

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

7 Attorneys for Plaintiff  
 8 LegalZoom.com, Inc.

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

Glaser Weil Fink Jacobs  
 Howard Avchen & Shapiro LLP

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

13 Plaintiff,

14 v.

15 ROCKET LAWYER INCORPORATED,  
 16 a Delaware corporation,

17 Defendants.

CASE NO.: CV 12-9942-GAF (AGR<sub>x</sub>)

Hon. Gary A. Feess  
 Courtroom: 740

**SUPPLEMENTAL DECLARATION  
 OF MARY ANN T. NGUYEN IN  
 SUPPORT OF PLAINTIFF  
 LEGALZOOM.COM, INC.'S  
 MOTION FOR SUMMARY  
 JUDGMENT**

Date: October 21, 2013  
 Time: 9:30 a.m.  
 Courtroom: 740  
 255 East Temple Street  
 Los Angeles, CA 90012

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2           **SUPPLEMENTAL DECLARATION OF MARY ANN T. NGUYEN**

3           I, MARY ANN T. NGUYEN, declare and state as follows:

4           1.       I am an attorney at law duly licensed to practice before all courts of the  
5 State of California and am an Associate of the law firm of Glaser Weil Fink Jacobs  
6 Howard Avchen & Shapiro LLP, attorneys of record herein for Plaintiff  
7 LegalZoom.com, Inc. (“LegalZoom”). I make this supplemental declaration in  
8 support of Plaintiff LegalZoom’s Reply in Support of Motion for Summary Judgment.  
9 The facts set forth herein are true of my own personal knowledge, and if called upon  
10 to testify thereto, I could and would competently do so under oath.

11           2.       Turbo Tax’s advertisement states “FREE *Tax Filing*,” which expressly  
12 limits “free” to Turbo Tax’s tax filing only. A true and correct copy of Turbo Tax’s  
13 advertisement stating “Free *Tax Filing*” is attached hereto as **Exhibit A**.

14           3.       At least some customers have found Rocket Lawyer’s practices to be  
15 deceiving. In an online review by “Scott C.” on [www.sitejabber.com](http://www.sitejabber.com), dated July 7,  
16 2013, “Scott C.” states: “It’s not free. But you don’t find that out until you give the  
17 website all your personal information and open account with them. Stay away.” In  
18 another online review by “Frank J.” on [www.sitejabber.com](http://www.sitejabber.com), dated January 6, 2013,  
19 “Frank J.” states: “Nothing is mentioned about charges until you enter personal info  
20 and try to finish the process....” Still, in another online review by “Peggy W.” on  
21 [www.sitejabber.com](http://www.sitejabber.com), dated January 18, 2012, “Peggy W.” states: “They charged me  
22 \$199.75 (\$39.95 for 5 months). I’m a small business owner and have always believed  
23 I was resourceful and reasonably intelligent but I did not see this coming !! I never  
24 used their form, never expected a monthly charge. This Company is very good, #1  
25 when it comes to rip-offs!” True and correct copies of these third party online  
26 reviews about Rocket Lawyer are attached hereto as **Exhibit B**.

27           4.       Attached hereto as **Exhibit C** is a true and correct copy of the lay third-  
28 party review of LegalZoom’s and Rocket Lawyer’s LLC formation page, found at

1 <http://iterationz.com/?s=legalzoom>, which is used as Rocket Lawyer’s Exhibits 32  
2 and 33 in support of its Opposition to the Motion. The lay-third party reviewer’s  
3 review relates to LLC formation, not incorporation. As stated in the law third-party  
4 review, the review provides the third party reviewer’s assessment of a single page in  
5 each website’s LLC formation process, which is not intended to be an exhaustive  
6 review of both products. Nowhere does the lay third-party reviewer state that Rocket  
7 Lawyer’s disclosure of state incorporation fees is “clearer” than LegalZoom’s  
8 disclosure.

9 5. Based on the Microsoft Word Count software, Rocket Lawyer’s terms of  
10 services contains approximately 3,681 words and spans approximately 7 pages.

11 6. Some of LegalZoom’s products, such as equipment lease agreements or  
12 independent contractor agreements, are available to consumers by “instant download”  
13 for as little as \$14.95 or by “unlimited access” for as little as \$7.99/month. In  
14 addition, customers may request that documents be sent to them via e-mail. Attached  
15 hereto as **Exhibit D** are true and correct copies of LegalZoom’s webpages relating to  
16 equipment lease agreements and independent contractor agreements showing these  
17 prices.

18 7. LegalZoom began offering subscription plans with attorney consultation  
19 in or around 2010. LegalZoom offers a Business Advantage Pro Membership, which  
20 offers both business and personal support. Attached hereto as **Exhibit E** is a true and  
21 correct copy of LegalZoom’s webpage relating to its Business Advantage Pro  
22 Membership.

23 I declare under penalty of perjury pursuant to the laws of the State of California  
24 that the foregoing facts are true and correct.

25 Executed on October 7, 2013 at Los Angeles, California.

26  
27 /s/ Mary Ann T. Nguyen  
28 MARY ANN T. NGUYEN

**EXHIBIT A**



turbo tax

Map

Share

Web Images Maps Shopping News More Search tools

About 15,400,000 results (0.22 seconds)

Ad related to turbo tax

**TurboTax**. Intuit.com - TurboTax® Official Site

[turbotax.intuit.com/](https://turbotax.intuit.com/)

Your Last Day To File Is 10/15. Finish & File, It's Quick And Easy!

- Compare Products
- Log In To My Account
- Get Your Biggest Refund
- Keep More Of What's Yours
- Free Federal Taxes
- Prior Years Taxes



**TurboTax® Tax Preparation Software, FREE Tax Filing, Efile Taxes ...**

<https://turbotax.intuit.com/>

TurboTax is the #1-rated, best-selling tax software. Free Edition includes free IRS efile. Easily prepare your tax return and file income taxes online. Choose Easy.

Personal Income Taxes

TurboTax is the easy way to prepare your income taxes ...

TurboTax Free Edition

... income tax return. Get free IRS efile and free federal tax filing ...

TurboTax® Desktop Tax ...

Download TurboTax desktop tax preparation software and do ...

Common questions and answers

Read common questions and answers starting with TurboTax ...

TurboTax® Expert Tax Answers

Get expert tax answers at no cost, with no obligation. Submit your ...

How TurboTax works

Bring your W-2s and other tax documents, TurboTax will ask ...

More results from intuit.com »

News for turbo tax

Building a 'TurboTax' to Streamline Immigration Paperwork

Businessweek (blog) - 2 days ago

Back in 2005, when Michael Petrucelli was getting ready to leave his job as acting director of U.S. Citizenship and Immigration Services ...

TurboTax - Wikipedia, the free encyclopedia

[en.wikipedia.org/wiki/TurboTax](http://en.wikipedia.org/wiki/TurboTax)

TurboTax is an American tax preparation software package developed by Michael A. Chipman of Chipsoft in the mid-1980s. TurboTax became an Intuit product ...

TurboTax (turbotax) on Twitter

<https://twitter.com/turbotax>

The latest from TurboTax (@turbotax). Helping taxpayers keep more of their hard-earned money with the biggest refund possible. Follow our experts ...

TurboTax | Facebook

<https://www.facebook.com/turbotax>

TurboTax. 328399 likes · 148 talking about this. TurboTax builds software that makes it easy to get the biggest tax refund. Read our blog for tips on how to get the ...

TurboTax SnapTax - iTunes - Apple

<https://itunes.apple.com/us/app/turbotax-snaptax/id486548194?mt=8>

Rating: 5 - 9,947 votes - Free - iOS

Aug 29, 2013 - Read reviews, get customer ratings, see screenshots, and learn more about TurboTax SnapTax on the App Store. Download TurboTax ...

TurboTax 2012 for iPad on the iTunes App Store

<https://itunes.apple.com/us/app/turbotax-2012/id586844570?mt=8>

Rating: 4.5 - 72 votes - Free - iOS

Apr 25, 2013 - Read reviews, get customer ratings, see screenshots, and learn more about TurboTax 2012 on the App Store. Download TurboTax 2012 and ...

TurboTax SnapTax - Android Apps on Google Play

<https://play.google.com/store/apps/details?id=com.intuit...hl=en> ▾

Rating: 4.5 - 20,035 votes - Free

Start your taxes with a snap! **TurboTax** SnapTax lets you get your taxes done in 10 minutes. We'll do the math and you get your biggest refund, guaranteed!

### Searches related to **turbo tax**

[turbo tax coupon](#)

[turbo tax download](#)

[turbo tax review](#)

[questions turbo tax](#)

[turbo tax card](#)

[turbo tax turbotax](#)

[turbo tax live community](#)

[turbo tax deluxe](#)

[1](#) [2](#) [3](#) [4](#) [5](#) [6](#) [7](#) [8](#) [9](#) [10](#)

[Next](#)

[Advanced search](#)

[Search Help](#)

[Send feedback](#)

[Google Home](#)

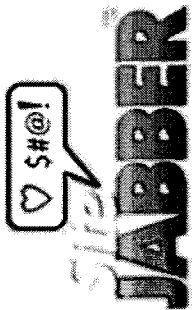
[Advertising Programs](#)

[Business Solutions](#)

[Privacy & Terms](#)

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**EXHIBIT B**



**WEBSITE REVIEWS: AVOID SCAMS, FIND TRUSTWORTHY SITES.**

Enter a website, business, or keyword

- HOME
- REVIEW A SITE
- DISCOVER SITES
- SITEJABBER BLOG
- FORUM
- INVITE FRIENDS
- SIGN UP



## ROCKETLAWYER REVIEWS

18 reviews

rocketlawyer.com

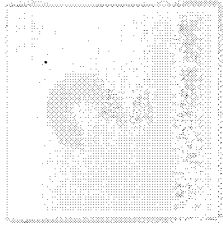


Categories: Legal Document, Legal Services  
Tel: +41.57386337  
webadmin@rocketlawyer.com

Edit Info Work Here? Claim This Site

REVIEW THIS SITE

SHARE THIS PAGE



Add Photos

REVIEWS

Sort by: recent

ABOUT THIS SITE

1ST REVIEW:  EDD B.

18 Reviews for Rocketlawyer.com

SEARCH

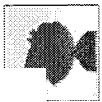
### SiteJabber Tip



On SiteJabber you'll find reviews of all sorts: complaints, scams, fraud reports, praise for



## All Reviews



9/12/13

Vice president directly lies. Not a company with integrity. Inept, incompetent customer service.

**Shanaynay W. Votes (0)** • Respond as company • Link to this review

New Reviewer

Like SiteJabber on Facebook

Like

4.8k

great sites. Just keep in mind: 1 bad review doesn't always mean a site's bad, and 1 good one doesn't mean it's good. Happy browsing!

SiteJabber was developed in part with a grant from the NSF

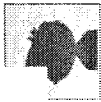
Addressing A

▲ Score

▲ No. of Comments

▲ Content

▲ Auto Delete



9/9/13

Beware,

Rocket Lawyer gets you to sign up, and even when you quit within the trial period, they continue to bill you.

**Phil H.**

New Reviewer

Warning, it's a scam. DO NOT give them your CC no.

Votes (0) • Respond as company • Link to this review

## RELATED WEBSITES



**Infinityhost.com**

2 reviews

Business, Domain Names



**Nolo.com**

3 reviews

Business, Legal



**Woopra.com**

1 review

Business, Analytics



9/5/13

Here is an actual email from an egotistical representative of rocketlawyer - -

On Thu, Sep 5, 2013 at 11:32 AM, lee crotinger <tidiku2@yahoo.com> wrote:

Is it possible to just email you for now?

I don't know whether or not I need these services.

- Levi

Reply:

Sure but the help will be limited because its going to be difficult for me to assist you only via email. But send me anything you need help with and we will go from there.

Thanks,

Sean

From: Sean Prudden <sprudden@rocketlawyer.com>

To: <me> <my email>

Sent: Thursday, September 5, 2013 3:00 PM

Subject: Re: UGA Games - Are You Still Incorporating?

For starters,

I am opening a video game retail store as an LLC.

What I am looking for is - the proper licenses for the company and once I get that, the tax id number.

Is there anything else that I need?

Your guys' website had some bad reviews, so I worry about the validity and whether or not it is cheaper to get licenses elsewhere, like from the state.

Any insight will help greatly.

- <me>

On Thu, Sep 5, 2013 at 12:44 PM, <me> <my email> wrote:

It doesn't sound like your too serious about us helping you by the sound of it Levi. You can

UP TO  
**70% OFF**  
home décor

Joss & Main  
SHOP NOW »

definitely go through the state or another service.

Take care,

Sean

From: Sean Prudden <sprudden@rocketlawyer.com>

To: <me> <my email>

Sent: Thursday, September 5, 2013 3:56 PM

You need to work on your sales pitch...

If you read through the email, you'll see I have general concerns, but wondered about validity.

Hopefully your boss doesn't read your emails.

- Levi

On Thu, Sep 5, 2013 at 1:01 PM, <me> <my email> wrote:

Levi,

My manager is well aware. You've indicated several times how you probably don't need our service, already complaining about pricing and questioning the legitimacy of our service. My time is better spent dealing with customers who are happy to receive the help we provide, and not reassuring a skeptical customer who doesn't sound like he wants to use the service to begin with.

Sorry we couldn't help.

Sean

---

I work in IT, never have I ever refused a service so immediate to someone, I had legitimate concerns, which were just simply thrown back in my face.

This confirms that all of the bad reviews on this site are true. As much as I hate to say that.

Votes (0) • Respond as company • [Link to this review](#)



**Tess S.**  
New Reviewer

8/24/13

I thought the process was easy to use and the forms seemed to give me EXACTLY what I needed BUT it turned out to just be a way to refer lawyers who told me the forms were no good. Don't know if that's true or not, but the lawyers don't seem to think the forms are legal as they are written! Rocket Lawyer did refund my money.

Votes (0) • Respond as company • [Link to this review](#)



**Laura W.**  
New Reviewer

8/3/13

They offer you a free 7 day trial. I cancelled before day 7 and because I never received an email confirmation they still charged me and will not refund my money. DO NOT USE THIS SITE unless you want to be stuck paying their monthly fee.

Votes (0) • Respond as company • [Link to this review](#)



**pissed o.**  
New Reviewer

7/7/13

it helped when I was needed. but monthly charge is bad when I forgot this service. You must downgrade when you are not using the service.

Votes (0) • Respond as company • [Link to this review](#)



Scott C.

New Reviewer

7/7/13

It's not free. But you don't find that out until you give the website all your personal information and open an account with them. Stay away.

Votes (0) • Respond as company • [Link to this review](#)



Tom F.

New Reviewer

7/5/13

Charge me \$450 to file paper work and for their services. They told me it was going to be \$299 total. Well, its been a month and nothing has happened so far. They wont return calls and they are a HUGE SCAM. Avoid at all costs.

Votes (0) • Respond as company • [Link to this review](#)



Stevan F.

New Reviewer

7/5/13

I run a small business. Costs add up quick. This site helped me save hours on documents. Time also=money. all in all, a great value, almost like a part time paid staff. Even helped me with tax questions. I canceled after the free trial and ended up signing up again.

Votes (0) • Respond as company • [Link to this review](#)



John E.

New Reviewer

5/22/13

They never answer the phone and you can't cancel! I left a message with their answering service to cancel my subscription but they didn't. DONT SIGN UP FOR THEIR FREE TRIAL!!

Votes (0) • Respond as company • [Link to this review](#)



ann b.

5/4/13

lawyer used obscene language on my own case. Are you kidding me, was he on drugs. Where was the professionalism. He talked too loud in the courtroom when the judge was hearing another case and the bailiff had to tell him to be quiet, Do not waste your time. Ask your daddy

New Reviewer

to gett you a real lawyer

Votes (0) • Respond as company • Link to this review

Address

Local Walk • Louis Defar • David Daviau • Your Log



David S.

New Reviewer

4/18/13

I paid for a year of service - \$300 - and created only one contract. Not a great value, but it's what I signed up for. However, they auto-billed me for a second year and did not answer the phone when I tried to cancel the service. They refused to help me over email (said I had to call their CS line).

I called my credit card company... read more

Votes (0) • Respond as company • Link to this review



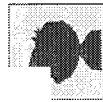
Raechel W.

New Reviewer

1/13/13

Signed up for free trial, lousy service, can't cancel, have paid for several months. Don't do it.

Votes (0) • Respond as company • Link to this review



frank j.

New Reviewer

1/6/13

Do not be fooled into building your document on this website, and then expect to be able to print it. Nothing is mentioned about charges until you enter personal info and try to finish the process. The "Free" trial requires you to enter credit card info and cancel after a week, which is next to impossible according to what I've read. Stay... read more

Votes (0) • Respond as company • Link to this review





**Betsy G.**

New Reviewer

6/19/12

I signed up for this "free" service once before only to cancel when I found out "free" meant free for one WEEK-then they start charging you. Honestly, how many legal issues does the average Joe have?

I forgot about how they reel you in with the offer of free legal form templates, etc. so I went on their web site again only to be taken... read more

Votes (0) • Respond as company • [Link to this review](#)



**Diana M.**

New Reviewer

3/10/12

I used RocketLawyer to incorporate my healthcare business. They have so many free forms and services, as well as qualified legal professionals they can put you in touch with. I think they are fantastic. I highly recommend them.

Votes (0) • Respond as company • [Link to this review](#)



**Peggy W.**

New Reviewer

1/18/12

They charged me \$199.75 ( \$39.95 for 5 months). I'm a small business owner and have always believed I was resourceful and reasonably intelligent but I did not see this coming !! I never used their form, never expected a monthly charge. This Company is very good, #1 when it comes to rip-offs !

Votes (0) • Respond as company • [Link to this review](#)



**EDD B.**

New Reviewer

5/15/09

They are a waste of time since they don't follow through on what they offer or follow up with e-mail or phone questions asked.

Votes (0) • Respond as company • [Link to this review](#)

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SITEJABBER BLOG

FORUM

INVITE FRIENDS

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Site Jabber was developed in part with a grant from  
the US Government's National Science Foundation

Copyright © 2008-2013 GGL Projects, Inc.

Website Sitemap: # A B C D E F G H I J K L M N O P Q R S T U V W X Y Z | Newly Added



**EXHIBIT C**

## Iteration Z

### Software Product Management and Development Services

- [Services»](#)
- [Experience](#)
- [Thoughts](#)
- [Resources»](#)
- [About](#)
- [Contact](#)
- October 2, 2013

## **Creating a formal business structure with the help of online legal services**

### **A Quick History**

I created two companies before I set up Iteration Z, both in the late 90's. One experience involved purchasing an existing local brick-and-mortar business, while the other was in the technology realm – a niche web hosting company with a subscription-based business model. In both cases, I chose the S-Corp as the formal business structure. Though my business partner and I were most interested in creating an LLC, the local business was service-based, and required special licensing from the State of California. Unfortunately for us, the laws about licensing were outdated enough that a license couldn't be issued to an LLC because that business structure didn't exist when the laws were written. When it came time to set up the second company, it seemed easiest to follow the same path I'd already walked. I worked with a lawyer, and even in the case of the cleaner setup of a new company, it still cost us somewhere in the range of \$2000 in legal fees – lots more for the purchase of the existing business. Fast forward to 2013, though, and I had different options.

### **Introducing the Competitors**

When I decided to move forward with Iteration Z, this time I knew I wanted to create an LLC, for a few reasons. I'm the only founder this time around, it's easier to set up than a corporation is, and there's generally less administrative work required by the State to maintain an LLC. The best part was that I didn't need to work with a lawyer, because of companies like [RocketLawyer.com](#) and [LegalZoom.com](#). I spoke with each company about what I needed done, and I chose RocketLawyer after hearing from both. The prices each company quoted me were comparable, and though RocketLawyer was cheaper than LegalZoom, that wasn't the determining factor for me. The design of the website and the customer service were the tipping points. In fact, in the end, I signed up for additional premium services with RocketLawyer as a result of my positive experiences with their website and their staff.

Follow

## Design Comparison

➔ I'll discuss design first. Note, I'm only going to compare a single page in the process, so this is not intended to be an exhaustive review of both products. I do believe first impressions are everything, though, so analyzing the first step in any workflow process/funnel is one of the more important areas to focus on. One other note – I've lettered the issues I discuss below so they correlate with the markup I created of each web page in Balsamiq Mockups.

### LegalZoom

The screenshot shows the 'Creating your LLC' page on LegalZoom. At the top, there is a progress bar with six steps: 1. LLC Setup, 2. Ownership, 3. Management, 4. Details, 5. Offers, and 6. Purchase. The main heading is 'Get started on your LLC'. Below this, there are several sections of text and form fields. Annotations are placed as follows: 'A' is a callout box on the left side of the page with the text 'Hmmm. Where should I look? Do I have to read all of that?'. 'B' is a callout box pointing to a 'Help' icon next to the 'Type of LLC' section. 'C' is a callout box pointing to the 'Why form an LLC?' section. 'D' is a callout box pointing to a contact information section. The page includes a 'Save and Continue' button at the bottom.

Image 1 – Click to view full size

A – While I'm generally an advocate of simple UI designs that use a white background, LegalZoom's site design represents a case where I don't think it works well. In this design, there's nothing that tells me what is important to read, so I have to read everything or I risk missing something that might be important, and study after study has shown that users do not read much of the text on web pages. They visually scan for the first thing (not the *best* thing – the *first* thing) that registers in their brain as being associated with the task they want to achieve. I'm no different than the average web user in this case, and I did not want to read the details on the first page. My eyes went to the drop-down fields and I chose my answers and moved on.

Follow

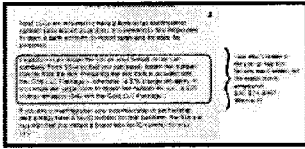


Image 2 – Click to view full size

**B** – Now, notice the orange help icons in Image 1. I ignored these, because I knew the answers to the questions and didn't think I needed any help. Had I clicked on the first one, though, I'd have seen the pop-up shown in Image 2. LegalZoom had hidden the fact that an option I chose was going to cost me more money inside a pop-up help box. To be fair, I could un-check the option at the end of the process, but I nonetheless feel this is a misleading way to present services. There are two other smaller, more nitpicky things I don't like about this design.

**C** – First, there's the question at the top right – Why form an LLC? Conceivably, if I've already started to fill out the form, I have already made this choice and don't need that information. The screen real estate could be used more widely.

**D** – Second, while I'm glad it's easy to see how to talk to a human if I want to, the stock image of the call center operator with the headset feels a bit cheesy and outdated.

### RocketLawyer

Contrast this with RocketLawyer's design.



Image 3 – Click to view full size

**E** – RocketLawyer also uses a simple background design that is largely white, but they alter their font sizes and introduce a subtle gray background in the center of the page that helps break up the content into pieces that are digestible.

**F** – More importantly, they put the most vital element of the page on the top left, where my eye is naturally going to look first. This design communicates to me that I don't really have to pay attention to the rest of the screen if I don't want to – I can enter my responses in the two drop-down fields and go. However, if I'm more comfortable talking to a human, it's easy for me to see

Follow

how to do that, and if I want to know more about how the whole process works, the large numbers tell me where to find that information.

**G** – Also, RocketLawyer has put a pricing guide on this page, so I know before I start the process where the charges are likely going to come from. Granted, they use this as an opportunity to knock their “competitor” on price, but at least they’re not hiding pricing from me.

**H** – RocketLawyer also has a small section with related articles, the first of which addresses the question, ‘LLC or S-Corp?’ Again, conceivably, I have made the decision already, but the presence of that question doesn’t bother me nearly so much in this design. Why not? Because it’s presented in a larger list of articles that are related to what I’m doing. That tells me two things. First, because the article is the first among a list of articles, it feels more like a preview of what is likely to be a pretty deep library of articles, and that is interesting to me. Second, it’s a design pattern that has become more and more prevalent on the Internet, and that is the presentation of sophisticated context-sensitive content. It signals to me this company has invested in its technology.

**I** – The one thing I don’t get is the use of pink as an accent color in the red navigation bar. Maybe it’s just my taste, but I think white or a very light gray would be better.

## **The Support Experience**

I’ll close with a brief note of the experiences I had with each company’s support staff. When I began the process on LegalZoom, which I tried out first, I went fairly far into the online interview, but stopped because there was a question I had to answer that I wasn’t yet sure of. I saved my draft and moved on to some other work. Then I got a phone call – and an email – and another phone call – and another email. They were all prompts to come back and finish setting up my LLC. Even after returning the phone call and explaining my situation, the calls and emails kept coming, and it wasn’t long before I felt a little bit stalked. So, I went to RocketLawyer and started the process with them.

When I got to a point where I was again unsure of the answer to a question in the interview, this time, I called RocketLawyer. I got better answers to my questions, one of which had to do with whether I should file for expedited service with the State of CA or not. Jeff, my account guy, explained that the State of CA takes a pretty darn long time to process the paperwork, and whether I should expedite or not depended on how quickly I wanted to do business. He went on to explain that often, RocketLawyer can get a Federal Employer’s ID Number quickly, and I could use that to begin other processes, such as getting a business license in my city, and opening a bank account, which would allow me to essentially do business while I waited for the State to stamp the paperwork and send it back to me.

With my questions resolved and a quick discussion about overall price and options, Jeff took over and did the rest of the setup for me on his end, so I didn’t even have to finish the online interview. He had a FEIN for me the same day, sent me some standard documents I’d need for my records,

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and I hadn't spent hundreds of dollars more to expedite the process unnecessarily. I think the fact that I remember my account guy's name a month after interacting with him says a lot all on its own. I walked away feeling like this was not only a technology company dedicated to delivering a great service on the Web, it was also a company that understood customer service, and really, what more can you ask for? Oh, and the price was probably about a quarter of what I'd spent last time I set up a company, because I didn't have to shell out for expensive lawyer fees.

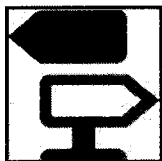
~Melissa

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**EXHIBIT D**

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## Equipment Lease Agreement

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### Lease the equipment needed to grow your business

For your business to compete effectively in today's business world, your operation needs to have the latest technology. However, buying the latest and greatest equipment can quickly eat up your available funds, and eventually saddle your company with outdated property. A good alternative to consider is leasing, which allows you to update your business equipment without significant upfront costs. Leasing your business equipment may also offer tax benefits which may save you even more money.

Almost any kind of property can be leased, from computers and heavy machinery to phone lines and cars. When equipment is leased, you can have it and use it for a certain amount of time in exchange for payment of the rental fee.

There are many reasons why leasing equipment is potentially better than buying that same equipment. For starters, a lease can offer lower monthly payments, fixed financing, and even certain tax advantages. Additionally, leasing can help you conserve working capital while still giving you immediate access to the most up-to-date business tools.

Of course, long-term leasing may be more expensive than buying those tools and equipment, which is why you should consider the many factors that come into play when deciding whether to lease or buy. Should you choose the former, make sure you have the documentation you need by downloading LegalZoom's Equipment Lease Agreement. With this form, you'll be well on your way to customizing and completing your lease agreement and getting the equipment you need for your business.

#### A LegalZoom Equipment Lease Agreement Note gives you:

- **Essential Documentation:** Make sure you have a clearly worded document that accurately captures the intentions of the parties.
- **Dos & Don'ts:** Learn about important factors to consider when customizing the lease agreement.
- **Detailed Instructions:** Learn how to understand the terms of your agreement.

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- FAQ
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## Independent Contractor Agreement

Instant Download \$14.95

### Protect your business with a strong written agreement

Hiring an independent contractor offers a host of valuable benefits for your business. And while there are associated risks, a written independent contractor agreement can offer a certain amount of protection. LegalZoom has created an easy-to-use Independent Contractor Agreement you can begin using today.

**A LegalZoom Independent Contractor Agreement gives you:**

- **Protection:** Safeguard your business from IRS or state tax authority audits that attempt to reclassify the contractor as an employee.
- **Dos & Don'ts:** Learn the best practices for independent contractor agreements.
- **Detailed Instructions:** Follow the step-by-step instructions to complete your agreement.

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**EXHIBIT E**

# LegalZoom Business Advantage Pro Membership

Spend your time focusing on running your new business rather than worrying about legal or tax issues. With LegalZoom Business Advantage Pro, you can get the advice you need—plus much more—to help you succeed.

## Attorney advice on business, intellectual property or personal legal matters

- Talk to an experienced attorney by phone—no need to leave the comfort of your home or office—for 30 minutes each call. Each legal matter must be unique
- Business startup questions and general business matters, including business formation, management and liability protection
- Intellectual property matters, including reviewing LegalZoom Trademark Search results and Trademark Office Actions

## Tax advice from tax professionals at Corporate Tax Network\*

As a legal plan member, you have access to tax advice from tax professionals through our business partner, Corporate Tax Network.

- Ask questions and get tax advice on an unlimited number of new tax-related matters for up to 30 minutes each phone call
- For additional work, you get an exclusive 20% discount on services including tax planning and preparation, bookkeeping and payroll services

## Register one free copyright per month\*\*

- Enhance your rights with federal copyright protection
- Types of work that can be protected include books, songs, plays, dances, photographs, movies, sound recordings, etc.

## Attorney-drafted letter on your behalf

If your attorney determines that a letter will be of assistance to you in your legal matter, then they will provide it as part of your membership.

- Get one letter of up to 2 pages
- Letter drafted at the attorney's discretion

## Legal document review

Have your legal plan attorney review any contracts or legal documents up to 10 pages.

For documents longer than 10 pages, you get a 25% discount on the attorney's regular hourly rate.

## CreditAlert™ Plus

Get alerts to your company's credit profile from our business partner Dun & Bradstreet Credibility Corp. (will contact you separately). You get:

- A D&B D-U-N-S® Number used by industries and organizations around the world as a global standard for business identification and tracking (will be assigned 4-6 weeks after your business is officially formed)
- CreditAlert™ to get alerts to your company's D&B® credit scores and ratings. You'll receive email alerts 24/7 when your company's D&B scores and ratings go up or down; notifications of new major company events like lawsuits, liens and judgments; and a monthly summary of activity in your company's D&B business credit file, including how many inquiries your business credit file received



- A customizable profile in the D&B Credibility Review™ online business directory

### Exclusive members-only discounts

Whenever you need advice or additional services from an attorney or tax advisor that is outside of the legal plan, you get exclusive discounts. Plus, you save on any LegalZoom document service.

- 25% off attorney's standard hourly rate on any other service provided by your plan attorney, including advice beyond the standard 30-minute consultation, complex legal matters, legal representation, and review of documents longer than 10 pages
- 20% off tax services, including tax planning and preparation, bookkeeping and payroll services
- 10% off all LegalZoom documents, including an LLC, C or S corporation, trademark, living trust, last will and more\*\*\*

### Unlimited access to LegalZoom's extensive library of downloadable forms

Choose from a wide selection of legal forms specific to your business. Download the forms as often as you want and store in the legal forms library in your account.

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\*\*Excludes filing fees.

\*\*\*Some restrictions apply. See our Legal Plan Contract and Advantage Terms of Service for details. Any product discounts are applied at checkout.

