

Imperial College London

To:

Julian Baker

Via email: julianmarkbaker@gmail.com
info@functionalfascia.com

With a copy by post to:

The Directors
JJ JINJA LTD (previously called Functional Fascia Ltd)
126b London Road West
Bath, BA1 7DD

26 June 2019

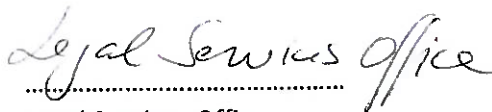
Dear Mr Baker,

Imperial College of Science, Technology and Medicine ("Imperial" or the "College") - Infringement of Intellectual Property Rights

1. It has been brought to our attention that the website <https://functionalfascia.com/professor-ceri-davies/> and <https://functionalfascia.com/> (the "Website") which you and/or JJ Jinja Ltd operate refers to Professor Ceri Davies of Imperial College London. In fact, <https://functionalfascia.com/professor-ceri-davies/> sets out a detailed biography of Professor Davies. We understand that Professor Davies was not made aware of or given his permission for his name or other personal information to be used on your Website. Print outs of the Website are set out in the appendix to this letter for reference purposes.
2. In addition, we understand that the statement "*After being guided by and mentored by Professor Ceri Davies, Professor of Anatomy at both St George's School of Medicine and Imperial College London etc....*" which appears on <https://functionalfascia.com/> is incorrect in that Professor Davies has never guided nor mentored you.
3. The reference to Professor Davies and Imperial College London on your Website are not approved by either Professor Davies or Imperial College London and are likely to cause confusion in the minds of the public to the effect that an Imperial College academic, and by implication Imperial College, endorse your activities or services. An implication that is not true in either case.
4. In view of the College's substantial goodwill and reputation worldwide in the provision of education and research in the fields of science, engineering, business, management, medicine and technology, we believe this has the potential to cause the College damage. In addition, using Professor Davies' personal data without his consent amounts to a breach of his rights as a data subject under the Data Protection Act 2018 and the General Data Protection Regulation. Accordingly, the College asks that you:

- (i) promptly and by no later than 5pm on Wednesday 3 July 2019 remove any and all references from your Website (and any other on-line media) to Professor Davies and Imperial College London;
 - (ii) refrain from representing or giving the impression to members of the public, either orally or in writing (including electronically) that you/your/Functional Fascia's activities are endorsed by Professor Davies or by Imperial College London; and
 - (iii) refrain from doing anything that would give the impression to a member of the public that Professor Davies or Imperial College London is associated with Functional Fascia or yourself.
5. We reserve any and all rights of Imperial College London to seek injunctive relief or any other remedy against any party in connection with any matters referred to in this letter. We have also advised Professor Davies that he can complain to the Information Commissioner's Office in relation to the unauthorised use of his personal data. His rights in this regard are therefore also reserved.

Yours sincerely,



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Legal Services Office

Imperial College of Science, Technology and Medicine

Appendix

Anatomy Professor Ceri Davies



Anatomy Professor Ceri Davies, Imperial College

I started working with Professor Ceri Davies in 2007 whilst he was Professor of Anatomy at St George's School of Medicine and continued this association when he later moved to be head of anatomy at Imperial College London.

Professor Davies took the lead in opening up the dissection room to a wide range of therapists and personally led [private anatomical study days for Pilates and Yoga instructors](#), as well as many other practitioners from the field of complementary medicine such as sports medicine osteopathy, chiropractic and massage. He has been instrumental in the area of opening up dissection rooms for wider anatomical study, having overseen this initiative at St George's and continuing this forward-thinking approach at Imperial College London.

He was personally responsible for allowing and encouraging the running of Gil Hedley's longer five and six day, hands-on dissection classes at both St George's and Imperial over a number of years and in 2015 was a keynote speaker at the UK's first [British Fascia Symposium](#). He has personally overseen, encouraged and personally approved my own dissection teaching

projects at Imperial College and has taught along side me in the DR on many occasions.

As someone who as always championed the idea of opening up the field of anatomical study to a wider audience, he has been fundamental in allowing this to happen, in spite of coming under fire following an inaccurate and misleading article in the [Daily Mail in 2015](#).

His interest and support for a wider understanding of fascia and connective tissue from a functional perspective, resulted in him extending an invitation for me to address some third-year medical students, although time and curriculum pressures has not as yet allowed for this to happen.

In 2014 he gave his seal of approval to the (yet to be realised,) 'Living Fascial Anatomy Study' proposal, an initiative which would see prospective donors interviewed and filmed in order to establish how connective tissue is laid down over a lifetime and to establish the first 'post mortem' study of function ever undertaken.

Professor Davies and I also sit on the Council of the Institute of Anatomical Sciences for whom I have been running the website since 2015.

I look forward to many years of extending my co-operation within the field of anatomy with the continued encouragement, support and valued friendship of Professor Davies, who's legacy in opening up the study of anatomy will be long-lasting.

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What Is Human Dissection & Why Is It Useful?

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August 2017

April 2017

February 2017

November 2016

September 2016

June 2016

March 2016

July 2015

March 2015

January 2015

October 2014

August 2014

April 2014

January 2013

April 2011

About Me

THE BRAINCHILD OF JULIAN BAKER Functional Fascia is dedicated to exploring the world of human movement and function through the processes of dissection and body reading.

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About Functional Fascia

Functional Fascia is run by Julian Baker, a hands on therapist for over 25 years. We have been running human dissection classes for Integrated Allied

Health Professionals since 2007, for whom the study of the body forms an important part of their work.

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**Ten Day Dissection
Class
St Andrews, Scotland
July 15-25, 2019**
A fascinating journey
into the network
of the human body.

[Click Here For More Information](#)

Julian Baker

After being guided by and mentored by [Professor Ceri Davies](#), Professor of Anatomy at both St George's School of Medicine and Imperial College London and President of the Anatomical Society, Julian Baker has worked in the top medical schools and universities around the UK, gaining plaudits and praise wherever he has run a class.

"Everyone appreciated not just your incredible depth of knowledge, but your personable and approachable manner of presentation."

Debra Patten, Director of Anatomy, Newcastle University

"In my thirteen years of running courses, it was just about as good as I've seen in terms of etiquette, professionalism, dignity and respect to the donors. Julian's teaching was second to none in terms of core content and his delivery."

*John Garnham-Davies Manager,
Clinical Skills and Competency Centre, Nottingham City Hospital.*

"A relevant application to furthering clinical practice."

Dr Ian Scott, Nottingham University Hospital

"Professional, courteous and knowledgeable and runs his courses with the utmost respect." *Thomas Cosker MB ChB MSc (Tr Surg) FRCS (Tr&Orth)*

*Director of Human Anatomy,
University of Oxford*

"I have found dealing with Julian and his students an absolute pleasure. They take care of themselves and have the upmost respect for the donors staff and facility."

*Rob Mifflin, Head of Mortuary
University of Oxford*

[Discover More](#)



The Brainchild of Julian Baker

Functional Fascia is dedicated to exploring the world of human movement and function through the processes of dissection and body reading.

[Discover More](#)



British Fascia Symposium 2018

Functional Fascia is a partner for the British Fascia Symposium 2018. This event is designed to give therapists, body workers and movement specialists, a hands on, practical over view of fascia and fascia related subjects.

[Discover More](#)



Courses

A rare opportunity to fully dissect the human form. Led by Julian Baker, one of Europe's leading experts on connective tissue function and dissection, this is a remarkable series of workshops. It will be open only to qualified bodyworkers and allied health professionals or those with a relevant qualification.

For two day classes, [please click here](#)

[Discover More](#)



The Note Taking Dvd

Poor notes put you at risk.

Learn how to ask the right questions, gather relevant information and build clear markers to show the week-to-week changes that you initiate. Study this resource and you will achieve better results, improved outcomes and have happier clients.

[Buy Note Taking DVD](#)



Each class we run, we make recycled lab coats available for delegates to hire, with all the

proceeds going to WaterAid. This year so far we have raised over £400 to build wells and access to water to help some of the 650 million people worldwide who live without access to clean, safe water.



Testimonials



Julian is a great teacher and very funny. He has a fantastic knowledge of anatomy and makes even the most boring body part fascinating.

Sara Pugh

Therapist



Julian is a great tutor. He explains things in detail and visually which is so helpful for the dyslexics among us. Every body worker would benefit from at least attending his course.

Linda Freeman

Masseur



The way you (Julian) are teaching is really profound.

Robert Schleip

2019 dissection course
dates now available

Discover More Today

Sign-up to Our Newsletter Today!

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