

EXHIBIT 13

Podcast Interview with Mesika Featured on
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A Podcast for Magicians, About Magicians, Hosted by a Full Time Professional Magician, Scott Wells

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326: Keeping in the Loop with Yigal Mesika

Yigal Mesika is the Loop guy. He bought the rights for invisible, stretchable bands from Finn Jon at the turn of this century and he hasn't once regretted his decision. He has focused his creative effort towards finding new ways not use invisible thread to create mystery.

If you are not aware of it, Yigal is near the end of a lawsuit with Penguin Magic where he is trying to protect his intellectual rights/property. Within the next few hours after this podcast is released, they will be going into mediation and, if not resolved, will go to court. This is discussed near the end of this podcast.



Yigal Mesika LOOPS® Infinite Possibilities "Extraordinary power at your fingertips" - Cyril

"The ultimate secret power... I never leave home without it" - Dynamo Real Magic.

Anytime, Anywhere. Invented by the genius Finn Jon, perfected and popularized by Yigal Mesika, Loops® are used by world-class magicians such as David Blaine, Cyril, and Dynamo.



Time stamps for this podcast:

00:02:23 - Yigal Mesika talks about the development of his trademark Loops and he gives us some tips that he shared during his presentations at this year's MAGIC Live! He also talks about his development of the Spider Pen and the new Tarantula. He concludes this podcast with his thoughts on the importance of patronizing originators of tricks and the current lawsuit he has filed against Penguin Magic.

00:57:22 - Review of "Creativity Boost" CD by Brian Watson, a 28 day affirmation for you to boost your own creativity through self-hypnosis. Recommended.

01:01:47 - Review of "Indigo" by Beautiful Mind Magic is a four-way prediction with one revelation. It is a nice way to end a show. (Do it Yourself)

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In May 2024, Scott Wells had the distinguished honor of receiving a "Special Fellowship" from the Academy of Magical Arts (The Magic Castle) for the Magic Word Podcast which promotes "not only personal stories of fascinating individuals, but also fellowship amongst our extended family of artists and entertainers everywhere."

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The Magic Word Has been recognized by **FeedSpot** as the # 1 magician podcast in the world. Thank you all for your support and for listening throughout the years.



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Keeping in the Loop
Scott Wells with Yigal Mesika

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Yigal Mesika
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Tagged with [Yigal Mesika](#), [Penguin Magic](#), [invisible thread](#), [loops](#), [knock-offs](#), [piracy](#), [Finn Jon](#).

October 13, 2016

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Post Comment...

 **Scott Wells** 9 years ago · 0 Likes

Well, there appears to be more to this story.

I have made repeated attempts to contact Acar at Penguin to get their side of this story but there has been no response from their end. I think it only fair to give voice to both sides then let the listeners



The Magic Word Podcast was selected by MillionPodcasts as one of the Top 25 Magician Podcasts on the web. In fact, it is currently listed as the Number 2 magician podcast!



The Magic Word Podcast was nominated for TWO categories in the new ONLINE MAGIC competition at the 2025 World Championship of Magic (FISM) in Turin, Italy. One was for the Best Magic Podcaster and the second for the Best Magic Newsletter. You may already listen, but you are missing out on the other half if you haven't yet subscribed to our weekly podletter!

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decide; however we have only heard from Yigal Mesika and perhaps the rules of the settlement preclude Penguin from making any public statement. But it does seem that they could at least reply with a simple email saying, "we are satisfied with the agreement we reached," or some such vague statement. Listeners can draw their own conclusions.

As to contacting Yigal Mesika to ask one question ("Is he the only person allowed to tie a piece of thread in a knot and sell it."), it would hardly make for a full podcast. If I could get Acar or some other Penguin representative to speak on the record about this litigation, then it would make sense to bring Yigal "back in the Loop."

Your 4th viewer 9 years ago · 0 Likes

I guess we shouldn't expect much from a podcast with a total viewing audience of 4

Anonymous 9 years ago · 0 Likes

Looks like Scott and Chris both got quiet when confronted with reality. Maybe you guys should try printing the truth - the whole truth!

Eddie Raymond 9 years ago · 0 Likes

Nothing Scott? Kinda quiet there!

Just ask Mesika ONE question. Is he the only person allowed to tie a piece of thread in a knot and sell it. The world awaits Mesika's glorious response.

Eddie Raymond 9 years ago · 0 Likes

And for the record - I think Mesika mentioned twice in this latest interview with you that the relationship he has with Penguin now is better and stronger than ever.

I just talked with Acar (You know, the owner of Penguin) Mesika is full of dog poop!

Eddie Raymond 9 years ago · 0 Likes

Hey Scott - let me chime in hear. I have listened to both interviews you did with Mesika. In both cases you fail to get to the real issue at hand and ask the only question that has merit. You danced around the comments of an anonymous post below simply pulling out of the entire post the question of Mesika's bullying tactics.

Why didn't you address the most important issue in this whole "Loops" trademark/wordmark story. And that is - "Yigal, do you actually own the rights to tying a piece of thread in a knot and selling it?"

That's the story - That's the issue that never gets attention in the magic community. And Mesika is very happy it doesn't. He simply implies and suggests that he is the only person allowed to sell Invisible Elastic Bands.

The FACT is - he owns the rights to a word - "Loops" - that's the story in a nutshell. Nobody can sell bands and call them "Loops" except Mesika.

I have in my possession threatening emails and letters from both Mesika and his attorneys over the last couple of years. His attorneys called my local police station and said I was harrassing their client. His attorneys called the IRS to make sure I was paying taxes.

He and his attorneys have lied to ebay and pulled listings of mine 3 times.

So please don't paint Mesika as this moral upright magic citizen that is only looking to protect his rights. He is a bully who lies and manipulates to scare competition.

Eddie Raymond
(maker of the "World's Best Invisible Elastic Bands") as advertised in Magic and Genii

Scott Wells 9 years ago · 0 Likes

Thank you for your anonymous comment from somewhere "out there" in cyberspace. I sincerely appreciate your comments and queries regarding this controversy. Yigal was unable to talk about the results of the mediation until now (January 2017). So, he will put a coda on this issue at the end of episode 340 (Gold...Bruce Gold).

I asked him your question about "bullying" among other comments posted here and on other forums. But to protect his "wordmark" he must aggressively pursue any infringements or risk losing his legal rights to it.

After hearing his comments in episode 340 and if you have more questions or need specific

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answers, then I suggest, Anonymous, that you directly contact Yigal.

Thanks for listening!



Anonymous 9 years ago · 0 Likes

Chris - you got quiet real quick here. Care to comment on the abusive bullying Mesika tactics.



Anonymous 9 years ago · 0 Likes

I think there is a very big misconception in this whole "Loops" environment. And Mesika is the one perpetrating a false narrative. He wants people to believe that he has patented and trademark rights on tying a piece of thread into a circle.

This couldn't be further from the truth. His trademark is in fact legally called a "Wordmark" and "only" protects from others calling their invisible elastic bands "Loops"

It is well documented that Mesika has bullied many sellers of invisible elastic bands online with false allegations and misleading information. He has had his attorneys send threatening and scare tactic letters.

Mesika does "Not" legally, implied, suggested or morally have any rights to tying a piece of invisible elastic thread in a knot.



Chris 9 years ago · 0 Likes

To the comments below... My name is Chris, I am a professional magician and I have worked for Yigal Mesika for the past two years. I went through this Penguin Lawsuit with him from the beginning and are one of the few that know the true outcome at this point.

The lawsuit was settled during mediation in a very positive way. The Loops trademark was not lost and is still as strong as before, if not even stronger. It is really surprising that someone would state that it was lost without knowing any facts at all. So, to "The Verdict", don't go around falsely giving outcomes when you don't even know the truth. If you think that I am incorrect at all, then please bring your facts so everyone can see.

Best,
Chris



anonymous 9 years ago · 0 Likes

What does this mean on the bottom - The Verdict - He lost the suit and his Loops trademark. It was found that he obtained it fraudulently.



The Verdict 9 years ago · 0 Likes

He lost the suit and his Loops trademark. It was found that he obtained it fraudulently.

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