

Correspondence

Jonah H. Peretti

Nike now lets you personalize your shoes by submitting a word or phrase which they will stitch onto your shoes, under the swoosh. So Jonah Peretti filled out the form and sent them \$50 to stitch "SWEATSHOP" on to his shoes.

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From: "Personalize, NIKE iD" nikeid_personalize@nike.com
To: "'Jonah H. Peretti'"
Subject: RE: Your NIKE iD order o16468000

Your NIKE iD order was cancelled for one or more of the following reasons:

- 1) Your Personal iD contains another party's trademark or other intellectual property
- 2) Your Personal iD contains the name of an athlete or team we do not have the legal right to use
- 3) Your Personal iD was left blank. Did you not want any personalization?
- 4) Your Personal iD contains profanity or inappropriate slang.

If you wish to reorder your NIKE iD product with a new personalization please visit us again at www.nike.com

Thank you, NIKE iD
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*From: "Jonah H. Peretti"
To: "Personalize, NIKE iD" nikeid_personalize@nike.com
Subject: RE: Your NIKE iD order o16468000

Greetings,

My order was canceled but my personal NIKE iD does not violate any of the criteria outlined in your message. The Personal iD on my custom ZOOM XC USA running shoes was the word "sweatshop." Sweatshop is not:

- 1) another's party's trademark,
- 2) the name of an athlete,

- 3) blank, or
- 4) profanity.

I choose the iD because I wanted to remember the toil and labor of the children that made my shoes. Could you please ship them to me immediately?

Thanks and Happy New Year, Jonah Peretti
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From: "Personalize, NIKE iD" nikeid_personalize@nike.com
To: "'Jonah H. Peretti'" peretti@media.mit.edu
Subject: RE: Your NIKE iD order 016468000

Dear NIKE iD Customer,

Your NIKE iD order was cancelled because the iD you have chosen contains, as stated in the previous e-mail correspondence, "inappropriate slang". If you wish to reorder your NIKE iD product with a new personalization please visit us again at nike.com

Thank you, NIKE iD
* * * * *
From: "Jonah H. Peretti"
To: "Personalize, NIKE iD" nikeid_personalize@nike.com
Subject: RE: Your NIKE iD order 016468000

Dear NIKE iD,

Thank you for your quick response to my inquiry about my custom ZOOM XC USA running shoes. Although I commend you for your prompt customer service, I disagree with the claim that my personal iD was inappropriate slang. After consulting Webster's Dictionary, I discovered that "sweatshop" is in fact part of standard English, and not slang. The word means: "a shop or factory in which workers are employed for long hours at low wages and under unhealthy conditions" and its origin dates from 1892. So my personal iD does meet the criteria detailed in your first email.

Your web site advertises that the NIKE iD program is "about freedom to choose and freedom to express who you are." I share Nike's love of freedom and personal expression. The site also says that "If you want it done right ... build it yourself." I was thrilled to be able to build my own shoes, and my personal iD was offered as a small token of appreciation for