Exhibit A

1 2 3 4 5	STUART C. CLARK (SBN 124152) clark@carrferrell.com CARR & FERRELL LLP 120 Constitution Drive Menlo Park, California 94025 Telephone: (650) 812-3400 Facsimile: (650) 812-3444	EXHIBIT A				
6	Attorneys for plaintiff OBJECTIVITY, INC.					
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8	UNITED STATES DISTRICT COURT					
9	NORTHERN DISTRICT OF CALIFORNIA					
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11	OBJECTIVITY, INC., a corporation,	CASE NO. 3:14-cv-01434-EMC				
12	Plaintiff,	FIRST AMENDED COMPLAINT				
13 14	v.	BY OBJECTIVITY, INC. FOR BREACH OF CONTRACT,				
15	EXPONENTIAL INTERACTIVE, INC., a	COPYRIGHT INFRINGEMENT, AND MISREPRESENTATION				
16	corporation, and JOHN RETTIG, an individual,	DEMAND FOR JURY TRIAL				
17	Defendants.					
18	Dolondand.					
19	I. <u>INTRODUCTION</u>					
20	1. Plaintiff Objectivity, Inc. ("Objectivity") asserts claims against defendant					
21	Exponential Interactive, Inc. ("Exponential") for breach of contract and copyright infringement,					
22	arising from Exponential's use of Objectivity's "Objectivity DB" software (the "Software") in ways					
23	not authorized by the license agreement between the parties, as is more fully alleged below.					
24	Objectivity also asserts claims against Exponential and its chief financial officer, defendant John					
25	Rettig ("Rettig"), for intentional misrepresentation, or alternatively negligent misrepresentation.					
26	These misrepresentation claims arise from Rettig's and Exponential's false written representation					
27	that Exponential has been and is using the Software in strict compliance with all of the restrictions					
28	set forth in the license agreement. Objectivity seeks damages on all claims, injunctive relief barring					

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unauthorized use of the Software, costs (including attorney's fees on the copyright claim), interest, and such further or alternative relief as may be appropriate.

II. <u>JURISDICTION</u>

2. This Court has original jurisdiction pursuant to 28 U.S.C. sections 1331 and 1338(a), because this action includes a claim for copyright infringement arising under the United States Copyright Act, 17 U.S.C. § 501, and supplemental jurisdiction under 28 U.S.C. section 1367.

III. VENUE

3. Venue is proper in this District pursuant to 28 U.S.C. § 1391(b), because, among other things, defendants conduct business in Alameda County, and a substantial part of the events and omissions giving rise to these claims, including acts of infringement, occurred in that county.

IV. <u>INTRA-DISTRICT ASSIGNMENT</u>

4. For the purposes of Civil L.R. 3-2(c) and (d), this is an intellectual property action that may be assigned to any division of this District.

V. PARTIES

- 5. Plaintiff Objectivity is a corporation that carries on the business of providing data management solutions for commercial and government organizations, with its principal place of business in San Jose, California.
- 6. Defendant Exponential is, according to its website, a corporation that carries on the business of a global provider of advertising intelligence and digital media solutions to brand advertisers, with its principal place of business in Emeryville, California. Exponential is the surviving corporation after merging with Tribal Fusion, Inc. ("Tribal Fusion"), and is thus the successor in interest of Tribal Fusion.
- 7. Defendant Rettig is an individual who was at all material times employed as the chief financial officer of Exponential, but who is no longer so employed.

VI. <u>GENERAL ALLEGATIONS</u>

8. Objectivity is the owner of the copyright in the Software. On November 18, 1994

Objectivity obtained U.S. Copyright Registration No. TX3-942-314 for the Objectivity DB software program. A copy of the registration certificate is attached as Exhibit "A."

- 9. The Software is one of Objectivity's software products. It is a distributed and scalable object management database, enabling organizations to develop scalable solutions to discover hidden relationships for improved Big Data analytics, develop new ROI opportunities and improve inter-departmental business processes to achieve greater return on data related investments.
- 10. As of March 31, 2006, which was a time when Exponential was still named Tribal Fusion, Objectivity entered into a written license agreement with Exponential (the "License Agreement") under which Exponential was granted rights to use the Software for certain limited purposes. The rights granted to Exponential under the License Agreement were and are limited, among other things, to the installation and use of the Software on a single 2 CPU dual core server with unlimited users/processes. Those rights did not include use of the Software with an application that is revenue generating and/or that will be offered to customers on an ASP based model.
- 11. The license and maintenance and support fees payable to Objectivity under the License Agreement were based on Objectivity's then-current fees for the use by Exponential of the Software on a single 2 CPU dual core server, and excluding use with an application that is revenue generating and/or that will be offered to customers on an ASP based model. If Exponential had sought and obtained a license to use the Software on a server with more CPUs and/or cores, and/or with an application that is revenue generating and/or that will be offered to customers on an ASP based model, the license and maintenance and support fees would have been higher based on the greater number of CPUs and cores of the server on which the Software was specified to be deployed and used, and on the use of the Software with an application that is revenue generating and/or that will be offered to customers on an ASP based model.
- 12. On information and belief, Exponential has not limited its use of the Software to the single 2 CPU dual core server authorized under the License Agreement, but has instead installed and is using the Software, among others, on a server containing four CPUs with six cores each and also on a server containing two CPUs with four cores each. Thus, instead of limiting its installation

and use of the Software to an authorized 2 CPU server limited to two cores, Exponential has installed and is using the Software on servers with more than the authorized 2 CPUs with two cores.

- During or about October, 2013, Objectivity received information that indicated that Exponential was using the Software in a manner not authorized by the License Agreement, as described in the preceding paragraph. In December, 2013 Objectivity sought confirmation from Exponential that the Software was not installed and being used other than on a single 2 CPU dual core server.
- 14. On or about December 11, 2013, Rettig represented in writing, both personally and on behalf of Exponential, that "the Licenses are being used by Exponential only as permitted by, and in strict compliance with all of the restrictions set forth in, the [License] Agreement."
- 15. By virtue of the allegations in paragraph 12, above, with regard to Exponential's installation and use of the Software on a server containing four CPUs with six cores each, the representation by Rettig and Exponent referenced in the preceding paragraph was false.
- 16. Subsequent to the representation by Rettig and Exponential referenced above,
 Objectivity repeatedly sought further clarification from Exponential with regard to the nature and
 extent of Exponential's actual use of the Software. As of the date of this complaint Exponential has
 failed and/or refused to provide an unequivocal statement with regard to the actual nature and extent
 of its use of the Software, and specifically whether the Software is installed and is being used on
 other than a 2 CPU dual core server. The most recent communication from Exponential prior to the
 filing of this action merely stated that "we are currently looking into this matter."
- 17. Subsequent to the filing of this action, Objectivity has learned that Exponential is also using the Software with an application that is revenue generating, and/or that is being offered to customers on an ASP based model. These uses consisted and consist of the use of the Software by Exponential:
 - (a) with an application that generates revenue, by providing essential elements of the services that Exponential offers to its customers in the course of its primary business of delivering advertising intelligence and digital media solutions to

would have been required to pay as license, maintenance and support fees had it sought and obtained a license authorizing the actual nature and extent of its use of the Software.

WHEREFORE Objectivity prays for judgment as set out in the prayer, below.

VIII. COUNT 2

(Copyright Infringement - Exponential)

- 23. Objectivity repeats the allegations of paragraphs 1 through 16 above, as if specifically set out herein.
- 24. Objectivity invested substantial time, skill and resources into the writing of the Software, to which Objectivity owns exclusive rights. The Software embodies original expression which constitutes copyrightable subject matter protectable under the Federal Copyright Act.
- 25. Exponential's conduct in using the Software on a server other than a 2 CPU dual core server, and with an application used for revenue generating, and/or as an ASP, contrary to the License Agreement, constitutes the unauthorized exercise by Exponential of exclusive rights of Objectivity in the Software which are protected by section 106 of the Copyright Act. Such infringed exclusive rights include Objectivity's right to use and license the copyrighted work.
- 26. As a consequence of Exponential's infringement of Objectivity's copyright in the Software, referred to in the preceding paragraph, Objectivity has suffered damages and other irreparable injury, and will continue to do so unless and until Exponential is enjoined from engaging it its unauthorized use, or otherwise ceases such unauthorized use, or Exponential obtains a license from Objectivity authorizing its past and currently unauthorized use.
- 27. By virtue of the foregoing, Objectivity is entitled to recover its actual damages from Exponential, and/or Exponential's infringer's profits, in an amount according to proof at trial, but which is not less than \$2,000,000. Alternatively, Objectivity is entitled to statutory damages. Objectivity is also entitled to injunctive relief and costs, including attorney's fees.
- 28. Notwithstanding demand by Objectivity to cease its unauthorized use of the Software, Exponential has failed and/or refused to cease and desist from its infringing conduct.

 Objectivity has therefore suffered and continues to suffer damages and other irreparable injury, and

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will continue to do so unless and until Exponential is enjoined from engaging it its unauthorized use, or otherwise ceases such unauthorized use.

On information and belief, Exponential installed and is using the Software on servers other than 2 CPU dual core servers, and has used and is using the Software with a revenue generating application, and/or has used or is using the Software in an application offered to customers on an ASP based model, in knowing disregard of the limitations of the license granted under the License Agreement. By virtue of those circumstances, Exponential's copyright infringement is willful, and Objectivity is entitled to punitive damages in an amount according to proof. Alternatively, Objectivity is entitled to enhanced statutory damages.

WHEREFORE Objectivity prays for judgment as set out in the prayer, below.

IX. COUNT 3

(Intentional Misrepresentation - Exponential and Rettig)

- 30. Objectivity repeats the allegations of paragraphs 1 through 16 above, as if specifically set out herein.
- 31. As alleged in paragraph 14, above, on or about December 11, 2013, Rettig and Exponential represented that "the Licenses are being used by Exponential only as permitted by, and in strict compliance with all of the restrictions set forth in, the [License] Agreement."
- 32. At the time that Exponential and Rettig made the representation that "the Licenses are being used by Exponential only as permitted by, and in strict compliance with all of the restrictions set forth in, the [License] Agreement," that representation was false.
- 33. At the time that Exponential and Rettig made the representation that "the Licenses are being used by Exponential only as permitted by, and in strict compliance with all of the restrictions set forth in, the [License] Agreement," Rettig knew that the representation was false, and intended that Objectivity should rely on the representation.
- 34. Objectivity did rely on Rettig's representation that "the Licenses are being used by Exponential only as permitted by, and in strict compliance with all of the restrictions set forth in, the [License] Agreement."

- 35. As a direct and proximate result of Rettig's and Exponential's misrepresentation that that "the Licenses are being used by Exponential only as permitted by, and in strict compliance with all of the restrictions set forth in, the [License] Agreement," Objectivity has been damaged in an amount according to proof at trial, but which is not less than \$100,000.
- 36. In misrepresenting that "the Licenses are being used by Exponential only as permitted by, and in strict compliance with all of the restrictions set forth in, the [License] Agreement," Rettig and Exponential acted with oppression, fraud, and malice as defined in Civil Code section 3294, and Objectivity is entitled to punitive damages in addition to actual damages to make an example of and to punish these defendants.

X. COUNT 4

(Negligent Misrepresentation – Exponential and Rettig)

- 37. Objectivity repeats the allegations of paragraphs 1 through 16, and 30, 31 and 33, above, as if specifically set out herein.
- 38. At the time that Exponential and Rettig made the representation that "the Licenses are being used by Exponential only as permitted by, and in strict compliance with all of the restrictions set forth in, the [License] Agreement," Rettig had no reasonable ground for believing it to be true.
- 39. As a direct and proximate result of Rettig's and Exponential's misrepresentation that that "the Licenses are being used by Exponential only as permitted by, and in strict compliance with all of the restrictions set forth in, the [License] Agreement," Objectivity has been damaged in an amount according to proof at trial, but which is not less than \$100,000.

WHEREFORE Objectivity prays for judgment as set out in the prayer, below.

XI. PRAYER FOR RELIEF

WHEREFORE, Objectivity prays for judgment as follows:

On the First Cause of Action, for breach of contract, for damages against Exponential in an amount according to proof at trial, but which is not less than \$2,000,000;

1	2.	On the Second Cause of Action, for copyright infringement, for damages against	
2		Exponential in an amount according to proof at trial, but which is not less than	
3		\$2,000,000 for actual damages, or alternatively statutory damages, and for enhanced	
4		damages based on willfulness;	
5	3.	On the Third Cause of Action, for intentional misrepresentation, for damages against	
6		Exponential and Rettig in an amount according to proof at trial, but which is not less	
7		than \$100,000;	
.8	4.	On the Third Cause of Action, for intentional misrepresentation, for punitive	
9		damages against Exponential and Rettig in an amount according to proof at trial, but	
10		which is not less than \$300,000;	
11	5,	On the Fourth Cause of Action, for intentional misrepresentation, for damages	
12		against Exponential and Rettig in an amount according to proof at trial, but which is	
13		not less than \$100,000;	
14 15	6.	For interest at the legal rate on all of the above amounts;	
16	7.	For costs of suit, including attorney's fees on the copyright infringement cause of	
17		action; and,	
18	8.	For such further or alternative relief as may be appropriate.	
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20	Dated: Janua	ry 9, 2015 CARR & FERRELL LLP	
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22	15	By: <u>/s/ Stuart C. Clark</u> STUART C. CLARK	
23		Attorneys for OBJECTIVITY, INC.	
24		Attorneys for Obside 11 vii 1, ii ve.	
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1 2	DEMAND FOR JURY TRIAL		
3	Objectivity harshy demands a jury trial of all issues in the above cantioned action which ar		
4	Objectivity hereby demands a jury trial of all issues in the above-captioned action which are		
5	triable to a jury.		
6	Dated: January 9, 2015 CARR & FERRELL LLP		
7	Dated. January 9, 2015		
8	By:/s/ Stuart C. Clark		
9	STUART C. CLARK		
10	Attorneys for OBJECTIVITY, INC.		
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CERTIFICATE OF REGISTRATION



This Certificate issued under the seal of the Copyright Office In accordance with title 17, United States Code, attests that registration has been made for the work identified below. The information on this certificate has been made a part of the Copyright Office records.

REGISTER OF COPYRIGHTS

For a Literary Work
EG TV 2 040 214
1X 3-942-314
FFECT (VE.DATE OF REGISTRATION)

NOV 18 1994

United States of America DO NOT WRITE ABOVE THIS LINE. IF YOU NEED MORE SPACE, USE A SEPARATE CONTINUATION SHEET. TITLE OF THIS WORK ▼ OBJECTIVITY/DB Version 3.X PREVIOUS OR ALTERNATIVE TITLES ▼ PUBLICATION AS A CONTRIBUTION If this work was published as a contribution to a periodical, serial, or collection, give information about the collective work in which the contribution appeared.

Title of Collective Work ▼ Issue Date Y On Pages V If published in a psycodical or serial give: Volume V Number Y DATES OF BIRTH AND DEATH Year Born ▼ Year Died ▼ NAME OF AUTHOR ▼ Objectivity, Inc. a WAS THIS AUTHOR'S CONTRIBUTION TO THE WORK AUTHOR'S NATIONALITY OR DOMICILE Was this contribution to the work a A the answer to either of these questions is "Yes," see detailed 070162528 'work made for hire"? Citizen of . **Resonution** TI Yes El No Yes Domiciled in USA ☐ Yes II No Pseudonymous? □ No NATURE OF AUTHORSHIP Briefly describe nature of material created by this author in which copyright is claimed. V Entire computer code DATES OF BIRTH AND DEATH NAME OF AUTHOR V Year Died ♥ Year Born ▼ WAS THIS AUTHOR'S CONTRIBUTION TO THE WORK NUMBER OF STREET AUTHOR'S NATIONALITY OR DOMICILE Was this contribution to the work a If the answer to either of these questions is "Yes," see detailed employer, not the employee (see instruc-"work made for him?"? OY O No Citizen of Anonymous? ☐ Yes tions). For any part of this work that was "made for hire" check "Yes" in Instructions. Pseudonymous? O Yes O No Domiciled in ... I'i No NATURE OF ALTHORSHIP Briefly describe nature of material created by this author in which copyright is claimed. check "Yes" in the space provided, give the employer (or other person for whom the work was prepared) as "Author" of that part, and DATES OF BIRTH AND DEATH NAME OF AUTHOR ▼ Year Born 🔻 Year Died V AUTHOR'S NATIONALITY OR DOMICILE WAS THIS AUTHOR'S CONTRIBUTION TO Was this contribution to the work a if the answer to either of these questions is THE WORK work made for hir?"? Citizen of Anonymous? ☐ Yes "Ves." see detailed OR. ☐ Yes ☐ No Domiciled in Pseudonymous? leave the □ No apace for dales NATURE OF AUTHORSHIP Briefly describe nature of material created by this author in which copyright is claimed. ▼ of birth and death blank. DATE AND NATION OF FIRST PUBLICATION OF THIS PARTICULAR WORK YEAR IN WHICH CREATION OF THIS Year 1994 WORK WAS COMPLETED This information must be given in all ceees. Complete this information ONLY if this work has been published Month MAY a NOV. 18. 1994 COPYRIGHT CLAIMANT(S) Name and address must be given even if the claimant is the same as the author given in space 2. ▼ ONE DEPOSIT RECEIVED Objectivity, Inc. 301 B East Evelyn Avenue TWO DEPOSITS RECEIVED See Instructions before completing Mountain View, California 94041 before com this space. NOV. 18. 1994 TRANSFER If the claimant(s) named here in space 4 is (are) different from the author(s) named in space 2, give a brief statement of how the claimant(s) obtained ownership of the copyright. FUNDS RECEIVED DO HOT WRITE HERE - Complete all applicable spaces (numbers 5-1 f) on the reverse side of this page. MORE ON BACK >

. Sign the form at line 10.

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Filed 12/10/2008

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Case 2:08-cv-02249-MHB

Page 1 of -0-

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