

U.S. Department of Justice  
Washington, DC 20530

**Amendment to Registration Statement  
Pursuant to the Foreign Agents Registration Act of  
1938, as amended**

**INSTRUCTIONS.** File this amendment form for any changes to a registration. Compliance is accomplished by filing an electronic amendment to registration statement and uploading any supporting documents at <http://www.fara.gov>.

**Privacy Act Statement.** The filing of this document is required for the Foreign Agents Registration Act of 1938, as amended, 22 U.S.C. § 611 *et seq.*, for the purposes of registration under the Act and public disclosure. Provision of the information requested is mandatory, and failure to provide the information is subject to the penalty and enforcement provisions established in Section 8 of the Act. Every registration statement, short form registration statement, supplemental statement, exhibit, amendment, copy of informational materials or other document or information filed with the Attorney General under this Act is a public record open to public examination, inspection and copying during the posted business hours of the Registration Unit in Washington, DC. Statements are also available online at the Registration Unit's webpage: <http://www.fara.gov>. One copy of every such document, other than informational materials, is automatically provided to the Secretary of State pursuant to Section 6(b) of the Act, and copies of any and all documents are routinely made available to other agencies, departments and Congress pursuant to Section 6(c) of the Act. The Attorney General also transmits a semi-annual report to Congress on the administration of the Act which lists the names of all agents registered under the Act and the foreign principals they represent. This report is available to the public in print and online at: <http://www.fara.gov>.

**Public Reporting Burden.** Public reporting burden for this collection of information is estimated to average 1.5 hours per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to Chief, Registration Unit, Counterespionage Section, National Security Division, U.S. Department of Justice, Washington, DC 20530; and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Washington, DC 20503.

1. Name of Registrant	2. Registration No.
Brown Lloyd James	5875

3. This amendment is filed to accomplish the following indicated purpose or purposes:

- To give a 10-day notice of change in information as required by Section 2(b) of the Act.
- To correct a deficiency in
  - Initial Statement
  - Supplemental Statement for the period ending \_\_\_\_\_
  - Other purpose (*specify*) \_\_\_\_\_
- To give notice of change in an exhibit previously filed.

4. If this amendment requires the filing of a document or documents, please list:  
We are filing an amended "Exhibit B" for our representation of the Loomba Foundation

5. Each item checked above must be explained below in full detail together with, where appropriate, specific reference to and identity of the item in the registration statement to which it pertains. (*If space is insufficient, a full insert page must be used.*)

We have renewed our contract to represent our existing client the Loomba Foundation. Our scope of work has expanded since our existing registration. Our attached Exhibit B amends our answer to Question 7 and includes the new contract and all relevant attachments.

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**EXECUTION**

In accordance with 28 U.S.C. § 1746, the undersigned swear(s) or affirm(s) under penalty of perjury that he/she has (they have) read the information set forth in this registration statement and the attached exhibits and that he/she is (they are) familiar with the contents thereof and that such contents are in their entirety true and accurate to the best of his/her (their) knowledge and belief, except that the undersigned make(s) no representation as to the truth or accuracy of the information contained in the attached Short Form Registration Statement(s), if any, insofar as such information is not within his/her (their) personal knowledge.

(Date of signature)

(Print or type name under each signature or provide electronic signature<sup>1</sup>)

July 14, 2011

/s/ peter brown

eSigned

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

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<sup>1</sup> This statement shall be signed by the individual agent, if the registrant is an individual, or by a majority of those partners, officers, directors or persons performing similar functions, if the registrant is an organization, except that the organization can, by power of attorney, authorize one or more individuals to execute this statement on its behalf.

U.S. Department of Justice

Washington, DC 20530

**Exhibit B to Registration Statement****Pursuant to the Foreign Agents Registration Act of 1938, as amended**

**INSTRUCTIONS.** A registrant must furnish as an Exhibit B copies of each written agreement and the terms and conditions of each oral agreement with his foreign principal, including all modifications of such agreements, or, where no contract exists, a full statement of all the circumstances by reason of which the registrant is acting as an agent of a foreign principal. Compliance is accomplished by filing an electronic Exhibit B form at <http://www.fara.gov>.

**Privacy Act Statement.** The filing of this document is required for the Foreign Agents Registration Act of 1938, as amended, 22 U.S.C. § 611 *et seq.*, for the purposes of registration under the Act and public disclosure. Provision of the information requested is mandatory, and failure to provide the information is subject to the penalty and enforcement provisions established in Section 8 of the Act. Every registration statement, short form registration statement, supplemental statement, exhibit, amendment, copy of informational materials or other document or information filed with the Attorney General under this Act is a public record open to public examination, inspection and copying during the posted business hours of the Registration Unit in Washington, DC. Statements are also available online at the Registration Unit's webpage: <http://www.fara.gov>. One copy of every such document, other than informational materials, is automatically provided to the Secretary of State pursuant to Section 6(b) of the Act, and copies of any and all documents are routinely made available to other agencies, departments and Congress pursuant to Section 6(c) of the Act. The Attorney General also transmits a semi-annual report to Congress on the administration of the Act which lists the names of all agents registered under the Act and the foreign principals they represent. This report is available to the public in print and online at: <http://www.fara.gov>.

**Public Reporting Burden.** Public reporting burden for this collection of information is estimated to average .33 hours per response, including the time for reviewing instructions; searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to Chief, Registration Unit, Counterespionage Section, National Security Division, U.S. Department of Justice, Washington, DC 20530; and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Washington, DC 20503.

1. Name of Registrant

Brown Lloyd James

2. Registration No.

5875

3. Name of Foreign Principal

The Loomba Foundation

Check Appropriate Box:

4.  The agreement between the registrant and the above-named foreign principal is a formal written contract. If this box is checked, attach a copy of the contract to this exhibit.
5.  There is no formal written contract between the registrant and the foreign principal. The agreement with the above-named foreign principal has resulted from an exchange of correspondence. If this box is checked, attach a copy of all pertinent correspondence, including a copy of any initial proposal which has been adopted by reference in such correspondence.
6.  The agreement or understanding between the registrant and the foreign principal is the result of neither a formal written contract nor an exchange of correspondence between the parties. If this box is checked, give a complete description below of the terms and conditions of the oral agreement or understanding, its duration, the fees and expenses, if any, to be received.
7. Describe fully the nature and method of performance of the above indicated agreement or understanding.

We will assist with public relations service related to the celebration and promotion of United Nations International Widows Day, and we will assist with coordinating a briefing with UN Women, target and develop branding items representing widows, and open and maintain channels of communication between Loomba Foundation and key media decision-makers.

8. Describe fully the activities the registrant engages in or proposes to engage in on behalf of the above foreign principal.

We will disseminate written materials on behalf of Loomba Foundation, engage in discussions with members of the media, develop an International Widows Day logo, and coordinate discussions with officials and staff at the United Nations.

9. Will the activities on behalf of the above foreign principal include political activities as defined in Section 1(o) of the Act and in the footnote below? Yes  No

If yes, describe all such political activities indicating, among other things, the relations, interests or policies to be influenced together with the means to be employed to achieve this purpose.

**EXECUTION**

In accordance with 28 U.S.C. § 1746, the undersigned swears or affirms under penalty of perjury that he/she has read the information set forth in this Exhibit B to the registration statement and that he/she is familiar with the contents thereof and that such contents are in their entirety true and accurate to the best of his/her knowledge and belief.

Date of Exhibit B	Name and Title	Signature
July 14, 2011	peter brown ceo	/s/ peter brown

Footnote: Political activity as defined in Section 1(o) of the Act means any activity which the person engaging in believes will, or that the person intends to, in any way influence any agency or official of the Government of the United States or any section of the public within the United States with reference to formulating, adopting, or changing the domestic or foreign policies of the United States or with reference to the political or public interests, policies, or relations of a government of a foreign country or a foreign political party.

## Brown Lloyd James

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March 14, 2011

Mr. Raj Loomba CBE  
Founder & Chairman Trustee  
The Loomba Trust  
Loomba House  
622 Western Avenue  
London  
W3 OTF

Dear Mr. Raj Loomba:

This letter Agreement ("Agreement") sets forth the terms and conditions under which Brown Lloyd James ("Agency") agrees to provide public relations and related consulting services to The Loomba Trust ("Client") effective as of April 1, 2011 (the "Effective Date").

### 1. Services

- a. Agency shall provide a broad range of year-round public relations services promoting the cause of Widows and coordinating the First UN International Widows Day. All services provided by Agency hereunder are collectively referred to herein as the "Services."
- b. Agency will not bind Client in any way to any third party without obtaining Client's express written consent, except that Agency may incur certain Expenses (as hereinafter defined) without Client's advance approval in accordance with the terms of Section 2.b. hereof

### 2. Compensation and Expenses

For our services and outlays on your behalf, you agree to pay us compensation as follows:

- a. Retainer: Client shall pay Agency a flat fee (the "Fee") of \$ 7,500 (TEN THOUSAND U.S. DOLLARS) per month for twelve months. First month payment is due upon signing.
- b. Expenses: Client shall reimburse Agency for Agency's reasonable, actual out-of-pocket expenditures upon Client's receipt of itemization thereof with respect to media luncheons, travel, trademark search reports, sales tax, freight shipping, mail, telephone, facsimiles, messenger and courier services (each, an "Expense"); provided, however, that Agency must obtain Client's advance approval of any individual Expense exceeding \$500.00. All expenses must be expended directly in connection with the agency's services to the client as set forth in this Agreement. All other expenses (including, without limitation, media costs and vendor

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charges) must be pre-approved in writing by Client. Excluding above expenses, certain out-of-pocket expenses such as production and design will be billed at standard agency mark-up of 17.65%.

- c. Additional Projects: For any projects we mutually agree upon that are beyond the scope of this Agreement, we will provide estimates that would require Client's prior written approval, provided that contract has not been terminated.

### 3. Term:

- a. This Agreement is effective on a twelve-month basis.
- b. The Client has the right to terminate this Agreement provided they give two months written notice (the "Notice Period"). During the Notice Period, the Agreement will remain in full force and effect and both parties will continue to perform in accordance with this Agreement. The rights, duties and responsibilities of Agency and Client shall continue in full force and effect during the Notice Period
- c. Upon termination, any materials or services Agency has committed to purchase for Client, with Client's advance written approval, shall be paid for by Client and Agency shall receive applicable compensation as outlined herein for Services rendered through the date of termination. Upon termination, Agency shall return to Client all Client property and Client materials in Agency's possession or control.

### 4. Confidentiality

Agency shall ensure that information or materials disclosed to or otherwise accessed by Agency hereunder that (a) Client specifically identifies as proprietary or confidential information, or (b) given the nature of such information or the circumstances surrounding its disclosure, reasonably should be construed as confidential (collectively, "Confidential Information") is not disclosed to any third party or used by Agency for any purpose other than as specifically authorized hereunder. Confidential Information does not include information known to Agency prior to disclosure by Client, information that is publicly known or information available from or disclosed by a third party not bound in a confidential relationship with Client. Agency shall inform Client of all requests for or inquiries into Client's Confidential Information by third parties and shall only provide same when legally obliged to do so after notice to Client. In the course of performing the Services, Agency may disclose Confidential Information as Client shall have approved for disclosure.

### 5. Ownership; Use of Materials

Subject to any third party rights in licensed elements, Client shall be sole owner of all rights, title and interest in and to materials developed and produced by Agency on Client's behalf and all such materials

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250 WEST 57<sup>TH</sup> STREET, SUITE 1311, NEW YORK, NY 10107 TEL: +1 212 486 7070 FAX: +1 212 486 7091 WWW.BROWNLLOYDJAMES.COM

## Brown Lloyd James

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shall be deemed to be "works made for hire" and made in the course of the Services rendered hereunder; provided that, with respect to each material, Client shall have paid all invoices due and owing to Agency for such material pursuant to this Agreement. To the extent that title to any such materials may not, by operation of law, vest in Client or such materials may not be considered works made for hire; title and interest therein are hereby assigned to Client. Client shall have the right to obtain and to hold in its own name, copyrights, registrations or such other protection as may be appropriate to the subject matter, and any extensions and renewals thereof. Agency agrees to give Client, and any person designated by Client, any reasonable assistance required to perfect the rights defined in this Section. Client understands and agrees that its rights in any third party materials or any third party services including, without limitation, stock photos, licensed materials or talent and talent residuals, are subject to any terms and conditions set forth in any applicable Agreement. Agency may use any materials produced hereunder in Agency's portfolio, on Agency's web site and for internal and trade purposes. Client agrees that mention of Client's name in other contexts (including trade journals, Agency brochures, press releases, submission for awards and Agency's website) may occur with Client's prior approval.

### 6. Limitation of Liability

Except with respect to a party's indemnification obligations hereunder under Section 9 hereof, in no event whatsoever shall either party be liable to the other hereunder for any incidental, indirect, special, consequential or punitive damages or lost profits under any tort, contract, strict liability or other legal or equitable theory arising out of or pertaining to the subject matter of this Agreement, even if said party has been advised of the possibility of or could have foreseen such damages.

### 7. Force Majeure

Agency shall not be liable for any delay or failure to carry or make continuously available the Services, nor shall Client be liable for any delay or failure to make any payments hereunder, if any such delay or failure is due to any cause beyond the control of Agency or Client, as the case may be, including without limitation restrictions of law or regulations, labor disputes, acts of God, acts of terrorism or war, telecommunications, network or power failures or interruptions, or mechanical or electronic breakdowns; provided, that each party undertakes commercially reasonable efforts to remedy such failure or delay and performs its obligations immediately after the force majeure event has ceased.

### 8. Arbitration and Governing Law

Any controversy or claim arising out of or related to this Agreement, or the breach thereof, shall be settled by arbitration administered by the American Arbitration Association under its Commercial Arbitration Rules. The controversy or claim shall be settled by a single arbitrator, and all hearings shall be held in New York, New York. Judgment on the award rendered by the arbitrator may be entered in any court having jurisdiction. In rendering the award, the arbitrator shall interpret this Agreement in

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accordance with the substantive laws of the State of New York, without regard to its conflict of law rules.

### 9. Waiver

No waiver of any provision or of any breach of this Agreement shall constitute a waiver of any other provisions or any other or further breach, and no such waiver shall be effective unless made in writing and signed by an authorized representative of the party to be charged with such a waiver. Nor shall a one-time waiver of a single provision constitute a permanent waiver of that party's rights under said provision.

### 10. Entire Agreement; Severability

This Agreement constitutes the parties' entire understanding of the matters set forth herein and supersedes any prior understanding or Agreement. This Agreement may only be modified in a writing signed by the parties hereto. In the event that any provision of this Agreement shall be illegal or otherwise unenforceable, such provision shall be severed, and the balance of the Agreement shall continue in full force and effect.

Client Initials BJM

# Brown Lloyd James

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If the above meets with your approval, kindly indicate your consent by signing both enclosed originals of this letter where indicated, return one to us and retain the other for your files. Please enclose payment of \$7,500 (SEVEN THOUSAND FIVE HUNDRED US DOLLARS) representing the first month's Fees.

**Wire Instructions:**

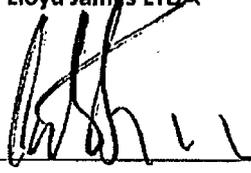
HSBC New York  
452 Fifth Avenue, New York, NY 10018  
Account Name: Brown Lloyd James  
Account No.: [REDACTED]  
Routing No.: [REDACTED]  
SWIFT: [REDACTED]

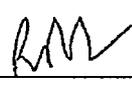
Very truly yours,

ACCEPTED & AGREED

For and on behalf of  
Brown Lloyd James LTD.

For and on behalf of  
The Loomba Trust

By: 

By: 

Name (Print): Peter Brown

Name (Print): Raj Loomba

Title: President & CEO

Title: Founder

Date: 3.14.11

Date: 1/4/11

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### Attachment 1 – Scope of Public Relation Services

Celebration and promotion of United Nations Widows Day\*, including but not limited to:

- Observance of International Widows Day at the United Nations (June 23) with luncheon.
- UN art exhibition to promote International Widows Day. (ON 23 June, 2011) RM
- Pursue the establishment of postage stamps commemorating Widows Day
- Liaise and coordinate with the Government and First Lady of Gabon on additional UN International Widows Day activities in New York (ONLY) RM
- BLJ will identify and engage ten international ambassadors to support International Widows Day.

• Develop IWD Logo which reflects the Loomba Foundation, Gabon + UN RM.

Year-Round Activities, including but not limited to:

- Coordinate a briefing with UN Women and its Executive Director Ms. Michelle Bachelet to promote the mainstreaming of Widows issues within the United Nations.
- Target and develop branding items representing Widows with proceeds benefitting Loomba Foundation programs.
- Open and maintain channels of communication between the Loomba Foundation and key media decision-makers to move the issue of widows into the year-round news agenda.

\*please note BLJ is not responsible for securing sponsorship for The Loomba Trust's events and activities.

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# Brown Lloyd James

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## Attachment 2 – Summary of Financial Terms

**Contract Terms.** April 1, 2011 – March 31, 2012

**Total Contract Price.** \$90,000 (NINETY THOUSAND U.S. DOLLARS)

Payable in monthly installments of \$7,500 (SEVEN THOUSAND FIVE HUNDRED U.S. DOLLARS) due on the 1<sup>st</sup> of each month.

**Reimbursable Expenses.** Agency shall be entitled to reimbursement of the following reasonable and necessary expenses in accordance with the procedures set forth below and which includes the following:

- Airfare to advance and staff travel
- Hotel accommodations during staff travel
- Hotel accommodations for up to one week in advance of staff travel
- Local transportation including rail, taxi, bus, and rental vehicles
- Meals and out of pocket incidentals
- Telecommunications / communications logistics
- Postage and shipping / courier services
- In-house printing and reproduction
- Other project expenses: photocopying, laser printing, and so forth.

} IN THE US ONLY.  
NO OVERSEAS AIRFARE OR  
HOTEL ACCOMMODATION WILL  
BE PAYABLE BY THE  
LODMRA FOUNDATION UNDER  
THIS AGREEMENT.  
RM.

**Travel & Lodging.** Expenses for travel to and from the site where Services are to be performed shall be by way of the available airfare or train fare (whichever is most reasonably expedient). Travel time shall not be billable. In no event, however, shall client be responsible for unreasonable or excessive expenses.

Notwithstanding the location of lodging selected, lodging expenses shall be reimbursed at direct cost.

**Change Orders & Additional Projects.** Any additional work beyond the scope of the initial letter of agreement will be secured in written form through a Change Order duly executed by both parties.

Any advertising, web site design, major events, seminars, conferences and travel related expenses will require a 100% advance in order to proceed. The final billing of all these large expenditures will include the 17.65% mark up. It is preferable that all travel (airfare and hotel expenses) be prepaid by the client on their credit cards to avoid the agency mark up. All these large expenditures will require a signed purchase order from the client.

**Reimbursement Procedures.** Client will reimburse Agency on the basis of documented receipts, invoices, or credit card statements, with all contractual mark-up of 17.65% included. Agency shall submit all relevant receipts and vouchers along with its invoices, and shall provide client with access to all records necessary to verify such expenses upon request from client.

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