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12
13 IN THE UNITED STATES DISTRICT COURT
14 SOUTHERN DISTRICT OF CALIFORNIA

15 SAMBREEL HOLDINGS LLC; YONTOO LLC;
16 and THEME YOUR WORLD LLC,

17 Plaintiffs,

18 vs.

19 FACEBOOK, INC.,
Sambreel Holdings LLC et al v. Facebook, Inc. Doc. 3 Att. 7

20 Defendant.

Case No. 3:12-CV-00668-W-KSC

**NOTICE OF LODGMENT OF EXHIBITS IN
SUPPORT OF MOTION FOR A
PRELIMINARY INJUNCTION**

Hon. Thomas J. Whelan

Hearing Date: April 23, 2012
Hearing Time: 10:00 a.m.
Dept: Courtroom 7

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22 Plaintiffs Sambreel Holdings LLC, Yontoo LLC, and Theme Your World LLC (collectively
23 “Sambreel”) hereby lodges the following exhibits in support of its Motion for a Preliminary Injunction:

- 24 • Exhibit 1 – Excerpts of Form S-1 Filed By Facebook, Inc.;
- 25 • Exhibit 2 – Adweek, Data Points: Social System Facebook is still the biggest social
26 network, but its growth has spawned many smaller options;
- 27 • Exhibit 3 – Experian Hitwise, Facebook was the top search term for third straight year;
- 28

- Exhibit 4 – Experian, 10 Key Statistics about Facebook;
- Exhibit 5 – comScore, U.S. Digital Future in Focus 2012;
- Exhibit 6 – comScore, U.S. Online Display Advertising Market Delivers 1.1 Trillion Impressions in Q1 2011;
- Exhibit 7 – comScore, Americans Received 1 Trillion Display Ads in Q1 2010 as Online Advertising Market Rebounds from 2009 Recession;
- Exhibit 8 – Screenshot of Facebook Page Entitled “Advertising Providers on Facebook Platform”;
- Exhibit 9 – Screenshot of Facebook Page Entitled “Facebook’s Advertising Guidelines”;
- Exhibit 10 – Screenshot of Facebook Page Entitled “Facebook Platform Terms for Advertising Partners”;
- Exhibit 11 – E-mail from Facebook Platform Team to A. Trouw (Jul. 16, 2009);
- Exhibit 12 – E-mail chain between Facebook Platform Team and A. Trouw (Jul. 2009);
- Exhibit 13 – Letter from J. Cutler to Yontoo Technology, Inc. dated October 10, 2010;
- Exhibit 14 – Letter from M. Radcliffe to J. Cutler dated November 11, 2010;
- Exhibit 15 – Letter from J. Cutler to M. Radcliffe dated January 24, 2011;
- Exhibit 16 – Letter from M. Radcliffe to J. Cutler dated March 23, 2011;
- Exhibit 17 – E-mail from Facebook to Rubicon Project dated August 2011;
- Exhibit 18 – E-Mail from T. Rosenberg to A. Sullivan dated November 23, 2011;
- Exhibit 19 – E-mail from R. Pridy to J. Morris et al. dated August 29, 2011;
- Exhibit 20 – Letter from J. Cutler to M. Radcliffe dated December 5, 2011;
- Exhibit 21 – Screenshot of gating message received by PageRage user;
- Exhibit 22 – David S. Evans, “The Online Advertising Industry: Economics, Evolution, and Privacy”;
- Exhibit 23 – Interactive Advertising Bureau, “IAB Platform Status Report: User Generated Content, Social Media, and Advertising – An Overview”; and
- Exhibit 24 – CMO Survey, “Highlights and Insight” (February 2012).

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2 These exhibits are more fully described in the Declarations of Arie Trouw, Brad Miller, Andrew
3 Sullivan, Markus Levin, and Robert Klinck.

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5 Dated: March 19, 2012

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