

# John William Templeton

181 Second Street San Francisco, CA 94105  
[johnwilliamtempleton.com](http://johnwilliamtempleton.com)

July 1, 2020

Mr. David Zapolsky  
Senior Vice President/Corporate Secretary  
[amazon.com](http://amazon.com) Inc.  
Seattle, WA

Dear Mr. Zapolsky:

## CEASE AND DESIST

[amazon.com](http://amazon.com) Inc. and subsidiaries, agents and contractors are directed to immediately cease and desist the use of my name John William Templeton in a fraudulent and racketeer influenced corrupt fashion on content published by [amazon.com](http://amazon.com) Inc. You are also directed to end the cartel with Google LLC to block access to my books, newspaper, television network and web pages by diverting my millions of customers to fake Google and Amazon pages, thereby stealing their personal data without permission.

As a premium content provider of books, television, curriculum and cause related public affairs, I compete with [amazon.com](http://amazon.com) Inc. in search, online advertising, video, news and distribution.

[amazon.com](http://amazon.com) Inc. is not authorized to act as a publisher of my name or content or to falsely claim that it sells my products. You were informed of that fact in an initial cease and desist in 2014.

Since the filing of a civil claim in California courts in 2018, the cartel of Google and Amazon devised a scheme to create a "knowledge panel" with 19 fake pages purporting to provide information on me. The first such link on this Google Books scam goes to a page that has a listing for one book with the cover of another book. Each of these pages has a "buy books" link that then says the books are not for sale, a clear misrepresentation and commercial disparagement.

This extortion is intended as retaliation for the lawful exercise of my property rights and Constitutional liberties as a proud member of the Black Press in violation of the Unruh Civil Rights Act.

Such restraint of trade is proscribed by the Cartwright anti-trust law in the State of California and the Sherman anti-trust act. The use of free or discounted products to gain market share in schools was one of the causes for the successful litigation of California plaintiffs against Microsoft.

After the creation of this "knowledge panel", the website [johnwilliamtempleton.com](http://johnwilliamtempleton.com) was configured to list all of the authentic online references, including 60 books for sale, tours, and more than 150 articles in major publications including the *New Yorker*, *USA*

Today, AAA Via Magazine, PR Week, The Hill, San Francisco Chronicle, San Jose Mercury News, New York Times, Washington Post, Los Angeles Times, Chicago Tribune.

From Sept. 1 to March 31, Google LLC blocked this domain from appearing in search results, at which point it and Amazon intervened with my content management system to disable the site along with 13 other web pages.

Google's manual manipulation, as revealed by a Wall Street Journal investigation, even blocks the domain from appearing in the heading for my LinkedIn page. Instead any search for John William Templeton is diverted to the Google books page.

In contrast, the site [johnwilliamtempleton.com](http://johnwilliamtempleton.com) has continuously been at the top of search results for DuckDuckGo since September 1

Search results for "John William Templeton" on Google. The search bar shows the name and a magnifying glass icon. Below the search bar are tabs for All, Images, Videos, News, Maps, and Shopping, along with a Settings dropdown. The results include a link to the website [johnwilliamtempleton.com](http://johnwilliamtempleton.com), a LinkedIn profile link, and an article from SFGate titled "Three Questions: John William Templeton - SFGate".

Google Books profile for John William Templeton. It features a profile picture, the name "John William Templeton", and a bio: "In 1980, John William Templeton became editor of the oldest black newspaper in America. In 1984, his first book analyzed the 1980 Census in 155 metropolitan areas. ... Google Books". Below the bio is a "Books" section with a "View 10+ more" link and a grid of book covers including "Grampa Jack's Secret" (1993), "Success Secrets of Black Ex..." (1992), "Road to Ratificati..." (2016), "Our Roots Run Deep: T..." (1991), and "Come to the Water: Sharing t..." (2007).

Google Books search results for "john william templeton books". The search bar shows the query and a magnifying glass icon. Below the search bar are tabs for All, Images, News, Shopping, Maps, and More, along with Settings and Tools. The results show a grid of book covers including "Our Roots Run Deep: The Black Experience in California, 1500-1900" (1993), "Success Secrets of B..." (1992), "Road to Ratification..." (2016), "Our Roots ... Deep: The ..." (1991), "Come to the Water: Shar..." (2007), "Our10Plan: State of Bla..." (2017), "Black Herita... as Gap Closer" (2008), "Say Grace & Wipe Yo' Ha..." (2017), and "Illustrated National Gu..." (1985).

www.amazon.com › Our-Roots-Run-Deep-Experience ›  
**Our Roots Run Deep: Vol 1 - The Black Experience in ...**  
Our Roots Run Deep: Vol 1 - The Black Experience in California, 1500 - 1900: John William Templeton: 9780935419023: Amazon.com: Books.

www.amazon.com › Books-John-William-Templeton ›  
**John William Templeton: Books - Amazon.com**  
Online shopping from a great selection at Books Store.

John William Templeton knowledge panel. It features a profile picture, the name "John William Templeton", and a bio: "In 1980, John William Templeton became editor of the oldest black newspaper in America. In 1984, his first book analyzed the 1980 Census in 155 metropolitan areas. ... Google Books". Below the bio is a "Claim this knowledge panel" button and a "Feedback" link.

The so-called Google Books, which is a front for selling online advertising and collecting user data, lists Grampa Jack's Secret with the cover for Our Roots Run Deep. It also has the wrong cover for Road to Ratification, errors which the typical viewer would ascribe to the publisher, causing a loss of value and sales. The effect is to deliberately confuse customers. I consider this a racial slur given that the book Grampa Jack's Secret describes my own family history and begins my role as the history advisor for the Songhoy People. This is an insult to most of West Africa and the 75 percent of African-Americans who hail from Songhoy.

Fraudulent intent is inferred by the continuous awareness that the content is dramatically fraudulent and misleading through the civil complaint and the reckless disregard for the facts to not change the information or remove it.

Further investigation is likely to reveal the motives for such corrupt behavior, which may include retaliation for my annual reports on the abysmal equal employment opportunity record of Google and Amazon or efforts to displace the African-American population of the Bay Area.

Stolen content from my pages is skimmed in violation of previous Federal Trade Commission consent decrees. I was also present in November when Google and Amazon told the House Small Business Committee that they did not favor their own pages. My testimony and that of other witnesses, along with the Wall Street Journal investigation, showed that was completely misleading.

A minimum assessment of the damage could begin at \$10 million per year during the pendency of this conduct.

Now, after 20 years of complete indifference to civil rights and outright opposition to the African-American community, [amazon.com](http://amazon.com) Inc. is choosing to attach itself to a bandwagon of popular revulsion to the violence visited on unarmed African-Americans.

Such hypocrisy is evil and venal, particularly when blocking authentic African-American businesses, free speech and religious expression.

The judgment of the present has been swift to those who are exposed as contributors to injustice. I urge immediate compliance with this order.

Sincerely,

*John William Templeton*

John William Templeton

