



CLOUD INNOVATION LTD

Address: Suit 3, Global Village,
Jivan's Complex, Mont Fleuri,
Mahe, Seychelles,

Email: tech@cloudinnovation.org

Website: <http://cloudinnovation.org>

Date: 25th April 2025

MWENDWA KIVUVA

KICTANET

Nine Planets, Kabarnet Garden Road,
Nairobi, Kenya

C: +254746751136

E: kictanet@lists.kictanet.or.ke

Kivuva@transworldafrica.com

info@kictanet.or.ke

**RE: DEMAND FOR IMMEDIATE REMOVAL OF MISLEADING POST
AND CESSATION OF FURTHER DISTRIBUTION**

1. We refer to the above matter. We note that you have shared a post titled "**The fight for AFRINIC-The Regional Internet Registry for Africa goes on as Brian Munyao Longwe wins against Heng Lu**" ("**Post**") through your LinkedIn profile on 22th April 2025. The Post remains accessible at:

https://www.linkedin.com/posts/mwendwa-kivuva_high-court-ruling-cloud-innovation-vs-brian-activity-7320351280495845378-GBDh?utm_source=share&utm_medium=member_desktop&rcm=ACoAADGKBT0B8iGqsfzlrzd0xzYDWd0D9UBvg00

2. This letter serves as a **FORMAL AND IMMEDIATE DEMAND** against you, we are writing to formally demand that you **IMMEDIATELY** remove the Post from your LinkedIn profile and any other platforms and cease and desist to further publish the same in any platforms.
3. The case referenced in your Post is NOT final and is currently subject to process of appeal. Your Post misleadingly implies finality, sharing false information and prejudicial to Cloud Innovation Limited and/or its CEO, Mr Lu Heng, the principle of sub-judice shall apply. By continuing to sharing the Post, you are knowingly amplifying misleading and defamatory content, we shall hold you liable for defamation, reputational harm, and unlawful publication should it not remove immediately.
4. The subject case is actively pending before the Court. Public commentary, especially assertions about the case's outcome, risks interfering with judicial proceedings shall constitute contempt of court. By tagging individuals/organizations including Mr. Lu Heng of Cloud Innovation Limited, your Post further appears designed to provoke unnecessary public debate on a sensitive legal issue which we shall hold you liable for the same.



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5. Henceforth, we demand that you, **IMMEDIATELY** from the issuance of this letter: -

5.1. **REMOVE** your LinkedIn Post **IMMEDIATELY**;

5.2. Permanently cease and desist from sharing the Post in any form (including emails, social media, or mailing lists); and

Should we not hear your response within the next **24 hours**, we shall instruct our solicitors to pursue all available legal remedies against you without further notice, including but not limited to: -

(i) Filing a lawsuit against you for misleading reporting, defamation and provoking unnecessary public debate on a sensitive legal issue;

(ii) Seeking injunctive relief to compel removal;

(iii) Claiming damages for reputational harm and legal costs.

6. All our rights are hereby reserved.

For and on behalf of Cloud Innovation Limited,

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Hong Yu En & Ian Phua
Legal Counsel