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12 Attorneys for Plaintiffs
 13 INTERSERVE, INC., dba TECHCRUNCH
 14 and CRUNCHPAD, INC.

15 **UNITED STATES DISTRICT COURT**
 16 **NORTHERN DISTRICT OF CALIFORNIA**
 17 **SAN JOSE DIVISION**

18 **INTERSERVE, INC., dba TECHCRUNCH,)**
 19 **a Delaware corporation, and CRUNCHPAD,)**
 20 **INC., a Delaware corporation,)**

21 **Case No. CV-09-5812 JW (PVT)**

22 Plaintiffs,)

23 **BLOCH DECLARATION IN SUPPORT OF**
 24 **PLAINTIFFS' MOTION TO CHANGE**
 25 **TIME OF HEARING**

26 vs.)

27 **FUSION GARAGE PTE. LTD., a Singapore)**
 28 **company,)**

29 Defendant.)

Winston & Strawn LLP
 101 California Street
 San Francisco, CA 94111-5802

1 I, David S. Bloch, declare under penalty of the laws of the United States of America:

2 1. I am an attorney at law duly licensed to practice before all the Courts of the State of
3 California, and a member in good standing of the Bar of the United States District Court for the
4 Northern District of California. I am a partner with the law firm of Winston & Strawn LLP, counsel
5 of record in this action for Plaintiffs. I have personal knowledge of the facts set forth herein, and if
6 called to testify could and would competently testify thereto.

7 2. Exhibit A is a true and correct copy of a web printout purporting to be a press release
8 from Fusion Garage, printed from Marketwire.com. The press release indicates that Fusion Garage
9 plans to begin shipping JooJoo devices in February 2010.

10 3. Counsel had several exchanges over the course of February 22 concerning the
11 requested relief, and I provided a copy of TechCrunch's administrative request to Patrick Doolittle,
12 counsel for Fusion Garage, in late morning so that he could fully consider TechCrunch's request.
13 Fusion Garage declined to stipulate to the requested relief.

14 4. The Court previously allowed certain discovery to proceed on an expedited basis to
15 "allow plaintiff to determine whether to seek an early injunction." (Dkt. No. 19.) The requested
16 change in hearing date will not impact the overall case schedule.

17 Executed this 22nd day of February, 2010 in San Francisco, California.

18
19 /s/
David S. Bloch

20 **CONCURRENCE IN FILING**

21 David S. Bloch concurs in the filing of this pleading.

22 Dated: February 22, 2010 By: /s/ - Matthew A. Scherb
23 Matthew A. Scherb

24
25 SF:274759.1
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EXHIBIT A
to
Declaration of David S. Bloch

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SOURCE: Fusion Garage

Feb 03, 2010 19:30 ET

Fusion Garage Moves Into Full Production of Breakthrough JooJoo Web Tablet

Innovative Manufacturing Agreement and Investment From CSL Group Helps Reinvent Consumer Electronics Business Model

SINGAPORE--(Marketwire - February 3, 2010) - Fusion Garage today announced that its category-creating JooJoo Internet tablet has moved into full production with initial shipments expected to reach consumers at the end of February. Helping fuel the JooJoo's arrival and Fusion Garage's next phase of corporate growth is an innovative manufacturing agreement and strategic investment from mobile device OEM and distribution giant CSL Group of Malaysia.

Fusion Garage is expected to announce a second round of investment within the next two weeks which would augment today's investment from CSL and the company's initial round secured in November 2009.

CSL, established in 1998, has rapidly grown to a major conglomerate, with sales of nearly \$300M USD, and the organization is one of the largest manufacturers of cell phones, mobile devices, netbook and notebook computers in SE Asia.

The strategic relationship between the companies calls for CSL to absorb all up front manufacturing costs associated with JooJoo production. This agreement virtually eliminates the normal high cost of mass market entry -- often in the tens of millions -- for any emerging Consumer Electronics (CE) hardware developer. In exchange, CSL will receive a revenue royalty from each JooJoo sold globally. Additionally, CSL has made a strategic venture investment in Fusion Garage which will help the company to move to the next phase of its corporate growth and product development.

"This is landscape changing manufacturing agreement in the CE hardware market in much the same way Dell changed the PC business model with its direct to consumer sales approach back in the 1990s," said Fusion Garage founder and CEO, Chandrasekar (Chandra) Rathakrishnan. "CSL's confidence in JooJoo and strategic investment enables us to concentrate on the expansion of our organization, software development and, ultimately, building a world class CE company."

"We are justifiably bullish -- not only on the promise of the JooJoo and the Internet tablet market's potential but also on Fusion Garage's forward looking vision," said Dato Eric Chuah, Chairman of the CSL Group of Companies. "We have an opportunity to expand our business via this relationship, enter a hot market with a trusted partner and turn the traditional CE hardware manufacturing model on its head. We are betting on volume here and firmly believe our bet will be a winner."

About JooJoo

JooJoo, officially introduced in December 2009, is the category-creating Web tablet that provides near instantaneous Internet access and the best online experience. The African word "joujou" means magical object and Fusion Garage's JooJoo brings users into an online world where everything on the Internet is just a single touch away. Powered by Fusion Garage's innovative browser-based operating system, JooJoo enables users to quickly and easily tap into Internet applications, news, music, high definition video, social media and web services. JooJoo has revolutionary hardware, including the largest capacitive touch screen of any device on the market -- 12.1 inches -- providing full screen content viewing. Its ultra-portable, ultra-thin design offers the best Internet experience anywhere -- on the couch or on the go, standing or sitting. JooJoo's gesture-based user interface allows easy transitions between Websites and turns pages in a digital publication via the movement of a finger. A full-size touch keyboard appears when users need it, and disappears when viewing content or paging through digital content. JooJoo is available directly from Fusion Garage at www.thejoojoo.com.

About Fusion Garage

Fusion Garage enables the best Internet experience through innovative software and hardware devices. Founded in 2008, Fusion Garage's core browser-based operating system provides near instantaneous Internet access and has spurred the development of an entirely new category of consumer electronics devices dedicated to online usage. Fusion Garage is based in Singapore and is privately funded.

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