

EXHIBIT

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1 K. KOENEMAN
2 IN THE UNITED STATES DISTRICT COURT
3 FOR THE NORTHERN DISTRICT OF ILLINOIS
4 EASTERN DIVISION

5 TIMELINES, INC.,)

6 Plaintiff,)

7 vs.)

8 FACEBOOK, INC.,)

9 Defendant.)

10 -----)

CERTIFIED COPY

Civil Action
No. 11-cv-06867

11 DEPOSITION OF KEITH KOENEMAN

12 Chicago, Illinois

13 September 19, 2012

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23 Reported by:

24 JANICE M. KOCEK, CSR, CLR

25 JOB NO. 53903

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2 question directly. So timelines, you know,
3 if -- I actually had to print off something for
4 your request here, so it's funny. I actually
5 learned about timelines when I was answering
6 your request.

7 So on my Facebook page, it has my
8 photo and it has a bunch of stuff about me.
9 But then if I scroll down, it has a bunch of
10 photos and stuff that either I've posted or,
11 like, my brother-in-law has posted or, like,
12 people I know have posted about me.

13 And then -- so my brother-in-law
14 takes a lot of pictures. So, you know, so my
15 brother-in-law will, like, take a picture of
16 his kids and then he'll post it. You know,
17 like, let's just say it was last week, and so
18 last week it will be posted sort of in
19 chronological order that Christian posted a
20 picture of his kids.

21 The funny thing about -- I don't
22 know if you want to get into this now. I don't
23 want to, like, interrupt your flow. The funny
24 thing about timelines on Facebook is when I was
25 originally offered it, which I don't remember

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2 Facebook.

3 Q. Previously on your Facebook page,
4 how was information presented to you?

5 A. Well, again, this is just from
6 memory, but, like, I don't remember exactly,
7 but let's say six months ago, a year ago or
8 something -- okay. This is hard to describe.

9 The part of the Facebook page that I
10 look at was just sort of like right in the
11 center of the page at the top, you know, so
12 right at the top. It looked similar, right at
13 the top, but then I did notice that more
14 recently they added all this stuff on the right
15 and they added all this stuff on the left.

16 And whenever I was given choices, I
17 thought, like, do you want this new feature or
18 that new feature, I had thought I said no to
19 all that stuff.

20 Q. Right.

21 A. But, but my, my Facebook page looks
22 totally -- it looks much busier now with a lot
23 of stuff on the right and a lot of stuff on the
24 left and apparently a lot of stuff down below,
25 which I never really focused on. It used to be

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2 that, a couple things. One is Brian and his
3 wife Amy, you know, they have a camera,
4 whatever, they share, would take photos of
5 practices and games and, you know, whatever.
6 And during that time, I think I already had
7 subscribed to LifeSnapz, which is a -- what I
8 mentioned before. So it was a company started
9 by Brian and some other people.

10 And LifeSnapz allows you to share
11 photos, you know, do timelines, you know, sort
12 of significant events in your life. And so
13 Brian would take pictures; his wife would take
14 pictures. They would put them into their sort
15 of LifeSnapz/timeline account, and then I would
16 see them.

17 And I could either see them when I
18 sort of logged in the site, or if I remember
19 correctly, I'm almost sure I do, is either some
20 or all of them would also be e-mailed to me.
21 So it would say, like, Brian Hand has posted a
22 photo on LifeSnapz. And, and I would see them
23 that way as well.

24 So anyway, so I would see these
25 photos and it was a -- basketball was pretty,

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2 answer your question, which was what do you
3 think of timeline. So when I heard timeline, I
4 immediately thought of Brian and his companies.

5 So when I logged on to Facebook
6 whenever it was, roughly a year ago, and
7 Facebook offered me, like, hey, we have this
8 new timeline feature, I immediately thought of
9 Brian and his companies, Timelines and
10 Facebook. It was my first thought. In fact,
11 my first thought was this is awesome, Brian
12 sold his company to Facebook, like, it's
13 awesome.

14 And so I was thinking I should,
15 like, send him flowers or, like, send him a
16 basket or, like, do something celebratory for
17 Brian. But I didn't, because I was thinking --
18 this was, like, a weekday, so it was like a
19 Tuesday or a Wednesday or whatever. And I was
20 thinking I'm going to see Brian on Friday. So
21 first I'll just ask him about it and then I'll
22 send him something.

23 So I saw him on whatever. I can't
24 remember whether it Friday or Saturday, but I
25 saw him on a weekend evening at some sort of

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2 like, Randolph. Some friends, like, had some
3 office space for Kingsman Capital, and I think
4 it was like I was going to be meeting Brian at
5 a coach -- we had coach practice twice a week.

6 So I was thinking -- well, he said I
7 probably won't be interested in this, but I
8 should at least sort of check it out because
9 I'll probably be seeing him today. So I went
10 to the timelines.com Web site and I sort of
11 looked at and it was like what he said. It
12 was, like, history, like Civil War, World War
13 II and Napoleon, you know, sort of like great
14 events.

15 And I remember thinking, like, I
16 could see my kids might, like, really like this
17 or, like, my kids' teachers might really like
18 this, but it -- my impression was it was more,
19 you know, like an educational-type site and
20 that the LifeSnapz thing, which was more like
21 my personal timelines with, like, basketball
22 and stuff was what I was more interested in.

23 But I felt like I should check it
24 out because I coach basketball with Brian, and
25 it, like, might come up in a conversation.

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2 into my own house with my own key and thought I
3 was in my neighbor's house. Why would I?

4 Q. Right. Because of your prior
5 knowledge of Timelines, Inc., and --

6 A. Prior knowledge that I own this
7 house and I have this key in my pocket. I
8 haven't forgot that I live at 606 Arlington and
9 that my key opens the door. You know, I
10 haven't forgot that I have a password on
11 LifeSnapz and when I log in to LifeSnapz, it
12 takes me to LifeSnapz. Why would I?

13 Q. Okay. Just to round this out here,
14 for the rest of the deposition, I just want to
15 revisit real quickly Timelines, Inc.'s, other
16 services.

17 A. Okay.

18 Q. Have you -- have you ever registered
19 to use timelines.com?

20 A. No. But I thought about it and I,
21 I, I told you that story, which is Brian told
22 me about how excited he was about timelines.com
23 and that it had timelines, which they had been
24 developing for some time for LifeSnapz, but he
25 thought it had a much bigger potential.

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2 So I actually went to the site and I
3 sort of checked it out and looked at the
4 subjects and so forth and thought this is
5 really cool, maybe my son would like this,
6 maybe my son's teacher would like it. Maybe
7 it's a good pedagogical or educational tool.

8 But, you know, at the time -- it was
9 three years ago. So at the time I was
10 probably, like, 41 years old. Those sort of
11 historical timelines for me as a 41-year-old
12 were sort of less relevant, but I could see how
13 they'd be very relevant for, like, my son or my
14 son's friends.

15 Q. Have you used any other services
16 offered by Timelines, Inc.?

17 A. I never registered for the
18 timelines.com site. I did register for
19 LifeSnapz.

20 Q. Other than LifeSnapz. Right now I'd
21 like to just focus a little bit about any other
22 services offered by Timelines, Inc. So we
23 covered LifeSnapz.

24 So with respect to timelines.com and
25 just getting this straight.

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C E R T I F I C A T E

STATE OF ILLINOIS)

) SS.:

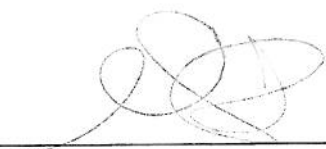
COUNTY OF COOK)

I, JANICE M. KOCEK, a Notary Public within and for the State of Illinois, do hereby certify:

That KEITH KOENEMAN, the witness whose deposition is hereinbefore set forth, was duly sworn by me and that such deposition is a true record of the testimony given by such witness.

I further certify that I am not related to any of the parties to this action by blood or marriage; and that I am in no way interested in the outcome of this matter.

IN WITNESS WHEREOF, I have hereunto set my hand this 21st day of September, 2012.



JANICE M. KOCEK, CSR, CLR.