sparkfun®
ELECTRONICS

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Where does transparency end?

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Via Federal Express

Trevor Zylstra
SparkFun Electronics, Inc.
6175 Longbow Dr., Suite 200
Boulder, CO 80301-3256

Re   Infringement of SPARC International, Inc.'s Trademark Rights by SparkFun Electronics, Inc.

Dear Sirs:

This law firm represents SPARC International, Inc. ("SI") in connection with its trademark and other legal matters. We are writing concerning infringement of SI's distinctive and highly valuable trademarks.

SI is the proprietor of the SPARC trademark in the United States and many other jurisdictions worldwide. SI is also the proprietor of numerous SPARC-based marks, including OPENSPARC, SPARC ENTERPRISE, ULTRASPARC, ULTRASPARC DRIVEN (logo), SPARCengine, SPARCle, and SPARC64 among others. SI has used the SPARC trademark since 1989. The SPARC mark has achieved worldwide recognition for quality computer hardware and software products and related services. SI and/or its licensees currently use the SPARC and SPARC-based marks in connection with microprocessors, central processing units, circuit boards, integrated circuits, computers, laptop computers, communications servers, computer programs for business applications, and operating systems as well as other related goods and services. SI has obtained trademark registrations for the SPARC mark in the U.S. as well as in ninety-four (94) other countries. Specifically, SI is the owner of U.S. Trademark Registration Nos. 1,591,728, 1,715,120, 1,664,103 and 1,737,259 for SPARC in Classes 9, 16 and 42.

It has recently come to our attention that SparkFun Electronics, Inc. is using the term SPARKFUN as a trademark in connection with the sale of computer hardware, including integrated circuits and circuit boards. Because the dominant portion of the SparkFun mark, namely, SPARK, is phonetically identical and nearly visually identical to SI's SPARC mark and because it is used in connection with identical goods, we believe confusion is likely to occur among the relevant purchasing group. Additionally, the SPARKFUN mark could be mistaken for one of SI's many SPARC-derived marks. Purchasers or users of SPARKFUN

From: jangosteve.com

No One Knows what the F*** They're Doing
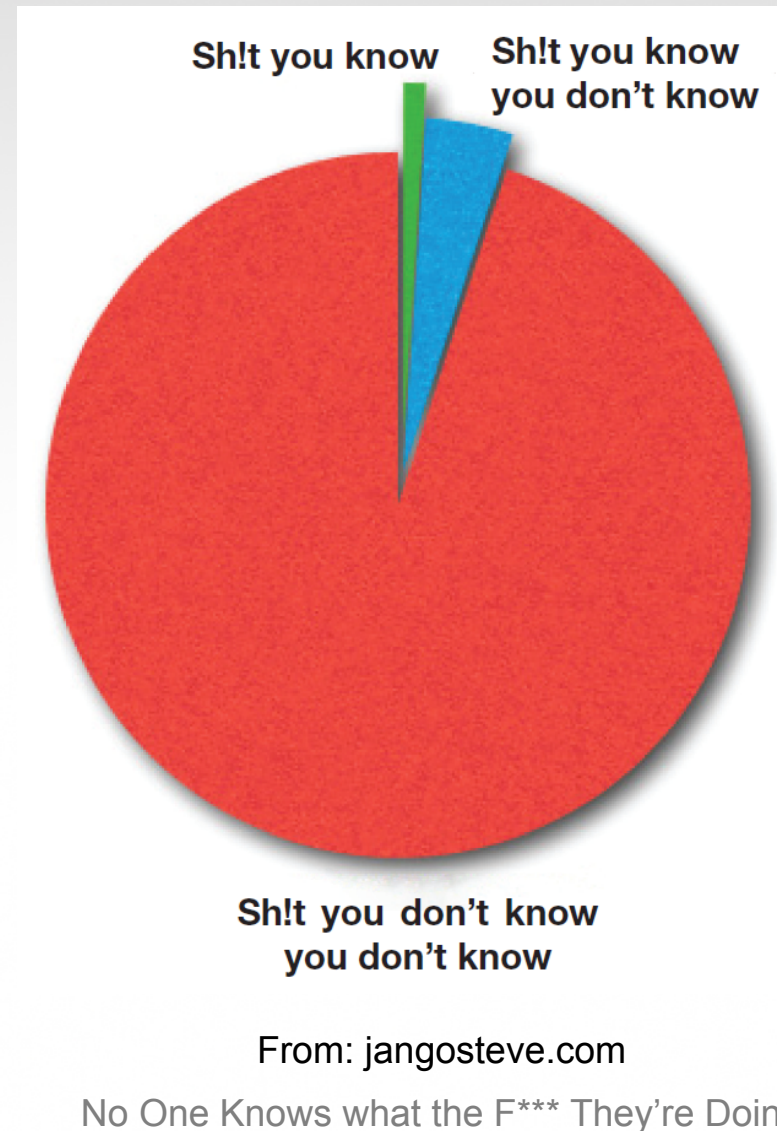
OSHW 'plans' must:

- Contain editable source files
- Allow for modification
- No discrimination: groups/tech
- No –NC limitations
- May require attribution

You can stand on my shoulders and even make money at it.

Yay!

But when do the hugs end?

SparkFun becomes opaque over a spectrum:

1. Sparkle   Slightly Opaque

2. Iris Lee

3. The Benjamins

4. Mounties   Completely Closed

We are more opaque with information that does not intrinsically help our users.

Limits to Transparency: Our Process

'Sparkle' is the name of our internal system for:

1. Shipping
2. Manufacturing
3. Purchasing
4. AP/AR/Auditing
5. Customer service
6. Engineering
7. …

SparkFun runs on Sparkle

Purchase #12268 | REFRESH ALL TABS → | JUMP TO ID: [   ] | GO → |

| CORE DATA | PARTS | TRANSACTIONS | FILES | PURCHASES STATUS HISTORY | MODIFICATIONS |

| REFRESH ALL → | | SAVE ALL → |

Summary | REFRESH — | **Purchase**

Supplier	Ship Status	Payment Status	SKUs	Units	Recvd	Totals	Date Expected
Young Sun	All Received / Approved	All Sent / Approved	4	13700	13700	Total: $6,207.00 Paid: $6,207.00 Balance: $0.00	2011-05-06

Query Sup

Notes to ap

General Info | REFRESH — | SAVE — |

Created By:	👤 Jacob Belter	Date Created:	2011-02-09 at 11:44
Assigned To:	Dean Diamond ▾	Date Expected:	2011-05-06
Supplier:	Young Sun	Priority:	Immediate ▾

Tracking Number(s): [   ]

General Purchase Notes:
SIK cushion project - JH

Totals

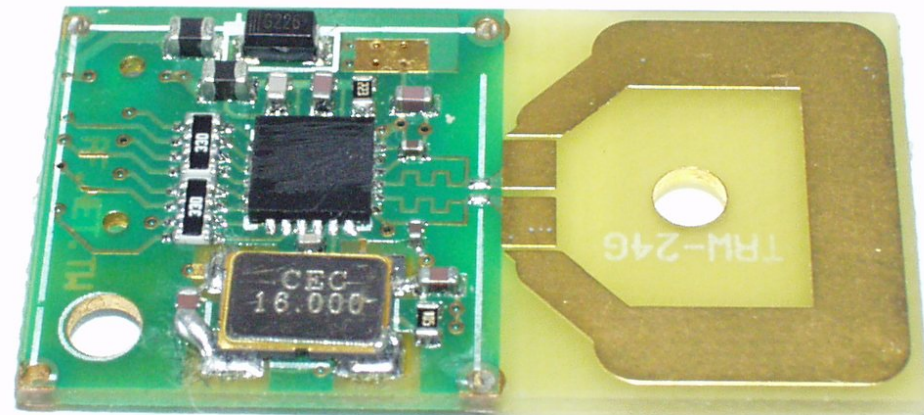| Goods: | $ | 5261.00 |
Shipping:	$	946.00
Tax:	$	0.00
Other:	$	0.00
Grand:	$	6207.00

Iris is the contact at one of our suppliers.

How does sharing our suppliers help our end customers?
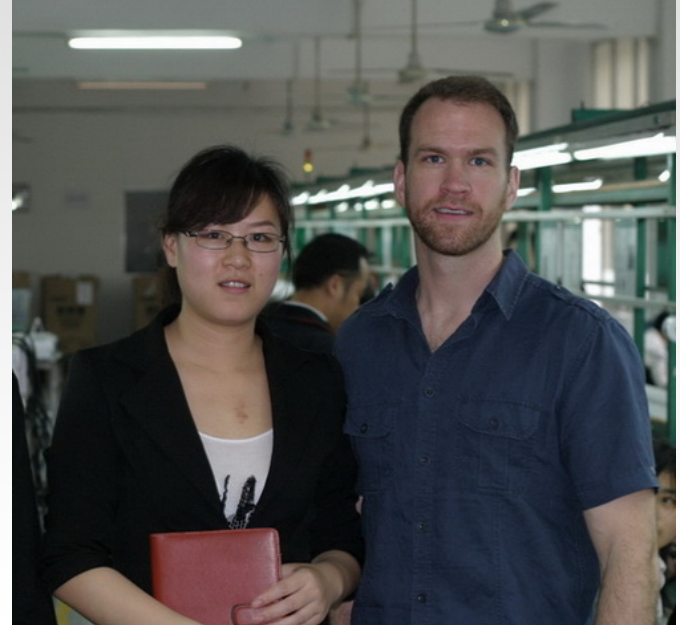
But we don't block or obfuscate information.

Motivation behind obfuscation vs. disclosure.

Limits to Transparency: Finance

1. Top line revenue : (18.4M in 2010, up 75% over 2009)

2. No margin : (we're right in line with standard retail)

3. No profit : (we're in the black)

4. No salaries : (payroll ~$400k per month?!)

5. No nitty gritty details :

   Acct 60-1401: Janitorial Expense - $41,524
   Acct 60-1013: Bad Debt, Customer - $303
   Acct 60-1603: Reconciliation Discrepancies - $0
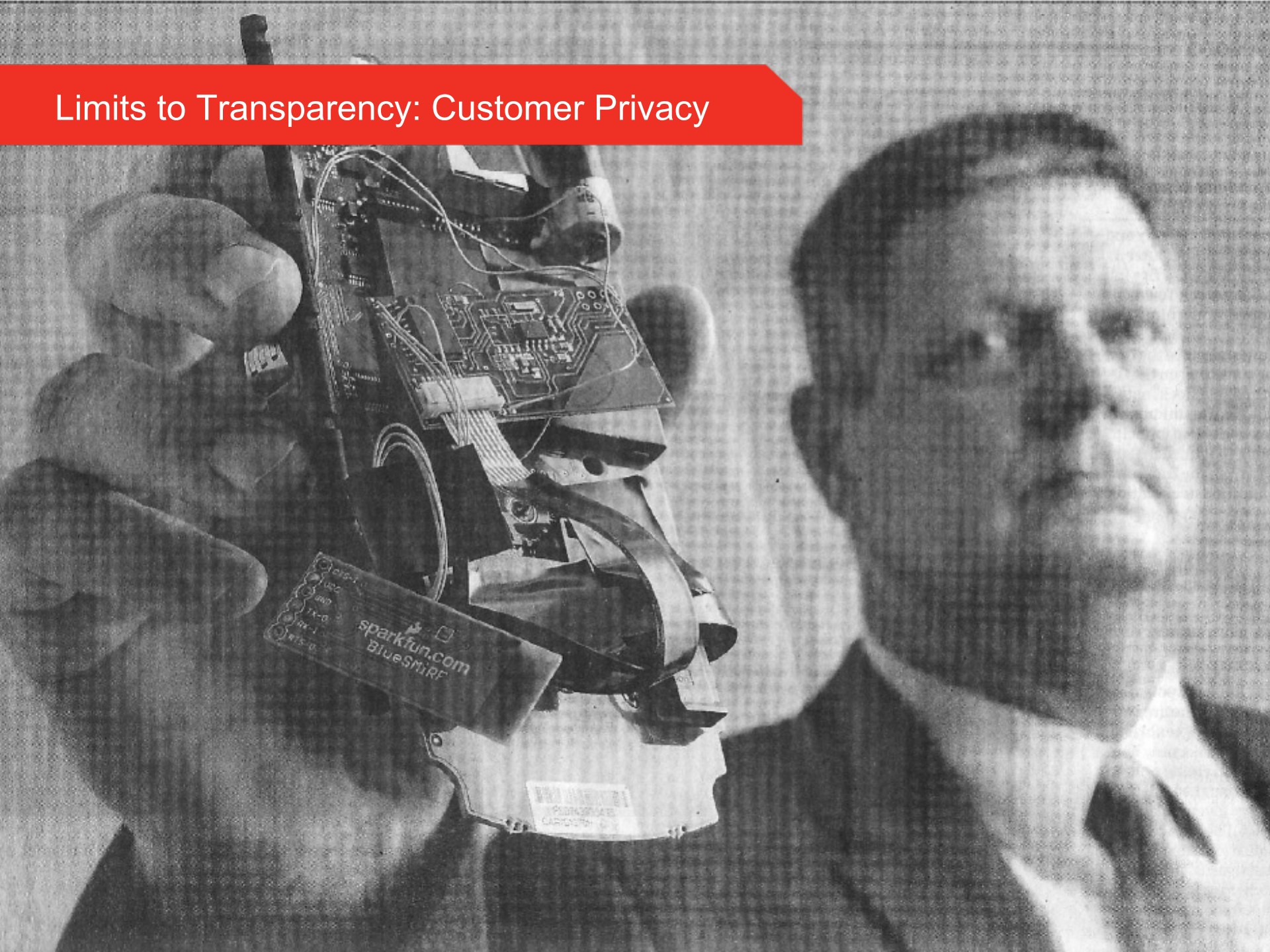
Finance

How does disclosing our internal financials help our end user?

- Don't worry about being all open about all things. It's ok.

- Transparency is not a linear relation to success.

- Make sure your motivations align with your community.

- You and me, we don't have all the answers. Welcome to the club.
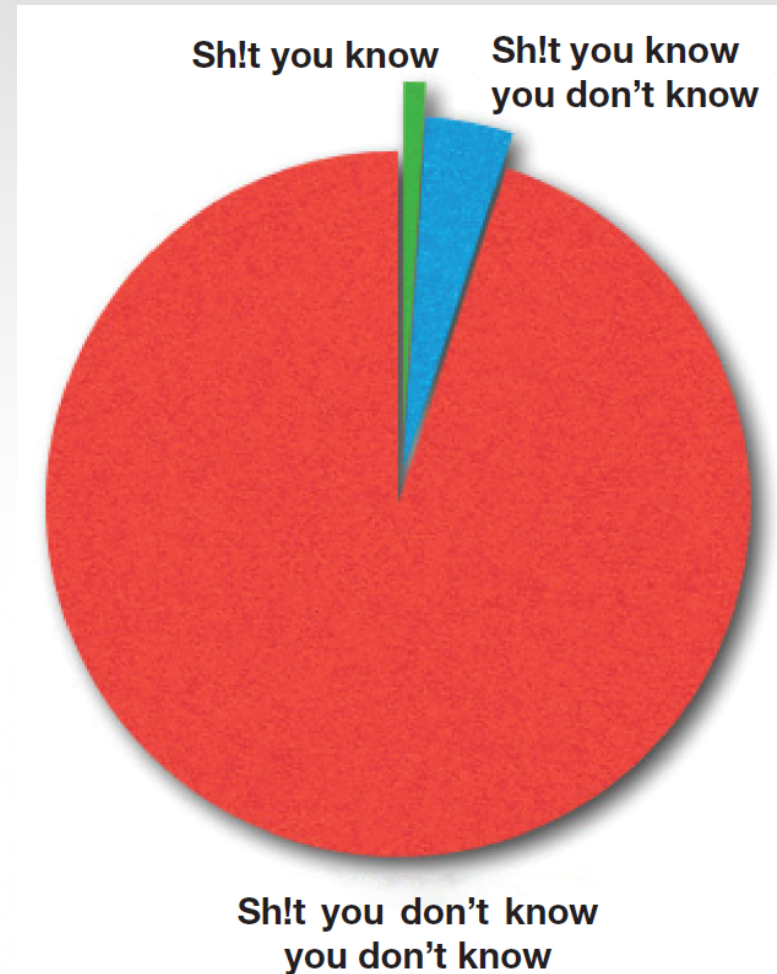
Build cool stuff.

nathan@sparkfun.com