

EXHIBIT L

Norberg, Jeffrey

From: Mandell, Floyd A. [floyd.mandell@kattenlaw.com]
Sent: Thursday, May 12, 2011 3:21 PM
To: Norberg, Jeffrey
Cc: ira@techfirm.com; Dorsey, William J.; Holland, Kristin L.; Rhodes, Michael
Subject: RE: Facebook v FriendFinder

Jeff:

We took all measures in our control to address your claims with the understanding that the parties would meet for a global settlement or mediation session. This included stopping all new traffic to the site and informing all participants in our client's program that they would not be compensated for any traffic they attempt to send.

Your strained attempt to claim that unreasonable demands made in your cease and desist letter constitute a start of the meet and confer process is disingenuous and not in accordance with the local rules requiring a good faith meet and confer. You provided us with no opportunity to review your proposed discovery in advance of the call today (unless 12 minutes to review only some of the materials is considered reasonable), refused any compromise whatsoever, and refused to give us an opportunity to talk with our clients, knowing that I am traveling for INTA tomorrow. You have refused to delay your client's motion to allow us to review or consider it, discuss it with our client, or meet with us further.

The activity originally complained about has been ongoing since 2009, and your client knew about it. That conduct has ceased. You have not articulated what emergency exists that necessitates the extraordinary relief of either expedited discovery or a preliminary injunction. For these reasons, we urge you to reconsider filing a motion until we have had an opportunity to review it, discuss it with our client, and continue and conclude the meet and confer process. As we mentioned, failing that, we will pursue all available remedies under Rule 37.

Floyd

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From: Norberg, Jeffrey [mailto:jnorberg@cooley.com]
Sent: Thursday, May 12, 2011 5:06 PM
To: Mandell, Floyd A.
Cc: ira@techfirm.com; Dorsey, William J.
Subject: RE: Facebook v FriendFinder

Floyd,

As I said during our call today, Facebook has been requesting since the outset of the case (1) the identities of the participants in your clients' affiliate network; and (2) documents sufficient for us to determine the revenue your client has earned that is attributable to the use of the FACE BOOK OF SEX mark. We have also repeatedly explained that we cannot have any meaningful mediation unless your client provides this information in advance. We also need this information to quickly identify and take action against the numerous FACE BOOK OF SEX related infringers that are directly attributable to your client's affiliate program, and so we can ensure that our anticipated preliminary injunction covers all of the third-party infringers.

If your client is willing to stipulate, by the end of my day today, that it will provide us this information, we are willing to sit down and mediate the dispute. Short of that, we will be filing our motion for expedited discovery tonight.

Sincerely,

Jeff

From: Dorsey, William J. [mailto:william.dorsey@kattenlaw.com]
Sent: Thursday, May 12, 2011 12:51 PM
To: Norberg, Jeffrey
Cc: Mandell, Floyd A.
Subject: RE: Facebook v FriendFinder

Jeff, per my voicemail, we're running about 20 minutes behind schedule. In the meantime, we would appreciate it if you would send over the actual proposed discovery requests to discuss on the call.

WILLIAM J. DORSEY

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From: Norberg, Jeffrey [mailto:jnorberg@cooley.com]
Sent: Thursday, May 12, 2011 12:28 PM
To: Mandell, Floyd A.
Cc: Dorsey, William J.; Holland, Kristin L.
Subject: RE: Facebook v FriendFinder

Floyd,

As I said during our call this morning and as Mike has repeatedly said in his correspondence, Various' actions to date have been insufficient to end the infringing activity by both the Named Defendants and the third-party affiliates, or to facilitate any meaningful mediation of this dispute. Various continues to use the FACEBOOK mark and other infringing marks in its domains, and there are still an unknown number of third-parties who are actively infringing the FACEBOOK mark as a direct result of Various' affiliate program. We have repeatedly asked you to provide details of the affiliate program that would allow us to work to end the ongoing infringing uses, but your client has refused. Your client has also refused our repeated requests for information regarding revenues attributable to use of the FACE BOOK OF SEX mark. As we told you, we need this information before we can hold any meaningful mediation, but your client has still refused. Accordingly, we intend to move for expedited discovery in advance of a motion for preliminary injunction to put an immediate end your clients' and the affiliates' ongoing infringement.

More specifically, Facebook intends to seek discovery on the following general categories:

- Details regarding the affiliate program, including the identities of all affiliates or other entities who have ever directed traffic to the Named Defendants' sites, and the establishment, scope and functionality of the program;
- The Named Defendants' selection, clearance, adoption, use, promotion and licensing of the FACE BOOK OF SEX mark;

- Instances of actual confusion between the parties' marks; and

- Revenue attributable to Named Defendants' infringement, including without limitation the affiliate program and the use of the FACE BOOK OF SEX mark.

Facebook intends to seek this discovery via interrogatories and document requests to be answered within 15 days, and via depositions to occur shortly after Various' responses to this discovery. Facebook also intends to seek leave of Court to serve subpoenas on third-parties with relevant information regarding the affiliate program, such as Domains By Proxy.

I look forward to speaking with you at 1:00 California time today.

Sincerely,

Jeff

From: Mandell, Floyd A. [mailto:floyd.mandell@kattenlaw.com]
Sent: Thursday, May 12, 2011 9:18 AM
To: Norberg, Jeffrey
Cc: Dorsey, William J.; Holland, Kristin L.
Subject: Facebook v FriendFinder

Dear Jeff:

Please send me what discovery you seek on an expedited basis immediately, so that we can have a meaningful conversation about it, and I can better understand what you seek, and the urgency before our scheduled call at 1:00 p.m. Pacific time today.

As of the sending of this email, we have had no substantive discussion about expedited discovery, and I do not know what you seek. I do know that we have taken extraordinary measures to stop all of the complained of conduct, and that the conduct Facebook objects to had been ongoing for the last couple of years.

I understand that you want to file a motion late this afternoon, so I do not understand why you did not bother to call me until late this morning. As you probably know, I will be out of town starting tomorrow and leaving for the INTA meeting, and I expect that one of my partners, Will Dorsey or Kristin Holland will be handling this.

Given that our client voluntarily ceased the complained of activity, I am also going to be interested in understanding your grounds for claiming that you will need a preliminary injunction.

Again, please send me the list of items you wish us to voluntarily agree to produced by way of discovery on an expedited basis, so I have time to review it with our client.

If you have a proposed protective order, please send that along too. I assume you will be seeking information that is confidential, as will we in this case.

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