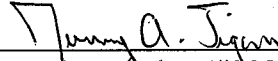


MORRIS, NICHOLS, ARSHT & TUNNELL LLP



Karen Jacobs Loudon (#2881)

Jeremy A. Tigan (#5239)

1201 N. Market Street

P.O. Box 1347

Wilmington, DE 19899-1347

(302) 658-9200

klouden@mnat.com

jtigan@mnat.com

Attorneys for Personalized User Model, L.L.P.

OF COUNSEL:

Marc S. Friedman

SONNENSCHN NATH

& ROSENTHAL LLP

1221 Avenue of the Americas

New York, NY 10020-1089

(212) 768-6700

Jennifer D. Bennett

SONNENSCHN NATH

& ROSENTHAL LLP

1530 Page Mill Road, Ste. 200

Palo Alto, CA 94304-1125

(650) 798-0300

September 10, 2010

3137692

CERTIFICATE OF SERVICE

I hereby certify that on September 10, 2010, I caused the foregoing to be electronically filed with the Clerk of the Court using CM/ECF which will send electronic notification of such filing to all registered participants.

Additionally, I hereby certify that true and correct copies of the foregoing were caused to be served on September 10, 2010, upon the following individuals in the manner indicated:

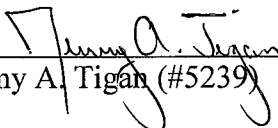
BY E-MAIL

Richard L. Horwitz
David E. Moore
POTTER ANDERSON & CORROON LLP
1313 N. Market St., 6th Floor
Wilmington, DE 19801

BY E-MAIL

Brian C. Cannon
QUINN EMANUEL URQUHART
& SULLIVAN, LLP
555 Twin Dolphin Dr., 5th Floor
Redwood Shores, CA 94065

Charles K. Verhoeven
David A. Perlson
Antonio R. Sistos
Eugene Novikov
QUINN EMANUEL URQUHART
& SULLIVAN, LLP
50 California Street, 22nd Floor
San Francisco, CA 94111



Jeremy A. Tigan (#5239)