

EXHIBIT “J”
(Defendant’s service mark application for LIFELOCK ULTIMATE)

Trademark/Service Mark Application, Principal Register

Serial Number: 85514352

Filing Date: 01/11/2012

The table below presents the data as entered.

Input Field	Entered
SERIAL NUMBER	85514352
MARK INFORMATION	
*MARK	LIFELOCK ULTIMATE
STANDARD CHARACTERS	YES
USPTO-GENERATED IMAGE	YES
LITERAL ELEMENT	LIFELOCK ULTIMATE
MARK STATEMENT	The mark consists of standard characters, without claim to any particular font, style, size, or color.
REGISTER	Principal
APPLICANT INFORMATION	
*OWNER OF MARK	LifeLock, Inc.
*STREET	60 E. Rio Salado Parkway
*CITY	Tempe
*STATE (Required for U.S. applicants)	Arizona
*COUNTRY	United States
*ZIP/POSTAL CODE (Required for U.S. applicants only)	85281
LEGAL ENTITY INFORMATION	
TYPE	corporation

STATE/COUNTRY OF INCORPORATION	Delaware
GOODS AND/OR SERVICES AND BASIS INFORMATION	
INTERNATIONAL CLASS	036
* IDENTIFICATION	Providing credit reporting data maintained by others; credit risk management and consultation services, namely, assistance with restoring and analyzing credit damaged by identity theft; Tracking and reporting regarding consumer credit reports and changes thereto, providing advice and consultation in the field of credit reports and credit scores; fraud resolution assistance, namely, assistance with restoring credit damaged by identity theft; and providing reimbursement of costs associated with identity theft.
FILING BASIS	SECTION 1(a)
FIRST USE ANYWHERE DATE	At least as early as 10/07/2011
FIRST USE IN COMMERCE DATE	At least as early as 10/07/2011
SPECIMEN FILE NAME(S)	
ORIGINAL PDF FILE	SPE0-6654170187-133538803_._LIFELOCK_ULTIMATE.pdf
CONVERTED PDF FILE(S) (1 page)	\\TICRS\EXPORT11\IMAGEOUT11\855\143\85514352\xml1\APP0003.JPG
SPECIMEN DESCRIPTION	screenshot from applicant's website showing use of the mark in connection with the services
INTERNATIONAL CLASS	045
* IDENTIFICATION	Fraud detection and prevention services in the nature of arranging secure authentication of personal data in requests to open banking, credit, credit card, insurance, loan, and other financial accounts; Fraud and identity theft protection services; monitoring the Internet, public records, credit reports, private and public electronic databases, and unregulated global computer networks to facilitate the detection and prevention of identity theft and fraud; providing a secure interactive website concerning notifications of potential fraud and potential identity theft; resolution assistance, namely, providing advice and consultation in the field of data theft and identity theft; consultation in the field of data theft and identity theft; and tracking, monitoring, and reporting regarding consumer credit reports and changes thereto for purposes of protecting against data theft, identity theft and fraud.
FILING BASIS	SECTION 1(a)

FIRST USE ANYWHERE DATE	At least as early as 10/07/2011
FIRST USE IN COMMERCE DATE	At least as early as 10/07/2011
SPECIMEN FILE NAME(S)	
ORIGINAL PDF FILE	SPE0-1-6654170187-133538803 . LIFELOCK ULTIMATE.pdf
CONVERTED PDF FILE(S) (1 page)	\\TICRS\EXPORT11\IMAGEOUT11\855\143\85514352\xml1\APP0004.JPG
SPECIMEN DESCRIPTION	screenshot from applicant's website showing use of the mark in connection with the services
ATTORNEY INFORMATION	
NAME	Heather A. Dunn, Esq.
ATTORNEY DOCKET NUMBER	370719-900132
FIRM NAME	DLA Piper LLP (US)
STREET	555 Mission Street, Suite 2400
CITY	San Francisco
STATE	California
COUNTRY	United States
ZIP/POSTAL CODE	94105
PHONE	415.836.2557
FAX	415.659.7357
EMAIL ADDRESS	tmdocket@dlapiper.com
AUTHORIZED TO COMMUNICATE VIA EMAIL	Yes
OTHER APPOINTED ATTORNEY	Paul A. McLean, Esq., Shannon Mo, Esq., Mark F. Radcliffe, Esq., Nancy O. Dix, Esq., Scott W. Pink, Esq., Alan A. Limbach, Esq., Ronald L. Yin, Esq., and Andrew P. Valentine, Esq.
CORRESPONDENCE INFORMATION	
NAME	Heather A. Dunn, Esq.
FIRM NAME	DLA Piper LLP (US)

STREET	555 Mission Street, Suite 2400
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PHONE	415.836.2557
FAX	415.659.7357
EMAIL ADDRESS	tmdocket@dlapiper.com
AUTHORIZED TO COMMUNICATE VIA EMAIL	Yes
FEE INFORMATION	
NUMBER OF CLASSES	2
FEE PER CLASS	325
*TOTAL FEE DUE	650
*TOTAL FEE PAID	650
SIGNATURE INFORMATION	
SIGNATURE	/Marvin Davis/
SIGNATORY'S NAME	Marvin Davis
SIGNATORY'S POSITION	Chief Marketing Officer
DATE SIGNED	01/11/2012

Trademark/Service Mark Application, Principal Register

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To the Commissioner for Trademarks:

MARK: LIFELOCK ULTIMATE (Standard Characters, see [mark](#))

The literal element of the mark consists of LIFELOCK ULTIMATE.

The mark consists of standard characters, without claim to any particular font, style, size, or color.

The applicant, LifeLock, Inc., a corporation of Delaware, having an address of

60 E. Rio Salado Parkway

Tempe, Arizona 85281

United States

requests registration of the trademark/service mark identified above in the United States Patent and Trademark Office on the Principal Register established by the Act of July 5, 1946 (15 U.S.C. Section 1051 et seq.), as amended, for the following:

International Class 036: Providing credit reporting data maintained by others; credit risk management and consultation services, namely, assistance with restoring and analyzing credit damaged by identity theft; Tracking and reporting regarding consumer credit reports and changes thereto, providing advice and consultation in the field of credit reports and credit scores; fraud resolution assistance, namely, assistance with restoring credit damaged by identity theft; and providing reimbursement of costs associated with identity theft.

In International Class 036, the mark was first used by the applicant or the applicant's related company or licensee at least as early as 10/07/2011, and first used in commerce at least as early as 10/07/2011, and is now in use in such commerce. The applicant is submitting one specimen(s) showing the mark as used in commerce on or in connection with any item in the class of listed goods and/or services, consisting of a(n) screenshot from applicant's website showing use of the mark in connection with the services.

Original PDF file:

[SPE0-6654170187-133538803 . LIFELOCK ULTIMATE.pdf](#)

Converted PDF file(s) (1 page)

[Specimen File 1](#)

International Class 045: Fraud detection and prevention services in the nature of arranging secure authentication of personal data in requests to open banking, credit, credit card, insurance, loan, and other financial accounts; Fraud and identity theft protection services; monitoring the Internet, public records, credit reports, private and public electronic databases, and unregulated global computer networks to facilitate the detection and prevention of identity theft and fraud; providing a secure interactive website concerning notifications of potential fraud and potential identity theft; resolution assistance, namely,

providing advice and consultation in the field of data theft and identity theft; consultation in the field of data theft and identity theft; and tracking, monitoring, and reporting regarding consumer credit reports and changes thereto for purposes of protecting against data theft, identity theft and fraud.

In International Class 045, the mark was first used by the applicant or the applicant's related company or licensee at least as early as 10/07/2011, and first used in commerce at least as early as 10/07/2011, and is now in use in such commerce. The applicant is submitting one specimen(s) showing the mark as used in commerce on or in connection with any item in the class of listed goods and/or services, consisting of a(n) screenshot from applicant's website showing use of the mark in connection with the services.

Original PDF file:

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Converted PDF file(s) (1 page)

[Specimen File 1](#)

The applicant's current Attorney Information:

Heather A. Dunn, Esq. and Paul A. McLean, Esq., Shannon Mo, Esq., Mark F. Radcliffe, Esq., Nancy O. Dix, Esq., Scott W. Pink, Esq., Alan A. Limbach, Esq., Ronald L. Yin, Esq., and Andrew P. Valentine, Esq. of DLA Piper LLP (US)

555 Mission Street, Suite 2400
San Francisco, California 94105
United States

The attorney docket/reference number is 370719-900132.

The applicant's current Correspondence Information:

Heather A. Dunn, Esq.
DLA Piper LLP (US)
555 Mission Street, Suite 2400
San Francisco, California 94105
415.836.2557(phone)
415.659.7357(fax)
tmdocket@dlapiper.com (authorized)

A fee payment in the amount of \$650 has been submitted with the application, representing payment for 2 class(es).

Declaration

The undersigned, being hereby warned that willful false statements and the like so made are punishable by fine or imprisonment, or both, under 18 U.S.C. Section 1001, and that such willful false statements, and the like, may jeopardize the validity of the application or any resulting registration, declares that he/she is properly authorized to execute this application on behalf of the applicant; he/she believes the applicant to be the owner of the trademark/service mark sought to be registered, or, if the application is being filed under 15 U.S.C. Section 1051(b), he/she believes applicant to be entitled to use such mark in commerce; to the best of his/her knowledge and belief no other person, firm, corporation, or association has the right to use the mark in commerce, either in the identical form thereof or in such near resemblance thereto as to be likely, when used on or in connection with the goods/services of such other person, to cause confusion, or to cause mistake, or to deceive; and that all statements made of his/her own knowledge are true; and

that all statements made on information and belief are believed to be true.

Signature: /Marvin Davis/ Date Signed: 01/11/2012

Signatory's Name: Marvin Davis

Signatory's Position: Chief Marketing Officer

RAM Sale Number: 5136

RAM Accounting Date: 01/12/2012

Serial Number: 85514352

Internet Transmission Date: Wed Jan 11 17:55:08 EST 2012

TEAS Stamp: USPTO/BAS-66.54.170.187-2012011117550862

5504-85514352-4907afb46a39de24384fae3b89

692c50d-DA-5136-20111229133538803913

LIFELOCK ULTIMATE



PROTECTION FOR INDIVIDUALS

\$1 MILLION TOTAL SERVICE GUARANTEE

UNDERSTANDING HOW LIFELOCK WORKS

UNDERSTANDING IDENTITY THEFT

PLANS AND PRICING

Individual Plans

Our Services

LifeLock

▶ **LifeLock Ultimate**

Credit Score Manager

Why LifeLock

Choosing the Right Protection

Testimonials



The Industry's Most Comprehensive Protection

Every day, criminals mastermind new ways to separate you from your identity. They will stop at nothing to infiltrate your credit and checking and savings accounts for their financial gain.

In a world of unprecedented attacks, LifeLock Ultimate™ protects you from a wider array of threats to your credit, bank accounts, and identity by seeking out potential threats and helping you defend against them.

For people looking for the ultimate in peace of mind from the leader in identity theft protection, you need look no further than LifeLock Ultimate™—the most comprehensive protection around.

CALL US AT
1.800.LifeLock
543.3562

Send us an email



Secure login



LifeLock Ultimate™ protection includes all services provided by LifeLock® identity theft protection, plus:

- Priority status and dedicated LifeLock Ultimate™ member services team
- Expanded monitoring of personal information across a comprehensive network of databases
- Enhanced, online reporting of threats
- Advanced checking and savings account application alerts
- Public record surveillance
- Payday loan monitoring
- Daily monitoring of all 3 credit bureau reports
- Alerts when contact information changes on existing credit card, checking, and savings accounts
- 24/7 online access to your annual TransUnion credit report and monthly score

ENROLL NOW ▶

Identity Theft 101

Understanding identity theft and how it can affect you



▶ [Learn more](#)

Get the Answers You Need

Read through our FAQs to get all the information you need



▶ [Learn more](#)

Learn About Our Service Guarantee

LifeLock's \$1 Million Service Guarantee



▶ [Learn more](#)





PROTECTION FOR INDIVIDUALS	\$1 MILLION TOTAL SERVICE GUARANTEE	UNDERSTANDING HOW LIFELOCK WORKS	UNDERSTANDING IDENTITY THEFT	PLANS AND PRICING
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Individual Plans

- Our Services
- LifeLock
- ▶ **LifeLock Ultimate**
- Credit Score Manager
- Why LifeLock
- Choosing the Right Protection
- Testimonials



The Industry's Most Comprehensive Protection

Every day, criminals mastermind new ways to separate you from your identity. They will stop at nothing to infiltrate your credit and checking and savings accounts for their financial gain.

In a world of unprecedented attacks, LifeLock Ultimate™ protects you from a wider array of threats to your credit, bank accounts, and identity by seeking out potential threats and helping you defend against them.

For people looking for the ultimate in peace of mind from the leader in identity theft protection, you need look no further than LifeLock Ultimate™—the most comprehensive protection around.

CALL US AT
1.800.LifeLock
543.3562




Send us an email

Secure login

LifeLock Ultimate™ protection includes all services provided by LifeLock® identity theft protection, plus:

- Priority status and dedicated LifeLock Ultimate™ member services team
- Expanded monitoring of personal information across a comprehensive network of databases
- Enhanced, online reporting of threats
- Advanced checking and savings account application alerts
- Public record surveillance
- Payday loan monitoring
- Daily monitoring of all 3 credit bureau reports
- Alerts when contact information changes on existing credit card, checking, and savings accounts
- 24/7 online access to your annual TransUnion credit report and monthly score

ENROLL NOW ▶

<p>Identity Theft 101 Understanding identity theft and how it can affect you</p>  <p>▶ Learn more</p>	<p>Get the Answers You Need Read through our FAQs to get all the information you need</p>  <p>▶ Learn more</p>	<p>Learn About Our Service Guarantee LifeLock's \$1 Million Service Guarantee</p>  <p>▶ Learn more</p>
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