

RUSTY LUCAS
P.O. Box 422
SANDUSKY, OHIO 44871

January 6, 2006

Logitech, Inc.
6505 Kaiser Drive
Fremont, CA 94555
ATTN: Mouse Making Department

Dear Logitech,

I notice that your company is headquartered in Fremont, California. What a coincidence! I live near Fremont, Ohio. Have you ever been there? It is the county seat of Sandusky County. Is Fremont, California a county seat?

I know that you take your business seriously and it is for that reason that I write to you today. I have some concerns regarding the computer accessory market that I hope you might address. Your company is on the leading edge of the current computer accessory technology and synonymous with top level computer mouse and keyboard technology so you are the ones to talk to.

I recently got a cordless mouse for Christmas as a present. It is not a Logitech model, but I did not buy it myself so you cannot blame me for that. It did not come with a gift receipt, so I cannot return it or exchange it for one of your models, but that is not the real issue here.

You see, I have serious difficulties calling this thing a "cordless mouse". The very first computer input devices of this type got its name because it resembled a mouse's body shape and size with the round or rectangular main body and an attached tail/cord. It quickly caught on as a clever name. Mice revolutionized the world of computer data entry and gaming when they exploded onto the scene so many years ago. Electronic mice took over the world of personal computing faster than their living counterparts take over parts of my kitchen counter and other places in my house where bits of food seem to linger! (I got a cat to solve that problem. She double and triple clicks those rat bastards right to rodent heaven.)

But as I said, with the new wireless technology and these cordless input devices, I really have a hard time calling them "mice". Cordless 'mice' look nothing like real mice so you lose that natural visual analogy. So, unless you are talking about the blind mice who got their tails cut off with a carving knife, there really is no resemblance at all. Of course, with most of these new devices going from roller/tracking balls to **optical** sensors, you can hardly call them **blind** (yet optical) mice. By the way, that song always used to creep me out something fierce as a kid. I

always pictured blood spattered, nub tailed, furry rodents in my head. That's a sight I hope to never see in my life I can tell you.

So I think someone in the industry should take a chance on calling these new devices by a new name and maybe it will catch on. Instead of cordless mice, why not just call them hamsters? Without tails, they now much more resemble hamster rodents than mouse rodents. In the computer world, I know that "hamster" sounds a little bit like "Napster" -- that digital music downloading software, but now that they have gone legit I don't think there will be any negative name association.

The name Logitech suggests that you take a logical approach to technology. Who would be better to initiate the trendy new pop culture lingo of calling these new cordless input devices hamsters than Logitech?

You can even take it one step further with the hamster models that have a scroll wheel in the center and say that the wheel runs on the hamster instead of the typical hamster running on the wheel; implying that a pet hamster running on an exercise wheel never really gets anywhere, but a computer user spinning on a Hamster™ wheel (you'll maybe have to trade mark that name) will be quite productive and get where they want to go even faster.

Sincerely,

A handwritten signature in cursive script that reads "Rusty Lucas".

Rusty Lucas

p.s. Please send me a free Logitech baseball cap. I will wear it with a special hamster t-shirt I am having printed at the local novelty shirt shop. It will be a clothing marriage made in heaven!