CIVIL COVER SHEET

The civil cover sheet and the information contained herein neither replace nor supplement the filing and service of pleadings or other papers as required by law, except as provided by local rules of court. This form isrequired for the use of the Clerk of Court for the purpose of initiating the civil docket sheet. (SEE INSTRUCTIONS ON THE REVERSE OF THE FORM.)

(a) PLAINTIFFS Daniel J. Edelman, Inc., d/b/a Edelman				DEFENDANTS				
				dna13, Inc.				
(b) County of Residence of First Listed Plaintiff Cook (EXCEPT IN U.S. PLAINTIFF CASES)				County of Residence of First Listed Defendant Canada (IN U.S. PLAINTIFF CASES ONLY) NOTE: IN LAND CONDEMNATION CASES, USE THE LOCATION OF THE LAND INVOLVED.				
(c) Attorney's (Firm Name, Address, and Telephone Number) Bart A. Lazar, Esq. Seyfarth Shaw LLP, 131 South Dearborn, Suite 2400 Chicago, IL 60603, Telephone (312) 460-5986				Attorneys (If Known)				
II. BASIS OF JURISI	·		III. CITI	 ZENSHIP OI	PRINCIPAL	PARTIES	(Place an "X" in One Box for Plaintiff	
U.S. Government Plaintiff	3 Federal Question (U.S. Government Not a Party)		(For Di	(For Diversity Cases Only) and One Box for Defendant) PTF Citizen of This State 1 Incorporated or Principal Place of Business In This State				
2 U.S. Government Defendant	4 Diversity (Indicate Citiz in Item III)	(Indicate Citizenship of Parties of Business In Another State				Principal Place 5 5		
				or Subject of a gn Country	3 3 For	reign Nation	6 6	
IV. NATURE OF SUIT (Place an "X" in One Box Only)								
CONTRACT	PERSONAL INJURY	RTS PERSONAL INJUR	Y □610	ETTURE/PENAL/ Agriculture			OTHER STATUTES 400 State Reapportionment	
120 Marine 130 Miller Act 140 Negotiable Instrument 150 Recovery of Overpayment & Enforcement of Judgment 151 Medicare Act 152 Recovery of Defaulted Student Loans (excl. vet.) 153 Recovery of Overpayment of Veteran's Benefits 160 Stockholders' Suits 190 Other Contract 195 Contract Product Liability 196 Franchise REAL PROPERTY 210 Land Condemnation 220 Foreclosure 230 Rent Lease & Ejectment 240 Torts to Land 245 Tort Product Liability 290 All Other Real Property	310 Airplane 315 Airplane Product Liability 320 Assault, Libel & Slander 330 Federal Employers' Liability 340 Marine 345 Marine Product Liability 350 Motor Vehicle 355 Motor Vehicle Product Liability 360 Other Personal Inj. CIVIL RIGHTS 441 Voting 442 Employment 443 Housing/ Accommodations 444 Welfare 445 ADA—Employment 446 ADA — Other 440 Other Civil Rights	362 Personal Injury—Med. Malpractice 365 Personal Injury—Product Liability 368 Asbestos Personal Injury Product Liability 368 Asbestos Personal Injury Product Liability 370 Other Fraud 371 Truth in Lending 380 Other Personal Property Damage 385 Property Damage Product Liability 385 Property Damage Product Liability 3510 Motions to Vacate Sentence 4abeas Corpus: 530 General 535 Death Penalty 540 Mandamus & Othe 550 Civil Rights 555 Prison Condition 365 Prison Conditio		Other Food & Drug Drug Related Seizurn of Property 21 USC & Liquor Laws R.R. & Truck Airline Regs. Occupational Safety/Health	28 USC 15 PROPERTY	A RIGHTS S CCURITY Off (923) WW (405(g)) EXVI EXVI EXVI EXITS Plaintiff (nt)	400 State Reapportionment 410 Antitrust 430 Banks and Banking 450 Commerce/ICC Rates/etc. 460 Deportation 470 Racketeer Influenced and Corrupt Organizations 480 Consumer Credit 490 Cable/Satellite TV 810 Selective Service 850 Security/Commodity/Exch. 875 Customer Challenge 12 USC 3410 891 Agricultural Acts 392 Economic Stabilization Act 893 Environmental Matters 894 Energy Allocation Act 895 Freedom of Information Act 900 Appeal of Fee Determination Under Equal Access to Justice 950 Constitutionality of State Statutes 890 Other Statutory Actions	
V. ORIGIN (PLACE AN "X" IN ONE BOX ONLY) 1 Original Proceeding 2 Removed from State Court 3 Remanded from Appellate Court 4 Reinstated or Reopened 4 Reinstated or Reopened 5 Transferred from another district (specify) 6 Multidistrict Litigation 7 Appeal to District Judge from Magistrate Judgment								
VI. CAUSE OF ACTION (Enter U.S. Civil Statute under which you are filing and write a brief statement of cause.) VII. PREVIOUS BANKRUPTCY MATTERS (For nature of suit 422 and 423, enter the case number and judge for any associated bankruptcy matter perviously adjudicated by a judge of this Court. Use a separate attachment if necessary)								
VIII. REQUESTED IN CHECK IF THIS IS A CLASS ACTION DEMAND \$ CHECK YES only if demanded in complaint: COMPLAINT: UNDER F.R.C.P. 23 JURY DEMAND: Yes No							demanded in complaint:	
IX. This case				FILED: DECEMBER 15, 2008				
O8 CV 7162								
JUDGE ASPEN MAGISTRATE JUDGE COLE								