

UNITED STATES DEPARTMENT OF JUSTICE
WASHINGTON, D. C.

EXHIBIT C

TO REGISTRATION STATEMENTS

REGISTRATION NO. 17011

Under the Foreign Agents Registration Act of 1938, As Amended

Furnish this exhibit for each FOREIGN PRINCIPAL of the Registrant.

THIS EXHIBIT WILL NOT BE ACCEPTED FOR FILING UNLESS IT IS REASONABLY COMPLETE AND ACCURATE.

1. Name and address of Registrant. **Van Brunt & Company Advertising-Marketing, Incorporated, Gotham-Vladimir Advertising, Inc. Division**

2. (a) Name of Foreign Principal. **Japan External Trade Organization (JETRO)**

(b) Principal address of Foreign Principal. **Tokyo, Japan**

3. If the Foreign Principal is a foreign government, state the following:

*Branch or agency thereof represented
by Registrant*
**Japan Trade Center
393 Fifth Avenue
New York, N.Y. 10016**

*Name and title of official with
whom Registrant deals*
Mr. Y. Hirose

4. If the Foreign Principal is an individual (natural person), state -

(a) All present business and residence addresses not given under item 2(b).

(b) Citizenship or nationality:

(c) If an officer, employee, or agent of a foreign government, foreign political party, or any official or agency thereof, state -

*Name of such government,
political party, official, or
agency*

*Nature of Foreign Principal's
office, employment, or
agency*

*Nature of any subsidy
or other financial
arrangement*

5. If the Foreign Principal is not an individual (natural person) or a foreign government, state the following:

(a) Type of Foreign Principal's organization.

Committee _____ Voluntary group _____ Association _____

Partnership _____ Corporation _____ Foreign Political Party _____

Other (specify) _____

(b) Date and place of organization.

UPDATE Exhibits A + B

SEE 12/29/70

(c) All partners, officers, directors, and similar officials of the Foreign Principal.

Name and address of official

Position, office or nature of duties

(d) List, if any, all of the Foreign Principal's branches and local units and other component or affiliated groups or organizations in the United States and elsewhere.

Name and address of branch, unit group, or organization

Nature of connection with foreign principal

(e) Branch or group, if any, represented by Registrant.

6. If the Foreign Principal is not a foreign government but is supervised, directed, or controlled by a foreign government, foreign political party, or an official or agency thereof, or by any other person or persons, state -

Name of such government, political party, or other persons

Nature and extent of supervision, direction or control

7. If the Foreign Principal is not a foreign government but is financed or subsidized in any way by a foreign government, foreign political party, or an official or agency thereof, or by any other person or persons, state -

Name of such government, political party, or other persons

Nature and extent of such financing or subsidization

8. If the Foreign Principal is not a foreign government, state nature of all its businesses, occupations or functions:

Van Buren & Co.

Gotham-Vladimir Advertising, Inc.

JAPAN EXTERNAL TRADE ORGANIZATION

TOKYO, JAPAN

May 18th, 1966

JUN 12 2 48 PM 1966

REGISTRATION SECTION

REGISTRATION No. 1704

GOTHAM-VLADIMIR ADVERTISING, INC.
342 Madison Avenue
New York, New York 10017

Gentlemen:

We hereby retain you as our advertising agent and counsel according to your terms set forth herewith, for an advertising campaign to promote the sales of JAPANESE KING CRABMEAT in the United States from July 1st, 1966 to December 31st, 1966.

The total amount of this contract shall not exceed U. S. \$15,000.00 and will be payable in United States funds --

\$ 4,743.00	August 1st, 1966
\$ 8,107.00	September 1st, 1966
\$ 2,150.00	October 1st, 1966
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\$15,000.00	

BY: John M. Kawas
JAPAN EXTERNAL TRADE ORGANIZATION

Accepted: GOTHAM-VLADIMIR ADVERTISING, INC.

BY: James C. Vladimir

T E R M S

1. We will prepare and submit to you advertising plans with schedules and other detailed data necessary to put them into operation; prepare copy and layouts; make contracts at the most advantageous rates possible with sellers of advertising space and time, for space and time approved and authorized by you; order and supervise the mechanical production of advertising approved and authorized by you; forward to sellers of advertising space and time plates or other material necessary to use in space or time contracted for on your behalf; verify insertions; audit and pay all proper bills, render bills therefore to you as provided hereunder; and furnish you with advice on the use of advertising to promote the sale of JAPANESE KING CRABMEAT.
2. We will bill you for all advertising in newspapers, magazines or on radio or television stations at the card rate charged by the media and our remuneration will be the agency commission which they allow recognized advertising agencies.
3. Services with regard to the publicity and public relations campaign will include furnishing you with tear sheets of the clippings which appear in newspapers or magazines as released by us to the food editors.
4. You agree to pay the total cost of advertising, which you authorize, this sum not to exceed U. S. \$15,000.00 in three payments as per schedule shown on the preceding page.