EXHIBIT 10

From: ▮▮▮▮▮▮▮
Sent: Monday, April 22, 2013 2:54 PM
To: ▮▮▮▮▮▮▮▮▮▮▮▮▮▮
Cc: ▮▮▮▮▮▮▮▮▮▮▮▮▮▮▮▮▮▮▮▮▮▮
Subject: Re: like, share refresh

+1 to same count. Note that the current implementation is that the share button uses the 'share' count and the like button uses the 'total' count, which is a superset of share. We should use the total count of this new combo button.

https://api.facebook.com/restserver.php?method=links.getStats&urls=http://www.slate.com/blogs/browbeat/2013/04/22/star_wars_in_60_seconds_watch_video.html

From: ▮▮▮▮▮▮▮▮▮▮
Date: Monday, April 22, 2013 2:40 PM
To: ▮▮▮▮▮▮▮▮▮
Cc: ▮▮▮▮▮▮▮▮▮▮▮▮▮▮▮▮▮▮▮▮▮▮▮▮▮▮▮
▮▮▮▮▮▮▮▮▮▮▮▮▮

Subject: Re: like, share refresh

Awesome. Think they're good, but I'd assert that they are the most valuable pixels at facebook so having more eyes == better.

On Apr 22, 2013, at 2:36 PM, ▮▮▮▮▮▮▮▮▮▮▮▮ wrote:

These buttons have been reviewed and approved by Vivian Wang who made the (unimplemented yet) share dialog for litestand, but I can take it to their official critique. The buttons have been reviewed last week by identity designers, but there's another critique tomorrow morning where I will show them.

▮▮▮▮

On Apr 22, 2013, at 1:45 PM, ▮▮▮▮▮▮▮▮▮▮▮ wrote:

I think this is very clearly the kind of product that should go through pretty extensive design critique/review. I'd recommend not only showing to Identity designers, but maybe also Info D designers.

I think the blue definitely pops more and feels better.

I think we're going to want to / have to have a single # for Likes + Shares together. If we split these #s up, it looks like there's less total activity happening on Facebook than on other sites. We don't want to dilute our counts -- we want to have the biggest count. So I'd assume one number for these designs.

▮▮▮▮

From: ▮▮▮▮▮▮▮▮▮▮▮
Date: Friday, April 19, 2013 1:53 PM
To: ▮▮▮▮▮▮▮▮▮▮▮▮▮▮▮▮▮
Cc: ▮▮▮▮▮▮▮▮▮▮▮▮▮▮▮▮▮▮▮▮

Subject: Re: like, share refresh

Latest direction from ██████. Thoughts? We can develop the pressed, hover states and alternate colors but wanted to get a read on direction first. ██████ tried some constraint free bigger button treatments as well but liked these a lot

Like share together: https://www.facebook.com/pxlcld/kdpQ
Like share separate + other cases: https://www.facebook.com/pxlcld/kdp5
Other language: https://www.facebook.com/pxlcld/kdpj

Key changes are poppier color + different brand treatment. I personally think the poppier blue makes our button stand out nicely vs. twitter, g+, others

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From: ██████████████████
Date: Tuesday, April 16, 2013 10:12 PM
To: ████████████████████████████████
Cc: ██
██████████████
Subject: Re: like, share refresh

Yea, Twitter's an interesting example when we consider back-compat. The Twitter button actually does well on iconic / brand identity w/ 20px so maybe we could juice more out of our existing 20px in height

Also, ██████ ██████ – sounds like you two might be saying the same thing. The on-fb litestand/chambray look is too flat off-fb. We may need more pop when surrounded by a sea of potentially colorful publisher content. If that's the case, concur.

From: ██████████████████
Date: Tuesday, April 16, 2013 10:08 PM
To: ████████████████████████████
Cc: ██████████████████████████████████████
██████████████████████████
Subject: Re: like, share refresh

+1 to ██████ point. :)

Also, I think we should do the work to make these feel like buttons, have hover-states that look like the button being depressed, etc. Check out the Twitter button, attached (one on hover, one not on hover). It's not usually our aesthetic style, but I think other buttons use this to good effect and not using it likely puts us at a disadvantage.

Also, noticed that Google shows a hover state on-hover instead of on-click. This seems good to do, too.

██████

From: ██████████████████
Date: Tuesday, April 16, 2013 9:32 PM
To: ████████████████████████████
Cc ██
██████████████████████████
Subject: Re: like, share refresh

I'll just add one thing. I know we need to have a backwards compat versions, but love to see what you would do without constraints ██████. After all, the beauty of the web is that it should be easy to change right? :D

From: ████████████████████

Date: Tuesday, April 16, 2013 9:26 PM

To: ████████████████

Cc: ████████████████████████████████████
████████████████████████████

Subject: Re: like, share refresh

Interestingly enough these are already 49 shades of grey more than what litestand/chambray gives us. In other words: When I used actual litestand buttons and styles it was way way worse.

I'll give it another round.

As for the flyouts: given that the cursor will blink in the text field I would like to give this design a try, but I'll make one with a more coventional input field too.

Thanks for the feedback.

Sent from my iPhone

On Apr 16, 2013, at 6:33 PM, '████████████████████ wrote:

> I think the flyouts seem pretty reasonable. They seem modern. My only worry is that the text area doesn't feel like enough of a text area, and that will hurt message-rate.
>
> I'm pretty worried about the buttons.
>
> I think the design aesthetic we are going for on Facebook is one that is a little more subtle. 50 shades of grey, if you will. I think it's about beauty.
>
> To be honest, for third-party sites, I think we need a design that stands-out more. Something that is a little bolder and more iconic.
>
> For the grey buttons, I'm pretty worried they're too subtle. It's not _at all_ clear to me that the Like + Share buttons on the first screen are Facebook at all.They could just as easily be Slate trying to rip-off our style for some Slate-specific version of Like + Share. The blue buttons help a bit, but still seem too subtle.
>
> I would try to focus on a design that felt more modern, but that was still distinctively Facebook and felt like you wanted to click it.
>
> Let me know if you want more feedback than that. But I think getting the button right is absolutely critical, and could use an iteration or two.
>
> ████
>
> **From:** ██████████████████
> **Date:** Tuesday, April 16, 2013 5:55 PM
> **To:** ████████████████████████████████████
> ██████████████████████████████
> **Cc:** ██████████████████
> **Subject:** like, share refresh
>
> Here are e2e refreshes from ████. Ran this by ██ & team and they liked direction.

Thoughts? If this is generally agreeable, should we give ███ a heads up before building?

We have ideas for other plugins (embedded story plugin vis a vis https://dev.twitter.com/docs/embedded-tweets; a UFI plugin that merges like, comment, share), but want to get these through first so ███ has designs to start working w/ :)

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Buttons in 2 color schemes: https://www.facebook.com/pxlcld/kd6s

- sites can use like, share, or both side by side
- Button dimensions are the same as before. Sites get new design w/o any work

Like flyout / Share popup: https://www.facebook.com/pxlcld/kd7M

- User can send private message or share to other endpoints for back compat w/ sharer.php (friend's timeline, group, page)
- Ignore artifact in lower bottom screen – we're moving fast ;)

Flyout / popup w/ breakfast club: https://www.facebook.com/pxlcld/kd7p

- The future if breakfast club settles on "tokenizer" treatment for www