

Sued for Retweeting - Yes, That Just Happened

September 27, 2017 – The TMCA

by Fara Sunderji

On Monday this week, a sports psychologist named Keith Bell sued King's College in Pennsylvania and its football coach, Jeffery Knarr, for retweeting a photo of a page of Dr. Bell's book "Winning Isn't Normal." In his [complaint](#), Dr. Bell alleged copyright infringement, trademark infringement and violations of Pennsylvania common law. Interestingly, Dr. Bell complains that there was no attribution of his work. We here at The TMCA wonder if this complaint would have been filed if attribution was given even though it is not legally material to the copyright claim?

Related People

- Fara Sunderji

Related Capabilities

- Trademark, Copyright + Advertising
- Intellectual Property Litigation



Jeff Knarr Retweeted



NSU Baseball @NSUBaseball32 · Nov 6

Winning isn't normal

WINNING ISN'T NORMAL

Winning isn't normal. That doesn't mean there is anything wrong with winning. It just isn't normal. It's highly unusual.

Every competition has only one winner. No matter how many people are entered, only one person or team wins the championship.

Winning is unusual – as such it requires unusual action.

In order to win, you must do extraordinary things. You cannot

be willing to stand out and act differently.

Your actions need to reflect unusual values and priorities. You have to value success more than others do. You have to want it more. **WANTING IT MORE IS A DECISION YOU MAKE AND ACT UPON – NOT SOME INHERENT QUALITY OR BURNING INNER DRIVE OR INSPIRATION!** You have to make that value a priority.

You cannot train like everyone else. You have to train more and train better.

You cannot talk like everyone else. You cannot think like everyone else. You cannot be too willing to join the crowd, to do what is expected, to act in a socially accepted manner, to do what is "in". You need to be willing to stand out in the crowd and **CONSISTENTLY** take exceptional action. If you want to win, you need to accept the risks and perhaps the loneliness because..... **WINNING ISN'T NORMAL!!!**

RETWEETS

206

LIKES

189



7:02 AM - 6 Nov 2015 · Details



25-UN4 Document 1-4 Filed 09/25/17 Page 3 of 3

According to the complaint, the original tweet came from the Northeastern State University Baseball Twitter account. It is unclear whether Dr. Bell will also be suing Northeastern State. However, the complaint does allege that after Dr. Bell sent the university a cease and desist letter, it removed the original post, thereby removing all retweets, including those of the defendants. The original post was apparently retweeted at least 206 times, but we don't have any information about whether any of those other individuals are also being sued by Dr. Bell. We will keep watching this case for any interesting developments and report them to you, our faithful readers. In the meantime, be careful what you retweet – you never know if the original post was authorized.

p.s. feel free to retweet our Twitter posts – we just love the free publicity.