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10 *Attorneys for Defendant*
 11 **ROCKET LAWYER INCORPORATED**

12 **UNITED STATES DISTRICT COURT**
 13 **CENTRAL DISTRICT OF CALIFORNIA**
 14 **WESTERN DIVISION**

16 LEGALZOOM.COM, INC., a Delaware
 17 corporation,

18 Plaintiff,

19 v.

20 **ROCKET LAWYER**
 INCORPORATED, a Delaware
 21 corporation,

22 Defendant.

Case No. 2:12-cv-09942-GAF-AGR

**DECLARATION OF PAUL
 HOLLERBACH IN SUPPORT OF
 ROCKET LAWYER'S OPPOSITION
 TO MOTION FOR SUMMARY
 JUDGMENT**

Date: October 21, 2013
 Time: 9:30 a.m.
 Judge: Judge Gary A. Feess
 Courtroom: 740
 255 East Temple Street
 Los Angeles, CA 90012
 Action Filed: November 20, 2012

1 **DECLARATION OF PAUL HOLLERBACH**

2 I, Paul Hollerbach, declare as follows:

3 1. I am the chief financial officer (“CFO”) of defendant and
4 counterclaimant Rocket Lawyer Incorporated (“Rocket Lawyer”). I submit this
5 declaration in support of Rocket Lawyer’s Opposition to Motion for Summary
6 Judgment filed by LegalZoom.com, Inc. (“LegalZoom”). I am over the age of 18
7 years. Unless otherwise indicated, I have personal knowledge of the matters stated
8 herein and, if called upon to do so, I could and would competently testify to them
9 under oath.

10 2. I have been CFO of Rocket Lawyer since September 2012. As the CFO
11 of Rocket Lawyer, I am primarily responsible for managing the financial aspects of
12 Rocket Lawyer’s business. However, I am also familiar with the services Rocket
13 Lawyer provides its customers. I interact on a daily basis with all departments in
14 Rocket Lawyer. In addition, as part of my role as CFO, I have access to Rocket
15 Lawyer’s business records, including communications kept in the ordinary course of
16 business. I have personal knowledge of the facts contained herein unless specifically
17 stated otherwise.

18 3. In 2007, Rocket Lawyer entered the market in a new way by providing
19 comprehensive online legal service, including legal information, electronic
20 signatures, access to advice from licensed attorneys, and cloud storage for legal
21 documents—many of which are free or included in a subscription plan.

22 4. Rocket Lawyer employs a “freemium” model, which means that free to
23 all users are a number of legal forms, letter templates, and informative articles about
24 many areas of law.

25 5. Rocket Lawyer’s subscription plans provide access to all of Rocket
26 Lawyer’s legal software, enabling users to create, edit, store, e-sign, download,
27 print, or share with an attorney for review all legal documents created on
28 Rocketlawyer.com.

1 6. The Rocket Lawyer service has always been built on a cloud-
2 computing platform that helps consumers to satisfy their legal needs without waiting
3 for delivery of a physical document by mail.

4 7. Rocket Lawyer has served approximately nine million registered users,
5 meaning that nine million email addresses have been provided by users to Rocket
6 Lawyer.

7 8. Over 90% of these registered users have never paid anything to Rocket
8 Lawyer for use of its services.

9 9. Like the Internet itself, the Rocket Lawyer service is constantly
10 progressing in support of its mission to make legal help affordable to everyone.
11 Attached hereto as **Exhibit A** are true and correct copies of various screenshots,
12 taken from archive.org and which archive.org posts as representative samples of
13 Rocketlawyer.com's homepage from 2007 to the present.

14 10. At the time the complaint was filed, Rocket Lawyer offered two types
15 of subscription plans—a Pro Legal Plan with premium access to all Rocket Lawyer
16 functionality, and a Basic Legal Plan, which excludes only the functionality related
17 to forming or running a business.

18 11. Similar to free trials offered by many consumer businesses, any
19 consumer could try a Basic or Pro Legal Plan and all services available under the
20 selected plan, for seven days at no cost, provided that the consumer canceled the
21 plan by the end of the seventh day. Attached hereto as **Exhibit B** are screenshots of
22 other free trials offered by consumer facing businesses Microsoft, Amazon, Turbo
23 Tax, Netflix and SiriusXM.

24 12. However, even if a consumer cancelled the free trial, he would continue
25 to have full access to Rocketlawyer.com for the remainder of the trial period, and
26 have post-trial access to any documents created during the trial.

27 13. A typical user would enroll in a free trial by clicking on a search engine
28 ad such as an ad for a legal document.

1 14. The link would direct the user to an interactive interview for the
2 document.

3 15. At the end of the interview, the user had the option to enroll in a free
4 trial or a paying plan. Attached hereto as **Exhibit C** is a screenshot of the options
5 available to a user at the end of a document interview on Rocket Lawyer’s website
6 around the time that the original complaint was filed in November 2012.

7 16. If the user elected to enroll in a free trial, the user would be taken to a
8 web page explaining the Pro or Basic Legal Plan.

9 17. These explanatory web pages were also available through Rocket
10 Lawyer’s homepage and other channels.

11 18. At the time the complaint was filed and presently, Rocket Lawyer
12 provided incorporation and entity formation filing services.

13 19. Rocket Lawyer charges no fee for its services in assisting in the filing
14 and processing of incorporation or entity formation papers submitted by free trial or
15 paying Pro Legal Plan members.

16 20. Rocket Lawyer does not retain any portion of the state mandated fees
17 associated with incorporation or forming an entity. Instead, Rocket Lawyer, through
18 a third party, passes on all fees collected to the state where the user seeks to
19 incorporate or form an entity.

20 21. To my knowledge, other businesses that may not charge a fee for
21 incorporation or entity formation filing services but still charge state fees include
22 Law Depot, Incforfree, and MyCorporation.

23 22. Rocket Lawyer’s subscription plans include access to Rocket Lawyer’s
24 On Call attorneys who can provide legal advice or live consultations, answer written
25 questions, and/or review legal documents.

26 23. Outside of the On Call program, Rocket Lawyer registered users,
27 whether on a free trial or a paid legal plan, can contact an attorney for a free
28 consultation at any time.

1 24. Rocket Lawyer began to include “plus state fees” or similar language in
2 all of its advertisements relating to incorporation and entity formation in or around
3 March 2013.

4 25. After March 2013, when Rocket Lawyer began to mention state fees in
5 all of its incorporation advertisements, the average number of incorporations
6 performed using Rocket Lawyer services per month remained basically unchanged.

7 26. To my knowledge, the Federal Trade Commission has never initiated
8 an action nor contacted Rocket Lawyer about any of its advertisement.

9 27. Rocket Lawyer’s mission is to make legal services more affordable for
10 everyone.

11 28. Rocket Lawyer is committed to developing and innovating technology
12 as a bridge in furtherance of this mission.

13 I declare under penalty of perjury under the laws of the State of California
14 that the foregoing is true and correct. Executed this on 23rd day of September, 2013
15 in San Francisco, California.

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PAUL HOLLERBACH

EXHIBIT A

EXHIBIT A



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- I appreciate the use of your site in helping me and my mom to obtain what

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In a 4-3 ruling today, the California State Supreme Court made California the second state (following Massachusetts) to rule that same-sex couples have a constitutional right to marry.

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- Jean S.

- I appreciate the chance that you give so that others can create a living will especially after the Terry Shiavo tragedy.

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- *Tamm*

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what we needed.

- Tamm

- I was able to fill out a form online without having to print and mail anything.

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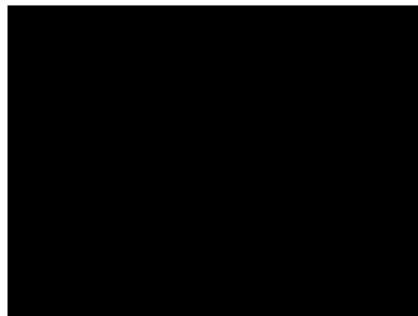
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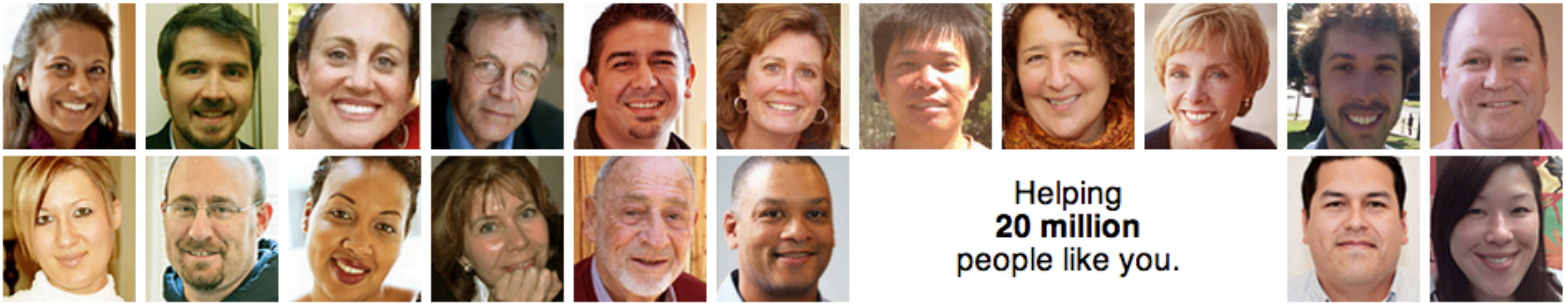
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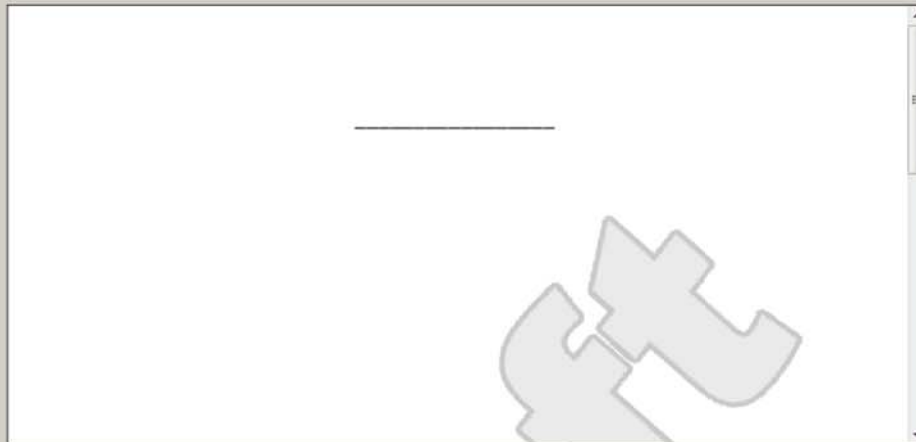
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