

Date: April 1, 2014

From: Dr. Loof Lirpa, Director
Office of Institute Branding and Public Perception
Georgia Institute of Technology
Atlanta, GA 30332

To: Dr. Lew Lefton
School of Mathematics
Georgia Institute of Technology
Atlanta, GA 30332

Re: Cease and Desist Order

This office has recently become aware that you are actively circulating unapproved content regarding Georgia Tech. We have evidence of fake news stories, bogus websites, non-existent apps, and impossible scientific research, all of which allege to be connected to the Georgia Institute of Technology.

We acknowledge that you were engaging in these activities as “April Fool’s Jokes,” and you do, in fact, have some experience doing comedy professionally. However, April 1 is not an official Institute holiday, and we do not want to incur the risk of amateurs performing similar pranks. Therefore you are hereby directed to immediately

CEASE AND DESIST ALL HUMOR AND ATTEMPTED HUMOR WHICH MAY NEGATIVELY IMPACT OUR INSTITUTIONAL BRAND OR OTHERWISE REFLECT POORLY ON THE PUBLIC PERCEPTION OF THE GEORGIA INSTITUTE OF TECHNOLOGY.

Georgia Tech is a highly successful and respected institution which is internationally recognized for our research and academics. Your weak attempts at humor are not strategically aligned and therefore are not permitted.

We have reviewed your past offenses which you have (foolishly) made publicly viewable on your website <http://people.math.gatech.edu/~llefton/aprilfool/>. It is clear that you have been escalating your defamation of the Institute each year, so we have no choice but to demand that you cease and desist all future humor and attempted humor, including but not restricted to jokes, witticisms, puns, verbal and/or physical impressions, and cartoons, to prevent further damage. The only exception to this order is that you are still permitted to ridicule the University of Georgia.