

June 9, 2009

American Broadcast Company
C/o Elisabeth Hasselbeck, Co-host of "The View"

NY, NY 10023

RE: Susan Hassett
VS: Elisabeth Hasselbeck, et al

Dear Ms. Hasselbeck,

Please take notice that I represent Ms. Susan Hassett in a claim for copyright infringement and plagiarism with respect to the book, "The G Free Diet-A Gluten Free Survival Guide".

Specifically, on April 4, 2008 Ms. Hassett, in all good faith, sent you a copy, with proof of mailing, of her then just self-published book, "Living With Celiac Disease", [Library of Congress Catalog Card Number ISBN 978-1-60585-884-5]. Included with that book was a cooking video also made by Ms Hassett, a newspaper article on or about April 1, 2008, and her business card containing her address, phone number and email address.

In her book she made a note to you expressing her hope that her book would 1. Find you well. 2. That it was fortunate that you discovered your celiac disease early; and 3. That she would be happy to discuss anything in her book in order to further spread the word about celiac disease to your viewers.

Ms. Hassetts intentions from the start were sincere and without expectation of anything other than helping those who suffer from this debilitating disorder.

Subsequently, Ms. Hassett never received a response or even than an acknowledgement of any kind from you or anyone representing the program, "The View", connected to The View and or anyone from ABC.

On or about May 4, 2009 *your* book was released (exactly 13 months following the proven date Ms Hassett's book was sent to you) and announced on "Good Morning America".

On May 4, 2009 at 7:26 a.m., Ms. Hassett posted the following blog on the ABC News website: " I too have celiac disease. I was misdiagnosed for twenty years. Oddly enough I too have written a book about Celiac disease. It is also being released this month at Amazon and Borders book stores. It is currently being sold on Xlibris.com for anyone who is interested. In fact, I mailed Elisabeth Hasselbeck a copy on April 4, 2008 to "The View", by certified mail. To my amazement, I never received so much as a confirmation or even a thank you card... So much for celiacs sticking together.

It is amazing how much the two books have in common! I wonder why that is. Maybe Elisabeth could shed some light on that for me? If she would like to respond my email is:

Thanks much, Sue Hassett".

Within one hour of the posting of this blog it was removed. Ms. Hassett reposted it and it was once again removed approximately 15 minutes later and thereafter any emails from her were blocked from further blogging.

Here is just a sample of glaring similarities between the two books:

From Sue Hassett's 2008 book: "Living With Celiac Disease": (p. 36)
"The saying '**Rome wasn't built in a day**' definitely applies when you have celiac disease."

Vs:

From Elisabeth Hasselbeck's book: "The G Free Diet": (p. 100)
'**Tip 1: Rome Wasn't Built In A Day**

Hassett's Book: (p. 36)

"Don't be discouraged if you do not get everything right the first time out of the gate. The saying "Rome wasn't built in a day" definitely applies when you have celiac disease. Relapses do happen; a sad reality about the disease is that every time you have a relapse you go back to square one."

Vs:

Hasselbeck's Book: (p. 53)

"Sometimes after I would accidentally have gluten, I would feel defeated and depressed... 'Today is over. The good news is that tomorrow, you have a fresh start'. A good message to take to heart, and to remember that regardless of a new diet or another

Hassett's Book: (p. 24-26)

"Chapter 2 The Symptoms of Celiac Disease", which is followed by a comprehensive list of symptoms of celiac disease.

Vs:

Hasselbeck's Book: (p. 16-18)

In Chapter 2 there is a subsection called, "Possible Symptoms", which is followed by a comprehensive list of symptoms virtually identical to Hassett's book placed in different order over three pages.

Hassett's Book: (p. 39)

"Some deli meats are gluten free, which is all good and well, but has the slicer been cleaned in between orders? Probably not, so either buy them before the slicer is used. Or buy yourself a deli meat slicer and do it yourself."

Vs:

Hasselbeck's Book: (p. 88)

"Cold Cuts

.... Or you can find get the person at your deli to slice your sandwich meat while you are standing there. If you go this route, **you have to make sure the meat slicer is completely wiped down and free of any traces of gluten."**

Hassett's Book: (p. 38-39)

"Overtime you purchase a new product even if you have used it before you should still call and make sure it is gluten free. The reason being sometimes manufactures(sic) will change the starch in a product and not change the label on the product or the label on the box that the product came out of. Call the company and ask for it in writing again and again and again if you have to."

Vs:

Hasselbeck's Book: (p. 76-77)

"Step 3: Call Back Periodically...Call back every so often to make sure any once questionable foods are still gluten-free. Companies frequently change their manufacturing sites or acquire a new brand without altering their product labels."

big change in your life, or your reasons for being on that diet, everyone has occasional lapses-think of them as hiccups-especially early on.”

Hassett’s Book: (p. 36)

“So if you relapse, **just start again**. I know it sounds tough but if you’re going to pull through it must be done. Especially if you suffer a severe case of the disease as I have. Always try to remain positive, grateful and focused.”

Vs:

Hasselbeck’s Book: (p. 56)

“Whatever digestive crime you have committed, do not let your brain stop your body from **starting afresh**.”

Hassett’s Book: (p. 22)

“ **Wheat-free is not necessarily gluten-free**.”

Vs:

Hasselbeck’s Book: (p. 50)

“ **‘Wheat-free’ does not mean the same thing as ‘gluten-free’**. “

Hassett’s Book: (p. 70)

“**Chapter 10 Forbidden list**” which is followed by a comprehensive list of food items and grains with their corresponding Latin names. Vitamins are listed on page 72.

Vs:

Hasselbeck’s Book: (p. 38)

“**Wheat by Any Other Name...**”, which is followed by a comprehensive list of food items and grains with their corresponding Latin names. Vitamins are given their own paragraph on page 44. This chapter includes multiple references to items on Hassett’s “Forbidden list” too numerous to enumerate for the purpose of this letter.

Hassett's Book: (p. 38)

"Some spices have a starch put in so it does not stick together you must find out where the starch is derived. Is the starch from a corn or wheat?"

vs:

Hasselbeck's Book: (p. 80)

"Spices: Beware the anticlumping agents added to many commercial herbs and seasonings(including those used in restaurants)- they almost always use gluten."

Hassett's Book: (p. 37)

"A person with celiac disease should only shop in the outer isles of the supermarket. The reason being the only thing down the other isles is things you can't have."

Vs:

Hasselbeck's Book: (p. 78)

"The foods in the outer isles of the supermarket should be the foundation of your diet..."

In addition to numerous other examples of similarities in language, phrasing and lists that required extensive research to compile, the Hasselbeck book mimics the Hassett book's framework. Here are just a few examples:

Hassett Chapter 1: What is Celiac Disease?

Hasselbeck Chapter 2: What is Celiac Disease?

Hasset Chapter 2: The symptoms of Celiac Disease

Hasselbeck Chapter 3: Conditions Associated With, And Complicated By, Celiac Disease

Hassett Chapter 3: My Symptoms

Hasselbeck Chapter 3: Conditions Associated With, And Complicated By, Celiac Disease

Hasset Chapter 4: Need to know

Hasselbeck Chapter 7: So What Can I Eat?

Hassett Chapter 5: Children with Celiac Disease

Hasselbeck Chapter 12: G-Free Kids

Hassett Chapter 7: Helpful hints for your kitchen
Hasselbeck Chapter 6: What's Mine Is Yours (Well, Sort Of)

Hassett Chapter 7 pages 54-55: Cooking Tips
Hasselbeck Chapter 10 Pages 132-133: Deciphering the Menu: The G-Free detective

Hassett Chapter 11 Things that should be thought about (See pages 75-76: regarding travel)
Hasselbeck Chapter 11: Traveling G-Free

Hassett Chapter 11: Things that should be thought about (See page 75 regarding restaurants) " If you eat in restaurants, it might be a good idea to make up a card and write down what you are allergic to and keep it in your wallet.
Hasselbeck Chapter 10: Out On The Town (Book includes a Dining Out card).

This exhaustive list, if presented alone without any further proof, would allow a judge or jury to reasonably conclude that Elisabeth Hasselbeck plagiarized Susan Hassett's Book, "Living With Celiac Disease" and a serious copyright infringement has occurred warranting significant monetary and other damages.

In order to avoid serious embarrassment to all concerned please be advised that I am authorized to consider an out of court settlement on behalf of my client, Susan Hassett.

If I do not receive a meaningful response within ten days of this certified mailing I will file suit in the appropriate federal district court without further notice.

Sincerely,

Richard C. Cunha, Esq.

Cc: Barbara Walters, Bill Gedde,
Center Street Press, Mehmet Oz, M.D.,
Oprah Winfrey, Peter Green, M.D., and
Disney Legal Department