coat, forget your hat, leave your worries on the doorstep, just direct your teeth.....



Discipline 6

Tree Climb

Find a minimum 30 ft tree and climb to the top, take a rope for descent.

Tough Guy January event will have a compulsory tree climb test in the middle of the race.

Marshals armed with beating sticks will ensure you at least attempt this until your skin peels. Get training now.

Again get sponsored.

Discipline 7

Claustrophobia training

Use a large ground sheet, stationary bus or some terrifyingly tunnel or sewer, put a carrier bag (paper type) over your head and slither underneath like a snake for at least 30 feet.

Get your gasps sponsored

Discipline 8

Canal ordeal

Wearing a suit, shirt, tie, undies, socks and everyday shoes, swim a 50 metre stretch. Sea or swimming bath are acceptable, but a bit whimpish!

Get sponsored per 1 Leech!

Discipline 9

Stair diving

Confidence in your unknown ability is required. Start from a lowly height of two steps and simply dive forward and downwards in a forward roll movement, the secret is in the 'hedgehog curl', the record is 12 household stairs use a mattress to begin.

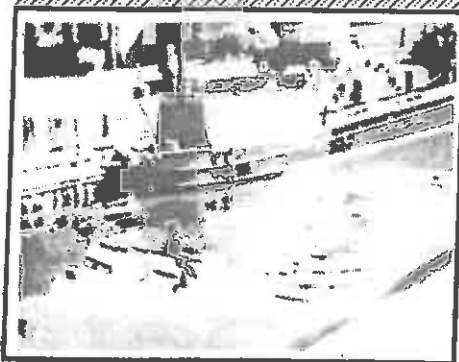
Sponsors delight.



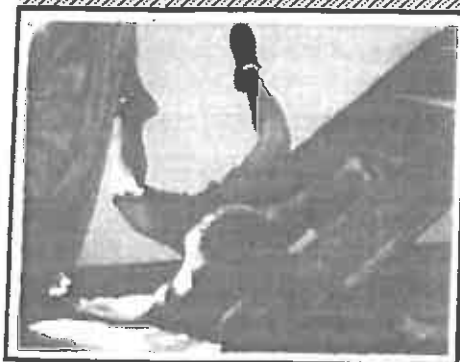
As I climb higher, I remember those years of learning to fall in the old fashioned marathon training routine.



'Our role model is here somewhere'



My mother said, 'She knows now, that she let me read too many of those boys action comics.'



Discipline 10

Absail descent

Find your local climbing club and join a group who intend to organise a sponsored descent.

Alternative bungee jump, you may prefer a quicker drop and the bungee club may be in your area.

Again get sponsored.

Discipline 11

Parachute jump

Find your local parachute club, don't attempt the training until you are properly fit, we want your body not your memory. This will essentially teach you how to fall without breaking bones.

Get sponsored.

Discipline 12

Underwater Tunnel test

Lie on the bonnet of your car and get the wife to drive you through the local car wash.

Again get sponsored.

Alternative is your local sewer, find the outlet and crawl inwards against the flow.

Discipline 13

Fire of Hell

There are organisations that arrange fire walking training but Tough Guys simply go out and collect a good few sticks for a bonfire, lay it in a fairly thick line, buy a couple of bales of straw to get going. Gather your mates in convenient to grab locations, soak yourself in jellied mud water (colder the better) now you have got to go the length!

Discipline 14

Electric fence grab

This is the easy one. Just take a run out into the countryside and search out a field surrounded by electric fencing (cattle have bigger shocks). Now without pondering seize the electric wire with both hands, most times you don't get a shock at all!

Discipline 15

Ravine Crossing

This one cannot safely be practised. You will have to wait until January Tough Guy to enjoy the adrenaline thrill of high wire crossing. You could find a huge tower block and attach a rope to your waist whilst having a good lean into the void.



There is always the quick descent



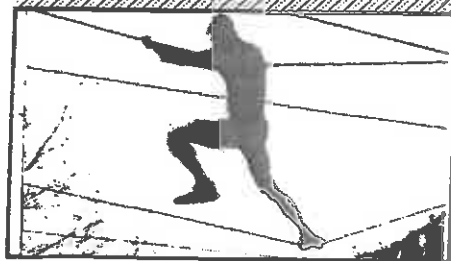
'Always take the safe option'



Dig for courage and determination



Scream your defiance at adversity



The next Ravine will be higher

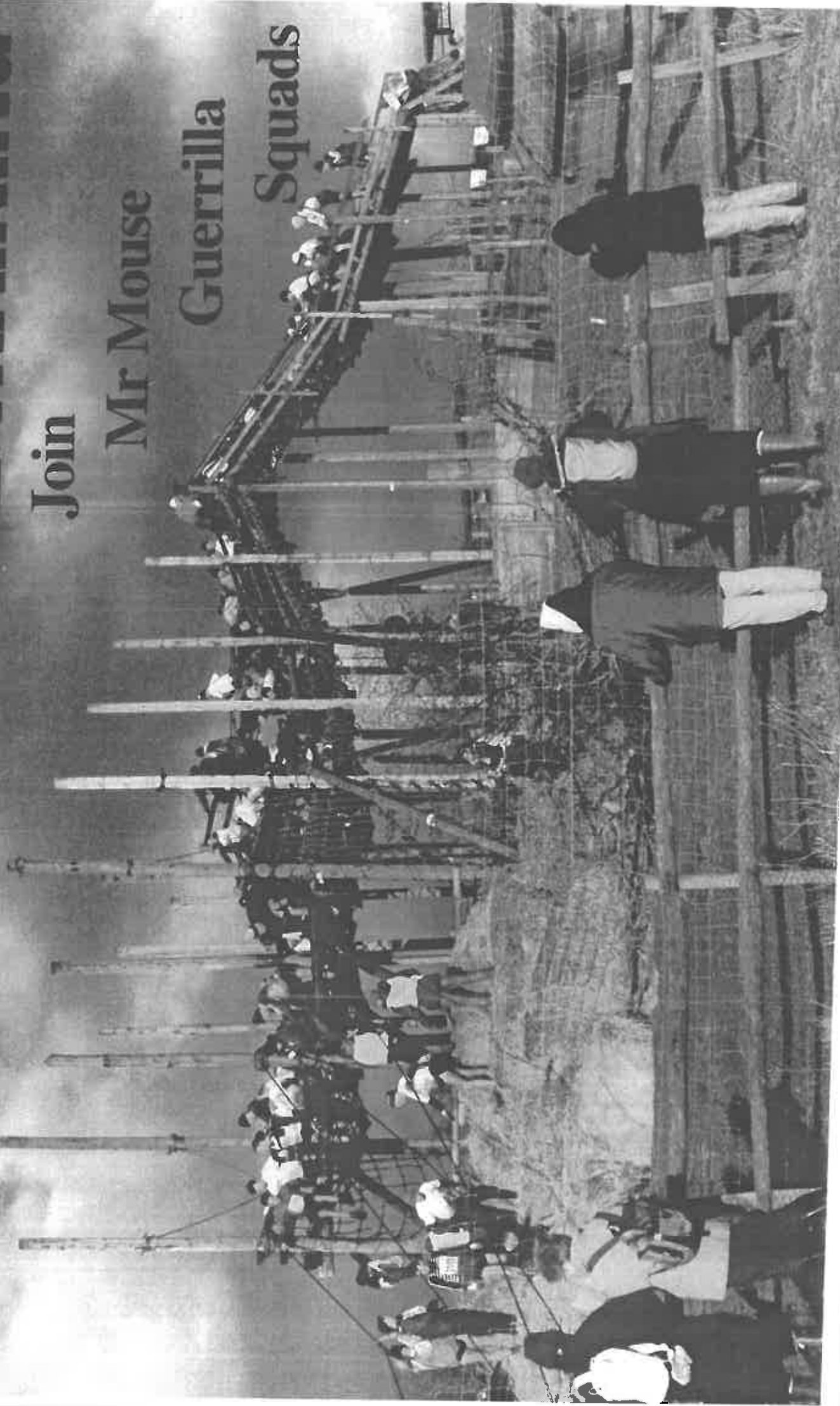
TOUGH GUY SURVIVAL TRAINING

Join

Mr Mouse

Guerrilla

Squads



TOUGH GUY GUERRILLA TRAINING

You will receive acceptance acknowledgement within 14 days followed by Jelly Leg News giving further drilling details.

A summer series of **real tough** Tough Guy designed to eliminate the no hopers applying for entry to Tough Guy 1999 'Tiger Terrorist'.

Summer Heat Exhaustion is equal if not more dangerous than hypothermia. Nettles are an added obstacle and we are expert mud manufacturers.

1) Tough Guy 'Nettle Warrior'
Sunday - July 26, 1998

2) With the possibility of a further event in September/October, Tough Guy 'Autumn Basterd'



'Nightmares are made reality for your fear'

All wetnecks (new recruits) and all hospital/hypothermia 1998 cringers need to enter either, or both of these events and achieve a passable standard of fitness. We are not interested in times achieved, it is the physical state of your body as you pass through the finish lines that we will be observing to qualify for entry to Tough Guy Tiger Terrorist 1999. This event will be highly dangerous and those who enter will be required to sign a declaration that they donate their life to the cause if they are unfit enough to be caught in the Tiger Traps!! Ex military hardmen will be available to end it quickly for you rather than suffer the torturous claws of the beasts. Certainly the number of competitors stricken by hypothermia and exhaustion in the 1998 event needs relieving by attacking the **cause** which is UNFIT BODIES. The difficult task of doubling our St John Ambulance Unit when 80% of competitors bring us none of these problems is to be avoided.

Existing proven Tough Guys are invited to enter the Summer series to give encouragement and a good rousing to the Wetnecks hopefuls.

An approach has been made by a potential sponsor for us to create a 'World Series' culminating in a hot spot final.

I ask the question 'Where in the world could anyone find such unique and magical Mr Mouse atmosphere.' I will think about it long and hard and listen to your comments.

YOU ARE THE TOUGH GUY

There is a lot of interest in this Summer Tough Guy assessment event, accordingly if the demand is such that overcrowding becomes apparent, then we will exercise an option to hold a second Tough Guy Builder event in the Autumn.

Jelly Leg News will keep you informed.

Selective weekends for Team Building Training are listed as:

June	13, 20
July	05, 12
August	09, 16
September	12, 19

The date selected for Summer Tough Guy will incorporate the Team Building Contests. Send separately for details of Team Building Training.

Help our Horses, Hounds and Young Hopefuls

Your entry fee and sponsor money in 1998-1999 will help build a huge shower, toilet block and swimming pool for Mr Mouse's Underprivileged kids and Tough Guy once per year use. Also building a home for no hope Greyhounds and Foxhounds, and providing jobs to look after them for wayward boys and girls.

Your entry fee is the budget for 1998 to keep this haven open for hounds, horses and hopeful kids. The administration of Tough Guy as a well organised professional event, run in a seemingly relaxed manner necessarily demands year round staff. It takes a month or more to clear the course and a year to repair, rebuild and plan next year's new obstacles.

All of Tough Guy employees work with or for the animals that come in hundreds each year. Office staff and outdoor workers all volunteer many hours for the love of Tough Guy, its pleasures, its provisions to charity, its 24 hour helpline and to nurture the unanimous good nature of its competitors.

IF YOU WANT TO RAISE CASH FOR ANY OTHER CHARITABLE CAUSE OTHER THAN OURS

DOUBLE YOUR ENTRY FEE.

Our causes:

Mr Mouse Farm for Under Privileged
St Cecilia's Home for Hounds
Tettenhall Horse Sanctuary

By raising sponsor cash for our cause you win 'carrots', of hats, t-shirts, fleeces, of training holidays on the farm. See over for details

Don't hesitate - enter now

You save by entering early, we guarantee that if you become injured or otherwise incapacitated we will carry your entry over to the year 2000 if you notify us in time to relocate your place

TOUGH GUY 1999

I am new to TOUGH GUY please send me back copies of Jelly Leg News

Jan 31st 1999

ENTRY FORM

Jan 31st 1999

Tick here for Sponsor Form Sponsorship Awards: Win kit for effort Raise cash receive carrots. See reverse for awards available		1998 Race No.	
FULL NAME			
TEAM			
RELIGION <small>For fast rites before burial</small>	MALE/FEMALE	DATE OF BIRTH	AGE ON DAY
ADDRESS.....			
.....			
.....			
TELEPHONE No: WORK.....		POSTCODE.....	
Please write clearly		HOME.....	

DISCLAIMER: I know that this event is rough, tough and will no doubt take me to and perhaps beyond my endurance level. However I cannot resist the lure of Tough Guy '99. I promise not to make any claim against the organisers for: PAINS, STRAINS, JOINT DAMAGE, BLOODLETTING, BRUISING, AMNESIA, DELIRIUM, HYPOTHERMIA, RIGID MORTICE OR EVEN STRAW IN MY CUP OF TEA.

Signed.....	Date.....	Entry fee	£
I understand that 100 horses have to move off their home pastures for a week to enable me to enjoy the Tough Guy. I am most grateful and would be pleased if you would accept my small donation, which includes my donation towards the feed bills, veterinary hospital, puppy school.		Donation box	£
		Total enclosed	£

Visa/Mastercard/Switch accepted - 50p excess charge	No.	Ex.date
---	-----	---------

ENTRY FEES inclusive of 5 newsletters & postage

Before March 1st 1998			
Tough Guy 1998 Fund-raiser	£14.50	Before August 1st 1998	
Tough Guy 1998 Non fund-raiser	£17.50	Tough Guy 1998 Fund-raiser	£16.50
Wetneck - new to our events	£22.50	Tough Guy 1998 Non fund-raiser	£19.50
Before May 1st 1998		Wetneck - new to our events	£26.50
Tough Guy 1998 Fund-raiser	£15.50	After August 1st 1998 ALL	
Tough Guy 1998 Non fund-raiser	£18.50	After December 1st by big bribery only.	
Wetneck - new to our events	£24.50	All fees are donations to our	

Fund-raiser: Means proven fund-raiser in 98
Tough Guy: Completed the course in 98.
Wetneck: Anyone who didn't compete in 98.
5 mail outs: Accept/News/Final/Results/News

All fees are donations to our charitable work except 17.5% VAT

CHEQUES PAYABLE TO: TOUGH GUY 1999
Mr Mouse for Underprivileged, Jenny Walker Lane,
Old Perton, Wolverhampton, WV6 7HB

MR MOUSE FARM FOR UNDERPRIVILEGED and TETTENHALL HORSE SANCTUARY (THS)

Jenny Walker Lane, Old Perton, Wolverhampton WV6 7HB
A454 - 4 miles from Wolverhampton. Tel: 01902 764422
Established 1978 - THS Registered Charity no. 513386

A brief history and run down

Mr Mouse Farm for Underprivileged and Tettenhall Horse Sanctuary were born in 1978 with a dozen people rescued from slaughter, a dozen wayward youths rescued on probation, and a dozen happy people wanting to put some effort into doing some good in our corner of the world. Since those brave beginnings it has grown steadily to gain admiration and support from thousands of caring people, to give aid, service, veterinarian help, shelter, warmth and food to thousands of neglected, abused and abandoned horses and other animals. To give security and fatherliness to hundreds of disadvantaged, socially deprived, wayward alcoholic degenerates, mentally and physically handicapped people of our area.

Today in 1998 we have two target projects:

- 1) Buying, operating and veterinary manning a County Horse Ambulance.
- 2) St Cecilia's Home for Hounds: Greyhounds are shot because no one will restrain them to be loving pets, we will. Also Foxhounds when the hunting closes.

Tough Guy Aid

For kids in poverty (drugs) trap
Fact: 16/17 year olds, no job, no T.E.C.
placement, no social benefit = despair and drugs.

Adopt a pony or Greyhound

You choose a particular animal, send £12 yearly, we will send you a smart folder pack containing: certificate, photo and story.

Excellent present

Birthday, anniversaries, Valentines, Easter, special occasions.

Your donation will give compassion and help.



Pontes, Hounds and youngsters
receive our specialised care.

CARROTS - TOUGH GUY AID SPONSOR AWARD SCHEME

You are invited to send for a Sponsor Form for you to collect cash for Tough Guy Aid for the Sanctuary with jobs for the kids: fencing, seedling, building field shelters and replacing streams and pools on Granddad's smile, where you will enjoy some pleasant Tough Guy hours. If by any chance you haven't received your Sponsor Form or would like more, please telephone us on 01902 764422

We have a helpful sponsor Amar Textiles who makes it possible to offer incentive awards to you who collect good SPONSOR CASH. Your totals are cumulative over 1 year fund-raising and can obtain all of the award items.

Your Total Your Award Benefit

Raise £25	Tough Guy Hat	or see
Raise £50	Burn bag & lightweight gloves	below
Raise £95	T-shirt plus above	choice
Raise £150	Sweatshirt plus above	
Raise £200	Fleece plus above	
Raise £275+	Weekend Training holiday for two (special offers)	

Choice

Raise £100 Free entry Tough Guy 2000 - no other benefits under £100.

Entry fee: 3 year bargain offer - send now for details.

'Fundraising means for our Hounds, Horses and Young Hopefuls' TOUGH GUY NETTLE WARRIOR

SUNDAY, JULY 26th 1998

Tick here for Sponsor Form Sponsorship Awards: Win kit for effort Raise cash receive carrots. See reverse for awards available	Tough Guy 1998 Race No.	
FULL NAME		
TEAM		
RELIGION <small>For list files before burial</small>	MALE/FEMALE	DATE OF BIRTH
ADDRESS		
TELEPHONE No: WORK..... POSTCODE..... Please write clearly HOME.....		

DISCLAIMER: I know that this event is rough, tough and will no doubt take me to and perhaps beyond my endurance level. However I cannot resist the lure of Tough Guy Nettle Warrior '98. I promise not to make any claim against the organisers for: PAINS, STRAINS, BONE DAMAGE, BLOODLETTING, BRUISING, AMNESIA, DELIRIUM, HYPOOTHERMIA, RIGID MORTICE OR EVEN STRAW IN MY CUP OF TEA.

Signed..... Date.....
 I understand that 100 horses have to move off their home pastures for a week to enable me to enjoy the Tough Guy. I am most grateful and would be pleased if you would accept my small donation, which includes my donation towards the feed bills, veterinary hospital, puppy school.

Entry fee	£	
Donation box	£	
Total enclosed £		

ENTRIES CLOSE JULY 14th 1998.

Before March 1st 1998 Tough Guy 1998 Fund-raiser Tough Guy 1998 Non fund-raiser Wetnack - new to our events Before May 1st 1998 Tough Guy 1998 Fund-raiser Tough Guy 1998 Non fund-raiser Wetnack - new to our events After May 1st 1998 Tough Guy 1998 Fund-raiser Tough Guy 1998 Non fund-raiser Wetnack - new to our events	£5.00 £10.00 £14.00 £7.00 £12.00 £16.00 £9.00 £14.00 £18.00
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Tough Guy 1998 Fund-raiser:
 Means proven fund-raiser in 1998.
Option: raise £100 free entry 1999 (no other benefits)
Tough Guy 1998 non fund-raiser:
 completed the course with dignity.
Wetnack - new to our events:
 anyone who didn't compete in 1998.
All fees are donations to our charitable work except 17.5% VAT.

CHEQUES PAYABLE TO:
TOUGH GUY 1999
 Mr Mouse for Underprivileged, Jenny Walker
 Lane, Old Perton, Wolverhampton, WV6 7HB

This entry form can be photocopied and used for your tickled up mate

IN SCOTT

Ingrid Cain

From: Scott Keneally <scott@scottkeneally.com>
Sent: 01 January 2015 09:10
To: Mr Mouse
Cc: Ingrid Cain; Will Wilson; James Appleton
Subject: HAPPY NEW YEAR!

THIS IS HIS CRAZY MENTALITY HIS TREACHERY THIS YEAR IS HIM BITING THE HAND WHICH FED HIM!

Mr. Mouse!

Happy 2015!

With the summer/fall release of the documentary, THIS is the year that Tough Guy FINALLY makes its way to the tip of millions of tongues.

And to kick it off, I have a strong idea for a stunt that ONLY YOU could pull off.

I think you should include a Tough Guy-branded condom with your race registration packets. OR hand them out at the finish line taped to the medals.

Whatever you do, keep it under wraps until race day.

I mocked up one possibility for front and back condom wrapper designs (see below). Though it might be smart to tie it into the documentary, too.

Also, I priced it out on one website and saw it'd cost \$1400 for 5000 condoms. I know that's not cheap, BUT in all honestly, I know it'd be an incredibly valuable marketing spend considering all the buzz this would generate on social media. And whatever it takes, I'd like to find a way to make this happen.

PLUS... I know you'd make that back in tee shirt sales. I promise you'll sell record numbers of these tees for \$30-\$35....

Scott

Please Never attempt to drag the sport into Smolty Jack
Your idoit house grown lazy. Your father had diamonds
a clean mind.
and my previous relationship in 1971 was
the state of another life in the multi million
business of lap dancing, gambling, night clubs
By 1976 I had discovered running and a
definitely game of the future of SMUT
Yes I have received coins at the times you
are willing to take a / jump
let us know your coffee so that I can
tell the world



Little Billy Started Tough

This is little Billy Wilson aged 8 years old. This was Saturday morning and each child had to queue at the gasworks in 1945 to collect ½ cwt of coke in a handmade cart or old pram or a sack on a strong back.

Little Billy Wilson had to push his pram a mile uphill from Dunstall to North Road/Red Cross Street. On the way home he had to pass through 3 different gang territories and suffer the punishment of passing through. The Hill Street Gang would sit him in the pram and push him back down the hill.

Sometimes Little Billy managed to steer the pram for 500 yards to skid the wall and step.

Sometimes the pram would tip over and the coke had to be reloaded by hand, this pleased the Hilly Gang but either way Little Billy would once again push his pram through their territory.

The worst was the Stafford Street Gang. Torture, teasing and penance forfeits was their bag. One day they captured little Billy and marched him to Bone Mill Lane where an overhead railway bridge steep bank was scaled. Little Billy was tied by his hands to the railway line. The train could be seen approaching because of a big bend to the right. The trick forfeit was to roll sideways to let the train cut the string that tied little Billy's hands.

Little Billy then cleaned his hands on the grass of the embankment, got behind his pram and pushed it without a murmur through Stafford Street Gang territory. Then suffering the punishment for being late home which was a severe scolding from Mom. If Father Arthur was home it could be any number of punishments from being locked in the dark spider cellar, a thrashing with that big leather belt or stand in the corner to have darts thrown at or worst of all was the hot poker.

Father Arthur was once a talented man but first the man took a drink, then the drink took a drink, then the drink took the man. He gave his soul to the Devil and the Devil took him to within an inch of his life when his drunken wanderings took him into dangerous territory. He became a cabbage with damaged brain and body.

Little Billy's mother was born in Birmingham Workhouse and was brought up by good Catholic nuns/Sisters. She appreciated the Church all of her life and devoted her life after rearing her children to follow the teachings of Jesus. She took father Arthur in his cabbage state of a rocking imbecile and cared for him in his last ten years.

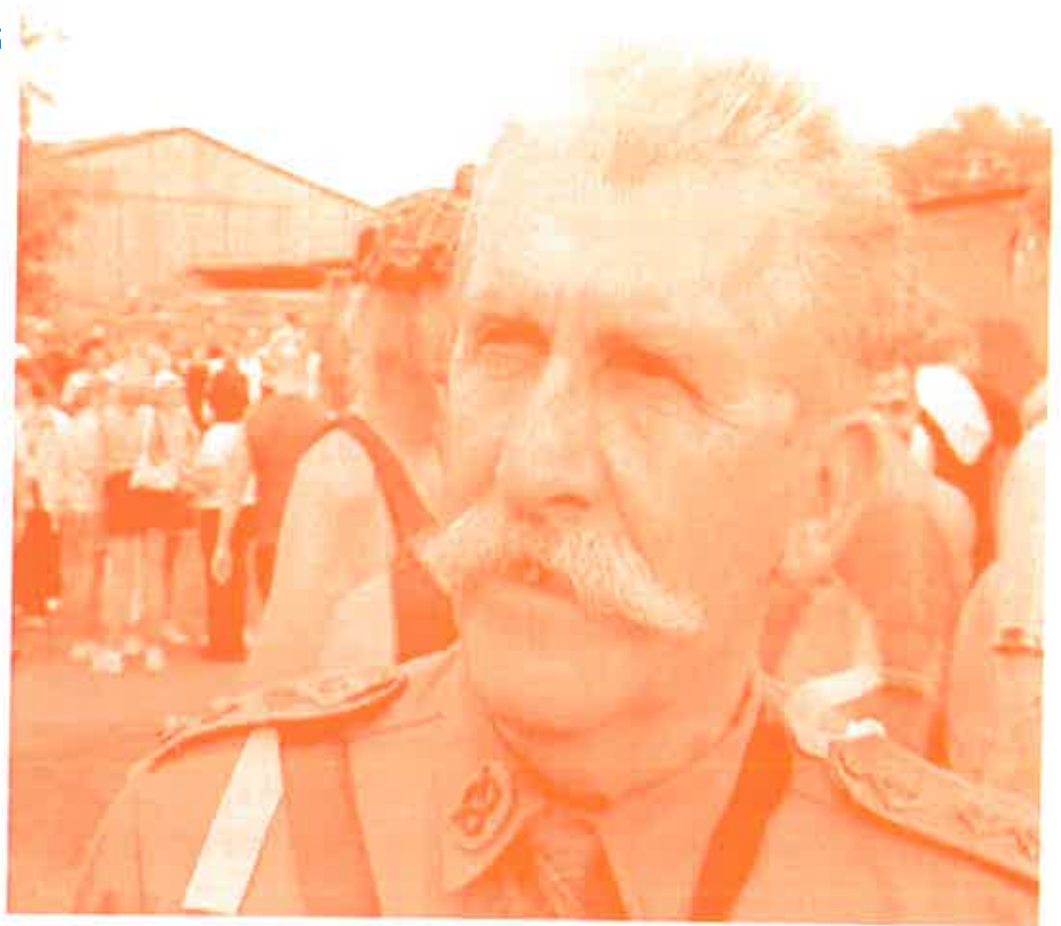
That is a hard act to follow.

Information www.charitygiver.com www.thehorsesanctuary.co.uk www.dogs-trust-me.com

www.toughguy.co.uk www.puppiesbypost.co.uk HUGKIDS SOS

Mouse Manor, Valley of Beautiful Dreams, Old Perton, South Staffordshire WV6 7HB

Confessions of Original Failed (P)Suicide Bommer



When I was 19 years old, a Trained Soldier and Regimental Barber to Grenadier Guards No. 1 Battalion. I listened to; confessions, personal problems and gratifications of Officers, Sgt Majors and a host of other Ranks.

One day following a particular, personal, confessional, heart ripper, from a Captain of the Regiment I vowed 'I will never be 52 leaning on a Bar somewhere wishing I had done this and done that. When I get there I will have fulfilled my life'.

Thus I set out on an hilarious, sometimes wild, weird and wonderful life, flying in the face of all dangers and certain death defying, experiences to raise the adrenaline.

I broke the mould of every mundane situation and volunteered for everything, which carried me to some fantastic military experiences.

When I hit Civvy Street, it was so tame, **The Recall to Arms and The Flag was undeniably superstrong.**

But I had a Mother being battered by a Drunkard Husband and as the eldest I had a job to do at home.

I did plot to kill him carefully in a fight, with him holding the knife and me with death in both fists, but the police got called too early and they locked him up in an asylum and treated him to electric shocks.

I will one day curl your hair with some of the less desirable facets of my unusual life.

Being back in Civvy Street was quite yawningly

'nothing unusual occurred on my tour of duty, sir'.

One of the wonderful stories from my diaries in 1967 was when I was The Original Failed Personel Suicide Bommer'.

Back in the days before racism became a must, I stood up against the culture of our society being eroded or taken away by the immigrants.

The Sikhs wanted to wear Turbans as Bus Conductors. The town council told them they had to wear the traditional cap and uniform. The Sikhs brought in a Guru from India who threatened to burn himself in the market place if they were not allowed.

So I stood up and offered the same threat in opposition. 'Coming in to our country and demanding indeed!' I said. Local paper covered the story.

The town council backed down and allowed the Turban.

The local hacks said "Come on, Mr Lionheart, let's have the burning".

So I got out the petrol cans, surrounded myself with petrol and paraffin and struck a match.

Believe me, it was bloody hot in there and I thought 'If I stay here much longer I ain't gonna see my picture in the paper tonight'.

So I got out of the Eye of the Fire Storm.

It's been quite a good life being a 'Failed Suicide Bommer', they

changed my name from Mr Lionheart to Mr Mouse but then if I hadn't failed, all these thousands of competitors would not have enjoyed Tough Guy would they? **Hundreds of wayward kids would not have had the window that I have opened up for them and I wouldn't be writing this to you and we do love Tough Guy enhanced by your personal visit to join the Suicide Squads.**

Hey, as I was saying earlier, I reached the age of 52, remembered my personal pledge and looked back.

I hadn't missed a thing and my life was complete.

"What do I do now?" I asked myself.

I do have an ambition to take a herd of Exmoor Ponies from North America across Russia to Europe to Exmoor to emulate how they colonised the world 20 million years ago.

I intended within 15 years to rewrite the bible to make it understandable believable and learn to play piano.

However, having created Tough Guy™ to give thousands more the opportunity to test themselves against the obstacles of life. Which reflect the mountainous challenge which I have faced and overcame and also to raise funds to help feed the hundreds of

mouths that look to me with a Fatherly plea.....I must Tarry awhile.

So keep reading Jelly Leg News for more stories of the real life adventures of **THE ORIGINAL FAILED PERSONEL SUICIDE BOMMER.** (I once had my hand on a grenade, 2 then 1 second, before it blew, WHEW!)

Ever Yohimbé
Ta-Che-Mouse.

P.S. Hello Knockers, Listen, Making fun of Personel suicide bombing? 1952 Mau Mau Assassins 1956 Eoka terrorists 1980 IRA Bombers All Forgiven!



**Steve
Irwin
Successful
(P)Suicide
Bommer**

Rebecca Hampton

Team Boris leading lady bravely took on the challenge of Biting The Electric Cattle Prod – her teeth turned black, her lips turned blue and her nose was “all covered in scars”

Albert & the Lion. The very large guy behind was too feared to follow so he

was made to swallow the steel road pin pictured on the left. Being a failed Suicide Bomber can be quite rewarding with lots of activities otherwise missed like burning your nose on a sunny afternoon in South Staffordshire

– says Brother Toughigus.

Thanks to Inov8 for donating a pair of mud rocks to the winner!



Failed Suicide Bomber?

EXTREME BOOTLACING 30 07 006

Wow, 'a first'.

Extreme Bootlacing Challenge went off with a bang. Eight brave warriors entered this challenge of all challenges and the eventual chopping list brought the man of the match coveted trophy to **Alan Charlesworth** who bit the electric cow stun wire a second time for MTV. It brings floods

of tears t' ya eyes and quite a few drops from other orifices.

The lake wasn't deep enough (drought conditions) to do the half hour survival bounce so the contestants had to hop, legs tied around the lake.

Hot Wire Biting

For this challenge an electric cattle stun wire

was placed at right angles to the crowd.

The most fearsome thing was seeing the first brave warrior bite hard then be thrown backwards for three feet and lying on the ground in extreme trembles for 3 minutes.

The next two contestants declined.

Then came the bravest woman on the planet at that moment in time. **Rebecca Hampton** took the challenge and

was captured on film above for posterity.

It will become world renowned as a 'kill or cure' remedy for everything from road rage to vandalism.

Bring them here, Mr Magistrate Sir, let's see what they are made of?

The success of Extreme Bootlacing has given thoughts to reviving Last Man Standing with the revival of the ice cap underwater swim of 50 metres?

Names of the Few

Rebecca Hampton
Daniel Phillips
Steve Backshall
Andy Jones
Nick Hollis
Alan Charlesworth
Dafyd Hollis
Stuart Logan

Paid but wimped . . .
James Gibbons
Corey Lane
John James
Brent Heimann
Guido Romero

2 Hidden Failures!



Strikes again!

YET ANOTHER

photo of the failed Suicide Bomber spending his new found days urging Rebecca Hampton to fall off the Bootlace Rope. Team Boris have promised to take him to the Arctic and leave him to cheer on the polar bears from his personal floating iceberg.

Thanks to Inov8 for donating a pair of mud rocks to the winner!