

**Exhibit A**

[Personal](#) [Business](#) [Find a lawyer](#) [Pricing](#) [Help](#)

## About Us

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[Executive Team](#)

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**We believe everyone  
deserves affordable and simple  
access to legal services.**

*- Charley Moore, Esq.,  
Founder & Executive Chairman*

## Helping 20 million people. Just like you.

Our laws were created to protect and empower us — as individuals, families and business owners — but many people don't get the help they need because of costly legal fees and complexity.

At Rocket Lawyer, we want to change things by making legal services affordable, simple and available to more people than ever before. I'm proud to say that we've been able to build a service that millions of people rely upon. Every day we spend our time and resources making it easier for people to get the legal help they need, so they can focus on what's really important — taking care of their families and building strong businesses.

We combine free legal documents and free legal information with access to affordable representation by licensed attorneys. With Rocket Lawyer On Call, you can create a Will for your family for free or incorporate a business free from legal fees. Then, because we know there's no replacement for qualified counsel, local attorneys are here to help when you need more guidance. With Rocket Lawyer you never have to go it alone.

Our commitment to affordable and accessible legal services is at the heart of everything we do. Most attorneys and bar associations agree that much can and should be done to improve access to the law by reducing cost and complexity. We invite you to try our service and see why customers like Sean Reid say they're glad to have Rocket Lawyer On Call®.

Together, we'll make the law work for you.

Charley

Follow us

Our founder, Charley Moore, on NBC Press Here



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- Lawyer directory
- Legal help articles
- Legal dictionary

**For Attorneys**

- Add your lawyer profile
- Get matched with clients

**Connect with us**

- About us
- Email us

**Follow us:**



**Assistance**

CHAT WITH US

(877) 881-0947  
Call us Monday-Friday 6

**RocketLawyer UK**

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ABOUT SSL CERTIFICATES

**Exhibit B**

The screenshot shows a Google search interface. At the top, the search bar contains the word "incorporation". Below the search bar, the text "10 personal results. 309,000,000 other results." is displayed. The search results are categorized into several sections: "Web", "Images", "Maps", "Videos", "News", "Shopping", and "More". The "Web" section is expanded, showing several search results. The first result is "The Company Corporation @ | Incorporate.com", which is an advertisement. Other results include "Incorporate for Free | RocketLawyer.com", "CA Corps \$149.95 Complete - Includes State Fee, Book, Seal", and "Incorporation of the Bill of Rights - Wikipedia, the free encyclopedia". The "Shopping" section shows a result for "Glendale, CA Change location". The "More" section shows "Show search tools". The "Ads" section at the bottom of the page lists several advertisements for incorporation services, including "49 Online Inco", "Incorporate in C", "California Inco", and "BizFilings- Office".

Search

10 personal results. 309,000,000 other results.

Web

Images

Maps

Videos

News

Shopping

More

Glendale, CA  
Change location

Show search tools

Ads

**\$49 Online Inco**  
www.incfle.com/Ea  
Free Minutes and B  
Free Registered Ag

**Incorporate in C**  
www.mysacorpora  
\$39+State Fees.  
Fast, Cheap, Reliat

**California Inco**  
www.smallbiz.com/  
Only \$31 + state fe  
1000's formed annu

**BizFilings- Office**  
www.bizfilings.com/  
Incorporate Your B  
State. Trusted Serv

**California Inco**  
www.directincorpo

Ads related to incorporation

**The Company Corporation @ | Incorporate.com**  
www.incorporate.com/Incorporation  
Formed more Corporations than any competitor since 1899!

**Incorporate in Any State** Get a Business License Online  
Form an LLC in Any State Incorporations vs. LLC's

**Incorporate for Free | RocketLawyer.com**  
www.rocketlawyer.com/CA-Incorporate  
868-231-5787 - Pay No Fees (\$0) Simple California Incorporation!  
408 people +1'd or follow Rocket Lawyer

**CA Corps \$149.95 Complete - Includes State Fee, Book, Seal**  
www.amerilawyer.com/  
Minutes, Stock, Atty Fee & More.

**Incorporation of the Bill of Rights - Wikipedia, the free encyclopedia**  
en.wikipedia.org/wiki/Incorporation\_of\_the\_Bill\_of\_Rights  
The incorporation of the Bill of Rights (or incorporation for short) is the process by which American courts have applied portions of the U.S. Bill of Rights to the ...  
History - Specific amendments - Reverse incorporation - References

Screen Grab 10.10.2011  
Keyword: legal zoom california llc  
Channel: Yahoo

The screenshot shows a Yahoo search results page. At the top, the search bar contains the text "legal zoom california llc" and the search button is labeled "Search". Below the search bar, there are navigation links for "WEB", "IMAGES", "VIDEO", "SHOPPING", "APPS", "BLOGS", and "MORE". The search results are displayed in a list format. The first result is titled "LegalZoom (Official Site)" and is described as "The Leading Online Legal Center. As Seen in USA Today & Entrepreneur." with the URL "www.LegalZoom.com". The second result is titled "Zoom Costs \$99 We're Free" and is described as "Form LLC. Incorporate Your Business at Rocket Lawyer Free. Start Today" with the URL "rocketlawyer.com/free-incorporation". To the right of the search results, there is a sponsored result for "California LLC" with the text "\$25 Incorporation Service. Over 50K LLCs and Corps filed since 2004! www.incfile.com/California" and a link to "Form an LLC in California".

Screen Grab 10.10.2011  
Keyword: legal zoom llc  
Channel: Yahoo!

Hi, Guest | Sign In | Help



Mail | |

Search

legal zoom llc

1,090,000 results

WEB

IMAGES

VIDEO

SHOPPING

APPS

BLOGS

MORE

FILTER BY TIME

Anytime

Past day

Past week

Past month



Also try: [legalzoom.llc review](#), [legalzoom llc coupon](#), [more...](#)

### LLC Formation - LegalZoom

Form an LLC or Corporation Online. Fast & Affordable. Learn More Here.  
[Legalzoom.com](#)

### Zoom Costs \$99 We're Free

Form LLC. Incorporate Your Business at Rocket Lawyer Free. Start Today  
[rocketlawyer.com/free-incorporation](#)

More Sponsors: [legal zoom llc](#), [legalzoom](#), [legal forms](#), [legal services](#)

### LLC (Limited Liability Company) - LLC Formation & Business ...

Forming an LLC can protect your assets by limiting your personal liabilities. Start your Limited Liability Company formation online in 3 simple steps.  
[www.legalzoom.com/limited-liability-company/limited...](#)

### LegalZoom: Online Legal Document Services: LLC Wills ...

Online legal document preparation services for estate planning, trademarks, corporations

Sponsored Results

### \$25 LLC Formation

Free Operating Agreement, Free Registered Agent  
[www.incfiile.com](#)

### Patent Services

Protect Your Ideas. 100% Safe. Free Consultation & Inventors Kit.  
[www.inventsai.com](#)

### Download Legal Forms

All 50 States. Find Your Form in One Click! Immediate Download.  
[www.1StopLegal.com](#)

Sponsored Results

Screen Grab 10.10.2011  
Keyword: legalzoom.com  
Channel: Yahoo

The screenshot shows a Yahoo search results page. At the top, there is a search bar with the text 'legalzoom.com' and a search button. Below the search bar, there are navigation links for 'Mail', 'Yahoo!', and 'Options'. The main content area displays the search results for 'legalzoom.com', including a link to the website and a sponsored result for 'Patent Services'. The sponsored result is titled 'Patent Services' and includes the text 'Protect Your Ideas. 100% Safe. Free Consultation & Inventors Kit.' and the website 'www.inventsat.com'. There are also several sponsored results for 'Zoom Costs \$99 We're Free' and 'Ask a Lawyer Online Now'. The page includes a 'Filter by Time' section with options for 'Anytime', 'Past day', and 'Past week'. The bottom of the page shows the page number '31'.

search.yahoo.com/search;\_ylt=A06G6S7MZNCH41D1W1N0A;\_ylz=A.INDUCY/N1Y21U5B99/AZIE/WBYVSEY3H4Y3B2ANQDT28pCQThrdkNEQDyfdkdlpqQms. . . C

Mail | Yahoo! | Options

Search

legalzoom.com

5,430,000 results

WEB IMAGES VIDEO NEWS SHOPPING APPS BLOGS MORE

**Zoom Costs \$99 We're Free**  
Form Your LLC Free at Rocket Lawyer Fast, Simple, Trusted. Start Here  
rocketlawyer.com/free-incorporation

**Ask a Lawyer Online Now**  
27 Lawyers are Online! Legal Answers Today: 320.  
Legal.JustAnswer.com

**Patent Services**  
Protect Your Ideas. 100% Safe. Free  
Consultation & Inventors Kit.  
www.inventsat.com

Filter by Time  
Anytime  
Past day  
Past week

31



Screen Grab: 06.13.2013

Channel: Google

The screenshot shows a Google search results page. At the top, the search bar contains the text "rocket lawyer free". Below the search bar, the Google logo is visible. The navigation menu includes links for "Web", "Images", "Maps", "Shopping", "Applications", "More", and "Search tools". The search results section shows 7 personal results. The first result is an advertisement for "Rocket Lawyer™ (Official) - Free Legal Documents & Services" with the URL "www.rocketlawyer.com/". Below the ad, there are several links: "Free Living Wills", "Free Legal Forms & LLCs", "Free Power Of Attorney", and "Free Lease Agreements". A red arrow points to the "Free Legal Forms & LLCs" link. Below these links, there is a section for "Rocket Lawyer" with the URL "www.rocketlawyer.com/faq.rl" and a description: "What is the difference between a free document and a Free Trial? ... who are interested in these features, Rocket Lawyer has a separate Free Trial just for you." Below this, there is another section for "Rocket Lawyer: Affordable Legal Services, Free Legal Documents ..." with the URL "www.rocketlawyer.com/". This section includes the text: "Manage all of your legal needs online. Create legal documents and legal forms instantly with safe & secure storage, e-signatures and lawyer review. Legal documents & forms - Contact Us - Plans and Pricing - Business Legal Forms". At the bottom, there is a section for "Free Online Legal Forms & Legal Documents | Rocket Lawyer" with the URL "www.rocketlawyer.com/legal-documents-forms.rl". The bottom of the page shows a taskbar with various application icons and a system tray with the date "3:23 PM" and "6/13/2013".

URL: [https://www.google.com/#output=search&client=psy-ab&q=rocket+lawyer+free&og=rocket+lawyer+free&gs\\_l=hp.3.014.409.3079.0.3174.18.14.0.4.4.0.203.1728.518j1.14.0..0.0...1c.1.17.psy-ab.6OMF2gggBms&pbx=1&bay=on.2.or.f\\_cp.r\\_of.&bvm=bv.47883778,d.eWU&fp=82fdc25a886fd9a7&biw=1280&bih=893](https://www.google.com/#output=search&client=psy-ab&q=rocket+lawyer+free&og=rocket+lawyer+free&gs_l=hp.3.014.409.3079.0.3174.18.14.0.4.4.0.203.1728.518j1.14.0..0.0...1c.1.17.psy-ab.6OMF2gggBms&pbx=1&bay=on.2.or.f_cp.r_of.&bvm=bv.47883778,d.eWU&fp=82fdc25a886fd9a7&biw=1280&bih=893)

**Exhibit C**

Screen Grab: 06.13.13

Channel: Rocket Lawyer Website

**ROCKET LAWYER**

Quick Tasks: [Make a document](#) [Talk to a lawyer](#) [Incorporate a business](#) [Share your account](#)

Progress:  Company Setup  Company Details  Options  Review  Checkout

### State Filing Option

Have questions? Call us at 888-627-1186 for help.

#### California LLC

**State Filing Options:**

- Standard filing (\$90)  
Standard processing time in California is 5 to 6 weeks. Fee includes \$5 for a certified copy of the Articles of Organization from the state.
- Expedited filing (\$500)  
You will receive electronic copies of your documents in 3 Business Days. Additional time for mailing of documents may apply.

[Back](#) [Continue](#) [Save for later](#)

**Need more help?**  
Please call us at **(888) 627-1186** or email us.

It was really easy and intuitive to incorporate my property management business with Rocket Lawyer. They gave me everything I needed, and it was a straightforward process.

- Jerry Lawrenceville

URL: <https://secure.rocketlawyer.com/incorporation/View/41f9dd1a-8922-4c9a-a656-38d169dfd272>

809927.1

The screenshot shows a web browser window with the URL <https://secure.rocketlawyer.com/incorporation/view/5fa8e520-2449-4241-9e4a-d0d0d8b1f683>. The page features a navigation bar with the Rocket Lawyer logo and a search bar. Below the navigation bar, there are several menu items: "Quick Tasks", "Make a document", "Talk to a lawyer", "Incorporate a business", and "Share your account". The main content area is titled "Incorporation: Interview" and includes a progress bar with steps: "Company Setup", "Company Details", "Options", "Review", and "Checkout". The "Options" step is currently selected. Below the progress bar, there is a section for "State Filing Option" with the following text: "Have questions? Call us at 888-627-1186 for help." and "California C-Corp". Under "State Filing Options", there are three options: "Standard filing (\$120)", "Expedited filing (\$530)", and "E-filing (\$530)". The "Expedited filing" option is selected. Below the options, there are two buttons: "Back" and "Continue". To the right of the "Continue" button, there is a "Save for later" button. At the bottom of the page, there is a testimonial from a user named "my documents in one" who says: "I don't give a lot of endorsements, but I've recommended Rocket Lawyer to several friends. I incorporated my home family entertainment business, easily created various valuable documents, and love that I can access all my documents in one place." The browser's address bar shows the URL and the page title "Rocket Lawyer". The browser's status bar shows the time "6:02 PM" and the date "6/13/2013".

URL: <https://secure.rocketlawyer.com/incorporation/view/5fa8e520-2449-4241-9e4a-d0d0d8b1f683>

**Exhibit D**

Screen Grab 06.14.2013

Channel: Rocket Lawyer Website

The screenshot shows a web browser window with the URL <https://www.rocketlawyer.com/secure/registration/incorporate-for-free.aspx?from=center&start&state=AL&entity=LLC>. The page title is "ROCKET LAWYER". The main content area is titled "Incorporation: Interview" and contains a form with the following sections:

- Who will be the Primary Contact?**  
An online incorporation by filing the state of your incorporation with an online service provider is the owner's responsibility. Any attorney will also be able to file the incorporation.
- First Name:** [Text input field]
- Last Name:** [Text input field]
- Business Address:**  
Please enter a physical address. PO Boxes are not acceptable for filing.  
[Text input field]
- City:** [Text input field]
- State:** [Dropdown menu with "LA" selected]
- Zip Code:** [Text input field]
- Phone Number:**  
E.g. 512.555.1234 ext. 5678  
[Text input field]
- Email:** [Text input field]
- Confirm Email:** [Text input field]

At the bottom of the form is a "Next" button. To the right of the form is a sidebar with a "Need more help?" section containing a cartoon character and the text: "I must have locked out when I found Rocket Lawyer. They went above and beyond to help me form my LLC and follow my dreams to help other people. They really make me feel like I'm in good hands." Below this is a "Call Us" button with the phone number (877) 851-0947. The footer of the page includes the text "CAN WITH US" and "Call Us Today" with the phone number (877) 851-0947.

URL: <https://www.rocketlawyer.com/secure/registration/incorporate-for-free.aspx?from=center&start&state=AL&entity=LLC>

809927.1

Screen Grab 06.14.2013

Channel: Rocket Lawyer Website

ROCKET LAWYER

Quick Tracks: Make a document, Talk to a lawyer, Incorporate a business, Share your account

## Incorporation: Interview

Company Setup Company Details Options Review Checkout

### Please confirm your state and entity

Select the state for filing:

Select your entity type:

- LLC
- S-Corporation
- C-Corporation
- Non-Profit

If you need help at any point during the interview, feel free to call our incorporation specialists directly at 888-627-1186. We are happy to answer your questions.

Need more help? Please call us at (888) 627-1186 or email us.

I don't give a lot of endorsements, but I've recommended Rocket Lawyer to several friends. I incorporated my home family entertainment business, easily created various valuable documents, and love that I can access all my documents in one place. Rocket Lawyer is a huge asset for the small business owner.

- Lenny Moore

9:07 AM 6/14/2013

URL: <https://secure.rocketlawyer.com/interview/incorporation/view/613a9c1c-7239-4902-bc39-2fad1bee4021?firstpage=true&page=48b2f132-a956-461e-9cc1-21c96ec27256>

809927.1

Screen Grab: 06.14.2013

Channel: Rocket Lawyer Website

**ROCKET LAWYER** Help, March 11, 2013  
Home Account Upgrade

Quick Tips Make a document Talk to a lawyer incorporate a business Share your account

### Incorporation: Interview

Company Setup  Company Details Options Review Checkout

#### Company Name

Enter your company or organization name:

Company designator:

#### Company Description

A short description of your business is needed to complete your application. For example, "Providing IT consulting services" or "Managing Real Estate".

#### Is the Primary Contact a Member of the LLC?

Yes  No

**Need more help?**  
Please call us at  
**(888) 627-1186**  
or email us.

#### Help

Enter your company or organization name:  
**Company designator**  
Enter your company or organization name:  
You may choose any name that is not likely to mislead the public and is not already in use. The name chosen must be distinguishable from any other corporate name which is already on file in the state in which you

(877) 881-0947  
Call Us Monday-Friday 9am-6pm PT

CHAT WITH US

https://secure.rocketlawyer.com/incorporation/view/613a9c1c-7239-4902-bc39-2fad1bee4021

9:08 AM 6/11/2013



Screen Grab: 06.14.2013  
Channel: Rocket Lawyer Website

The screenshot shows a web browser window with the URL <https://secure.rocketlawyer.com/incorporation/view/613a9c1c-7239-4902-bc39-2fad1bce4021>. The page is titled "ROCKET LAWYER" and features a navigation bar with "Quick Tasks" including "Make a document", "Talk to a lawyer", "Incorporate a business", and "Share your account". The main content area is titled "Incorporation: Interview" and shows a progress bar with steps: "Company Setup" (checked), "Company Details", "Options", "Review", and "Checkout". A question asks "Are there additional members of your LLC you would like to identify?" with radio buttons for "No" (selected) and "Yes". Below the question are "Back" and "Continue" buttons, and a "Save for later" button. A testimonial box on the right contains a quote: "I must have lucked out when I found Rocket Lawyer. They went above and beyond to help me form my LLC and follow my dreams to help other people. They really make me feel like I'm in good hands." attributed to "Michelle, Las Vegas". A sidebar on the right includes a "CHAT WITH US" button, a phone number "(877) 881-0947" with the text "Call us Monday-Friday 9am-6pm PT", and social media icons for Facebook, Twitter, LinkedIn, and YouTube. The browser's address bar and system tray are visible at the top.

URI: <https://secure.rocketlawyer.com/incorporation/view/613a9c1c-7239-4902-bc39-2fad1bce4021>

Screen Grab: 06.14.2013

Channel: Rocket Lawyer Website

The screenshot displays the Rocket Lawyer website interface. At the top, the browser address bar shows the URL: <https://secure.rocketlawyer.com/incorporation/view/613a9c1c-7239-4902-bc39-2fad1bee4021>. The page features a navigation menu with the following items: "Quick Tasks", "Make a document", "Talk to a lawyer", "Incorporate a business", and "Share your account". The main content area is titled "Incorporation: Interview" and includes a progress bar with steps: "Company Setup", "Company Details", "Options", "Review", and "Checkout". Below the progress bar, the text reads: "Add these options to your incorporation order". A list of options is provided, each with a radio button: "Who will serve as your Registered Agent?", "Rocket Lawyer will serve as my registered agent. (\$125/year)", "The Primary Contact will serve as the registered agent.", "I will designate another registered agent.", and "Help me decide.". Navigation buttons "Back", "Continue", and "Save for later" are visible. A "Help" section on the right explains the role of a Registered Agent. The bottom of the page contains a "CHAT WITH US" button, contact information for Rocket Lawyer, and social media icons. The footer includes the URL: <https://secure.rocketlawyer.com/incorporation/view/613a9c1c-7239-4902-bc39-2fad1bee4021> and the number 809927.1.

### Incorporation: Interview

- Company Setup
- Company Details
- Options
- Review
- Checkout

#### Add these options to your incorporation order

##### Who will serve as your Registered Agent?

- Rocket Lawyer will serve as my registered agent. (\$125/year)
- The Primary Contact will serve as the registered agent.
- I will designate another registered agent.
- Help me decide.

[Back](#) [Continue](#) [Save for later](#)



#### Help

**Who will serve as your Registered Agent?**  
An individual can serve as their own registered agent or choose a company such as Rocket Lawyer.  
The registered agent must be available during normal business hours to receive documents for your business, including legal actions and official notices from the state, if you select a company to serve as your registered agent.

**CHAT WITH US**  
(877) 881-0947  
Call us Monday-Friday, 9am-6pm PT.  
Email us

Screen Grab: 06.14.2013

Channel: Rocket Lawyer Website

The screenshot shows a web browser window with the URL <https://secure.rocketlawyer.com/incorporation/view/613a9c1c-7239-4902-bc39-2fad1bee4021>. The page title is "ROCKET LAWYER". The navigation bar includes "Quick tasks" with sub-links: "Make a document", "Talk to a lawyer", "Incorporate a business", and "Share your account". The main content area is titled "Incorporation: Interview" and features a progress bar with steps: "Company Setup", "Company Details", "Options", "Review", and "Checkout". The current step is "Options".

**Add these options to your incorporation order**

Would you like us to apply for a federal tax identification number?

- Yes, please obtain my Tax ID for me. (\$60)
- No thanks. I'll get my Tax ID on my own.

Buttons: "Back", "Continue", "Save for later".

**Need more help?**  
Please call us at **(888) 627-1186** or email us.

**Help**

Would you like us to apply for a federal tax identification number?

Most new businesses are required to have a federal tax identification number (also known as 'Tax ID' or 'EIN').

It is required if you plan to open a bank account, hire employees or report taxes to state and federal authorities.

CHAT WITH US (877) 881-0947  
Call us Monday-Friday 9am-6pm PT  
Email us

Footer: "Rocket Lawyer" logo, "Active Estates X", "Rocket Lawyer" logo, "https://www.com", "https://secure.rocketlawyer.com/incorporation/view/613a9c1c-7239-4902-bc39-2fad1bee4021", "9:11 AM 06/14/2013".

URL: <https://secure.rocketlawyer.com/incorporation/view/613a9c1c-7239-4902-bc39-2fad1bee4021>

809927.1

Screen Grab: 06.14.2013

Channel: Rocket Lawyer Website

The screenshot shows a web browser window with the URL <https://secure.rocketlawyer.com/incorporation/view/613a9c1c-7239-4902-bc39-2fad1bee4021>. The page title is "ROCKET LAWYER". The navigation bar includes "Quick tasks", "Make a document", "Talk to a lawyer", "Incorporate a business", and "Share your account". The main content area features a progress bar with steps: "Company Setup", "Company details", "Options", "Review", and "Checklist". The current step is "Incorporation: Interview". Below the progress bar, a section titled "Add these options to your incorporation order" lists two items:

- Corporate Kit & Seal (\$99)**  
Includes stock certificates, company binder, personalized corporate seal, and sample business forms. The binder is enclosed in a matching slip-case and is custom embossed with your corporate name in gold on the spine.
- Personalized Corporate Seal (\$40)**

Buttons for "Back", "Continue", and "Save for later" are visible. A testimonial box on the right contains the text: "It was really easy and intuitive to incorporate my property management business with Rocket Lawyer. They gave me everything I needed, and it was a straightforward process." and a call to action: "Need more help? Please call us at (888) 627-1186 or email us." The bottom of the page features a "CHAT WITH US" button, contact information "(877) 881-0947", and a footer with the URL <https://secure.rocketlawyer.com/incorporation/view/613a9c1c-7239-4902-bc39-2fad1bee4021>.

Screen Grab: 06.14.2013

Website: Rocket Lawyer Website

The screenshot shows a web browser window with the URL <https://secure.rocketlawyer.com/incorporation/view/613a9c1c-7239-4902-bc39-2fad1bee4021>. The page is titled "ROCKET LAWYER" and features a navigation bar with options: "Quick Tasks", "Make a document", "Talk to a lawyer", "Incorporate a business", and "Share your account". The main content area is titled "Incorporation: Interview" and includes a progress bar with steps: "Company Setup", "Company Details", "Options", "Review", and "Checkout". The current step is "State Filing Option".

**State Filing Option**

Have questions? Call us at 888-627-1186 for help.

**California LLC**

**State Filing Options:**

- Standard filing (\$50)  
Standard processing time in California is 5 to 6 weeks. Fee includes \$6 for a certified copy of the Articles of Organization from the state.
- Expedited filing (\$500)  
You will receive electronic copies of your documents in 3 Business Days. Additional time for mailing of documents may apply.

Buttons: **Back**, **Continue**, **Save for later**

**Need more help?**  
Please call us at **(888) 627-1186** or email us

**Quote:** Rocket Lawyer has such an amazing program. The site is easy to use, the documents are so easily available, and I got great support setting up my corporation.

*Steve, New York*

**CHAT WITH US** (877) 881-0947  
Call us Monday-Friday 9am-5pm PT  
Email Us

Footer: <http://www.us>, [About Us](#), [Rocket Lawyer](#), 9:13 AM 6/14/2013

URL: <https://secure.rocketlawyer.com/incorporation/view/613a9c1c-7239-4902-bc39-2fad1bee4021>

809927.1


**Exhibit E**

(877) 881-0947 or

Login | Sign up

Personal Business Find a lawyer Pricing Help Search

# Plans & Pricing

	Free Membership	Basic Legal Plan	Pro Legal Plan 
	Try It Free	<input checked="" type="radio"/> Annual: \$9.99/mon.* <input type="radio"/> Monthly: \$19.95/mon.*	<input checked="" type="radio"/> Annual: \$33.25/mon.* <input type="radio"/> Monthly: \$39.95/mon.*
		<a href="#">Sign Up</a> Try It Free	<a href="#">Sign Up</a> Try It Free
Features			
Create Legal documents	Free Letters & Forms	Personal	Professional & Personal
Get documents reviewed by local attorneys		Personal	Professional & Personal
Free help from local attorneys		Personal	Professional & Personal
Legal health tools	✓	✓	✓
Access your documents instantly	✓	✓	✓
Personalized next steps	✓	✓	✓
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**LAST WILL AND TESTAMENT  
OF**

I, \_\_\_\_\_, of Los Angeles, California, revoke my former Wills and Codicils 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 may own at the time of my death, to \_\_\_\_\_ presently residing at \_\_\_\_\_ with the request that (s)he treat them as companion animals. If (s)he is unable or unwilling to accept my animals, I give such animals to \_\_\_\_\_ presently residing at \_\_\_\_\_ with the request that (s)he treat them as companion animals. If (s)he is unable or unwilling to accept my animals, my Executor shall select an appropriate person to accept the animals and treat them as companion animals, and I give my animals to such person.

**ARTICLE IV  
DISPOSITION OF PROPERTY**

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**Exhibit F**

### **Agreement between You and Rocket Lawyer Incorporated**

These Terms and Conditions are an agreement between you ("Eligible Member") and Rocket Lawyer Incorporated ("Rocket Lawyer") regarding your use of the Rocket Lawyer On Call® ("On Call") benefits and features as set forth below. These On Call Terms and Conditions, and the RocketLawyer.com Terms and Conditions, which covers your use of the information, software, products, and services contained in or available through the RocketLawyer.com website (and together, the "Agreement"), constitute a legal agreement between you and Rocket Lawyer regarding your access to, or use of On Call. On Call is offered to you conditioned on your acceptance without modification of the terms, conditions, and notices contained herein. Your trial membership or purchase of a Rocket Lawyer Legal Plan constitutes your acceptance and agreement to all such terms, conditions, and notices.

### **Rocket Lawyer On Call® & Legal Plans**

You may purchase a monthly or annual Rocket Lawyer Legal Plan. Rocket Lawyer Legal Plans may include certain access to Legal Information, which includes, but is not limited to, questions, answers, articles and legal forms that are available from time to time on the RocketLawyer.com website. For Eligible Members (as defined below), Legal Plans may also include access to legal services from Rocket Lawyer On Call attorneys on the terms and conditions as described herein. You may not transfer or assign your Legal Plan to another party; *provided, however*, that certain benefits may allow an Eligible Member to extend coverage to your Eligible Family Members (as defined below), or your designated business. The "Effective Date" for each Eligible Family Member shall be the date on which the Eligible Member elects to extend coverage to such family member.

For the purposes of this Agreement:

1. The term "Eligible Member" includes any individual who either (a) purchases three (3) consecutive months of a Rocket Lawyer monthly Legal Plan, or (b) purchases a Rocket Lawyer annual Legal Plan.
2. The term "Eligible Family Member" includes: (a) an Eligible Member's spouse or domestic partner; (b) a dependent individual under the age of 25; (c) a dependent child, regardless of age, who is incapable of sustaining employment by reason of mental or physical disability; and (d) dependent individuals living in the Eligible Member's home such as a parent or grandparent. Each Eligible Family Member to whom you extend coverage under this Agreement is considered an Eligible Member under On Call and is bound by the terms of this Agreement.
3. Eligible Members have access to pre-negotiated billing rates and service commitments from a nationwide network of attorneys. Eligible Members may receive the benefits described below from a third party independent attorney or law firm ("Service Provider"), but, not from any employee or agent of Rocket Lawyer. Rocket Lawyer does not provide legal services directly. All such services are delivered in connection with a separate relationship between the Service Provider and you, to which Rocket Lawyer is not a party. Each Service Provider is solely responsible for the legal services provided directly to you, using a separate attorney agreement between you and the Service Provider.

### **Benefits & Features**

The following services may be available at no charge from your Service Provider depending on your membership level:

- A set limit of free consultations with a Service Provider per year;
- A set limit of legal document reviews up to ten (10) pages each;

- Legal documents will be eligible for review if such documents meet the 10-page maximum requirement and such documents have the same font size and style as generated by the RocketLawyer.com website (“Legal Document Requirements”). Legal documents that do not meet the Legal Document Requirements may be reviewed at the Service Provider’s discounted rate;
- Review of a Simple Will for the Eligible Member and his or her family, as well as update the Will annually for free. A Simple Will is a last will and testament completed on the Rocket Lawyer site distributing personal property and homestead, not involving trusts, specific bequests, real estate, tax matters, guardianships, living wills, health care proxies or partitions; and,
- Assistance in resolving matters with certain government programs, such as INS and welfare.
- When deemed appropriate by the Service Provider, such Service Provider may:
  - write letters on the Eligible Member’s behalf (one letter per legal matter up to two (2) pages, with no limit on the number of new legal matters);
  - make phone calls on the Eligible Member’s behalf (one phone call per legal matter, with no limit on the number of new legal matters);
  - provide assistance with small claims court matters.
- Additional details about your plan coverage can be found by calling 888-627-1192 or by visiting <http://www.rocketlawyer.com/plans-pricing.rl> while logged into your account.

Rocket Lawyer will negotiate discounted rates for certain services from Service Providers and publish such pre-negotiated rates and services on the Rocket Lawyer website, if and when available to Eligible Members. If an Eligible Member engages a Service Provider, such Service Provider has contracted to charge no more than \$125.00 per hour, or 40% off the Service Provider’s usual and customary hourly rate, whichever is greater, for legal care that goes beyond the benefits and features above.

In the case of additional services beyond the benefits and features listed above, including matters where the Service Provider provides a flat rate price for their services, other fee arrangements shall be negotiated directly between the user and the Service Provider, as needed.

*Important: Service Providers may require an initial retainer and/or independent retainer/engagement agreement prior to delivery of services. Services Providers may also require additional payment for certain services and out-of-pocket expenses.*

### **Exclusions from On Call**

The following items are specifically excluded from the Legal Plans, and are not benefits of On Call:

- Any action that directly or indirectly involves Rocket Lawyer Incorporated or any of its affiliates, directors, agents, or employees;
- Any action that directly or indirectly involves any Service Provider; *provided, however*, that a Service Provider may, at its sole discretion and risk, represent an Eligible Member in a matter in which another Service Provider is representing another party as legal counsel;
- For employer-sponsored Legal Plans, any action by an Eligible Member of such Legal Plan that directly or indirectly involves such Eligible Member’s employer sponsor;
- Any matter involving the laws of jurisdictions outside of the United States or its subdivisions;
- Any matter that, as determined by the Service Provider in the Service Provider’s sole discretion, is frivolous in nature or objective; or
- Any case matter or requested service that, as determined by the Service Provider in the Service Provider’s sole discretion, lacks sufficient merit to warrant pursuit.
- Any legal matter involving a violent crime.

**Rocket Lawyer On Call and Users; Disclaimers**

Rocket Lawyer On Call is not a lawyer referral service, insurance product or pre-paid legal service of any kind. Rocket Lawyer is not a law firm and does not give legal advice. The RocketLawyer.com website does not create an attorney-client relationship between you and Rocket Lawyer. The RocketLawyer.com website is an online venue that facilitates communication between potential users of legal services and legal professionals. By using Rocket Lawyer On Call, you acknowledge that you are initiating contact with prospective Service Providers. Any communications with Rocket Lawyer do not create an attorney-client relationship with Rocket Lawyer and are not subject to an attorney's duty of confidentiality. Any information provided on the site is not a substitute for the advice of an attorney.

Rocket Lawyer does not guarantee that Eligible Members will successfully find legal representation through Rocket Lawyer On Call. Hiring an attorney is an important decision that should not be based solely upon advertisements. Service Providers may provide certain information regarding legal practice areas, pricing, and experience on their Lawyer Profiles. The Lawyer Profiles are advertisements and you should read and interpret them as such. Rocket Lawyer does not investigate, verify or warrant the accuracy of such information. As stated, Service Providers are third-party independent contractors who are solely responsible for the legal service provided directly to you, not through Rocket Lawyer, using a separate attorney retainer agreement between you and the Service Provider.

As with all legal situations, you should discuss any concerns you may have regarding the legal representation with your attorney and get your agreement in writing. Most Services Providers discourage the use of e-mail for confidential or sensitive information. The Eligible Member is solely responsible for assessing the quality, integrity, and trustworthiness of all persons with whom the Eligible Member communicates regarding his or her legal needs. Each Service Provider is solely responsible to the Eligible Member for maintaining the attorney-client relationship and all legal services provided. Each Service Provider reserves the right to make independent professional judgments regarding the legal representations. Rocket Lawyer has no influence on or involvement in the professional services of the Service Providers. No representation is made that the quality of the legal services to be performed is greater than the quality of legal services performed by other attorneys. Results of an attorney's prior legal representation do not guarantee a similar outcome.

**Rocket Lawyer Legal Plans and Use**

You acknowledge and agree that Rocket Lawyer may establish general guidelines regarding On Call, including without limitation, the maximum number of free legal services you may receive in a given period of time. In addition, you are responsible for all expenses incurred or other actions that may occur through your use of On Call. You also acknowledge and agree that Rocket Lawyer reserves the right to modify or amend these general guidelines at any time, in its sole discretion, with or without notice. The details or availability of On Call in any state is subject to change without notice.

If you are entering into this Agreement on behalf of a company or other legal entity, you represent that you have the legal authority to bind such entity to these terms, in which case the terms "you" or "your" shall refer to such entity. If you do not have such authority or if you do not agree with these Terms and Conditions, you may not sign up for or use On Call. If Rocket Lawyer discovers that you do not have authority to bind the entity for which you have purchased the membership, you will be personally responsible for the obligations in this Agreement and your Rocket Lawyer account, including without limitation, any payment obligations. Rocket Lawyer is not liable for any loss or damage resulting from our reliance on any instruction, notice, document or communication, reasonably believed by us to be genuine and delivered by an authorized representative of your company. If there is reasonable doubt regarding the authenticity of any such instruction, notice,

document, or communication, we may, but are not obliged to, require additional authentication from you. You must immediately alert Rocket Lawyer of any fraudulent, unauthorized, illegal, or suspicious use of On Call, or any other breach of security or unauthorized or illegal activity that you reasonably suspect.

#### **Prohibitions on Use**

State and federal laws, rules, and regulations shall be referred to as "Laws." The country, state, territory, court, or administrative agency where a Service Provider is licensed to practice law shall be referred to as "Jurisdiction."

Each Eligible Member can only use the services available through On Call if any such services do not conflict with or violate the Laws of the Eligible Member's Jurisdiction(s). Rocket Lawyer does not intend for users to participate in On Call if it is prohibited by the Laws of the Jurisdiction(s). Any availability of the RocketLawyer.com website and On Call in the Jurisdiction(s) is not an invitation or offer by Rocket Lawyer to access or use the RocketLawyer.com website and any services in which Rocket Lawyer user's access and usage will violate any Laws of the Jurisdiction(s). By using the RocketLawyer.com website and the On Call, Eligible Member accepts sole responsibility for confirming that you or any Eligible Family Member's use or access to the Rocket Lawyer website and On Call does not violate any Laws of the Jurisdiction(s). Rocket Lawyer reserves the right to refuse membership, or suspend or terminate a user's account immediately and without prior notice at our discretion.

#### **Dispute Resolution By Binding Arbitration: PLEASE READ THIS SECTION CAREFULLY AS IT AFFECTS YOUR RIGHTS.**

Most customer concerns can be resolved quickly and to the customer's satisfaction by calling our customer service department at 1-877-881-0947. **In the unlikely event that our customer service department is unable to resolve a complaint you may have (or if Rocket Lawyer has not been able to resolve a dispute it has with you after attempting to do so informally), we each agree to resolve those disputes through binding arbitration, mediation, or small claims court instead of in courts of general jurisdiction.** Arbitration, which is often cheaper, faster, and less formal than a lawsuit in court, uses a neutral arbitrator instead of a judge or jury. Arbitrators can award the same damages and relief that a court can award. Also, in any arbitration under this arbitration provision in which you seek less than \$75,000 in damages, Rocket Lawyer will pay reasonable attorneys' fees should you prevail. Rocket Lawyer will not seek attorneys' fees from you. However, if you initiate an arbitration in which you seek more than \$75,000 in damages, the payment of attorneys' fees will be governed by the AAA rules. **Any arbitration under this Agreement will take place on an individual basis; class arbitrations and class actions are not permitted.**

#### **Arbitration Agreement**

Rocket Lawyer and you agree to arbitrate **all disputes and claims** between us. This agreement to arbitrate is intended to be broadly interpreted. It includes, but is not limited to:

- claims arising out of or relating to any aspect of the relationship between us, whether based in contract, tort, statute, fraud, misrepresentation or any other legal theory;
- claims that arose before this or any prior agreement (including, but not limited to, claims relating to advertising);
- claims that are currently the subject of purported class action litigation in which you are not a member of a certified class; and

- claims that may arise after the termination of this Agreement.

References to "Rocket Lawyer", "you", and "us" include our respective subsidiaries, affiliates, agents, employees, predecessors in interest, successors, and assigns, as well as all authorized or unauthorized users or beneficiaries of services or devices under this or prior agreements between us.

Notwithstanding the foregoing, either party may bring an individual action in small claims court. This arbitration agreement does not preclude you from bringing issues to the attention of federal, state, or local agencies, including, for example, the Federal Communications Commission. Such agencies can, if the law allows, seek relief against us on your behalf. You agree that, by entering into this Agreement, you and Rocket Lawyer are each waiving the right to a trial by jury or to participate in a class action. This Agreement evidences a transaction in the interstate commerce, and thus the Federal Arbitration Act governs the interpretation and enforcement of this provision. This arbitration provision shall survive termination of this Agreement.

A party who intends to seek arbitration must first send to the other, by certified mail, a written Notice of Dispute ("Notice"). The Notice to Rocket Lawyer should be addressed to General Counsel, Rocket Lawyer Incorporated, 182 Howard Street #830, San Francisco, CA 94105 ("Notice Address"). The Notice must (a) describe the nature and basis of the claim or dispute; and (b) set forth the specific relief sought ("Demand"). If Rocket Lawyer and you do not reach an agreement to resolve the claim within sixty (60) calendar days after the Notice is received, you or Rocket Lawyer may commence an arbitration proceeding. During the arbitration, the amount of any settlement offer made by Rocket Lawyer or you shall not be disclosed to the arbitrator until after the arbitrator determines the amount, if any, to which you or Rocket Lawyer is entitled.

The arbitration will be governed by the Commercial Arbitration Rules and the Supplementary Procedures for Consumer Related Disputes (collectively, "AAA Rules") of the American Arbitration Association ("AAA"), as modified by this Agreement, and will be administered by the AAA. The AAA Rules are available online at [adr.org](http://adr.org), by calling the AAA at 1-800-778-7879, or by writing to the Notice Address. The arbitrator is bound by the terms of this Agreement. All issues are for the arbitrator to decide, including, but not limited to, issues relating to the scope, enforceability, and arbitrability of the arbitration provision. Unless Rocket Lawyer and you agree otherwise, any arbitration hearings will take place in a reasonably convenient location for both parties with due consideration of their ability to travel and other pertinent circumstances. If the parties are unable to agree on a location, the determination shall be made by AAA. If your claim is for \$10,000 or less, we agree that you may choose whether the arbitration will be conducted solely on the basis of documents submitted to the arbitrator, through a telephonic hearing, or by an in-person hearing as established by the AAA Rules. If your claim exceeds \$10,000, the right to a hearing will be determined by the AAA Rules. Regardless of the manner in which the arbitration is conducted, the arbitrator shall issue a reasoned written decision sufficient to explain the essential findings and conclusions on which the award is based. Rocket Lawyer will pay all AAA filing, administration, and arbitrator fees for any arbitration initiated in accordance with the AAA Rules. However, if you initiate an arbitration in which you seek more than \$75,000 in damages, the payment of these fees will be governed by the AAA rules.

The arbitrator may make rulings and resolve disputes as to the payment and reimbursement of fees and expenses at any time during the proceeding and upon request from either party made within 14 days of the arbitrator's ruling on the merits.

The arbitrator may award declaratory or injunctive relief only in favor of the individual party seeking relief and only to the extent necessary to provide relief warranted by that party's individual claim.

**YOU AND ROCKET LAWYER AGREE THAT EACH MAY BRING CLAIMS AGAINST**

**THE OTHER ONLY IN YOUR OR ITS INDIVIDUAL CAPACITY, AND NOT AS A PLAINTIFF OR CLASS MEMBER IN ANY PURPORTED CLASS OR REPRESENTATIVE PROCEEDING.** Further, unless both you and Rocket Lawyer agree otherwise, the arbitrator may not consolidate more than one person's claims, and may not otherwise preside over any form of a representative or class proceeding. If this specific provision is found to be unenforceable, then the entirety of this arbitration provision shall be null and void.

Notwithstanding any provision in this Agreement to the contrary, we agree that if Rocket Lawyer makes any future change to this arbitration provision (other than a change to the Notice Address) during your Membership, you may reject any such change by sending us written notice within thirty (30) calendar days of the change to the Arbitration Notice Address provided above. By rejecting any future change, you are agreeing that you will arbitrate any dispute between us in accordance with the language of this provision.

Further, notwithstanding anything to the contrary, in the case of any conflict between any other terms and conditions of your use of any Rocket Lawyer website or service, the terms and conditions of this Agreement shall prevail.

Eligible Members and Service Providers:

Eligible Members have the right to file a complaint with his or her state's bar association concerning the conduct of a Service Provider.

**Disclosures and Notices**

**Internal Revenue Service (IRS) Circular 230 Tax Advice Disclosure:**

To ensure compliance with requirements imposed by the IRS under Circular 230, we inform you that any U.S. federal tax advice contained in any communication from Rocket Lawyer (including information provided by a Service Provider offering a free consultation) is and was not intended or written to be used, and cannot be used, for the purpose of (1) avoiding penalties under the Internal Revenue Code or (2) promoting, marketing, or recommending to another party any matters addressed therein.

If you are a resident of Florida click [here](#)

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**Trademarks**

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**Notices and procedure for making claims of copyright infringement**

Pursuant to Title 17, United States Code, Section 512(c)(2), notifications of claimed copyright infringement under United States copyright law should be sent to Service Provider's Designated Agent. ALL INQUIRIES NOT RELEVANT TO THE ABOVE PROCEDURE WILL RECEIVE NO RESPONSE.

For more information, please review our Terms and Conditions, Privacy Policy, and our FAQ Section.

July 2012

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**Exhibit G**

## Agreement between You and Rocket Lawyer Incorporated

These Terms and Conditions are an agreement (“Agreement”) between you (“Eligible Member”) and Rocket Lawyer Incorporated (“Rocket Lawyer”) regarding your use of the Rocket Lawyer On Call® (“On Call”) benefits and features as set forth below. These On Call Terms and Conditions, and the RocketLawyer.com Terms and Conditions, which covers your use of the information, software, products, and services contained in or available through the RocketLawyer.com website (and together, the “Agreement”), constitute a legal agreement between you and Rocket Lawyer regarding your access to, or use of On Call. On Call is offered to you conditioned on your acceptance of the terms, conditions, and notices contained herein. Your trial membership or purchase of a Rocket Lawyer Legal Plan constitutes your acceptance and agreement to all such terms, conditions, and notices. These Terms and Conditions contain a dispute resolution provision that includes arbitration and that may affect your rights. Please read this entire Agreement carefully.

### Rocket Lawyer On Call® & Legal Plans

You may purchase a monthly or annual Rocket Lawyer Legal Plan. Rocket Lawyer Legal Plans may include certain access to Legal Information, which includes, but is not limited to, questions, answers, articles and legal forms that are available from time to time on the RocketLawyer.com website. For Eligible Members (as defined below), Legal Plans may also include access to legal services from Rocket Lawyer On Call attorneys on the terms and conditions as described herein. You may not transfer or assign your Legal Plan to another party; *provided, however*, that certain benefits may allow an Eligible Member to extend coverage to your Eligible Family Members (as defined below), or your designated business. The "Effective Date" for each Eligible Family Member shall be the date on which the Eligible Member elects to extend coverage to such family member.

For the purposes of this Agreement:

1. The term “Eligible Member” includes any customer who purchases a Rocket Lawyer Legal Plan. Customers who enter into a one week (seven (7) calendar days) free trial are eligible to receive one (1) free legal matter consultation, as described below.
2. The term "Eligible Family Member" includes: (a) an Eligible Member's spouse or domestic partner; (b) a dependent individual under the age of 25; (c) a dependent child, regardless of age, who is incapable of sustaining employment by reason of mental or physical disability; and (d) dependent individuals living in the Eligible Member's home such as a parent or grandparent. Each Eligible Family Member to whom you extend coverage under this Agreement is considered an Eligible Member under On Call and is bound by the terms of this Agreement.
3. Eligible Members may have access to pre-negotiated billing rates and service commitments from a nationwide network of attorneys. Eligible Members may receive the benefits described below from a third party independent attorney or law firm (“Service Provider”), but, not from any employee or agent of Rocket Lawyer. Rocket Lawyer does not provide legal services directly. All such services are delivered in connection with a separate relationship between the Service Provider and you, to which Rocket Lawyer is not a party. Each Service Provider is solely responsible for the legal services provided directly to you, using a separate attorney engagement agreement between you and the Service Provider. You acknowledge that the services provided will be limited to your specific request and based on the information you provide to the Service Provider. Further, you understand that any information or advice provided by the Service Provider does not constitute a guarantee of success in your legal situation.

## Benefits & Features

The following services may be available at no charge from your Service Provider.

- A set limit of free legal matter consultations up to thirty (30) minutes for each new legal matter with a Service Provider per year;
- A set limit of legal document review consultations for complete documents up to ten (10) pages in length each:
  - Legal documents will be eligible for review if such documents meet the 10-page maximum requirement and such documents have the same font size and style as generated by the RocketLawyer.com website (“Legal Document Requirements”). Legal documents that do not meet the Legal Document Requirements may be reviewed at the Service Provider’s discounted rate;
- Review of a Simple Will for the Eligible Member and his or her family. A Simple Will is a last will and testament completed on the Rocket Lawyer site distributing personal property and homestead, not involving trusts, specific bequests, real estate, tax matters, guardianships, living wills, health care proxies or partitions; and,
- At the Service Providers discretion, such Service Provider may:
  - write letters on the Eligible Member’s behalf (one letter up to two (2) pages)
  - make phone calls on the Eligible Member’s behalf (one phone call)
  - provide assistance with small claims court matters and resolving matters with certain government programs, such as INS and welfare

Rocket Lawyer will negotiate discounted rates for certain services from Service Providers and publish such pre-negotiated rates and services on the Rocket Lawyer website, if and when available to Eligible Members. Flat rate services may be available in select states, but are not guaranteed in any market. If an Eligible Member hires a Service Provider, such Service Provider has contracted to charge the pre-negotiated rate for legal services that go beyond the benefits and features above. Depending on the matter this may be a flat rate or where hourly rates apply, no more than \$125.00 per hour, or 40% off the Service Provider’s usual and customary hourly rate, whichever is greater.

If an Eligible Member is not satisfied with a Service Provider, such Eligible Member may select an alternative Service Provider using the Lawyer Directory.

Other fee arrangements shall be negotiated directly between the user and the Service Provider, as needed.

*Important: Service Providers may require an initial retainer and/or separate attorney engagement agreement prior to delivery of services. Services Providers may also require additional payment for certain services and out-of-pocket expenses.*

## Exclusions from On Call

The following items are specifically excluded from the Legal Plans, and are not benefits of On Call:

- Any action that directly or indirectly involves Rocket Lawyer Incorporated or any of its affiliates, directors, agents, or employees;
- Any action that directly or indirectly involves any Service Provider; *provided, however*, that a Service Provider may, at its sole discretion and risk, represent an Eligible Member in a matter in which another Service Provider is representing another party as legal counsel;
- Legal matters in which a Program Sponsor of the Eligible Member in question has an adverse interest, or in which any director, officer, agent or employee thereof has an adverse interest. For

the purposes of this provision. "Program Sponsor" is any company, organization or affiliation that purchases on behalf of its members a Rocket Lawyer legal plan through wholesale channels, retail channels or otherwise:

- Any matter involving the laws of jurisdictions outside of the United States or its subdivisions;
- Any matter that, as determined by the Service Provider in the Service Provider's sole discretion, is frivolous in nature or objective;
- Any matter or requested service that, as determined by the Service Provider in the Service Provider's sole discretion, lacks sufficient merit to warrant pursuit, or that has been raised an excessive or unreasonable number of times without a change in circumstances;
- Any legal matter involving an alleged violent crime;
- Any matter for which the Eligible Member is currently represented by other legal counsel.

### **Rocket Lawyer On Call and Users; Disclaimers**

Rocket Lawyer On Call is not a lawyer referral service, insurance product or pre-paid legal service of any kind. Rocket Lawyer is not a law firm and does not give legal advice. The RocketLawyer.com website does not create an attorney-client relationship between you and Rocket Lawyer. The RocketLawyer.com website is an online venue that facilitates communication between potential users of legal services and legal professionals. By using Rocket Lawyer On Call, you acknowledge that you are initiating contact with prospective Service Providers. Any communications with Rocket Lawyer do not create an attorney-client relationship with Rocket Lawyer and are not subject to an attorney's duty of confidentiality. Any information provided on the site is not a substitute for the advice of an attorney.

Rocket Lawyer does not guarantee that Eligible Members will successfully find legal representation through Rocket Lawyer On Call. Hiring an attorney is an important decision that should not be based solely upon advertisements. Service Providers may provide certain information regarding legal practice areas, pricing, and experience on their Lawyer Profiles. The Lawyer Profiles are advertisements and you should read and interpret them as such. Rocket Lawyer does not investigate, verify or warrant the accuracy of such information. As stated, Service Providers are third-party independent contractors who are solely responsible for the legal service provided directly to you, not through Rocket Lawyer, using a separate attorney engagement agreement between you and the Service Provider.

As with all legal situations, you should discuss any concerns you may have regarding the legal representation with your attorney and get the costs and scope of your agreement for legal representation in writing. Most Services Providers discourage the use of e-mail for confidential or sensitive information. The Eligible Member is solely responsible for assessing the quality, integrity, and trustworthiness of all persons with whom the Eligible Member communicates regarding his or her legal needs. Each Service Provider is solely responsible to the Eligible Member for maintaining the attorney-client relationship and all legal services provided. Each Service Provider reserves the right to make independent professional judgments regarding the legal representations. Rocket Lawyer has no influence on or involvement in the professional services of the Service Providers. No representation is made that the quality of the legal services to be performed is greater than the quality of legal services performed by other attorneys. Results of an attorney's prior legal representation do not guarantee a similar outcome.

### **Rocket Lawyer Legal Plans and Use**

You acknowledge and agree that Rocket Lawyer may establish general guidelines regarding On Call, including without limitation, the maximum number of free legal services you may receive in a given period of time. In addition, you are responsible for all expenses incurred or other actions that may

occur through your use of On Call. You also acknowledge and agree that Rocket Lawyer reserves the right to modify or amend these general guidelines at any time, in its sole discretion, with or without notice. The details or availability of On Call in any state is subject to change without notice.

If you are entering into this Agreement on behalf of a company or other legal entity, you represent that you have the legal authority to bind such entity to these terms, in which case the terms "you" or "your" shall refer to such entity. If you do not have such authority or if you do not agree with these Terms and Conditions, you may not sign up for or use On Call. If Rocket Lawyer discovers that you do not have authority to bind the entity for which you have purchased the membership, you will be personally responsible for the obligations in this Agreement and your Rocket Lawyer account, including without limitation, any payment obligations. Rocket Lawyer is not liable for any loss or damage resulting from our reliance on any instruction, notice, document or communication, reasonably believed by us to be genuine and delivered by an authorized representative of your company. If there is reasonable doubt regarding the authenticity of any such instruction, notice, document, or communication, we may, but are not obliged to, require additional authentication from you. You must immediately alert Rocket Lawyer of any fraudulent, unauthorized, illegal, or suspicious use of On Call, or any other breach of security or unauthorized or illegal activity that you reasonably suspect.

#### **Prohibitions on Use**

State and federal laws, rules, and regulations shall be referred to as "Laws." The country, state, territory, court, or administrative agency where a Service Provider is licensed to practice law shall be referred to as "Jurisdiction."

Each Eligible Member can only use the services available through On Call if any such services do not conflict with or violate the Laws of the Eligible Member's Jurisdiction(s). Rocket Lawyer does not intend for users to participate in On Call if it is prohibited by the Laws of the Jurisdiction(s). Any availability of the RocketLawyer.com website and On Call in the Jurisdiction(s) is not an invitation or offer by Rocket Lawyer to access or use the RocketLawyer.com website and any services in which Rocket Lawyer user's access and usage will violate any Laws of the Jurisdiction(s). By using the RocketLawyer.com website and the On Call, Eligible Member accepts sole responsibility for confirming that you or any Eligible Family Member's use or access to the Rocket Lawyer website and On Call does not violate any Laws of the Jurisdiction(s). Rocket Lawyer reserves the right to refuse membership, or suspend or terminate a user's account immediately and without prior notice at our discretion.

#### **Dispute Resolution By Binding Arbitration: PLEASE READ THIS SECTION CAREFULLY AS IT AFFECTS YOUR RIGHTS.**

Most customer concerns can be resolved quickly and to the customer's satisfaction by calling our customer service department at 1-877-881-0947. **In the unlikely event that our customer service department is unable to resolve a complaint you may have (or if Rocket Lawyer has not been able to resolve a dispute it has with you after attempting to do so informally), we each agree to resolve those disputes through binding arbitration, mediation, or small claims court instead of in courts of general jurisdiction.** Arbitration, which is often cheaper, faster, and less formal than a lawsuit in court, uses a neutral arbitrator instead of a judge or jury. Arbitrators can award the same damages and relief that a court can award. Also, in any arbitration under this arbitration provision in which you seek less than \$75,000 in damages, Rocket Lawyer will pay reasonable attorneys' fees should you prevail. Rocket Lawyer will not seek attorneys' fees from you. However, if you initiate an arbitration in which you seek more than \$75,000 in damages, the payment of attorneys' fees will be

governed by the AAA rules. **Any arbitration under this Agreement will take place on an individual basis; class arbitrations and class actions are not permitted.**

#### Arbitration Agreement

Rocket Lawyer and you agree to arbitrate **all disputes and claims** between us. This agreement to arbitrate is intended to be broadly interpreted. It includes, but is not limited to:

- claims arising out of or relating to any aspect of the relationship between us, whether based in contract, tort, statute, fraud, misrepresentation or any other legal theory;
- claims that arose before this or any prior agreement (including, but not limited to, claims relating to advertising);
- claims that are currently the subject of purported class action litigation in which you are not a member of a certified class; and
- claims that may arise after the termination of this Agreement.

References to "Rocket Lawyer", "you", and "us" include our respective subsidiaries, affiliates, agents, employees, predecessors in interest, successors, and assigns, as well as all authorized or unauthorized users or beneficiaries of services or devices under this or prior agreements between us.

Notwithstanding the foregoing, either party may bring an individual action in small claims court. This arbitration agreement does not preclude you from bringing issues to the attention of federal, state, or local agencies, including, for example, the Federal Communications Commission. Such agencies can, if the law allows, seek relief against us on your behalf. You agree that, by entering into this Agreement, you and Rocket Lawyer are each waiving the right to a trial by jury or to participate in a class action. This Agreement evidences a transaction in the interstate commerce, and thus the Federal Arbitration Act governs the interpretation and enforcement of this provision. This arbitration provision shall survive termination of this Agreement.

A party who intends to seek arbitration must first send to the other, by certified mail, a written Notice of Dispute ("Notice"). The Notice to Rocket Lawyer should be addressed to General Counsel, Rocket Lawyer Incorporated, 182 Howard Street #830, San Francisco, CA 94105 ("Notice Address"). The Notice must (a) describe the nature and basis of the claim or dispute; and (b) set forth the specific relief sought ("Demand"). If Rocket Lawyer and you do not reach an agreement to resolve the claim within sixty (60) calendar days after the Notice is received, you or Rocket Lawyer may commence an arbitration proceeding. During the arbitration, the amount of any settlement offer made by Rocket Lawyer or you shall not be disclosed to the arbitrator until after the arbitrator determines the amount, if any, to which you or Rocket Lawyer is entitled.

The arbitration will be governed by the Commercial Arbitration Rules and the Supplementary Procedures for Consumer Related Disputes (collectively, "AAA Rules") of the American Arbitration Association ("AAA"), as modified by this Agreement, and will be administered by the AAA. The AAA Rules are available online at [adr.org](http://adr.org), by calling the AAA at 1-800-778-7879, or by writing to the Notice Address. The arbitrator is bound by the terms of this Agreement. All issues are for the arbitrator to decide, including, but not limited to, issues relating to the scope, enforceability, and arbitrability of the arbitration provision. Unless Rocket Lawyer and you agree otherwise, any arbitration hearings will take place in a reasonably convenient location for both parties with due consideration of their ability to travel and other pertinent circumstances. If the parties are unable to agree on a location, the determination shall be made by AAA. If your claim is for \$10,000 or less, we agree that you may choose whether the arbitration will be conducted solely on the basis of documents submitted to the arbitrator, through a telephonic hearing, or by an in-person hearing as established by the AAA Rules. If your claim exceeds \$10,000, the right to a hearing will be determined by the AAA Rules. Regardless of the manner in which the arbitration is conducted, the arbitrator shall issue a

reasoned written decision sufficient to explain the essential findings and conclusions on which the award is based. Rocket Lawyer will pay all AAA filing, administration, and arbitrator fees for any arbitration initiated in accordance with the AAA Rules. However, if you initiate an arbitration in which you seek more than \$75,000 in damages, the payment of these fees will be governed by the AAA rules.

The arbitrator may make rulings and resolve disputes as to the payment and reimbursement of fees and expenses at any time during the proceeding and upon request from either party made within 14 days of the arbitrator's ruling on the merits.

The arbitrator may award declaratory or injunctive relief only in favor of the individual party seeking relief and only to the extent necessary to provide relief warranted by that party's individual claim. **YOU AND ROCKET LAWYER AGREE THAT EACH MAY BRING CLAIMS AGAINST THE OTHER ONLY IN YOUR OR ITS INDIVIDUAL CAPACITY, AND NOT AS A PLAINTIFF OR CLASS MEMBER IN ANY PURPORTED CLASS OR REPRESENTATIVE PROCEEDING.** Further, unless both you and Rocket Lawyer agree otherwise, the arbitrator may not consolidate more than one person's claims, and may not otherwise preside over any form of a representative or class proceeding. If this specific provision is found to be unenforceable, then the entirety of this arbitration provision shall be null and void.

Notwithstanding any provision in this Agreement to the contrary, we agree that if Rocket Lawyer makes any future change to this arbitration provision (other than a change to the Notice Address) during your Membership, you may reject any such change by sending us written notice within thirty (30) calendar days of the change to the Arbitration Notice Address provided above. By rejecting any future change, you are agreeing that you will arbitrate any dispute between us in accordance with the language of this provision.

Further, notwithstanding anything to the contrary, in the case of any conflict between any other terms and conditions of your use of any Rocket Lawyer website or service, the terms and conditions of this Agreement shall prevail.

#### Eligible Members and Service Providers:

Rocket Lawyer does not manage disputes between Eligible Members and Service Providers. Eligible Members may notify Rocket Lawyer if you believe a Service Provider has violated these On Call Terms and Conditions. Eligible Members also have the right to file a complaint with your state's bar association concerning the conduct of a Service Provider.

#### **Disclosures and Notices**

##### Internal Revenue Service (IRS) Circular 230 Tax Advice Disclosure:

To ensure compliance with requirements imposed by the IRS under Circular 230, we inform you that any U.S. federal tax advice contained in any communication from Rocket Lawyer (including information provided by a Service Provider offering a free consultation) is and was not intended or written to be used, and cannot be used, for the purpose of (1) avoiding penalties under the Internal Revenue Code or (2) promoting, marketing, or recommending to another party any matters addressed therein.

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**General Notices**

Notice of changes to these Terms and Conditions will be provided in the manner permitted in by the Rocket Lawyer Terms and Conditions.

**Notices and procedure for making claims of copyright infringement**

Pursuant to Title 17, United States Code, Section 512(c)(2), notifications of claimed copyright infringement under United States copyright law should be sent to Service Provider's Designated Agent. ALL INQUIRIES NOT RELEVANT TO THE ABOVE PROCEDURE WILL RECEIVE NO RESPONSE.

For more information, please review our Terms and Conditions, Privacy Policy, and our FAQ Section.

November 2012

Close





**Exhibit H**

(877) 881-0947 or

Login | Sign up

Personal Business Find a lawyer Pricing Help Search

# Plans & Pricing

	Free Membership	Basic Legal Plan	Pro Legal Plan 
	Try It Free	☉ Annual: \$9.99/mon.* ○ Monthly: \$19.95/mon.* Sign Up Try It Free	☉ Annual: \$33.25/mon.* ○ Monthly: \$39.95/mon.* Sign Up Try It Free 
<b>Features</b>			
Create Legal documents	Free Letters & Forms	Personal	Professional & Personal
Get documents reviewed by local attorneys		Personal	Professional & Personal
Free help from local attorneys		Personal	Professional & Personal
Legal health tools	✓	✓	✓
Access your documents instantly	✓	✓	✓
Personalized next steps	✓	✓	✓
Edit, share and print		✓	✓
Free document eSign service		✓	✓

Rocket Lawyer provides "access to the most complete legal service online, including a comprehensive set of legal documents and resources." —Business Insider

### Have more questions?

Find answers to common questions in our Help Center.

### Are you a lawyer?

Learn how Rocket Lawyer can help you connect with new clients.

WALL STREET JOURNAL The New York Times  Bloomberg  Forbes

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#### Assistance

CHAT WITH US 

(877) 881-0947  
Call us Monday-Friday 6am-6pm PT

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ABOUT SSL CERTIFICATES

**Exhibit I**

## Free Trial Membership

Enjoy the benefits of a Rocket Lawyer Pro Legal Plan for one week

Type:

- [Pro Legal Plan](#) [Learn More](#)
- [Basic Legal Plan](#) [Learn More](#)

### Enter Your Account Information

Required fields are indicated by \*

[Already have an account?](#)

Username (Email Address)

Confirm Username

Password

Confirm Password

### Billing Information



Your credit card will not be charged for a legal plan during the trial period. As standard practice, our payment management system sends a one-cent charge to verify that a credit card is valid

Credit Card Type

Credit Card Number

Credit Card Security Code  [What's this?](#)

Credit Card Expiration Date

Account Holder First Name

Account Holder Last Name

Company Name

Street Address

City

State

Postal Code

Phone Number

Yes, send me Rocket Lawyer partner offers, which are sent no more than twice per month and are from Rocket Lawyer's trusted business partners.

[Get free trial](#)

### You will not be billed today

Your free trial entitles you to the Pro Legal plan for one-week. After your free trial ends, a Rocket Lawyer Monthly plan with unlimited free documents, e-signatures, sharing and other premium features will start and this credit card will be charged \$39.95/month.

### Why do I need to enter my credit card?

Providing your credit card ensures that your service will continue uninterrupted at the end of your free trial.

### How do I cancel?

If you decide that you don't want to keep your membership, simply downgrade the service to a free membership to discontinue the Legal Plan and \$39.95/month billing. The legal documents created and saved during your trial are free, which means they are yours to keep, and you can access them at any time.

### Your information is secure

We use maximum encryption so that your personal information is safe and secure.

By clicking **Get free trial**, you are indicating that you have read, understood, and agree to the Terms of Service.

CHAT WITH US 

**(877) 881-0947**  
Call us Monday-Friday 6am-6pm PT

[Email us](#)

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# Free Trial Membership

Enjoy the benefits of a Rocket Lawyer Basic Legal Plan for one week

Type:

- Pro Legal Plan [Learn More](#)
- Basic Legal Plan [Learn More](#)

### Enter Your Account Information

Required fields are indicated by \* Already have an account?

Username (Email Address)

Confirm Username

Password

Confirm Password

### Billing Information



Your credit card will not be charged for a legal plan during the trial period. As standard practice, our payment management system sends a one-cent charge to verify that a credit card is valid

Credit Card Type

Credit Card Number

Credit Card Security Code  What's this?

Credit Card Expiration Date

Account Holder First Name

Account Holder Last Name

Company Name

Street Address

City

State

Postal Code

Yes, send me Rocket Lawyer partner offers, which are sent no more than twice per month and are from Rocket Lawyer's trusted business partners.

By clicking **Get free trial**, you are indicating that you have read, understood, and agree to the Terms of Service.

CHAT WITH US

**(877) 881-0947**  
Call us Monday-Friday 6am-6pm PT

[Email us](#)

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**Exhibit J**

---

**From:**

**Sent:**

**To:**

**Subject:**

---

**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](mailto: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](mailto: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](mailto:dnye@rocketlawyer.com)  
415-518-6384

--  
[dnye@rocketlawyer.com](mailto:dnye@rocketlawyer.com)  
415-518-6384

**Exhibit K**

---

**From:**

**Sent:**

**To:**

**Subject:**

**Attachments:**

---

**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?

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Best,  
Charley

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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

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Dan,

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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](mailto:dnye@rocketlawyer.com)  
415-518-6384

--

[dnye@rocketlawyer.com](mailto:dnye@rocketlawyer.com)  
415-518-6384

### Set Up a Free LLC (877) 407 5950

[www.rocketlawyer.com/Free-LLC](http://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](http://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](http://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 L**



---

**From:**

**Sent:**

**To:**

**Subject:**

**Importance:**

-----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/>>

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

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>  
>  
>

> 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/>

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