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**FOR IMMEDIATE RELEASE**

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## **Autography LLC Initiates Litigation Against Egraphs, Tampa Bay Rays**

### **Alleges Conspiracy, Fraud, Breach of Contract, Misappropriation of Trade Secrets**

**(August 17, 2012 St. Petersburg, FL):** Autography LLC, the originator of a technology that enables authors, athletes and celebrities to autograph digital media such as ebooks and photographs, announced that on Friday August 10, 2012, it filed a complaint against the Tampa Bay Rays Major League Baseball team, top management of the Rays, Celebrity Marketplace, and Egraphs of Seattle, Washington.

The complaint alleges the named parties misappropriated trade secrets, breached a confidentiality agreement, breached their fiduciary responsibility, and committed acts of fraud and civil conspiracy after so-called partnership meetings with Autography in the early part of 2011.

In its Complaint, Autography alleges Rays executives Brian Auld, Michael Kalt, and Stuart Sternberg conspired to misappropriate Autography's trade secrets in breach of a nondisclosure/noncompete agreement, and used Autography's trade secrets to develop the technology behind EGRAPHS.COM, a company owned and controlled by Auld, Kalt, and Sternberg.

The case is pending in Pinellas County Circuit Court and is styled *Autography LLC v. Celebrity Marketplace LLC; Celebrity Marketplace LLC d/b/a Egraphs.com; Tampa Bay Rays Baseball Ltd; Brian Auld, Michael Kalt and Stuart Sternberg*, Case No. 12-9795 CI 020.

A copy of the complaint and exhibits can be found at <http://tinyurl.com/9j2839n>. Autography LLC is represented by the Bayshore Law Group of Tampa, Florida.

#### **About Autography**

Autography LLC is a media technology company headquartered in St. Petersburg, Florida. The firm features proprietary, patent-pending methods for personalizing digital media that can be enjoyed on a wide-variety of consumer devices. The company was co-founded by author TJ Waters and technology executive Robert Barrett in May 2011. ([www.autography.com](http://www.autography.com), 727-388-1605)

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