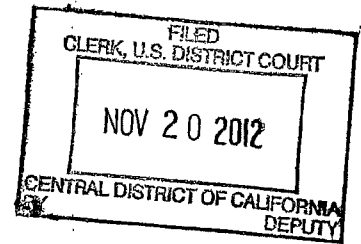


COPY

1 PATRICIA L. GLASER - State Bar No. 55668
 pglaser@glaserweil.com
 2 FRED D. HEATHER - State Bar No. 110650
 fheather@glaserweil.com
 3 MARY ANN T. NGUYEN - State Bar No. 269099
 mnguyen@glaserweil.com
 4 GLASER WEIL FINK JACOBS
 HOWARD AVCHEN & SHAPIRO LLP
 5 10250 Constellation Boulevard, 19th Floor
 Los Angeles, California 90067
 6 Telephone: (310) 553-3000
 Facsimile: (310) 556-2920



7 Attorneys for Plaintiff
 8 LegalZoom.com, Inc.

9 UNITED STATES DISTRICT COURT
 10 CENTRAL DISTRICT OF CALIFORNIA
 11 WESTERN DIVISION

Glaser Weil Fink Jacobs
 Howard Avchen & Shapiro LLP

12
 13 LEGALZOOM.COM, INC., a Delaware
 corporation

14 Plaintiff,

15 v.

16 ROCKET LAWYER INCORPORATED,
 17 a Delaware corporation

18 Defendant.

CASE NO. **OV12 9942** -GAF
 (AGL)

Hon. [JUDGE]

COMPLAINT FOR:

1. **TRADEMARK INFRINGEMENT**
2. **FEDERAL UNFAIR COMPETITION**
3. **CALIFORNIA FALSE AND MISLEADING ADVERTISING**
4. **CALIFORNIA UNFAIR COMPETITION**

[JURY TRIAL DEMANDED]

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 COMPLAINT

1 Plaintiff LegalZoom.com, Inc. (“LegalZoom” or “Plaintiff”) submits the
2 following complaint (the “Complaint”) against Defendant Rocket Lawyer
3 Incorporated (“RocketLawyer” or “Defendant”), and alleges as follows:

4 **NATURE OF ACTION**

5 This Complaint is brought by LegalZoom to expose the willful and systematic
6 acts of trademark infringement, false advertising and unfair competition by
7 RocketLawyer.

8 In an attempt to resolve this matter amicably outside the courts, on September
9 7, 2011, LegalZoom notified Google regarding RocketLawyer’s false advertising
10 practices and unauthorized use of LegalZoom’s trademarks as Google search terms
11 (the “Google Notification”). A true and correct copy of the Google Notification is
12 attached hereto as **Exhibit A-1**. On or around September 23, 2011, after an
13 investigation of the Google Notification, Google confirmed that “[t]he ads in question
14 will now display in accordance with Google’s trademark policies.” A true and correct
15 copy of the Google confirmation email is attached hereto as **Exhibit A-2**.
16 LegalZoom’s use of Google’s notification system to remedy RocketLawyer’s
17 misconducts proved to be short lived.

18 On or about October 13, 2011, LegalZoom’s chairman, Brian Liu, contacted
19 RocketLawyer’s CEO, Dan Nye, stating that there were “important issues that
20 [LegalZoom’s] legal department has brought up regarding [RocketLawyer’s]
21 advertising.” Mr. Nye responded by stating that Mr. Liu should discuss this issue
22 with Charley Moore, RocketLawyer’s founder and Chairman, and copied Mr. Moore
23 on the email exchange. A true and correct copy of the email is attached hereto as
24 **Exhibit A-3**.

25 On October 14, Mr. Liu had a telephone conversation with Mr. Moore, stating
26 that LegalZoom took issue to RocketLawyer’s ads, which promised “Set up a Free
27 LLC... Totally Free,” and “100% Free,” since state filing fees must always be paid
28 when setting up an LLC through RocketLawyer. Mr. Liu also implored Mr. Moore to

1 read and follow the Federal Trade Commission's guidelines regarding the use of the
2 word "free" in advertising. Mr. Liu requested that RocketLawyer immediately take
3 down these and other misleading advertisements. This conversation and examples of
4 the offending advertisements were memorialized in an email from Mr. Liu to Mr.
5 Moore, dated October 14, 2011. A true and correct copy of this email is attached
6 hereto as **Exhibit A-4**.

7 One month later, the misleading RocketLawyer advertising still had not been
8 changed or removed. Beginning November 15, 2011, in a series of emails, Mr. Liu
9 repeatedly requested that RocketLawyer discontinue its misleading advertisements
10 and discontinue its use of LegalZoom's trademarks, "LEGALZOOM" (U.S.
11 Trademark Registration Nos. 3211009; 3210728; 3210861; and 2540549) and
12 "LEGALZOOM.COM" (U.S. Trademark Registration Nos. 3569400 and 3748170)
13 (the "Trademarks"), or any confusingly similar variations thereto, including but not
14 limited to "LEGAL ZOOM," as Internet search terms in connection with
15 RocketLawyer's false advertising and unfair competition practices. True and correct
16 copies of the emails between Brian Liu and Charley Moore, dated between November
17 15 and November 18, 2011, are attached hereto as **Exhibit A-5**.

18 To date, the activities complained of have continued and LegalZoom has no
19 choice but to bring this action seeking injunctive relief and damages.

20 **JURISDICTION AND VENUE**

21 1. This Complaint arises under the trademark laws of the United States, 15
22 U.S.C. §1114 *et seq.* This Court has original jurisdiction of this action under 15
23 U.S.C. §1121 and 28 U.S.C. §§ 1331 and 1338. This Court has supplemental
24 jurisdiction under 28 U.S.C. § 1367 because the claims are so related as to form part
25 of the same case or controversy.

26 2. This Court has personal jurisdiction over Defendant because Defendant
27 solicits, transacts and does business in California and this District via its website and
28 toll-free telephone number, a substantial part of the wrongful acts or omissions

1 complained of occurred in this District, and Defendant is subject to personal
2 jurisdiction in this District. Defendant purposefully directed its activities toward this
3 District when it willfully infringed LegalZoom's intellectual property rights,
4 specifically targeted consumers here, and a substantial part of the harm was felt in this
5 District.

6 3. Venue is proper in the United States District Court for the Central
7 District of California under 28 U.S.C. §§ 1391(b) and (c).

8 **THE PARTIES**

9 4. Plaintiff LegalZoom is a corporation duly organized and existing under
10 the laws of the State of Delaware with its principal place of business at 101 North
11 Brand Boulevard, 11th Floor, Glendale, California 91203. LegalZoom is in good
12 standing with the California Secretary of State.

13 5. On information and belief, Defendant RocketLawyer is a Delaware
14 Corporation doing business at 182 Howard Street, #830, San Francisco, California
15 94105.

16 **FACTUAL ALLEGATIONS**

17 **LegalZoom's Intellectual Property**

18 6. LegalZoom provides personalized, affordable, online legal solutions for
19 families and small businesses. Founded more than 12 years ago by attorneys with
20 experience at some of the top law firms in the country, LegalZoom has helped over
21 two million Americans become protected with binding legal documents. Although
22 LegalZoom is not a law firm, it can help customers throughout the United States gain
23 access to attorneys through its legal plans.

24 7. Since June 2000, and continuously to the present, LegalZoom has owned
25 and used the trademarks LEGALZOOM and LEGALZOOM.COM in interstate
26 commerce in connection with its LegalZoom.com business.

27 8. LegalZoom is the owner of federal trademark registration, Reg. No.
28 3211009, issued by the United States Patent and Trademark Office ("USPTO") on

1 February 20, 2007 for “LEGALZOOM” for use on or in connection with “[p]roviding
2 online directory information on attorney listings; [and] [a]ttorney referral and
3 matching services.” Affidavits have been filed pursuant to Sections 8 and 15 of the
4 Lanham Act, 15 U.S.C. §§ 1058 and 1065, and this registration is incontestable.
5 Attached hereto as **Exhibit B-1** is a true and correct copy of the Certificate of
6 Registration for this trademark.

7 9. LegalZoom is the owner of federal trademark registration, Reg. No.
8 3210728, issued by the United States Patent and Trademark Office (“USPTO”) on
9 February 20, 2007 for “LEGALZOOM” for use on or in connection with “[l]egal
10 document preparation services and providing general legal information via a website
11 on global computer networks.” Affidavits have been filed pursuant to Sections 8 and
12 15 of the Lanham Act, 15 U.S.C. §§ 1058 and 1065, and this registration is
13 incontestable. Attached hereto as **Exhibit B-2** is a true and correct copy of the
14 Certificate of Registration for this trademark.

15 10. LegalZoom is the owner of federal trademark registration, Reg. No.
16 3210861, issued by the United States Patent and Trademark Office (“USPTO”) on
17 February 20, 2007 for “LEGALZOOM” for use on or in connection with “[a]ttorney
18 referral services.” Attached hereto as **Exhibit B-3** is a true and correct copy of the
19 Certificate of Registration for this trademark.

20 11. LegalZoom is the owner of federal trademark registration, Reg. No.
21 2540549, issued by the United States Patent and Trademark Office (“USPTO”) on
22 February 19, 2002 for “LEGALZOOM” for use on or in connection with “[l]egal
23 document preparation services and providing general legal information via a website
24 on global computer networks.” Affidavits have been filed pursuant to Sections 8 and
25 15 of the Lanham Act, 15 U.S.C. §§ 1058 and 1065, and this registration is
26 incontestable. Attached hereto as **Exhibit B-4** is a true and correct copy of the
27 Certificate of Registration for this trademark.

28 12. LegalZoom is the owner of federal trademark registration, Reg. No.

1 3569400, issued by the United States Patent and Trademark Office (“USPTO”) on
2 February 3, 2009 for “LEGALZOOM.COM” for use on or in connection with
3 “[p]roviding online directory information on attorney listings and [a]ttorney referral
4 and matching services.” Attached hereto as Exhibit B-5 is a true and correct copy of
5 the Certificate of Registration for this trademark.

6 13. LegalZoom is the owner of federal trademark registration, Reg. No.
7 3748170, issued by the United States Patent and Trademark Office (“USPTO”) on
8 February 16, 2010 for “LEGALZOOM.COM” for use on or in connection with
9 “[p]roviding online directory information on attorney listings [and] [a]ttorney referral
10 and matching services.” Attached hereto as Exhibit B-6 is a true and correct copy of
11 the Certificate of Registration for this trademark.

12 14. RocketLawyer did not use LEGALZOOM or LEGALZOOM.COM prior
13 to 2000. LegalZoom therefore has priority over RocketLawyer’s use of
14 LEGALZOOM and LEGALZOOM.COM.

15 15. LegalZoom has invested substantial sums of time, money and effort to
16 develop, use, advertise and promote the Trademarks. The trademarks LEGALZOOM
17 and LEGALZOOM.COM, have been, and will continue to be, known by consumers
18 throughout the United States as identifying and distinguishing LegalZoom’s products
19 and services. As a result, the Trademarks have become an integral and indispensable
20 part of LegalZoom’s goodwill and business.

21 **RocketLawyer’s Misconduct**

22 16. RocketLawyer is an online legal services company that provides
23 individuals and small to medium sized businesses with online legal services,
24 including incorporation, estate plans, legal health diagnosis, and legal document
25 review. RocketLawyer also provides a network of attorneys that consumers and small
26 businesses can consult with on legal issues through its “On Call” service. However,
27 RocketLawyer’s website expressly disclaims that “RocketLawyer.com is not a law
28 firm, and the employees of RocketLawyer.com are not acting as your attorney.

1 RocketLawyer.com does not practice law and does not give legal advice.”

2 17. RocketLawyer promotes and sells its products and services to online
3 customers through its interactive website located at www.rocketlawyer.com.

4 18. LegalZoom is informed and believes that RocketLawyer registered, in
5 bad faith, the internet domain names “www.legalzoomgadget.com” and
6 “www.legalzoomer.com.” These domain names are confusingly similar to
7 LegalZoom’s Trademarks.

8 19. LegalZoom is informed and believes that RocketLawyer purchased the
9 search terms, “LegalZoom,” “Legal Zoom” and “LegalZoom.com,” from Internet
10 search engines, including, but not limited to Google.com, Yahoo.com and Bing.com,
11 to improperly divert potential consumers of LegalZoom to the RocketLawyer website
12 by triggering sponsored links to www.rocketlawyer.com. True and correct copies of
13 the search results are attached hereto as **Exhibit C**.

14 20. When customers click on the sponsored link, they are directed to
15 RocketLawyer’s website, www.rocketlawyer.com, which advertises, among other
16 things “incorporate for free... pay no fees (\$0),” “free help from local attorneys,”
17 “free legal review,” and “free” trials of RocketLawyer’s “Pro Legal Plan.” True and
18 correct copies of these advertisements are attached hereto as **Exhibit D**.

19 21. These RocketLawyer advertisements are false and misleading.
20 Customers seeking to “incorporate for free” through RocketLawyer’s services are
21 nonetheless required to pay the state fees associated with incorporation. In addition,
22 customers can access the “free help from local attorneys” and the “free legal review”
23 only if they are **paid** members of RocketLawyer’s “Basic Legal Plan” or “Pro Legal
24 Plan.” This paid membership requirement for access to the purported “free help from
25 local attorneys” and “free legal review” is **not** disclosed in close proximity to the
26 advertisements on RocketLawyer’s website. Furthermore, despite advertisements that
27 customers can try RocketLawyer’s “Pro Legal Plan” for “free,” customers who sign
28 up for a one-week free trial membership under the “Pro Legal Plan” are instead

1 26. LegalZoom realleges and incorporates by reference each and every
2 allegation contained in the above paragraphs as if fully set forth herein.

3 27. LegalZoom has registered the Trademarks with the federal principal
4 register and has constructively and/or actually used the Trademarks in connection
5 with its goods and services in interstate commerce since 2000. Accordingly,
6 LegalZoom has valid trademarks entitled to protection under the Lanham Act.

7 28. RocketLawyer has used, and continues to use, LegalZoom's Trademarks
8 in commerce by registering domain names confusingly similar to the LegalZoom
9 Trademarks and by using LegalZoom's Trademarks as search terms to place
10 advertisements for RocketLawyer's goods and services above the organic listings for
11 LegalZoom and the Trademarks.

12 29. RocketLawyer's use of the Trademarks as alleged herein was done
13 without the authorization or consent of LegalZoom and continues without the
14 authorization or consent of LegalZoom.

15 30. Such use is likely to cause initial interest confusion of consumers who
16 are in fact searching solely for LegalZoom and/or the Trademarks and is highly likely
17 to cause confusion, mistake and deception among the general public as to the origin
18 of RocketLawyer's goods and services and/or as to the sponsorship by, affiliation
19 with, and/or connection to LegalZoom.

20 31. By using the Trademarks, and by selling, offering for sale, distributing,
21 and/or advertising goods and services to the general public in connection with the
22 Trademarks, for profit, RocketLawyer has caused and, unless enjoined by this Court,
23 will continue to cause a likelihood of confusion and deception of members of the
24 public, and additional injury to LegalZoom's exclusive right to control, and benefit
25 from, its Trademarks, as well as LegalZoom's goodwill and reputation as symbolized
26 by the Trademarks for which LegalZoom has no adequate remedy at law.

27 32. RocketLawyer's conduct demonstrates an intentional, willful, and
28 malicious intent to trade on the goodwill associated with LegalZoom's Trademarks to

1 LegalZoom's great and irreparable injury.

2 33. RocketLawyer has caused and is likely to continue causing substantial
3 injury to the public and to LegalZoom, and LegalZoom is entitled to injunctive relief
4 and to recover RocketLawyer's profits, actual damages, enhanced profits and
5 damages, costs and reasonable attorneys' fees under 15 U.S.C. §§ 1114, 1116 and
6 1117.

7 **SECOND CLAIM FOR RELIEF**

8 **(Federal Unfair Competition in Violation of 15 U.S.C. § 1125(a))**

9 34. LegalZoom realleges and incorporates by reference each and every
10 allegation contained in the above paragraphs as if fully set forth herein.

11 35. RocketLawyer has registered internet domain names which are
12 confusingly similar to LegalZoom's Trademarks and uses LegalZoom's Trademarks
13 as search terms to place its advertisements above the organic listings for LegalZoom
14 and the Trademarks. RocketLawyer sells, offers for sale, distributes, and/or
15 advertises goods and services to consumers that directly compete with LegalZoom's
16 sales of its own products and services.

17 36. RocketLawyer's use of the Trademarks is likely to cause initial interest
18 confusion of consumers who are in fact searching solely for LegalZoom and/or the
19 Trademarks, and is highly likely to cause confusion, mistake and deception among the
20 general public as to the origin of RocketLawyer's goods and services and/or as to the
21 sponsorship by, affiliation with, and/or connection to LegalZoom in violation of 28
22 U.S.C. § 1125(a).

23 37. RocketLawyer's use of the Trademarks as alleged herein was done
24 without the authorization or consent of LegalZoom and continues without the
25 authorization or consent of LegalZoom.

26 38. By using the Trademarks, and by selling, offering for sale, distributing,
27 and/or advertising goods and services to the general public in connection with the
28 Trademarks, for profit, RocketLawyer has caused and, unless enjoined by this Court,

1 will continue to cause a likelihood of confusion and deception of members of the
2 public, and additional injury to LegalZoom's exclusive right to control, and benefit
3 from, its Trademarks, as well as LegalZoom's goodwill and reputation as symbolized
4 by the Trademarks for which LegalZoom has no adequate remedy at law.

5 39. RocketLawyer's conduct demonstrates an intentional, willful, and
6 malicious intent to trade on the goodwill associated with LegalZoom's Trademarks to
7 LegalZoom's great and irreparable injury.

8 40. RocketLawyer has caused and is likely to continue causing substantial
9 injury to the public and to LegalZoom, and LegalZoom is entitled to injunctive relief
10 and to recover RocketLawyer's profits, actual damages, enhanced profits and
11 damages, costs and reasonable attorneys' fees under 15 U.S.C. §§ 1114, 1116 and
12 1117.

13 **THIRD CLAIM FOR RELIEF**

14 **(California False and Misleading Advertising in Violation of Cal. Bus. & Prof.**
15 **Code § 17500)**

16 41. LegalZoom realleges and incorporates by reference each and every
17 allegation contained in the above paragraphs as if fully set forth herein.

18 42. At all relevant times herein mentioned, RocketLawyer is a corporation
19 doing business at 182 Howard Street, #830, San Francisco, California 94105.

20 43. Beginning on a date unknown to LegalZoom but within at least the last
21 three (3) years preceding the filing of this Complaint, RocketLawyer, acting directly
22 or indirectly with the intent to induce members of the public to engage
23 RocketLawyer's services and purchase RocketLawyer's products, made or caused to
24 be made, in violation of Business and Professions Code section 17500, untrue or
25 misleading statements in the state of California via its website, that include, but are
26 not limited to, the following:

27 A. Representing that customers can "incorporate for free... pay no
28 fees (\$0)," when, in fact, customers seeking to "incorporate for free" through

1 RocketLawyer's services are nonetheless required to pay the state fees
2 associated with incorporation.

3 B. Representing that customers can get "free help from local
4 attorneys," when, in fact, access to the "free help from local attorneys" is
5 available only after customers become **paid** members of RocketLawyer's
6 "Basic Legal Plan" or "Pro Legal Plan." This membership requirement for the
7 "free help from local attorneys" is **not** disclosed in close proximity to the
8 advertisements on the RocketLawyer website.

9 C. Representing that customers can get "free legal review," when, in
10 fact, access to the "free legal review" is available only after customers become
11 **paid** members of RocketLawyer's "Basic Legal Plan" or "Pro Legal Plan."
12 This membership requirement for the "free legal review" is **not** disclosed in
13 close proximity to the advertisements on the RocketLawyer website.

14 D. Representing that customers can get "free" trials of
15 RocketLawyer's "Pro Legal Plan," when, in fact, customers who sign up for a
16 trial membership under the "Pro Legal Plan" are directed to enroll in a one-
17 week trial of RocketLawyer's "Basic Legal Plan" and cannot access the "free
18 help from local attorneys" or "free legal review" until they become paid
19 members under an annual plan or paid members under a monthly plan for at
20 least 90 days.

21 44. In making and disseminating the advertisements herein alleged,
22 RocketLawyer knew, or by the exercise of reasonable care should have known, that
23 the advertisements were untrue and misleading and so acted in violation of Section
24 17500 of the Business and Professions Code. RocketLawyer's advertising further
25 violates Section 17509 in that the advertisements herein alleged require, as a
26 condition of the "free" services, the payment of state fees and/or the purchase of paid
27 membership.

28 45. LegalZoom has lost business caused by the false and misleading

1 RocketLawyer advertisements as a result of at least one customer refusing to do
2 business with LegalZoom due to the fact that the RocketLawyer advertisements
3 falsely stated that RocketLawyer.com offers “free” incorporation, “free help from
4 local attorneys,” “free legal review,” and “free” trials of RocketLawyer’s “Pro Legal
5 Plan.”

6 46. Unless restrained by this court, RocketLawyer will continue to engage in
7 untrue and misleading advertising, as alleged above, in violation of Section 17500 of
8 the Business and Professions Code and in violation of Section 17509 of the California
9 Business and Professions Code, thus tending to render judgment in the instant action
10 ineffectual and will cause additional injury to LegalZoom for which LegalZoom has
11 no adequate remedy at law.

12 47. Pursuant to California Business and Professions Code section 17500,
13 LegalZoom seeks an order of this Court preliminarily and permanently enjoining
14 RocketLawyer from continuing to engage in the false and misleading advertising set
15 forth herein, as well as restitution or disgorgement of any monies received by
16 RocketLawyer through such acts or practices.

17 **FOURTH CLAIM FOR RELIEF**

18 **(California Unfair Competition in Violation of Cal. Bus. & Prof.**

19 **Code § 17200 et seq.)**

20 48. LegalZoom realleges and incorporates by reference each and every
21 allegation contained in the above paragraphs as if fully set forth herein.

22 49. RocketLawyer’s use of LegalZoom’s Trademarks as Internet search
23 terms to divert customers to RocketLawyer’s website and false and misleading
24 advertising, as alleged above, constitutes unfair competition in violation of Section
25 17200 *et seq.* of the California Business and Professions Code.

26 50. RocketLawyer intentionally uses the search terms “LegalZoom,” “Legal
27 Zoom” and “LegalZoom.com” to trigger sponsored links and to redirect customers to
28 RocketLawyer’s website www.rocketlawyer.com, which falsely and misleadingly

1 advertises, among other things “free” incorporation, “free help from local attorneys,”
2 “free legal review,” and “free” trials of RocketLawyer’s “Pro Legal Plan.”

3 51. LegalZoom is informed and believes RocketLawyer, as a competitor to
4 LegalZoom, performed the acts alleged herein for the purpose of injuring LegalZoom.
5 The acts alleged herein continue to this day and present a threat to LegalZoom, the
6 general public, the trade and consumers.

7 52. As a result of RocketLawyer’s wrongful acts, LegalZoom has suffered
8 and will continue to suffer loss of income, profits and valuable business opportunities
9 and if not preliminarily or permanently enjoined, RocketLawyer will have unfairly
10 derived and will continue to unfairly derive income, profits and business opportunities
11 as a result of its wrongful acts.

12 53. Pursuant to California Business and Professions Code section 17200 *et*
13 *seq.*, LegalZoom seeks an order of this Court preliminarily and permanently enjoining
14 RocketLawyer from continuing to engage in the unlawful, unfair and fraudulent acts
15 or practices set forth herein, as well as restitution or disgorgement of any monies
16 received by RocketLawyer through such acts or practices.

17 **PRAYER FOR RELIEF**

18 WHEREFORE, LegalZoom.Com, Inc. prays that:

19 1. RocketLawyer and all of its respective agents, officers, employees,
20 representatives, successors, assigns, attorneys, and all other persons acting for, with,
21 by, through or under authority from RocketLawyer, or in concert or participation with
22 RocketLawyer, and each of them, be temporarily, preliminarily and permanently
23 restrained and enjoined:

- 24 a. From further registration of domain names that are identical or
25 confusingly similar to LegalZoom’s Trademarks, or any infringing or
26 dilutive variations thereto;
27 b. From further use of LegalZoom’s Trademarks as Internet search
28 terms or otherwise in RocketLawyer’s advertisements;

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- c. From further use of the false and misleading advertisements as alleged herein; and
- d. From further acts of trademark infringement, false and misleading advertising, or unfair competition that would damage or injure LegalZoom and/or LegalZoom's Trademarks.

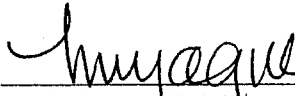
2. The Court find RocketLawyer's acts of trademark infringement and unfair competition to be knowing and willful, and an exceptional case within the meaning of 15 U.S.C. § 1117;

3. LegalZoom be awarded damages, including its actual damages, RocketLawyer's profits, treble and punitive damages, as well as its attorneys' fees and costs, in an amount to be ascertained pursuant to applicable laws, including, without limitation, 15 U.S.C. §1117 and California law; and

4. LegalZoom have such other and further relief as the Court may deem just.

DATED: November 20, 2012

GLASER WEIL FINK JACOBS
HOWARD AVCHEN & SHAPIRO LLP

By: 
PATRICIA L. GLASER
FRED D. HEATHER
MARY ANN T. NGUYEN
Attorneys for Plaintiff
LegalZoom.com, Inc.

JURY TRIAL DEMAND

In accordance with Rule 38 of the Federal Rules of Civil Procedure and L.R. 38-1, LegalZoom respectfully demands a trial by jury on all issues and claims so triable.

Exhibit A-1

From: Dorian Quispe [IMCEAEX- O=CHOST_OU=EXCHANGE+20ADMINISTRATIVE+20GROUP+20+28FYDIBOHF23SPDLT+29_CN=RECIPIENTS_CN=CDC55DE6-ECD4-4F82-97D5-64187EC5077F@legalzoom.com]
Sent: Wednesday, September 07, 2011 1:29 PM
To: ads-trademarks@google.com
Cc: Travis M.; Matt Taylor
Subject: Trademark Compliant - Legalzoom
Attachments: Legalzoom Adwords Trademark 9.7.2011.pdf

To Whom It May Concern:

LegalZoom.com, Inc. ("LegalZoom" or "we") writes to notify you that certain user(s) (the "Violating Parties") of your Google Adwords service are in violation of your posted policies. Please see attachment.

Sincerely,

Dorian E. Quispe | *Sr. Director of Online Media*
323.962.8600 x8770 | Fax 323.337.0732 | dquispe@legalzoom.com
www.legalzoom.com | 101 N. Brand Blvd., Suite 1100, Glendale, CA 91203



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5/7/2011

To Whom It May Concern:

LegalZoom.com, Inc. ("LegalZoom" or "we") writes to notify you that certain user(s) (the "Violating Parties") of your Google AdWords service are in violation of your posted policies. In short, the Violating Parties have violated your policies requiring that Google AdWords ads be relevant, clear, accurate and avoid using other parties' trademarks. To illustrate the violations, we have attached a screenshot of the Google results for the search term "legalzoom," attached as Exhibit 1. The circled result in Exhibit 1 is an example of an advertisement (the "Ad") by a Violating Party that violates the Google policies. The Ad directs users to a landing page, attached as Exhibit 2, that when viewed in conjunction with the Ad, presents an unclear and inaccurate message, improperly makes competitive claims, and creates a likelihood of consumer confusion. The foregoing, taken as a whole, infringes on LegalZoom's intellectual property rights.

Claim #1: The Ad improperly makes competitive claims.

The Google AdWords policy on Competitive Claims states:

"If your ad text contains competitive language regarding other companies, specific support for this claim must be displayed on the landing page for your AdWords ad. You can offer support for your claim that compares the features or prices of your product versus your competitor's product, or a competitive analysis discussing why your product is superior."

The Ad expressly mentions the "Zoom" product and states that the products Violating Party are better because they are free. This is clearly a competitive claim and a reasonable consumer would be interested to find out the details about this comparison. Simple examples might be: "How much of a price difference is there?" "I've heard of LegalZoom but never Zoom, are these the same?" "How do the quality and prices of Zoom and [the Violating Parties] compare?" The landing page provides no specific support for the claims made against the "Zoom" company or products. In fact, the landing page provides no comparison of any features of the Violating Party versus "Zoom" and no competitive analysis why the Violating Party's product is better than "Zoom's." In fact, the Violating Party's landing page makes no reference to "Zoom" at all, let alone to LegalZoom. By directly comparing its products to the "Zoom" products in its AdWords ad but failing to provide any substantiating (or even relevant) evidence on the landing page, the Violating Party is in direct violation of Google's Competitive Claims policy.

Claim #2: The Ad is unclear and inaccurate.

The Google AdWords policy on Relevance, Clarity, and Accuracy states:

"Your ads and keywords must directly relate to the content on the landing page for your ad. When users see your ad, they should be able to understand what kind of product, service, or other content they'll find on your site."

A plain reading of the Ad indicates that the "Zoom" product will cost the customer a fee. The landing page of the Ad says nothing about the costs associated with the "Zoom" product. In fact, there is no mention of any "Zoom" product whatsoever on the landing page, or even what or who "Zoom" might be. This ad creates confusion by mentioning a "Zoom" product that is more expensive than the Violating Party's product. The Ad creates an expectation that the landing page will explain the price difference (and possibly inform the customer what the "Zoom" product or company actually is.) Upon visiting the landing page, a reasonable customer would be left confused since Ad does not directly relate to the landing page and refers to a non-entity. By referencing a fictional

competitor and making claims about such competitor's product, the Ad is clearly unclear, inaccurate, and confusing and therefore in violation of Google's Relevance, Clarity, and Accuracy policy.

Claim #3: Trademark complaint.

A Violating Party may respond to its violation of Google's policy on Relevance, Clarity, and Accuracy by saying that "Zoom" refers to LegalZoom and that a reasonable person would understand that the Violating Party is referring their product and prices to LegalZoom. While this assumption could be argued to clarify the ad's content, it still leaves the Ad in violation of Google's policies regarding Competitive Claims because the landing page does not support the statement, as detailed above. In addition, by using a stand-in for LegalZoom's name in the Ad in a manner that is likely to create confusion, the Violating Party is infringing on LegalZoom's intellectual property rights. Google's stance on trademark infringement states: "Google takes allegations of trademark infringement very seriously and, as a courtesy, we investigate matters raised by trademark owners." If a Violating Party claims that the phrase "Zoom" is clear and accurate because it refers to the phrase "LegalZoom," it is intentionally confusing or misleading the consumer, in direct violation of Google's relevant trademark policies. The phrase "Zoom" is not a registered trademark of LegalZoom but there can be no mistake that its use is intended to do nothing but circumvent Google's trademark infringement policy. It is unimaginable that Google would allow the use of "LegalZoom" by a LegalZoom competitor in an AdWords ad, so "Zoom" in this context should be similarly prohibited as a violation of Google's trademark policy.

Response Requested.

Pursuant to Google's policy on Relevance, Clarity, and Accuracy, we respectfully request that the Ad in particular and other ads that use the term "Zoom" in an intentionally unclear and inaccurate manner likely to create consumer confusion be disapproved and/or removed. If thereafter, a Violating Party persists in using such unclear and deceptive tactics, we would also request that the Violating Party's domain be disabled since such practices deprive Google users of a useful, relevant and meaningful search experience, all of which are parts of Google's stated mission.

In addition, LegalZoom hereby files a general complaint that users using the term "Zoom" in the ways described above create an unacceptable likelihood of consumer confusion. LegalZoom also files herewith a specific complaint regarding the URLs set forth on the attached Exhibit 3.

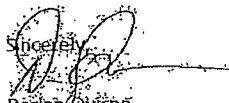
Sincerely,

Donal Quispe
Senior Director, Online Media

Exhibit 1:

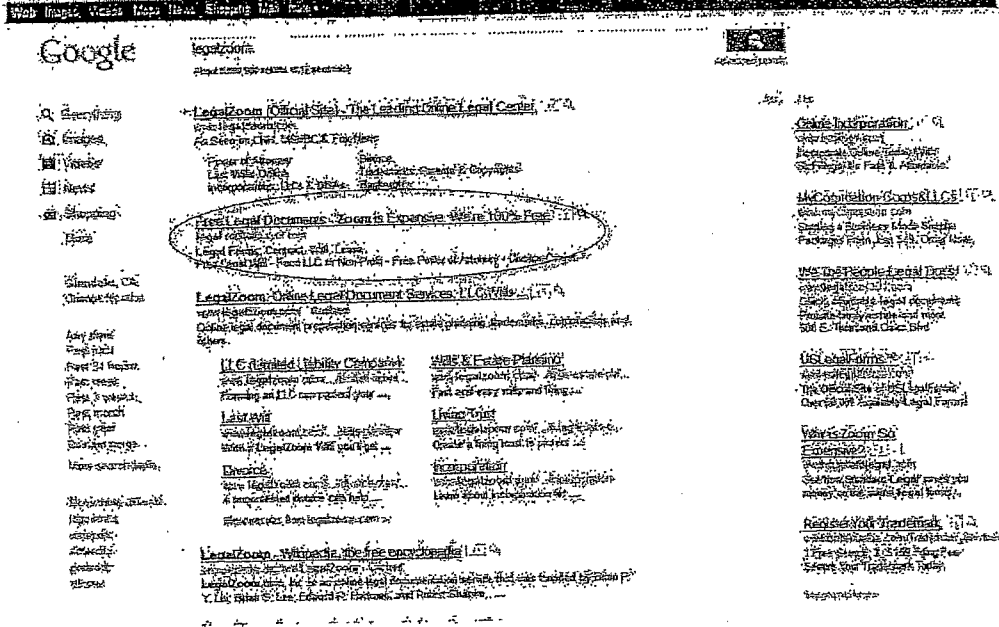


Exhibit 2:

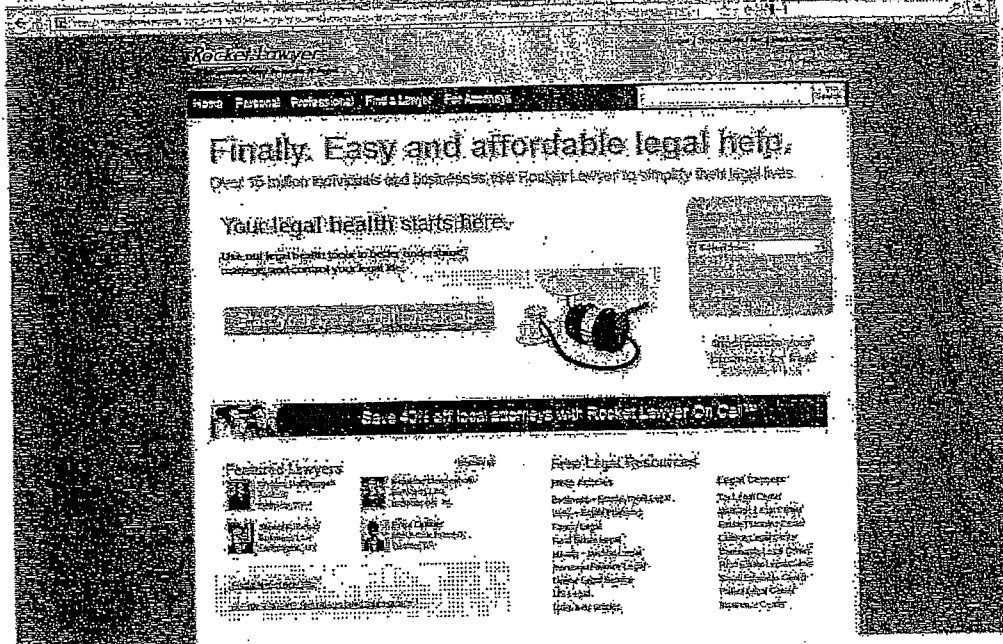


Exhibit 3:

Free Legal Documents - Zoom is Expensive! We're 100% Free!

legal.rocketlawyer.com

Legal Forms, Contract, Will, Lease

Free Legal Will - Form LLC or Non-Profit - Free Power of Attorney - Divorce Center

Adwords URL:

http://www.google.com/adk?sa=1&af=C6jtBy7dnTWIGYFYqWG26fCsDmthfjBqcyKnyKx6UwaCAQAIC2VCP@Ll-8JiHYMnm34b1o5AZoAHXnPrnyA8eBAaoEHE-QZ-nef59jKM2v16Cjzwj6KAMUHUf7JUV0ABZBOupUICMLiGuHh6sCFBQnQpddZ2QgnsoFAA&rd=1&t=legalzoom&ei=y7dnTolSE5TPAlnyHXG0&sig=AOD64_3nHYWwWEnQvHecOmWelZPAKm5Dr&sa=2&ved=0CB0Q0Qw&adurl=http://www.rocketlawyer.com/%3Furl=source%3D103%26campaign%3DCompetitor%26keyword%3Dlegalzoom%26intype%3D%26ad%3D9097512545%26docCategoryId%3Dnone&ad=116

Landing Page URL:

http://www.rocketlawyer.com/?utm_source=103&campaign=Competitor&keyword=LegalZoom&intype=e&ad=9097512545&docCategoryId=none&adid=C056717nie5CFU00Qeod0041v0

Why is Zoom So Expensive?

www.standardlegal.com

See how Standard Legal saves you money on the same legal forms...

Adwords URL:

http://www.google.com/adk?sa=1&af=CweaGy7dnTWIGY3YqW626fCsDjPjHXi_nybm3Cst_8u8BEAU8tQo-BIDqiuW_P_8BYMnm34b1o5AZoAG1jrf-A8eBAaoEfk-Q18Cdxp1KM2v16CjM0n00Bakof6ABZBOupUICMLiGuHh6sCFBQnQpddZ2QgnsoFAA&ntm=7&rd=1&t=legalzoom&ei=y7dnTolSE5TPAlnyHXG0&sig=AOD64_36XK0MLH7-ItqivDcrVHKnbU5w&sa=2&ved=0CD0Q0Qw&adurl=http://www.standardlegal.com/legalzoom.html&ad=116

Landing Page URL:

<http://www.standardlegal.com/legalzoom.html?adid=CPS0M1oi65CFR556wedEEzu0>

Exhibit A-2

-----Original Message-----

From: Google Advertising Legal Support Team [<mailto:ads-trademarks@google.com>]

Sent: Friday, September 23, 2011 1:28 PM

To: Dorian Quispe

Subject: Re: [#866362036] Trademark Compliant - Legalzoom

Hi Donna,

Thanks for sending us your trademark complaint. Your complaint has been processed. The ads in question will now display in accordance with Google's trademark policies, which vary by region. To review our trademark policies, please see the following links:

Main policy page

(<http://adwords.google.com/support/aw/bin/answer.py?hl=en&answer=6118>)

Regional ad text and keyword policies

(<http://adwords.google.com/support/aw/bin/answer.py?hl=en&answer=144298>)

Reseller/informational site policy
(<http://adwords.google.com/support/aw/bin/answer.py?hl=en&answer=145626>)

Please note that we processed only the following specific URLs, which were listed in your trademark complaint: rocketlawyer.com and standardlegal.com. We will not be disapproving the use of your trademark beyond the scope of your complaint. In addition, we processed only this trademark: ZOOM. If there are additional ads using variations or misspellings of your trademark, please supply us with a list of the terms and the ads that are using them, and we will review these accordingly.

Best regards,
Sam
Google Advertising Legal Support Team

Original Message Follows:

From: Dorian Quispe <dquispe@legalzoom.com>
Subject: Re: [#866362036] Trademark Compliant - Legalzoom
Date: Thu, 15 Sep 2011 19:52:03 -0500

> Thank you Lyndsay.
>
> dq
>
> Sent from my iPhone
>
> On Sep 15, 2011, at 5:43 PM, "Google Advertising Legal Support Team"
> <ads-trademarks@google.com<<mailto:ads-trademarks@google.com>>> wrote:
>
> Lyndsay
>

Exhibit A-3

From: Brian Liu
Sent: Friday, October 14, 2011 1:43 PM
To: 'Charles Moore'
Subject: RE: Follow Up

Charley,

Thanks for getting back to be. If you are available, I can be reached at 818-632-6117 pretty much all afternoon.

Thanks!

-- Brian

From: Charles Moore [<mailto:cm@rocketlawyer.com>]
Sent: Thursday, October 13, 2011 5:05 PM
To: Brian Liu
Cc: Dan Nye
Subject: Re: Follow Up

Brian,

We're overdue to get acquainted. I met John Suh a couple of years ago, and I've heard a lot of good stuff about you.

Congrats on getting Sue Decker on your board, by the way. Our kids go to school together and we have a lot of mutual friends and acquaintances. She's awesome.

I'm available tomorrow, anytime before 10am; from 10:30am - 11am, or 1:30pm - 2:30pm. Hopefully, one of those slots is free for you too?

Otherwise, I'm traveling next week until Friday.

Best,
Charley

On Thu, Oct 13, 2011 at 4:23 PM, Dan Nye <dnye@rocketlawyer.com> wrote:
Brian - Given the topic you wish to discuss, it sounds like the best approach is for you to speak to Charley. He's included on this message so I'll leave to the two of you to take it from here. In addition, this should be more efficient since I am on the road.

Dan

On Thu, Oct 13, 2011 at 3:41 PM, Brian Liu <bliu@legalzoom.com> wrote:

Dan,

Thanks for getting back to me. I've actually met Charley before, and it would be good to reconnect, but I wanted to reach out to you since we've never met.

In addition, there is an important issue that our legal department has brought up regarding your advertising that I wanted to personally discuss with you first. Therefore, if you have time early next week, it would be good to talk.

Please let me know if you have time to talk next Monday or Tuesday.

Best,

Brian Liu

From: Dan Nye [<mailto:dnye@rocketlawyer.com>]
Sent: Thursday, October 13, 2011 1:35 PM
To: Brian Liu
Cc: Charles Moore
Subject: Follow Up

Brian - I received your VM from yesterday. Unfortunately, I am not in the office today or tomorrow. I'd be happy to have a call and I think it would be great for Charley Moore (Founder/Chairman) to join us. Can you provide some times that you will be available on 11/1, 11/2 or 11/4?

Thanks,

Dan

--
dnye@rocketlawyer.com
415-518-6384

dnye@rocketlawyer.com
415-518-6384

Exhibit A-4

From: Brian Liu
Sent: Friday, October 14, 2011 3:41 PM
To: 'Charles Moore'
Subject: RE: Follow Up

Charley,

It was good speaking with you today. Just wanted to get back to you before you left with some of the ads and landing pages that our guys are having problems with, which are in the attached document.

If you haven't seen the FTC guidance, it's here: <http://www.ftc.gov/bcp/guides/free.htm> Specifically, "all of the terms, conditions and obligations should appear in close conjunction with the offer of 'Free' merchandise or service..."

As for our own Google ads, it appears that the "don't trust free" language only appears on search terms that include the word "free". We don't offer free documents, so what this ad is telling people is to not trust the concept of free in general (since often, there are strings attached.) However, I did see one ad that linked "don't trust free" to something specific, such as the legality of the document. I agree that is overly aggressive and will ask our guys to take that down.

Thanks for looking into this. When I'm in SF next, it would be good to sit down and grab a drink.

-- Brian

From: Charles Moore [<mailto:cm@rocketlawyer.com>]
Sent: Thursday, October 13, 2011 5:05 PM
To: Brian Liu
Cc: Dan Nye
Subject: Re: Follow Up

Brian,

We're overdue to get acquainted. I met John Suh a couple of years ago, and I've heard a lot of good stuff about you.

Congrats on getting Sue Decker on your board, by the way. Our kids go to school together and we have a lot of mutual friends and acquaintances. She's awesome.

I'm available tomorrow, anytime before 10am; from 10:30am - 11am, or 1:30pm - 2:30pm. Hopefully, one of those slots is free for you too?

Otherwise, I'm traveling next week until Friday.

Best,
Charley

On Thu, Oct 13, 2011 at 4:23 PM, Dan Nye <dnye@rocketlawyer.com> wrote:
Brian - Given the topic you wish to discuss, it sounds like the best approach is for you to speak to Charley. He's included on this message so I'll leave to the two of you to take it from here. In addition, this should be more efficient since I am on the road.

Dan

On Thu, Oct 13, 2011 at 3:41 PM, Brian Liu <bliu@legalzoom.com> wrote:

Dan,

Thanks for getting back to me. I've actually met Charley before, and it would be good to reconnect, but I wanted to reach out to you since we've never met.

In addition, there is an important issue that our legal department has brought up regarding your advertising that I wanted to personally discuss with you first. Therefore, if you have time early next week, it would be good to talk.

Please let me know if you have time to talk next Monday or Tuesday.

Best,

Brian Liu

From: Dan Nye [<mailto:dnye@rocketlawyer.com>]
Sent: Thursday, October 13, 2011 1:35 PM
To: Brian Liu
Cc: Charles Moore
Subject: Follow Up

Brian - I received your VM from yesterday. Unfortunately, I am not in the office today or tomorrow. I'd be happy to have a call and I think it would be great for Charley Moore (Founder/Chairman) to join us. Can you provide some times that you will be available on 11/1, 11/2 or 11/4?

Thanks,

Dan

dnye@rocketlawyer.com
415-518-6384

dnye@rocketlawyer.com
415-518-6384

Set Up a Free LLC (877) 407 5950

www.rocketlawyer.com/Free-LLC

Form an LLC in Under 8 Minutes. LLC Filing that is Dead Simple!

Others Charge \$99+, We're Free - 8 Minute LLC - Why We're Totally Free

1. Saying that it's *totally* free is misleading since you have to pay filing fees.
2. Free is also conditioned on opting in to a legal plan and must be disclosed. See FTC guidelines.

8 Minutes: Free LLL Setup (877) 407 5950

allstates.rocketlawyer.com/Free-LLC

Expert Guidance, No Processing Fees Professional Filings, Start Now

1. Setting up the LLC is not free since you must pay filing fees.
2. Even if you have lawyers guide you through the process, they would have to be certified experts.
3. Are lawyers doing the filings?

Landing page: <http://www.rocketlawyer.com/incorporate-for-free.rl>

1. No disclosure next to the word FREE about the conditions in the headline
2. In the Compare Pricing tab, simply disclosing the conditions in the question mark click isn't enough to satisfy FTC guidelines
3. Legal Zoom is not our proper name, and there is no TM notice.
4. We don't sell a corporate kit for \$100 anywhere on the website, so that is misleading. Our standard package contains more than just a corporate kit.
5. Registered agent service is not \$159.
6. Their processing times are not the same as ours. For example - Delaware for us is way faster than 6 weeks.

Free Legal Documents - Why Pay? We're 100% Free

legal.rocketlawyer.com

Legal Forms, Contract, Will, Lease.

1. This ad appears on the LegalZoom brand term.
2. RL is not 100% free. For LLCs, and incorporations, you must pay filing fees. For other forms, it's conditioned upon opting in to the plan. See FTC guidance.

Exhibit A-5

-----Original Message-----

From: Brian Liu
Sent: Friday, November 18, 2011 11:19 AM
To: 'Charley Moore'
Subject: RE: Google Ads
Importance: High

Charley,

I tried calling you but the line isn't going through. Can you call me at 323-790-1358? Thanks

-- Brian

-----Original Message-----

From: Charley Moore [mailto:cm@rocketlawyer.com]
Sent: Thursday, November 17, 2011 9:00 PM
To: Brian Liu
Subject: Re: Google Ads

Sure, let's talk again.

I'll expect your call at 11:15 tomorrow. 415-738-7699.

Charley

On Nov 17, 2011, at 6:27 PM, Brian Liu <bliu@legalzoom.com> wrote:

> Charley,

>

> I can't tell whether you're misinformed, stalling, or something else. Once again, you just don't seem to know the basic facts. You asked me to confirm something that you can easily do yourself and I have done so. Screen shots from today are below.

>

> Here are the three things that you need to do:

>

>

> 1. There is no possible way to get a truly "free" incorporation or LLC on RocketLawer. You always have to pay filing fees. And even your "no processing fee" offer is conditioned upon joining your legal plan, which you hide. Therefore, any ad that says "Free LLC," "Set up a Free LLC," "Incorporate for Free," "Start an LLC for Free," or any ad that says "Free" without mentioning that you have to pay filing fees + sign up for your legal plan, must be taken down immediately.

>
>
> 1. On LegalZoom brand terms, you advertise "100% Free," "Why pay? We're Free" and "Free Incorporation" which are completely false and constitute unfair business practices. As you know, many people searching for LegalZoom brand terms on Google are looking to form an LLC, so any time you say "Free" in the ad, it's not true. Therefore, any ad on LegalZoom brand terms that uses the word "Free" without stating the conditions should be immediately removed.

>
>
> 1. Your comparison chart to LegalZoom's pricing is completely wrong. For example, you state that we take 6 weeks to process a Delaware LLC - it's not true, it takes us 1 week. That's why we charge \$50 extra for state expedite fees. Our Federal Tax ID price isn't \$79 (you get a discount with our Gold package). Our Registered Agent service isn't \$159 per year - you get a free month, and the clock doesn't start until the LLC's effective date. How you came up with our "expedited processing" fee is beyond me, since I can't find that anywhere on our site. And your line-by-line comparison implies that our offerings are the same, but we offer a multitude of packages with additional benefits you can't match. Therefore, your pricing comparison chart to LegalZoom must be immediately deleted.

>
> I'd still be happy to speak to you tomorrow at 11:15 am, but at this point, I feel like there's little more to say. Even you seemed to think that your ads were wrong, which is why you thought they were taken down. I'll wait until next-Tuesday to see what changes you make. But if you are still running unfair or misleading ads at that time, we will take action.

>
> Sincerely,
>
> Brian Liu

>
>
> [cid:image001.jpg@01CCA555.EE0A2FF0]

>
>
> [cid:image002.jpg@01CCA555.EE0A2FF0]

>
>
> [cid:image003.jpg@01CCA555.EE0A2FF0]

>
>
> [cid:image004.jpg@01CCA555.EE0A2FF0]

>
>
> [cid:image005.jpg@01CCA555.EE0A2FF0]

>
>
> [cid:image006.jpg@01CCA555.EE0A2FF0]

>
>
>
> Brian Liu | Chairman
> bliu@legalzoom.com | Phone 323.790-1358 | Fax 323.337-0730
> www.legalzoom.com <<http://www.legalzoom.com>> | 101 N. Brand Blvd., 11th
> Floor, Glendale, CA 91203
> [cid:image007.gif@01CCA555.EE0A2FF0] <<http://www.legalzoom.com/>>
> This transmission may contain confidential and privileged material for the sole use of the intended recipient(s). Any review, use, distribution or disclosure by others is strictly prohibited. If you are not the intended recipient (or

authorized to receive for the recipient), please contact the sender by reply email and delete all copies of this message.

> LegalZoom is not an attorney and can only provide self help services at your specific direction. LegalZoom.com, Inc. is a registered and bonded legal document assistant, #0104, Los Angeles County (exp. 12/11). Prices, features, terms and conditions are subject to change without notice.

>
>
>

> From: Charley Moore [mailto:cm@rocketlawyer.com]
> Sent: Thursday, November 17, 2011 7:21 AM
> To: Brian Liu
> Subject: Re: Google Ads

>

> Brian,

>

> My team has confirmed to me that we are not running ads with the copy you complained to us about.

>

> Why don't you independently confirm that or send me examples?

>

> Charley

> On Wed, Nov 16, 2011 at 5:33 PM, Brian Liu <bliu@legalzoom.com<mailto:bliu@legalzoom.com>> wrote:

> Charley,

>

> I'm not available on Friday, but this needs to be resolved quickly. Can you make time tomorrow? I can be available all day.

>

> -- Brian

>

> From: Charley Moore

> [mailto:cm@rocketlawyer.com<mailto:cm@rocketlawyer.com>]

> Sent: Wednesday, November 16, 2011 3:15 PM

>

> To: Brian Liu

> Subject: Re: Google Ads

>

> Brian,

>

> I'm on the road until Friday. How's 11:15 Friday for you?

>

> Charley

>

> On Nov 16, 2011, at 5:08 PM, Brian Liu <bliu@legalzoom.com<mailto:bliu@legalzoom.com>> wrote:

> Charley,

>

> If you are available now, we can also chat. I'll be here for another hour.

>

> -- Brian

>

> From: Charley Moore

> [mailto:cm@rocketlawyer.com<mailto:cm@rocketlawyer.com>]

> Sent: Wednesday, November 16, 2011 11:51 AM

> To: Brian Liu

> Subject: Re: Google Ads

>

> Brian,

- >
- > May I suggest that we get back on the phone and resolve a few issues? Looking back, the thread on this stopped when we discovered (and you confirmed) that LZ has been running ads for multiple sites it operates for the same keywords, which violates google SEM rules.
- >
- > We're not interested in getting into a pissing match and continue to wish you well.
- >
- > This is stuff is not a good use of time for either of us, I suspect.
- >
- > Charley
- >
- > On Nov 15, 2011, at 6:53 PM, Brian Liu <bliu@legalzoom.com<mailto:bliu@legalzoom.com>> wrote:
- > Charley,
- >
- > It's been about a month since we last spoke, and I'm disappointed that nothing has changed on your end regarding your Google ads.
- >
- > There's no doubt that your "100% Free" ad that's currently running on our brand terms is 100% false and misleading. The idea that your LLCs are "totally free" is totally BS. Your LLC landing page's comparison to LegalZoom is totally off. And your "Free" ads that I've come across on Google are illegal according to the FTC's guidelines.

- >
- > You asked us to remove our ads that questioned the validity of free documents, and we did so immediately, even though there's nothing illegal about it.
- >
- > I don't like to escalate things if there's a better way to get things resolved, so let me know you'd like to deal with this issue.
- >
- > Best,
- >
- > Brian Liu
- >
- > Brian Liu | Chairman
- > bliu@legalzoom.com<mailto:bliu@legalzoom.com> | Phone
- > 323.790-1358<tel:323.790-1358> | Fax 323.337-0730<tel:323.337-0730>
- > www.legalzoom.com<http://www.legalzoom.com> | 101 N. Brand Blvd., 11th
- > Floor, Glendale, CA 91203 <image001.gif><http://www.legalzoom.com/>
- > This transmission may contain confidential and privileged material for the sole use of the intended recipient(s). Any review, use, distribution or disclosure by others is strictly prohibited. If you are not the intended recipient (or authorized to receive for the recipient), please contact the sender by reply email and delete all copies of this message.
- > LegalZoom is not an attorney and can only provide self help services at your specific direction.
- > LegalZoom.com<http://LegalZoom.com>, Inc. is a registered and bonded legal document assistant, #0104, Los Angeles County (exp. 12/11). Prices, features, terms and conditions are subject to change without notice.
- >
- >
- > <image001.jpg>
- > <image002.jpg>
- > <image003.jpg>
- > <image004.jpg>
- > <image005.jpg>
- > <image006.jpg>
- > <image007.gif>

Exhibit B-1

Int. Cl.: 35

Prior U.S. Cls.: 100, 101 and 102

Reg. No. 3,211,009

United States Patent and Trademark Office

Registered Feb. 20, 2007

SERVICE MARK
PRINCIPAL REGISTER

LegalZoom

LEGALZOOM.COM, INC. (CALIFORNIA CORPORATION)
SUITE 180
7083 HOLLYWOOD BLVD.
LOS ANGELES, CA 90028

FOR PROVIDING ONLINE DIRECTORY INFORMATION ON ATTORNEY LISTINGS, ATTORNEY REFERRAL AND MATCHING SERVICES, IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

FIRST USE 7-15-2000; IN COMMERCE 1-1-2001.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NO. 2,540,549.

SER. NO. 78,850,586, FILED 3-30-2006.

SALMA MAKHDOOM, EXAMINING ATTORNEY

Exhibit B-2

Int. Cl.: 42

Prior U.S. Cls.: 100 and 101

Reg. No. 3,210,728

United States Patent and Trademark Office

Registered Feb. 20, 2007

SERVICE MARK
PRINCIPAL REGISTER

LegalZoom

LEGALZOOM.COM, INC. (CALIFORNIA CORPORATION)
SUITE 180
7083 HOLLYWOOD BLVD.
LOS ANGELES, CA 90028

FOR: LEGAL DOCUMENT PREPARATION SERVICES AND PROVIDING GENERAL LEGAL INFORMATION VIA A WEBSITE ON GLOBAL COMPUTER NETWORKS, IN CLASS 42 (U.S. CLS. 100 AND 101).

FIRST USE 6-20-2000; IN COMMERCE 7-15-2000.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NO. 2,540,549.

SER. NO. 78-758503, FILED 11-21-2005.

SAIMA MAKHDUM, EXAMINING ATTORNEY

Exhibit B-3

Int. Cl.: 35

Prior U.S. Cls.: 100, 101 and 102

United States Patent and Trademark Office

Reg. No. 3,210,861

Registered Feb. 20, 2007

SERVICE MARK
PRINCIPAL REGISTER

LegalZoom

LEGALZOOM.COM, INC. (CALIFORNIA COR-
PORATION)
7083 HOLLYWOOD BLVD,
SUITE 180
LOS ANGELES, CA 90028

FOR ATTORNEY REFERRAL SERVICES, IN
CLASS 35 (U.S. CLS. 100, 101 AND 102).

FIRST USE 7-15-2000; IN COMMERCE 7-15-2000.

THE MARK CONSISTS OF STANDARD CHAR-
ACTERS WITHOUT CLAIM TO ANY PARTICULAR
FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NO. 2,540,549.

SER. NO. 78-807,067, FILED 12-3-2006.

SAIMA MAKHDOOM, EXAMINING ATTORNEY

Exhibit B-4

Int. Cl.: 42

Prior U.S. Cls.: 100 and 101

Reg. No. 2,540,549

United States Patent and Trademark Office

Registered Feb. 19, 2004

SERVICE MARK
PRINCIPAL REGISTER

The logo for Legalzoom features a stylized 'L' icon on the left, composed of horizontal bars of varying lengths, followed by the word 'legalzoom' in a lowercase, bold, sans-serif font.

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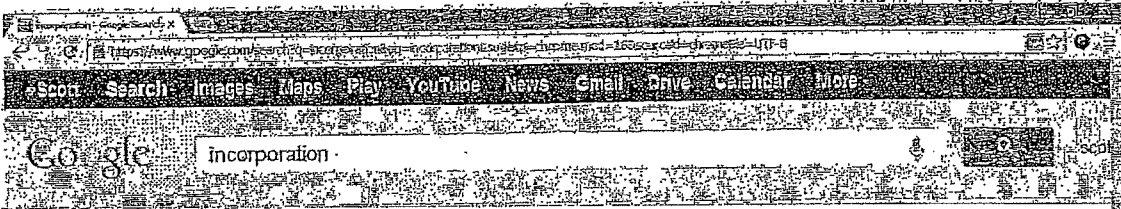
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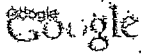
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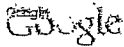
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LAST WILL AND TESTAMENT OF

I, Michelle Angles, California, restore my former Will and Codicil and declare this to be my Last Will and Testament.

ARTICLE I IDENTIFICATION OF FAMILY

I do not have any children at the time of the signing of this Will.

ARTICLE II PAYMENT OF DEBTS AND EXPENSES

I direct that my just debts, funeral expenses and expenses of last illness be first paid from my estate.

ARTICLE III PET CARE DIRECTIVES

Notwithstanding any other provision of this Will, I further direct that:

I give my following pet(s):

and any other animals which I own, own at the time of my death, to my sister, Michelle with the request that she treat them as companion animals. If (she) is unable or unwilling to accept my animals, I give such animals to my sister, Michelle with the request that (she) treat them as companion animals. If (she) is unable or unwilling to accept my animals, my Executor shall select an appropriate person to accept the animals and (that) hold in companion animals, and I give my animals to such person.

ARTICLE IV DISTRIBUTION OF PROPERTY

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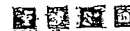
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**UNITED STATES DISTRICT COURT
CENTRAL DISTRICT OF CALIFORNIA**

NOTICE OF ASSIGNMENT TO UNITED STATES MAGISTRATE JUDGE FOR DISCOVERY

This case has been assigned to District Judge Gary A. Feess and the assigned discovery Magistrate Judge is Alicia G. Rosenberg.

The case number on all documents filed with the Court should read as follows:

CV12- 9942 GAF (AGR~~x~~)

Pursuant to General Order 05-07 of the United States District Court for the Central District of California, the Magistrate Judge has been designated to hear discovery related motions.

All discovery related motions should be noticed on the calendar of the Magistrate Judge

NOTICE TO COUNSEL

A copy of this notice must be served with the summons and complaint on all defendants (if a removal action is filed, a copy of this notice must be served on all plaintiffs).

Subsequent documents must be filed at the following location:

Western Division
312 N. Spring St., Rm. G-8
Los Angeles, CA 90012

Southern Division
411 West Fourth St., Rm. 1-053
Santa Ana, CA 92701-4516

Eastern Division
3470 Twelfth St., Rm. 134
Riverside, CA 92501

Failure to file at the proper location will result in your documents being returned to you.

COPY

UNITED STATES DISTRICT COURT

for the

CENTRAL District of CALIFORNIA

LEGALZOOM.COM, INC. a Delaware Corporation

Plaintiff(s)

v.

ROCKET LAWYER INCORPORATED, a Delaware Corporation

Defendant(s)

Civil Action

CV 12 9942

GAF (AGL)

SUMMONS IN A CIVIL ACTION

To: (Defendant's name and address)

ROCKET LAWYER INCORPORATED
182 HOWARD STREET, #830
SAN FRANCISCO, CALIFORNIA 94105

A lawsuit has been filed against you.

Within 21 days after service of this summons on you (not counting the day you received it) — or 60 days if you are the United States or a United States agency, or an officer or employee of the United States described in Fed. R. Civ. P. 12 (a)(2) or (3) — you must serve on the plaintiff an answer to the attached complaint or a motion under Rule 12 of the Federal Rules of Civil Procedure. The answer or motion must be served on the plaintiff or plaintiff's attorney, whose name and address are:

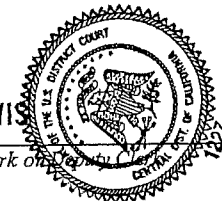
FRED HEATHER, ESQ.
GLASER WEIL FINK JACOBS HOWARD AVCHEN & SHAPIRO LLP
10250 CONSTELLATION BOULEVARD, 19TH FLOOR
LOS ANGELES, CALIFORNIA 90067

If you fail to respond, judgment by default will be entered against you for the relief demanded in the complaint. You also must file your answer or motion with the court.

CLERK OF COURT

MARILYN DAVIS

Signature of Clerk on



Date: NOVEMBER 20, 2012

Civil Action No. _____

PROOF OF SERVICE

(This section should not be filed with the court unless required by Fed. R. Civ. P. 4(l))

This summons for *(name of individual and title, if any)* _____
was received by me on *(date)* _____.

I personally served the summons on the individual at *(place)* _____
_____ on *(date)* _____ ; or

I left the summons at the individual's residence or usual place of abode with *(name)* _____
_____, a person of suitable age and discretion who resides there,
on *(date)* _____, and mailed a copy to the individual's last known address; or

I served the summons on *(name of individual)* _____, who is
designated by law to accept service of process on behalf of *(name of organization)* _____
_____ on *(date)* _____ ; or

I returned the summons unexecuted because _____ ; or

Other *(specify)*:

My fees are \$ _____ for travel and \$ _____ for services, for a total of \$ _____.

I declare under penalty of perjury that this information is true.

Date: _____

Server's signature

Printed name and title

Server's address

Additional information regarding attempted service, etc:

**UNITED STATES DISTRICT COURT, CENTRAL DISTRICT, CALIFORNIA
CIVIL COVER SHEET**

COPY

I (a) PLAINTIFFS (Check box if you are representing yourself)
LEGALZOOM.COM, INC.

DEFENDANTS
ROCKET LAWYER INCORPORATED

(b) Attorneys (Firm Name, Address and Telephone Number. If you are representing yourself, provide same.)
FRED HEATHER, ESQ.
GLASER WEIL FINK JACOBS HOWARD AVCHEN & SHAPIRO LLP
10250 CONSTELLATION BLVD., 19TH FL
LOS ANGELES, CA 90067
310-553-3000

Attorneys (If Known)

II. BASIS OF JURISDICTION (Place an X in one box only.)

- 1 U.S. Government Plaintiff 3 Federal Question (U.S. Government Not a Party)
- 2 U.S. Government Defendant 4 Diversity (Indicate Citizenship of Parties in Item III)

III. CITIZENSHIP OF PRINCIPAL PARTIES - For Diversity Cases Only (Place an X in one box for plaintiff and one for defendant.)

	PTF	DEF		PTF	DEF
Citizen of This State	<input type="checkbox"/> 1	<input type="checkbox"/> 1	Incorporated or Principal Place of Business in this State	<input type="checkbox"/> 4	<input type="checkbox"/> 4
Citizen of Another State	<input type="checkbox"/> 2	<input type="checkbox"/> 2	Incorporated and Principal Place of Business in Another State	<input type="checkbox"/> 5	<input type="checkbox"/> 5
Citizen or Subject of a Foreign Country	<input type="checkbox"/> 3	<input type="checkbox"/> 3	Foreign Nation	<input type="checkbox"/> 6	<input type="checkbox"/> 6

IV. ORIGIN (Place an X in one box only.)

- 1 Original Proceeding 2 Removed from State Court 3 Remanded from Appellate Court 4 Reinstated or Reopened 5 Transferred from another district (specify): 6 Multi-District Litigation 7 Appeal to District Judge from Magistrate Judge

V. REQUESTED IN COMPLAINT: JURY DEMAND: Yes No (Check 'Yes' only if demanded in complaint.)

CLASS ACTION under F.R.C.P. 23: Yes No MONEY DEMANDED IN COMPLAINT: \$ _____

VI. CAUSE OF ACTION (Cite the U.S. Civil Statute under which you are filing and write a brief statement of cause. Do not cite jurisdictional statutes unless diversity.)

15 U.S.C. §§1114 ET SEQ.; 28 U.S.C. §§1125 (A) - TRADEMARK INFRINGEMENT; FEDERAL UNFAIR COMPETITION; STATE FALSE AND MISLEADING ADVERTISING; STATE UNFAIR COMPETITION.

VII. NATURE OF SUIT (Place an X in one box only.)

OTHER STATUTES	CONTRACT	TORTS	TORTS	PRISONER PETITIONS	LABOR
<input type="checkbox"/> 400 State Reapportionment	<input type="checkbox"/> 110 Insurance	<input type="checkbox"/> 310 Airplane	<input type="checkbox"/> 370 Other Fraud	<input type="checkbox"/> 510 Motions to Vacate Sentence	<input type="checkbox"/> 710 Fair Labor Standards Act
<input type="checkbox"/> 410 Antitrust	<input type="checkbox"/> 120 Marine	<input type="checkbox"/> 315 Airplane Product Liability	<input type="checkbox"/> 371 Truth in Lending	<input type="checkbox"/> 530 General	<input type="checkbox"/> 720 Labor/Mgmt. Relations
<input type="checkbox"/> 430 Banks and Banking	<input type="checkbox"/> 130 Miller Act	<input type="checkbox"/> 320 Assault, Libel & Slander	<input type="checkbox"/> 380 Other Personal Property Damage	<input type="checkbox"/> 535 Death Penalty	<input type="checkbox"/> 730 Labor/Mgmt. Reporting & Disclosure Act
<input type="checkbox"/> 450 Commerce/ICC Rates/etc.	<input type="checkbox"/> 140 Negotiable Instrument	<input type="checkbox"/> 330 Fed. Employers' Liability	<input type="checkbox"/> 385 Property Damage Product Liability	<input type="checkbox"/> 540 Mandamus/Other	<input type="checkbox"/> 740 Railway Labor Act
<input type="checkbox"/> 460 Deportation	<input type="checkbox"/> 150 Recovery of Overpayment & Enforcement of Judgment	<input type="checkbox"/> 340 Marine	BANKRUPTCY	<input type="checkbox"/> 550 Civil Rights	<input type="checkbox"/> 790 Other Labor Litigation
<input type="checkbox"/> 470 Racketeer Influenced and Corrupt Organizations	<input type="checkbox"/> 151 Medicare Act	<input type="checkbox"/> 345 Marine Product Liability	<input type="checkbox"/> 422 Appeal 28 USC 158	<input type="checkbox"/> 555 Prison Condition	<input type="checkbox"/> 791 Empl. Ret. Inc. Security Act
<input type="checkbox"/> 480 Consumer Credit	<input type="checkbox"/> 152 Recovery of Defaulted Student Loan (Excl. Veterans)	<input type="checkbox"/> 350 Motor Vehicle	<input type="checkbox"/> 423 Withdrawal 28 USC 157	FOREFEITURE/PENALTY	PROPERTY RIGHTS
<input type="checkbox"/> 490 Cable/Sat TV	<input type="checkbox"/> 153 Recovery of Overpayment of Veteran's Benefits	<input type="checkbox"/> 355 Motor Vehicle Product Liability	CIVIL RIGHTS	<input type="checkbox"/> 610 Agriculture	<input type="checkbox"/> 820 Copyrights
<input type="checkbox"/> 810 Selective Service	<input type="checkbox"/> 160 Stockholders' Suits	<input type="checkbox"/> 360 Other Personal Injury	<input type="checkbox"/> 441 Voting	<input type="checkbox"/> 620 Other Food & Drug	<input type="checkbox"/> 830 Patent
<input type="checkbox"/> 850 Securities/Commodities/Exchange	<input type="checkbox"/> 190 Other Contract	<input type="checkbox"/> 362 Personal Injury-Med Malpractice	<input type="checkbox"/> 442 Employment	<input type="checkbox"/> 625 Drug Related Seizure of Property 21 USC 881	<input checked="" type="checkbox"/> 840 Trademark
<input type="checkbox"/> 875 Customer Challenge 12 USC 3410	<input type="checkbox"/> 195 Contract Product Liability	<input type="checkbox"/> 365 Personal Injury-Product Liability	<input type="checkbox"/> 443 Housing/Accommodations	<input type="checkbox"/> 630 Liquor Laws	SOCIAL SECURITY
<input type="checkbox"/> 890 Other Statutory Actions	<input type="checkbox"/> 196 Franchise	<input type="checkbox"/> 368 Asbestos Personal Injury Product Liability	<input type="checkbox"/> 444 Welfare	<input type="checkbox"/> 640 R.R. & Truck	<input type="checkbox"/> 861 HIA (1395ff)
<input type="checkbox"/> 891 Agricultural Act	REAL PROPERTY	IMMIGRATION	<input type="checkbox"/> 445 American with Disabilities - Employment	<input type="checkbox"/> 650 Airline Regs	<input type="checkbox"/> 862 Black Lung (923)
<input type="checkbox"/> 892 Economic Stabilization Act	<input type="checkbox"/> 210 Land Condemnation	<input type="checkbox"/> 462 Naturalization Application	<input type="checkbox"/> 446 American with Disabilities - Other	<input type="checkbox"/> 660 Occupational Safety/Health	<input type="checkbox"/> 863 DIWC/DIWW (405(g))
<input type="checkbox"/> 893 Environmental Matters	<input type="checkbox"/> 220 Foreclosure	<input type="checkbox"/> 463 Habeas Corpus-Alien Detainee	<input type="checkbox"/> 440 Other Civil Rights	<input type="checkbox"/> 690 Other	<input type="checkbox"/> 864 SSID Title XVI
<input type="checkbox"/> 894 Energy Allocation Act	<input type="checkbox"/> 230 Rent Lease & Ejectment	<input type="checkbox"/> 465 Other Immigration Actions			<input type="checkbox"/> 865 RSI (405(g))
<input type="checkbox"/> 895 Freedom of Info. Act	<input type="checkbox"/> 240 Torts to Land				FEDERAL TAX SUITS
<input type="checkbox"/> 900 Appeal of Fee Determination Under Equal Access to Justice	<input type="checkbox"/> 245 Tort Product Liability				<input type="checkbox"/> 870 Taxes (U.S. Plaintiff or Defendant)
<input type="checkbox"/> 950 Constitutionality of State Statutes	<input type="checkbox"/> 290 All Other Real Property				<input type="checkbox"/> 871 IRS - Third Party 26 USC 7609

CV 12 9942

FOR OFFICE USE ONLY: Case Number: _____

AFTER COMPLETING THE FRONT SIDE OF FORM CV-71, COMPLETE THE INFORMATION REQUESTED BELOW.

**UNITED STATE DISTRICT COURT, CENTRAL DISTRICT CALIFORNIA
CIVIL COVER SHEET**

VIII(a). IDENTICAL CASES: Has this action been previously filed in this court and dismissed, remanded or closed? No Yes

If yes, list case number(s): _____

VIII(b). RELATED CASES: Have any cases been previously filed in this court that are related to the present case? No Yes

If yes, list case number(s): _____

Civil cases are deemed related if a previously filed case and the present case:

- (Check all boxes that apply)
- A. Arise from the same or closely related transactions, happenings, or events; or
 - B. Call for determination of the same or substantially related or similar questions of law and fact; or
 - C. For other reasons would entail substantial duplication of labor if heard by different judges; or
 - D. Involve the same patent, trademark or copyright, and one of the factors identified above in a, b or c also is present.

IX. VENUE: (When completing the following information, use an additional sheet if necessary.)

(a) List the County in this District; California County outside of this District; State if other than California; or Foreign Country, in which EACH named plaintiff resides.

Check here if the government, its agencies or employees is a named plaintiff. If this box is checked, go to item (b).

County in this District:*	California County outside of this District; State, if other than California; or Foreign Country
LOS ANGELES	

(b) List the County in this District; California County outside of this District; State if other than California; or Foreign Country, in which EACH named defendant resides.

Check here if the government, its agencies or employees is a named defendant. If this box is checked, go to item (c).

County in this District:*	California County outside of this District; State, if other than California; or Foreign Country
SAN FRANCISCO	

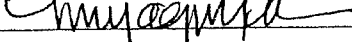
(c) List the County in this District; California County outside of this District; State if other than California; or Foreign Country, in which EACH claim arose.

Note: In land condemnation cases, use the location of the tract of land involved.

County in this District:*	California County outside of this District; State, if other than California; or Foreign Country
LOS ANGELES	

* Los Angeles, Orange, San Bernardino, Riverside, Ventura, Santa Barbara, or San Luis Obispo Counties

Note: In land condemnation cases, use the location of the tract of land involved

X. SIGNATURE OF ATTORNEY (OR PRO PER):  Date NOVEMBER 20, 2012
MARY ANN T. NGUYEN

Notice to Counsel/Parties: The CV-71 (JS-44) Civil Cover Sheet and the information contained herein neither replace nor supplement the filing and service of pleadings or other papers as required by law. This form, approved by the Judicial Conference of the United States in September 1974, is required pursuant to Local Rule 3-1 is not filed but is used by the Clerk of the Court for the purpose of statistics, venue and initiating the civil docket sheet. (For more detailed instructions, see separate instructions sheet.)

Key to Statistical codes relating to Social Security Cases:

Nature of Suit Code	Abbreviation	Substantive Statement of Cause of Action
861	HIA	All claims for health insurance benefits (Medicare) under Title 18, Part A, of the Social Security Act, as amended. Also, include claims by hospitals, skilled nursing facilities, etc., for certification as providers of services under the program. (42 U.S.C. 1935FF(b))
862	BL	All claims for "Black Lung" benefits under Title 4, Part B, of the Federal Coal Mine Health and Safety Act of 1969. (30 U.S.C. 923)
863	DIWC	All claims filed by insured workers for disability insurance benefits under Title 2 of the Social Security Act, as amended; plus all claims filed for child's insurance benefits based on disability. (42 U.S.C. 405(g))
863	DIWW	All claims filed for widows or widowers insurance benefits based on disability under Title 2 of the Social Security Act, as amended. (42 U.S.C. 405(g))
864	SSID	All claims for supplemental security income payments based upon disability filed under Title 16 of the Social Security Act, as amended.
865	RSI	All claims for retirement (old age) and survivors benefits under Title 2 of the Social Security Act, as amended. (42 U.S.C. (g))