

# Exhibit 1

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**Key Facts**

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**Contact Info**

[press@fb.com](mailto:press@fb.com)



## Key Facts

### About Facebook

Founded in 2004, Facebook's mission is to make the world more open and connected. People use Facebook to stay connected with friends and family, to discover what's going on in the world, and to share and express what matters to them.

### Headquarters

1601 Willow Road, Menlo Park, California, 94025

### Employees

4,331 employees at the end of September 30, 2012.

### Statistics

One billion monthly active users as of October 2012.

Approximately 81% of our monthly active users are outside the U.S. and Canada.

584 million daily active users on average in September 2012.

604 million monthly active users who used Facebook mobile products as of September 30, 2012.

### Board Members

**Mark Zuckerberg**, Founder, Chairman and CEO, Facebook

**Marc Andreessen**, Co-founder and General Partner, Andreessen Horowitz

**Jim Breyer**, Partner, Accel Partners

**Donald E. Graham**, Chairman and CEO, The Washington Post Company

**Reed Hastings**, Chairman and CEO, Netflix

**Erskine Bowles**, President Emeritus, the University of North Carolina

**Peter Thiel**, Partner, Founders Fund

**Sheryl Sandberg**, COO, Facebook

### Offices

**U.S. offices include:** Atlanta; Austin; Detroit; Chicago; Dallas; Los Angeles; Miami; New York; Seattle; Washington, DC; Prineville, Oregon.

**International offices include:** Amsterdam; Auckland; Brussels; Buenos Aires; Dubai; Dublin; Hamburg; Hong Kong; Hyderabad; London; Madrid; Melbourne; Mexico City; Milan; Paris; Selangor; Sao Paulo; Singapore; Stockholm; Sydney; Tokyo; Toronto; Warsaw.

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# **Exhibit 2**


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## Frequently Asked Questions

### WHAT IS TIMELINES?

Timelines.com is the first web site that enables people like you to collaboratively record and share history. It's history recorded by the people, for the people.

On Timelines.com, you can record the details of events, connect them in space and through time to other related events, and contribute to a better collective understanding of what occurred at a particular place and time.

We believe that history is made up of a series of events. Timelines.com enables people to record the specifics of events with descriptions, photos, videos and other references. Once an event is recorded, it is shared with other Timelines.com users who can contribute their unique information to the chronicling of it. Users of Timelines.com collectively vote on what is the best way to remember that event, without censoring the contributions of others. Also, the event becomes a permanent part of Timelines.com so that others can learn about it and how that event is connected to other events related based on time, place and/or topic.

We launched Timelines in April 2009, and we are constantly developing and enhancing the site. If you have suggestions on how to make the site better, we'd love to hear them. Please send your suggestions to [feedback@timelines.com](mailto:feedback@timelines.com).

If you like our site, please spread the word to your friends, readers and followers.

### WHO SHOULD USE TIMELINES?

Anyone interested in understanding, contributing to or recording history should use Timelines.com.

Here are some potential uses:

- Fans of bands, sports teams, movies or TV shows can use the site to track, learn about and chronicle specific concerts, games, band members, actors or players based on self contributions and the contributions of others. Operators of websites in
- Teachers can use the site to collaboratively create and build timelines with their classes for current and/or historical events.
- Historians can chronicle the subject(s) they cover in a detailed, event-by-event manner and share their knowledge to the Timelines.com audience.
- Journalists and bloggers could add their perspectives to events on Timelines.com and help the Timelines.com audience understand a topic more completely.
- Visitors to Timelines.com can learn about the topics in which they are interested, find other useful sources of information and help shape how history is presented on Timelines.com through voting.

Contributors of content that have relevant blogs or web sites are encouraged to link back to their sites. We want to help connect people that are interested in learning about history or particular events with people who can help them.

### WHAT'S CONSIDERED AN EVENT?

Basically, anything that you desire to record can be considered an Event.

Events can be current in nature or from the distant past. They can be world renowned events (for example, Obama's Inauguration, the sinking of the Lusitania, or the Super Bowl). They can be highly localized or personal ( the Chicago Jazz Festival, the opening of Millenium Park, the Impachment of the Governor of Illinois Rod Blagojevich or the memories from a World Series game).

Events could be about the past happenings for a person, a band, a company, a town or city, a team, a building, a neighborhood, a house.... anything.

#### HOW FAR BACK IN TIME CAN I GO TO RECORD AN EVENT?

You can go back as far as 4,712 B.C. (Why that exact number, you ask? It has to do with the limitations of our database).

#### CAN I SCHEDULE EVENTS IN THE FUTURE? HOW FAR INTO THE FUTURE?

Yes. You can go out as far as the year 3000.

#### WHAT IS A DESCRIPTION OF AN EVENT? CAN I PROVIDE SOMEONE ELSE'S DESCRIPTION?

A description is someone's recounting of an event. This recounting can be your own (just type it directly into the site or cut and paste it from your blog or another document) or it can be someone else's. If you use someone else's, be sure to provide the attribution (i.e. who's description is it) and, if it is from the web, a link to the page where that description can be found.

If you use copyrighted material that is not your own, please follow Fair Use ☺ rules for excerpting content. We take copyright infringement seriously and will remove content that is infringing upon someone else's copyright. Please see our Copyright Information page for more.

#### HOW DO I UPLOAD PHOTOS? CAN I LINK MY ACCOUNT ON TIMELINES.COM TO WEB PHOTO SHARING SITES LIKE FLICKR OR PICASA? CAN I BULK UPLOAD PHOTOS?

You can upload photos by clicking on the "Add content to this event" link on the Event Page and then clicking on the "Photo" tab. You can upload photos from your computer or from a URL. If you are uploading a photo that is not yours, be sure that you have the rights to do so. See our Copyright Information Page for more information.

Currently you cannot link your Timelines.com account with your photo sharing accounts or upload photos in bulk. These features are in development.

#### I'VE FOUND A PHOTO ON SOMEONE ELSE'S BLOG THAT HELPS TO CHRONICLE AN EVENT. CAN I INCLUDE IT IN AN EVENT ON TIMELINES.COM?

Yes, but make sure that you are not infringing on the copyright of the creator of the photo.

If you are looking for photos to help you chronicle events, check out Wikimedia Commons and Creative Commons on Flickr. These are great sources to find photos that, in a lot of cases, can be freely used by others.

#### IF I UPLOAD MY PHOTO, DESCRIPTION OR VIDEO TO TIMELINES.COM, WHO OWNS IT- DO I OR DOES TIMELINES.COM?

You are the owner of any descriptions, photos, quotes and videos that you have added to an event, subject to third party copyright. You retain ownership, and you may remove these items at any time from the site.

You cannot remove Event Titles, Event Dates, Topics, Comments or Votes once they are on Timelines.com.

#### HOW DO I PUT A VIDEO ON TIMELINES.COM?

To include your video on Timelines.com, it must first be hosted on one of six popular video sharing sites: Youtube, Google, Hulu, Vimeo, Viddler, or Flickr.

Once your video is on one of these sites, you can include it on Timelines.com by clicking on the "Add content to this event" link on the Event Page on Timelines.com and then clicking on the "Video" tab. Insert the URL or Embed code from your video hosting site and click "Add this Video". Then just confirm that you have selected the correct video and your Video is now viewable on Timelines.com

If you use another video hosting service, please let us know about it at [feedback@timelines.com](mailto:feedback@timelines.com).

#### WHAT IS A "LINK" FOR AN EVENT? HOW DO I ADD ONE TO AN EVENT? HOW MANY LINKS CAN I ADD TO AN EVENT?

Links are URLs to websites that are helpful to understanding an event. Links can be to external websites or to pages within Timelines.com.

To enter a Link on an Event Page, click on the "Add content to this event" link on the Event

Page and then click on the "Link" tab. Cut and paste or type in the URL in the "Link" box and provide the name of the web site in the "Description" box. Be sure to include the entire URL, including <http://>.

You may add as many Links as you like to an Event.

#### WHAT IS A "TOPIC" FOR AN EVENT? HOW DO I ADD ONE TO AN EVENT? HOW MANY TOPICS CAN I ADD TO AN EVENT?

A Topic is a way to tag or classify an Event. Topics are used to group different Events together. Topics typically answer "who, what and where" for an Event. So for example, if the Event you are recording is a baseball game between the Pittsburgh Pirates and the Toronto Blue Jays that is played at Pittsburgh's home field (PNC Park), your Topics could be: Baseball, Pittsburgh Pirates, Toronto Blue Jays and PNC Park.

To enter a Link on an Event Page, click on the "Add content to this event" link on the Event Page and then click on the "Topic" tab. Presently, you have to enter each Topic individually.

You can enter as many or as few Topics to an Event as you wish.

Topics provide a useful and fun way to find related events. You will find some surprising intersections of one event with others. Here, try exploring with these topics: World War I, Festivals, Grant Park, Rod Blagojevich.

#### CAN I EDIT OR DELETE MY CONTRIBUTIONS TO TIMELINES.COM? HOW DO I DO THAT?

You can edit or delete any descriptions, photos, videos that you've added to Timelines.com. You cannot edit or delete Event Names, Event Dates, Topics or Links that you have added.

To edit something, just navigate to the Event Page where those items are located and click on the [edit] link that is next to your username. To delete something, click on the Comments Icon and then click "Delete".

#### ONCE SOMETHING IS PUT ON TIMELINES.COM, WHO CAN SEE IT? CAN I KEEP MY EVENTS AND CONTRIBUTIONS PRIVATE OR LIMIT THEM TO A SELECT GROUP?

All content that you post on Timelines.com can be viewed by all visitors to the site. You cannot limit who sees your contributions.

If you'd like to keep your events private (or share them with a defined group of people), check out our other site LifeSnapz. It's built specifically to allow you to record and share your events with trusted, invite-only groups like families and friends.

#### WHAT ARE THE LITTLE ICONS BENEATH THE CONTENT ENTRIES? WHAT DO THEY DO?

The icons are for three things: 1. Comments (Bubble Icon), 2. Voting (Thumbs up, Thumbs down Icons), and 3. Flagging (Flag Icon). Note: you'll need to be registered and logged in to provide any comments, votes or flags.

- **Comments.** If you click the Bubble Icon, you can provide your comments on the particular item (i.e. Description, Photo, Link, Location, Quotation).
- **Voting.** You can vote up or down a particular contribution by clicking on the Thumbs up/Thumbs down Icons. As items accumulate Thumbs up votes, the item will rise on the page relative to the other similar items. Similarly, as they accumulate Thumbs down votes, they will move down on the page. Only one vote per item, so vote wisely.
- **Flagging.** If you find an item that is vulgar, factually inaccurate or that violates a copyright, click on the Flag Icon. We will check it out and take appropriate action. Please see the copyright notification process below.

#### ARE YOU PLANNING ON HAVING OTHER TIMELINE VISUALIZATIONS? WILL I BE ABLE TO EMBED THEM INTO MY BLOG OR SITE?

We do plan to offer other timeline visualizations. Any events that are recorded now will be able to be viewed when added functionality is launched.

You cannot embed the timeline into another site just yet. Stay tuned- it's coming!

#### DO YOU HAVE RSS FEEDS?

Yes, we currently have one: New Events Added to Timelines.com. More will be coming.

**DO YOU HAVE AN API?**

Not yet. It's another feature that is in development.

**WHAT DO I DO IF MY COPYRIGHT HAS BEEN VIOLATED BY SOMETHING POSTED ON TIMELINES.COM?**

Please see our [Copyright Policy](#) for the process to correct this issue.

**CAN I IMPORT INFORMATION FROM MY BLOG AUTOMATICALLY?**

Not yet. This is another feature that is in development.

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# **Exhibit 3**

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**Timelines** Discover, record, and share history.

**LifeSnapz** Share and explore life's events with families and friends.

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# timelines

## Archive for 2010

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### What happened in 2010? Our year in review

In **All Posts** on **28 December 2010** tagged **2010, notable events, timelines, what happened in 2010, year in review** with **1 comment**

It's that time of year again when seemingly everyone is looking back on the just passed 365 days and trying to encapsulate what the year meant in politics, sports, celebrity, general wackiness, etc. Well, here's our list of those that we deemed most notable. If you don't agree with us (or if you want to [...])

---

### December 8: Perhaps History's Most Disaster-Filled Day

In **All Posts** on **17 December 2010** tagged **Chile, China, disasters, fires, New Zealand, Vienna** with **no comments**

Many people are fascinated by disasters. Whether it be the Hindenburg Explosion, the Great Chicago Fire or Boston's molasses flood, and despite the tragedies involved, disasters rivet one's attention and imagination. With that in mind, December 8th, may be history's most disaster filled

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**Timelines** Discover, record, and share history.

**LifeSnapz** Share and explore life's events with families and friends.

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# timelines

## Get Ready for Thanksgiving – Everything You Need to Know About the Pilgrims

In **All Posts** on 16 November 2010 tagged **pilgrims**, **thanksgiving**, **timelines** with no comments



Most people celebrating Thanksgiving in the US know about the Pilgrims and their ship the Mayflower that brought them to establish **Plymouth Colony (Massachusetts)** in the new world. But how many of you know that **the original plan called for two ships?** Or that the **original destination of the voyage was the Hudson River?** Or what **land in the new world was sighted first** aboard the Mayflower? Or who was

the **first English child born in the New World**? Or **when the first Thanksgiving was celebrated**?

Well, our **Pilgrims timeline** provides all of these details and much more. So take a look at the **timeline** now, and learn a bunch. And then when you are sitting around the table with you family and friends getting ready to dive into the turkey and stuffing and cranberry sauce, shock them with your in depth knowledge. Or set up a fun trivia game for your group.

Whatever you do, be sure to remember the **Pilgrims** and from all of us at **Timelines**, have a great Thanksgiving holiday!

Posted by Bob Armour

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## No Comments Yet

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There are no comments yet. You could be the first!

## Leave a Comment

Name

Email

Website

---

**Timelines** Discover, record, and share history.

**LifeSnapz** Share and explore life's events with families and friends.

---

# timelines

## **Extra! Extra! Read all about it: Timelines.com's functionality and service now available for news web sites**

In **All Posts** on 13 April 2010 tagged **boston.com**, **jsonline.com**, **newspaper sites**, **nydailynews.com**, **suntimes.com**, **timelines se** with no comments

We are very proud to announce the official launching of our new service, Timelines SE!

And we are especially happy to announce that four major newspaper sites – **Boston.com**, **NYDailyNews.com**, **SunTimes.com** (Chicago Sun-Times), and **JSONline.com** (Milwaukee Journal Sentinel) – have all signed on for the service.

The details are in the press release below, but what Timelines SE does in a nutshell is help news sites present past content about a topic to its readers while they are reading about that topic today. We produce branded versions of our functionality for each client, and we handle all the work for them- from gathering past content to keeping it updated with recently occurred events. Like **Timelines.com** and **Lifesnapz.com**, Timelines SE uses timelines, maps and lists to enable unique ways for readers to explore and learn about topics. We are in sports now and we will be addressing other news categories shortly.

Here are some screen shots of our implementations:

**Celtics "Timeline Explorer" Page – scroll back and find prior games:**

[Back to homepage](#) | [Sign In](#) | [Register Now](#) | Home Delivery **The Boston Globe**

**boston.com** | **rackspace** HOSTING | **Protect Your Data** Backup your Windows or Linux servers to the cloud with Rackspace Server Backup | [Learn More](#)

Local Search:

**Sports** | [More](#) | [Red Sox](#) | [Patriots](#) | [Celtics](#) | [Bruns](#) | [College](#) | [Globe 10.0](#) | [Globe SportsWire](#) | [Shop](#)

**CELTICS TIMELINES** | [2010 Season](#) | [All Opponents](#) | [Next game: Apr 13 2010](#) | [Chicago Bulls](#) | [View games](#)

Mar 20 102-93 | Mar 22 97-110 | Mar 24 113-90 | Mar 26 84-96 | Mar 28 73-94 | Mar 31 104-109 | Apr 2 116-119 | Apr 4 117-113 | Apr 6 101-104 | Apr 7 115-104 | Apr 9 96-105 | Apr 12 105-90

**2009 SEASON**

**Apr 10 2010**  
**Celtics' defense gets best of Bucks**  
**Celtics 105 Milwaukee Bucks 90**  
 at Bradley Center  
DATE COVERAGE

**Apr 9 2010**  
**Celtics get pushed around**  
**Celtics 96 Washington Wizards 106**  
 at TD Garden  
DATE COVERAGE

**Apr 7 2010**  
**Finley spurs Celtics to victory**  
**Celtics 115 Toronto Raptors 104**

More timelines: [Browns](#) | [Patriots](#) | [Red Sox](#) | [Rangers](#) | [Tomb Raider](#)

**Yankees Game Page on NYDailyNews.com – all of the articles, photos and links related to a particular game:**

**NY Daily News.com** | **DAILY NEWS** | [Home](#) | [Sports](#) | [Gossip](#) | [Entertainment](#) | [NY Events](#) | [Local](#) | [Opinion](#) | [Lifestyle](#) | [Travel](#) | [Money](#) | [Tech](#) | [Topics](#) | [Photos](#) | [Video](#) | [Blogs](#)

**Sports** | [Login](#) | [Register](#)

**2010 SEASON** | [All Timelines](#)

**NY** **New York Yankees** | 7-2 | 5-1 | 3-1 | 3-0 | 10-0 | 2-5 | A | A | A | T | T | T | A | A | A

**Apr 11 2010**  
**Yankees 7 Tampa Bay Rays 3**  
Tropicana Field

**A.J. Burnett and Jorge Posada combine to power New York Yankees past Tampa Bay Rays, 7-3**  
By MARK FERGUSON, DAILY NEWS SPORTS WRITER

ST. PETERSBURG, Fla. — A.J. Burnett and Jorge Posada were the perfect combination for the Yankees on Sunday. Posada's two-run home run made a wisecracker of Burnett, who recovered from a rocky first inning to pitch the Yankees to a 7-3 win over the Rays at Tropicana Field. The Yankees finished their season-opening road trip with another series win over a division rival, returning to the Bronx for Tuesday's home opener and tying career-high with a 4-2 record. A day after CC Sabathia faced with...

[READ FULL ARTICLE](#)

**A.J. Burnett's dominance over Tampa Bay Rays a good sign for New York Yankees.**  
By SHAY

ST. PETERSBURG — It wasn't exactly the CC Sabathia carrying a big load into the eighth inning against the Rays a day earlier, but A.J. Burnett, the Yankees' 115-2 starter, was maddening in another way Sunday. Burnett overcame situations in the Yankees' 7-3 victory that would have unspooled him last year. Burnett kept himself together after giving up two runs in the first inning and managed to ignore a strange side-arming incident in which a pop-up hit a Tropicana Field catwalk and was...

[READ FULL ARTICLE](#)

**New York Yankees puzzled that umpires award Evan Longoria a hit after ball ricocheted off catwalk.**  
By MARK FERGUSON, DAILY NEWS SPORTS WRITER


Jorge Posada's two-run home run in the sixth is all the offensive support A.J. Burnett needs to beat the Rays Sunday at Tropicana Field. (View/2010)

**Compact Dishwashers**  
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**Chicago Cubs Article Page on SunTimes.com:**

CHICAGO SUN-TIMES

CHICAGO SUN-TIMES

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2010 SEASON

Chicago Cubs

All Timelines

Apr 5	Apr 7	Apr 8	Apr 9	Apr 10	Apr 11	Apr 12	Apr 14	Apr 15	Apr 16	Apr 17	Apr 18	Apr 19	Apr 20	Apr 21
5-18	2-3	2-0	4-5	4-3	1-3	2-5	M	M	★	★	★	M	M	★

← back to Apr 12 2010 Game Page

Piniella finds bullpen help

BY GORDON WITTEMMYER Staff Reporter

The Cubs aren't ready to punt on their bullpen just yet, but manager Lou Piniella said he'll start using lefty Sean Marshall as an eight-inning setup guy, and will give rookie James Russell more responsibility as well.

"Marshall is a real nice option for us right now in the eighth inning," said Piniella, who watched rookie right-hander Esmailin Cardada and veteran John Grabow struggle in the eighth much of the first week.

"We can use him that way. He's throwing the ball as well as (anyone) we have in the bullpen.

Marshall has allowed just one run in four appearances, without a walk, and nine of his 15 outs have been strikeouts.

Russell has pitched only twice, but also hasn't allowed a run and, as important, has stayed away from the walks that have plagued others in the pen.

"We've been holding him back a little bit," Piniella said of former All-Star pitcher Jeff Russell's son. "He's throwing the ball well. So we're going to give him an opportunity, too.

The bullpen has 12 of the team's 22 walks in about half (17 1/3) as many innings as the rotation has pitched (32 2/3).

"We need to get one of our right-handers to become a little more productive.

Apr 12 2010

Cubs 9 Milwaukee Brewers 5

Wrigley Field

Articles

[Piniella finds bullpen help](#) >

SPRING EVENT

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Mets Game-by-Game Coverage

APR 8	APR 9	APR 10	APR 11	APR 13, 8:40 P.M. ON SNY/FOXR
L	W	L	W	 Colorado Rockies
1-3	8-2	3-4	5-2	

[View all games 2008-Present](#)

MATCHUP HISTORY

vs.

Milwaukee Brewers			San Francisco Giants
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Sep 6 2009	<b>W</b>	2-1	<a href="#">VIEW</a> >
Sep 5 2009	<b>L</b>	3-2	<a href="#">VIEW</a> >
Sep 4 2009	<b>L</b>	3-2	<a href="#">VIEW</a> >
Jun 28 2009	<b>L</b>	7-0	<a href="#">VIEW</a> >
Jun 27 2009	<b>W</b>	7-6	<a href="#">VIEW</a> >
Jun 26 2009	<b>W</b>	5-1	<a href="#">VIEW</a> >
Apr 9 2009	<b>L</b>	7-1	<a href="#">VIEW</a> >
Apr 8 2009	<b>W</b>	4-2	<a href="#">VIEW</a> >

[All matchups >](#)

NEXT BREWERS GAME  
Mon, Jul 5, 3:10 p.m. on CSByFxWi

Check them out and let us know what you think. And if you are interested in partnering with us for the service, be sure to let us know.

## Timelines, Inc. Launches Unique Service to Help News Websites Monetize Past Content

**Timelines SE, a 100% outsourced, custom branded service, helps news websites organize, present and monetize past content. Four major newspaper companies have signed on to the service.**

FOR IMMEDIATE RELEASE

*PRLog (Press Release) - Apr 12, 2010 - Orlando, Florida* - Timelines, Inc., the leader in recording and sharing history on the Web, announced the launch of Timelines SE, a 100% outsourced, custom branded service that helps news websites better organize, present and monetize past content such as articles, photos and videos. Unlike an archive service, which is a repository exclusively focused on past content, Timelines SE helps news sites' readers discover past content as they are onsite consuming current news.

Four major newspaper sites have recently partnered with Timelines to use the service in the sports news category, including The Boston Globe's Boston.com, (for example, see the Boston Celtics implementation: <http://timelines.boston.com/celtics>); The Chicago Sun-Times' SunTimes.com (see the Chicago Cubs implementation: <http://timelines.suntimes.com/cubs>); The Milwaukee Journal Sentinel's JSOnline.com; and The New York Daily News' NYDailyNews.com.

Timelines SE provides key benefits to three primary stakeholders of news websites:

- For readers, the service makes past content more readily available and presents it in an intuitive, easy-to-navigate manner using timelines, maps and lists;
- For editors and writers, Timelines SE increases the resource value of past content by extending its useable shelf life; and
- For publishers and website general managers, the service is created with the look and feel of the partner's site and increases the website's value by generating more pageviews and increasing readers' time spent on site.

Posted by Bob Armour

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**No Comments Yet**

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There are no comments yet. You could be the first!



## Leave a Comment

Name

Email

Website

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[← Genius timelines](#)

Happy birthday to us! Timelines.com turned 1 year old today →

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### About Us

We provide services that enable people and entities to discover, record and share history on the web.

### Archives

- 2011
- 2010
- 2009
- 2008

### Search

**Follow us on Twitter**  
[@timelines](#)

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**Timelines** Discover, record, and share history.

**LifeSnapz** Share and explore life's events with families and friends.

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# timelines

## Genius timelines

In **All Posts** on 26 March 2010 tagged **beethoven, genius, houdini, tesla, timelines** with no comments

Just a quick post to let you know of some new and interesting timelines that have been recently added to Timelines.com. Each of these are about the lives of various geniuses, and coincidentally, each of whom is readily identified by one name.

## Beethoven

# **Exhibit 4**



# Modern Walnut Dining Tables

www.GinkgoFurniture.com

See More

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## timelines

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POPULAR TIMELINES

TRIVIA QUIZZES

SEARCH

Topic

Amelia Earhart

Related Topics

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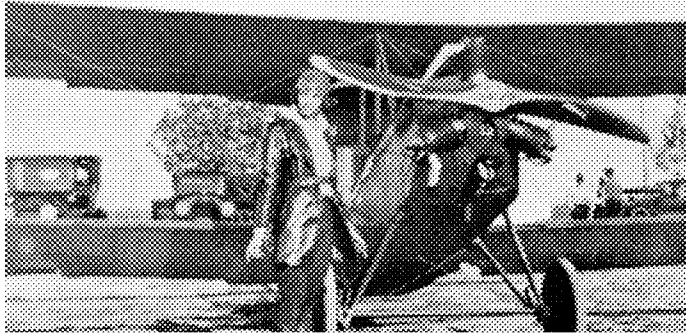
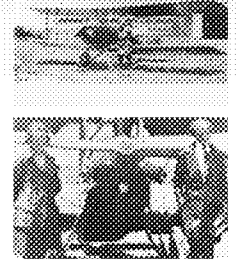
SHARE

### Jul 1921

#### Amelia Earhart buys her first plane

She hired Neta Snook, the first woman instructor to graduate from the Curtiss School of Aviation, to teach her. She paid for the first lessons by driving a sand and gravel truck. After only 2 1/2 hours of instruction, she decided that she wanted to buy her own plane. She bought a small experimental plane that cost \$2,000 with money advanced by her mother and took a job at a local telephone company sorting mail to help pay for it.

View Event



## Amelia Earhart Timeline

- 1897 Jul 24** Amelia Earhart is born

Amelia Mary Earhart, daughter of Samuel "Edwin" Stanton Earhart (March 25, 1867) and Amelia "Amy" Otis Earhart (1869–1962), was born in Atchison, Kansas, in the home of her maternal grand


- 1920 Dec 28** Amelia Earhart experiences her first flight with Frank Hawks

By 1919 Earhart prepared to enter Smith College but changed her mind and enrolled at Columbia University signing up for a course in medical studies, among other programs. She quit a year l...


- 1921 Jan 3** Amelia Earhart takes first flying lesson

Earhart had her first lessons, beginning on January 3, 1921, at Kinross Field near Long Beach but to reach the airfield Amelia took a bus to the end of the line, then walked four miles to...


- 1921 Jul** Amelia Earhart buys her first plane

She hired Neta Snook, the first woman instructor to graduate from the Curtiss School of Aviation, to teach her. She paid for the first lessons by driving a sand and gravel truck. After o...


- 1922 Oct 22** Amelia Earhart sets altitude record for female pilots

On October 22, 1922, Earhart flew the Aviator to an altitude of 14,066 feet (4,300 m), setting a world record for female pilots. On May 15, 1925, Earhart became the 10th woman to be issue...


- 1928 Jun 17** Amelia Earhart becomes first woman to fly across the Atlantic

After Charles Lindbergh's solo flight across the Atlantic in 1927, Amy Phipps Guest (1873–1959), expressed interest in being the first woman to fly (or be flown) across the Atlantic Ocea...


- 1929 Aug** First Women's Air Derby, Powder Puff Derby

Earhart subsequently made her first attempt at competitive air racing in 1929 during the first Santa Monica-to-Cleveland Women's Air Derby (later nicknamed the "Powder Puff Derby" by 1938)



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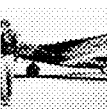




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1931 Feb 7	<p><b>Amelia Earhart marries George Putnam</b></p> <p>For a while she was engaged to Samuel Chapman, a chemical engineer from Boston. In a breaking off her engagement on November 23, 1928. During the same period, Earhart and Putnam had spent a gr...</p>	
1932 May 20	<p><b>Amelia Earhart becomes first woman to fly solo across the Atlantic</b></p> <p>On May 20-21, 1932, Earhart accomplished her goal of flying solo across the Atlantic Ocean. She took off from Newfoundland, Canada, at 7:12 p.m. on May 20, in her Lockheed Vega. Her flight...</p>	
1932 Aug 24 to 1932 Aug 25	<p><b>Amelia Earhart Becomes the First Woman to Fly Solo from Coast-to-Coast</b></p> <p>On August 24-25, 1932, she flew from Los Angeles, California, to Newark, New Jersey, in a record 19 hours, 5 minutes, flying a Lockheed Vega, also becoming the first woman to fly solo coast...</p>	
1935	<p><b>Amelia Earhart is first woman in Bendix Trophy Race</b></p> <p>Earhart again participated in long-distance air racing, placing fifth in the 1935 Bendix Trophy Race, the first result she could manage considering that her stock Lockheed Vega topped out...</p>	
1935 Jan 11	<p><b>Amelia Earhart becomes first person to fly solo from Hawaii to California</b></p> <p>On January 11, 1935, Earhart became the first person to fly solo from Honolulu, Hawaii to Oakland, California. Although this transoceanic flight had been attempted by many others, most wa...</p>	
1935 Apr 19	<p><b>Amelia Earhart becomes first person to fly solo from Los Angeles to Mexico City</b></p> <p>That year, once more flying her faithful Vega which she had tagged "old Bebe", the fire home, Earhart soloed from Los Angeles to Mexico City on April 19. The next record attempt was a...</p>	
1937 Mar 17	<p><b>Amelia Earhart's first attempt to fly around the world</b></p> <p>On St. Patrick's Day, March 17, 1937, they flew the first leg from Oakland, California to Honolulu, Hawaii. In addition to Earhart and Noonan, Harry Manning and Hollywood stunt pilot Paul...</p>	
1937 Jun 1	<p><b>Amelia Earhart's second attempt to fly around the world begins</b></p> <p>While the Electra was being repaired Earhart and Putnam secured additional funds and prepared for a second attempt. This time flying west to east, the second attempt began with an unpubl...</p>	
1937 Jul 2	<p><b>Amelia Earhart disappears near Howland Island</b></p> <p>On July 2, 1937 (on flight GMT) Earhart and Noonan took off from Lae in the heavily loaded Electra. Their intended destination was Howland Island, a flat sliver of land 0,500 ft (2,000 m)...</p>	
1937 Jul 19	<p><b>Search for Amelia Earhart is called off</b></p> <p>Beginning approximately one hour after Earhart's last recorded message, the USCG finally undertook an ultimately unsuccessful search north and west of Howland Island based on initial assum...</p>	
2008 Apr 6	<p><b>USNS Amelia Earhart is Launched</b></p> <p>USNS Amelia Earhart (T-AKE-8), a Lewis and Clark-class dry cargo ship is the only ship of the United States Navy to be named for noted American aviation pioneer and women's rights advocat...</p>	

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# **Exhibit 5**

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IN THE UNITED STATES DISTRICT COURT  
FOR THE NORTHERN DISTRICT OF ILLINOIS  
EASTERN DIVISION

TIMELINES, INC., )  
)  
Plaintiff, )  
)  
vs. ) No. 11-CV-06867  
)  
FACEBOOK, INC., )  
) Judge John W. Darrah  
Defendant. )  
\_\_\_\_\_)

HIGHLY CONFIDENTIAL - OUTSIDE COUNSEL ONLY

VIDEOTAPED DEPOSITION OF BRIAN HAND  
Chicago, Illinois  
Thursday, September 20, 2012

Reported by:  
PAULA CAMPBELL, CSR, RDR, CRR, CCP  
JOB NO. 53018



1 HIGHLY CONFIDENTIAL - OUTSIDE COUNSEL ONLY - B. HAND  
2 calls for the witness to testify to any  
3 conversations with his counsel, and foundation.

4 If you can answer the question based on any  
5 knowledge that's outside of anything you have  
6 discussed with me, you can answer it.

7 The other objection I would make is that  
8 it's a denial within the context of a number of  
9 other sentences. So I object to the form.

10 With all that said you can --

11 A. I don't have anything further to add to  
12 that.

13 Q. So you can't answer the question because  
14 any response would reveal attorney-client  
15 communications? Is that the position here?

16 A. Based on what my counsel has just said, it  
17 sounds like there is some ambiguity to the question  
18 you have asked.

19 Q. Let me state it another way.

20 Do you, sitting here today, believe that  
21 the sentence, "The noun 'timeline' refers to a  
22 chronological organization of events or other  
23 information" is false?

24 A. No, I believe that is true. That one  
25 sentence is true.

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2 purposes in order to have the different points on  
3 the page searchable by Google. We wanted to make  
4 sure the title of the page, plus the other parts of  
5 the page, could insert that word to increase our SEO  
6 value.

7 Q. And the company didn't intend the term  
8 timeline in that context, Al Capone Timeline, to  
9 describe anything about the information that's  
10 featured under Al Capone Timeline?

11 A. No, it didn't. That's correct.

12 Q. If you look under the heading Al Capone  
13 Timeline, you will see there are a series of dates  
14 listed on the left, and then text and other  
15 information immediately to the right of those dates.

16 Do you see that?

17 A. Yes.

18 Q. And that runs all the way through the third  
19 page of this document. And the dates on the left  
20 run from 1894 to 1986; is that correct?

21 A. Correct.

22 Q. And are those dates in chronological order?

23 A. Yes, they are on this page.

24 Q. And the dates and the text to the right of  
25 them are all aligned horizontally -- vertically;

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2 Q. And I notice on the front page the date is  
3 September 11th, 2009. To the best of your  
4 recollection, on that date did you give a  
5 presentation to Shawmut?

6 A. Yes.

7 Q. And just without going into the details,  
8 what was the general theme of the pitch to Shawmut?

9 A. The same as to newspaper companies, a way  
10 to organize your events, events here being  
11 construction contracts they have completed, as a way  
12 to showcase, this is where showcase term came --  
13 showcase what you've done as a company in the past.

14 And our thought was  
15 engineering/construction companies tend to be very  
16 backwards from a sales and marketing perspective.  
17 Their future projects, when they are selling, are  
18 heavily based on what they've done in the past. So  
19 if there was a way to showcase the great things that  
20 they have done, there might be a revenue  
21 opportunity.

22 So we decided to pitch them to see if, you  
23 know, this concept would make sense.

24 Q. And so was one element of the pitch an  
25 offer to provide the Timelines Showcase or Timelines

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2 SE feature?

3 A. Yes.

4 Q. And would that be something used to provide  
5 content via their website?

6 A. Yes.

7 Q. If you will look on the fourth page of this  
8 document, it's similar to the pages we have  
9 considered with -- in the other presentations. The  
10 rectangular box toward the bottom of the page, it  
11 says, (Reading:) Platform includes built-in photo,  
12 video, and text presentation with timelines and  
13 maps.

14 In that context is the company using  
15 timelines in a generic sense?

16 A. Yes.

17 Q. And are there images on the top half of the  
18 page that reflect timelines, in a generic sense?

19 A. We have a placeholder on the timelines SE  
20 above the map. I can't see it on this, but I think  
21 that was the placeholder for the -- for the  
22 timeline.

23 Q. How about the image under LifeSnapz.com,  
24 does that reflect a timeline?

25 A. No. No.

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2 AFTERNOON SESSION

3 (Time noted: 12:57 P.M.)

4 VIDEOGRAPHER: It's the beginning of DVD  
5 No. 3 of the testimony of Brian Hand. It is  
6 12:57 P.M. We are back on the record.

7 B R I A N H A N D,

8 resumed and testified as follows:

9 CONTINUED EXAMINATION

10 BY MR. WILLSEY:

11 Q. Okay. Back on the record after lunch.

12 Mr. Hand, is the term timeline used on the  
13 LifeSnapz website?

14 A. Yes.

15 Q. Do you know whether it's used generically  
16 in some instances?

17 A. It's used generically, yes.

18 Q. And LifeSnapz is just part of Timelines,  
19 Inc.?

20 A. Yes.

21 Q. So is it correct to say that Timelines,  
22 Inc. uses the term timelines generically in some  
23 instances?

24 A. Yes.

25 Q. I'll show you a document that we'll have

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2 provide. So we could provide a great service to the  
3 newspapers, and it could also support everything we  
4 are doing at Timelines.com.

5 Q. So for Timelines.com we've got SEO. We've  
6 got Bob Armour doing outreach, making calls.

7 Was Timelines.com promoted at any  
8 conferences that you attended?

9 A. Not that I recall, no.

10 Q. Any television ads for Timelines.com?

11 A. No.

12 Q. Radio ads?

13 A. No.

14 Q. How about keyword search term advertising?

15 A. I think you asked that of Bob yesterday. I  
16 don't know if we did or didn't. I suspect we  
17 didn't -- we may have done a small amount of keyword  
18 buying, but I don't recall doing it. Bob said he  
19 didn't recall it, then I'm sure we probably didn't,  
20 because he would have been the one to put that in  
21 place.

22 Q. I'm going to show you a document we should  
23 mark as Hand Exhibit No. 20. I apologize for the  
24 small type size on this, but this is how it was  
25 produced. So it might be difficult to read.

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2 A. It was through Google AdSense. So it was  
3 the advertisers in their channel.

4 Q. Did you have any companies contract with  
5 you directly to run ads on times.com --  
6 Timelines.com?

7 A. I thought we did. I asked Bob after our  
8 deposition yesterday. I thought there may have  
9 been. I know we got solicited or asked to put ads  
10 up. But from what he was saying, we never actually  
11 did do that. So all the revenue came from Google.

12 Q. Okay. Now turning to --

13 A. Done on this?

14 Q. Yeah, done with that.

15 A. Okay.

16 Q. Turning to what's been marked as Hand  
17 Deposition Exhibit No. 21.

18 A. I have that, yes.

19 Q. Okay. Do you recognize this document?

20 A. Yes.

21 Q. And what is it?

22 A. It is the Google AdWords account. So this  
23 is money we spent on advertising for LifeSnapz.com.  
24 Let me see what date this runs through.

25 Yes. Again, there may have been some money

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2 spent on Timelines.com, but it would have been  
3 fairly de minimis. I'm very comfortable saying the  
4 vast, vast majority of the dollars here were spent  
5 on LifeSnapz.com, and I think Bob said yesterday  
6 that was a hundred percent. So this would be a  
7 hundred percent LifeSnapz.com.

8 Q. Okay. So these are -- this reflects money  
9 that was spent based on keywords that you purchased  
10 through the AdWords program?

11 A. Yes, to drive people to LifeSnapz.com.

12 Q. And do you recall what the keywords are  
13 that were purchased?

14 A. I don't. There were -- again, Bob was  
15 running this, but I bet there were a thousand,  
16 thousands. I mean there was many, many.

17 Q. Do you know if the company at any point  
18 purchased the term timelines as a keyword?

19 A. I would say we -- I'm sure we did, yes.

20 Q. And how about the singular version,  
21 timeline?

22 A. Again, I'm sure we probably did, yes.

23 Q. And do you recall what the rationale was  
24 for purchasing timelines or timeline as keywords  
25 was?



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2 A. Because that for LifeSnapz.com, timeline  
3 was one of the features. So we had -- I think we  
4 bought it for all kinds of other concepts. So we  
5 had photos, things related to photos, things related  
6 to videos, things related to location, events,  
7 family, history, all the words around what we've  
8 described as our company vision, and the different  
9 things that are LifeSnapz.com. We were trying many  
10 different variations of that.

11 Q. Okay. That's all I have for that document.

12 So just to close things out on  
13 Timelines.com, I want to make sure we include all  
14 the different types of marketing and advertising  
15 that you engaged in to promote Timelines.com.

16 So there was SEO. There was Bob Armour  
17 doing outreach. There may have been some keyword  
18 purchases, but that would have been de minimis. No  
19 conferences. No radio. No television.

20 Is there anything that I'm not covering?

21 A. Bob -- I can't remember all the things Bob  
22 went into yesterday, but everything he described, I  
23 am comfortable, because if there were additional  
24 things that he said we did, then -- I can validate  
25 that those would be correct.

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2 A. We received an office action.

3 MR. WILLSEY: Let me have this marked as  
4 Hand Exhibit No. 25.

5 (Hand Exhibit 25 marked for  
6 identification.)

7 Q. And for the record, this document has Bates  
8 numbers FB\_TL\_00002580 through 2643.

9 Do you see those?

10 A. Yes.

11 Q. And I'll represent to you this is, as it  
12 says on the first page, this is a certified copy of  
13 the file history for application serial  
14 No. 85,432026.

15 If you'll turn to page 2 of the document --

16 A. Okay.

17 Q. -- with 2581 at the bottom?

18 A. Yes.

19 Q. Do you see in the main chart the reference  
20 to serial number?

21 A. Yes. Yes.

22 Q. And to the right of that, the number  
23 85,432026?

24 A. Yes.

25 Q. Does it appear that this is -- pertains to

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2 the application that you referenced in that

3 paragraph of the first amended complaint?

4 A. Yes, I think so. You are talking about  
5 on --

6 Q. Yes.

7 A. Whatever that was on.

8 Yes, it's the same number. Yes.

9 Q. Okay. And with Exhibit 25, that's this  
10 one; right?

11 A. This is 25, yeah.

12 Q. If you'll turn to the third page of that  
13 document with the Bates number at the bottom 2582?

14 A. Yes.

15 Q. You'll see on the right-hand side of the  
16 page, under the heading Goods and/or Services and  
17 Basis Information, you'll see the number 42 --

18 A. Yes.

19 Q. -- across from class, and then beneath that  
20 a long description of services.

21 A. Yes.

22 Q. Do you see that?

23 A. Yes.

24 Q. Did you prepare that description of  
25 services?

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2 A. Yes.

3 Q. And how did go about preparing it?

4 A. I used our -- the existing Timelines  
5 description of services, and then I looked up the  
6 Facebook description of services to see if there was  
7 overlap with what we were doing but had not  
8 described in our identification in the past, and  
9 what Facebook was doing and had described in their  
10 identification. And I thought to incorporate that  
11 in this application to make our description and our  
12 identification more complete.

13 Q. So portions of this description that you  
14 prepared were based upon descriptions of services  
15 covered by Facebook trademark filings?

16 A. Yeah, I used -- I read through the way they  
17 described it, which more fully described the  
18 services we were providing, and used that to add to  
19 our identification.

20 Q. And were the Facebook filings that you  
21 looked at for the mark Facebook?

22 A. Yes.

23 Q. And there weren't -- you didn't find any  
24 Facebook applications for the term timeline?

25 A. No.

1 HIGHLY CONFIDENTIAL - OUTSIDE COUNSEL ONLY - B. HAND  
2 new brand that Facebook was rolling out. And that,  
3 to me, is a direct infringement of our trademark,  
4 100 percent.

5 Q. Putting aside the F8 conference, what can  
6 you identify in terms of efforts by Facebook to  
7 market and advertise its services under the term  
8 timeline?

9 A. All subsequent communication with the  
10 press. There was tons of press that came out after  
11 that. All of it referring to this new service that  
12 was going to be launched called Timeline.

13 Q. Do you know if when a user accesses his or  
14 her Facebook page and the first page comes up,  
15 whether a user is presented with the term timeline  
16 on that page?

17 A. I don't know the inner workings of the  
18 Facebook site.

19 Q. Are you aware of any television  
20 advertisements that Facebook has run featuring the  
21 term timeline?

22 A. I don't know.

23 Q. So to be very clear, and just put an end to  
24 this line of questioning, the only action the  
25 company has taken to enforce rights in Timelines as

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2 a trademark is this lawsuit; correct?

3 A. Yes.

4 Q. Has the company ever entered into a license  
5 with anyone relating to the use of the term timeline  
6 as a trademark?

7 A. No.

8 MR. WILLSEY: Do we have a stapler in the  
9 room?

10 MR. ALBRITTON: Open on the right. There  
11 you go.

12 THE WITNESS: You may want to use this on  
13 one or two of these that are getting caught up  
14 in paper clips.

15 MR. WILLSEY: Let's mark this document as  
16 Hand Deposition Exhibit No. 26.

17 (Hand Exhibit 26 marked for  
18 identification.)

19 Q. This document does not have any Bates  
20 numbers. I'll represent to you that we just printed  
21 it out today after going to what I believe is  
22 your -- the company's page on Facebook. And if  
23 you'll see at the bottom, there is a URL referenced.  
24 And the date is September 18. My apologies, it  
25 wasn't today. It was earlier this week. It was

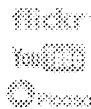
# **Exhibit 6**

## Share & Explore Life's Events with Families and Friends



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## Use LifeSnapz for photo sharing and videos and creating timelines and maps of your life history.

LifeSnapz is similar to popular photo sharing sites like Flickr and Picasa. With LifeSnapz you can upload photos for free, tag them with who was there and share them with private groups. LifeSnapz offers additional features that make capturing and exploring your memories fun and useful for you and the people you care about.

LifeSnapz lets multiple people contribute more than photos to produce the memory of an event, including videos, text descriptions and comments.

Photos capture specific moments of an event, videos provide engaging and entertaining perspectives of an event, and text descriptions and comments tap into individuals' impressions and specific thoughts. The result is a well-organized, clean and compelling presentation of an event and a rich memory for everyone that was involved.

LifeSnapz allows you to add photos and videos from a variety of sources.

You may upload digital photos directly from your computer's hard drive or import them from other photo services you might have an account with, like Flickr or Picasa. You can also embed video from YouTube or Vimeo.com

LifeSnapz enables you to explore your events, photos and videos using timelines and maps.

The timeline feature lets you visualize your events across time, and the map feature provides a unique way to visualize your events across a town, state, country or the world. Additionally, timelines and maps can be instantly customized based on who was at an event and how the event was tagged. With this feature, you can easily find the types of events and people you are looking for and create instant timelines and maps based on them.

LifeSnapz enables rich discussions between families and friends

Comments provide a voice for all of the group members, and enable them communicate with each other in the context of the memory of a shared event. Automatic email notifications alert group members when new comments, photos, videos, and events have been shared.

**LifeSnapz is a photo sharing site, plus a whole lot more: video sharing, time and place exploration, a shared communication space, and a record of your life history. So start using LifeSnapz now as your photo sharing *plus* site.**

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## Share family events with family members and extended family and enable better family connections and communications with LifeSnapz.

Today, many families cross multiple generations and are located in different cities and in different countries. Grandparents are in one place; mom, dad and the kids are in another place; and siblings, aunts, uncles and cousins are many other locations. Members of an extended family have a strong desire to stay in touch, especially when they are not near each other geographically. Questions like, "When are you going to send me pictures and videos of the kids?" are commonplace. Extended families want see and hear what their loved ones are doing. Oftentimes phone calls or emails are inadequate or disjointed, and difficult to archive and retrieve. They are poor substitutes for reliving the event and for "being there."

LifeSnapz provides extended family members with an easy way to stay in touch with each others busy and eventful lives.

When a family event occurs (such as birthdays, graduations, sporting events, holiday celebrations, etc.), family members can contribute the photos, videos and descriptions of these events and share them with other family members on LifeSnapz. Those who cannot attend a family event can experience the sights, sounds and recollections on LifeSnapz as the next best thing to being there. Out-of-town grandparents, siblings, aunts and uncles can now see their grandkids, brothers, sisters, nieces and nephews in action - running, playing and laughing - with just a few clicks on LifeSnapz. And they can use LifeSnapz to respond directly to their kids or grandkids with thoughtful messages or even with their own photos and videos.

Automatic email notifications make the communication effortless, as family members are updated as new content is added.

**Use LifeSnapz as a great way to bring your family closer together.**

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Share family events with family members and extended family and enable better family connections and communications with LifeSnapz.

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## Flexible Digital Scrapbooking To Create a Life History

Scrapbooking is a great hobby which provides tremendous enjoyment to millions of people. Life events are chronicled, mementos are saved and the resulting book is often a beautiful, tactile work of art that can be shared with others and passed down to future generations.

### Traditional scrapbooking has a number of drawbacks.

- ✖ It is time consuming, and many people just can't devote the time to produce a comprehensive, up-to-date scrapbook.
- ✖ Traditional scrapbooks are very difficult to create in a collaborative manner. Most scrapbooks are created by one person with only the media and mementos on-hand.
- ✖ Traditional scrapbooks require paper photos, which entails having (digital) photos processed and printed at additional cost and time.
- ✖ Video cannot be used in a traditional scrapbook.
- ✖ Sharing a scrapbook requires that the book and the viewers are in the same spot at the same time.
- ✖ Finding specific events and connecting events that are similar can be a difficult task with a traditional scrapbook.

### LifeSnapz is digital scrapbooking that overcomes the drawbacks of traditional scrapbooking.

LifeSnapz is an easy, free and fast way to capture and chronicle memories. To start, all you need to do is name an event (for example "Bobby's Birthday Party") and indicate when it happened. That's it! If you want, you can provide a description (which can be as short or as long as you want), indicate who was at the event, upload photos and videos, and invite others to view the event (simply by entering in their email addresses to create a group). LifeSnapz sends out the emails automatically and will keep your group updated when new events, photos, videos and comments are added. Your group members can log-in from wherever they are, see what's new and contribute their own comments, descriptions, photos and videos. So now, the digital scrapbook can be shared at any time by anyone in your group, and providing a collective, rich memory of the event.

### Traditional scrapbooks can't capture motion and sound.

LifeSnapz can with video, allowing your family and friends to see and hear loved ones in full sound and motion at an event. Additionally, mementos from an event (such as a wedding program, ticket stub or paper newspaper article) can be scanned and uploaded to LifeSnapz to further enhance the recollection of the event.

### As the number of events grows, LifeSnapz creates an ongoing life history that can be viewed on a timeline, map or list.

This life history can be customized instantly for each person that was at various events or based on common tags of an event. For example, you can see a timeline or map that includes only the events that your daughter or son was a part of, or you can create a set that is related to special holidays. LifeSnapz dynamically produces these with a single click.

**If you like the concept of scrapbooking but can't find the time or justify the expense, LifeSnapz is the digital scrapbook you.**

**Start creating your digital scrapbook now with LifeSnapz!**

**JOIN NOW**

**CREATE ONE**

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## Unique and Creative Uses

The LifeSnapz site is built to be very flexible and versatile. People are employing LifeSnapz in some very creative and inventive ways. Here are a few examples.

### Connected Parents

We have heard from a number of parents who are using LifeSnapz to share events and pictures and videos in a private manner of their children with the parents of other kids on a sports team or in a scout pack. One user set up all of her son's cross country team meets as unique events on the LifeSnapz timeline and map. She then invited in all the other team members' parents to contribute photos so that everyone could see all of the various pictures and read a recap of each meet. She also used LifeSnapz as a way to coordinate rides to and from each meet, fundraising activities and the end of the season party.

### Memoir

We have a handful of people that have told us they are using our platform to record and publish their memoirs.

### Reunion

People are using LifeSnapz as a way to organize and reconnect with people with whom they graduated high school or college. The reunion application is a popular one for a number of reasons. First, everybody wants to see old (or older) photos of their classmates and themselves. Second, LifeSnapz lets multiple people contribute their recollections of specific events, and it enables multiple people to help answer the "Who was that guy?" question that invariably comes up with reunion preparation. We had one woman share with us that she scanned in her high school graduation program from 50 years ago to share with her classmates, as well as some old photos of a powder puff football game.

### Driving Across the Country / Extended Trip

As you might imagine, lots of people like to document their big trips and vacations with photos and videos. Many of these users tell us that the added mapping functionality allows them to pinpoint their memories geographically so that they can retrace their steps and solidify their memories.

### Reduce Clutter

People have scanned their kids' memorable school work assignments (such as artwork, poems and other memorabilia), as well as photos from their kids' sports teams, and uploaded them to LifeSnapz. If you have kids, you know how much clutter these produce. With LifeSnapz, people can capture the creativity, place it in time and share it with anyone else that would want to see it. Plus, you won't have a guilty conscience when answering your child's question, "Why are you putting all of my drawings away?" Now you can show your child that these are always available online and enjoy a less cluttered home.

### Big Project

A number of users are using LifeSnapz to document large household improvement projects (a new house, an addition or some landscaping). Each day is a unique "event" of work and the users can see (and track) and share the changes across the life of a project with anyone that is interested.

### Company Historian

A few companies are using LifeSnapz to track notable events in their histories, such as company launch, conferences attended, significant milestones, employee achievements, product enhancements, and company parties.



## Collaborative Company Project Communicator

A marketing communications firm is using LifeSnapz with one of its clients to collaboratively document various marketing events. Once the events are documented, various team members who are located around the globe contribute their thoughts and perspectives on the events: what went well, what could have been better, etc. LifeSnapz helps them archive and share their team members' perspectives on past events in order to build improvements into similar future events.

**If you are using LifeSnapz in a unique way, let us know! Email us at [feedback@lifesnapz.com](mailto:feedback@lifesnapz.com) and tell us how you are using our site. We'd love to hear from you!**

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## FAQs

### 1) What is LifeSnapz.com?

LifeSnapz.com allows people to easily capture, share and explore life events with friends, family and other trusted groups. LifeSnapz provides a unique way for people to organize photos, videos and descriptions of an event, and enables easy sharing of them with user defined groups. Customizable timelines, interactive maps and tags help users find and explore their events.

### 2) What can I do with LifeSnapz?

LifeSnapz can be used in a number of different ways:

- ✧ Individuals can use the site to build a family history, a collaboratively created digital scrapbook or diary, a secure way to chronicle and share your kids' sporting and/or school happenings, or as an easy way to share specific events and keep in touch with out-of-town relatives and friends.
- ✧ Companies, organizations and institutions can use the site to chronicle their histories, and can easily accommodate numerous contributors to the effort.
- ✧ Educators can use the site to create groups of students and/or parents to collaborate on and share specific course materials or class events within trusted groups.
- ✧ As a creator of groups and events, you can record the initial details of the event and decide who to invite into the group. As an invited group member, you can view the descriptions, photos and videos of an event; with the proper permission level (as established by the group's creator), you can contribute your content to the event and group.

See our blog for other ways people are using LifeSnapz.

### 3) What's a group?

A group is a set of people with whom you would like to share events. A group can be as big or as small as you like. As the creator of the group, you determine who's in it.

Some examples of group members could be:

- ✧ Mom, dad and siblings
- ✧ Friends
- ✧ Classmates
- ✧ Alumni groups
- ✧ Teammates
- ✧ Colleagues
- ✧ ...virtually anybody that you choose

You can even make a group of one – yourself – to record the things that you would like to keep completely private.

### 4) How do I invite someone to a group?

As the Group Founder or a Full Group Member, you can invite members to a group by clicking on "Invite a New Member" when you are on the "Latest Updates" tab. From there you input the invitee's email address and an email will be

automatically sent to the invitee. If you wish, you can personalize the message.

## 5) What's a Full Member?

A Full Group Member has permission to invite other members to the group, remove members from the group, add events to the group and edit events (add photos, videos and descriptions).

## 6) What's a Read-Only Member

A Read-Only Member can view events in the group and add comments to events, but cannot edit events, add new events or invite other members to the group.

## 7) What's a Group Founder

A Group Founder is the person who starts the group and is a Full Member of the group. Additionally, the Group Founder can add a group photo and group description, and can delete the group.

## 8) What is an Event?

An event is something that happened at a certain time and place. Events can be made up of descriptions, photos and videos. They can be viewed individually or on timelines, maps and lists that are instantly customizable by clicking tags for specific people, places or types of events. Events can be anything you want to remember, such as:

- ⌘ A wedding
- ⌘ A class reunion
- ⌘ A vacation
- ⌘ A sporting event
- ⌘ ...virtually anything

## 9) Can I share an event with more than one group?

Full Members can share an event with other groups in which they are a Full Members. You do this by clicking on the "Manage Sharing" link on the Event Page and selecting the groups with whom you would like to share the event. A Read-Only Member of a group cannot share events from that group with another group.

## 10) What are Tags? Why should I use them?

Tags are short descriptors of an event. They help you find events quickly and easily. For example, a vacation event's tags could be: vacation, beach, minigolf, Florida, seafood, fireworks. You can designate as many or as few tags as you wish for an event.

Tags allow you to quickly connect events together. When you click on a tag (say "beach"), all of the events that have the same tag ("beach") will be quickly sorted and grouped together. If you are in the Events, Timeline or Map tab, clicking on a tag will instantly create a customized list, timeline or map reflecting that tag, allowing you to explore similar events.

## 11) How does "They Were There" work?

"They Were There" is similar to event Tags, but it is about the people that were at an event. You can add someone's name to an event under the "They Were There" section. Additionally, you can add a person's name to a photo in the Add People section, and "They Were There" links will be automatically created.

When you add a person's name in They Were There or Add People areas, clicking on the name allows you can quickly find and explore all of the events and

photos that have that person in them.

Helpful hint: Rather than adding the names of the attendees of an event as Tags, use They Were There on the event Page or Add People on the photo page to capture their names.

## 12) What do I need to do to join LifeSnapz.com? Does it cost anything?

You only need to provide your name, email address and password to join. LifeSnapz.com is a free service.

## 13) Will you share my email with anyone?

No, we don't share your email with anyone.

## 14) What do I need to do to put photos on LifeSnapz? How many photos can I upload to LifeSnapz?

Photos can be uploaded to LifeSnapz from three places: 1) your computer's hard drive; 2) from the photo sharing website Flickr.com (You will need an account at Flickr to use this service); or 3) from the photo sharing site Picasa.com (You will need an account at Picasa to use this service).

After you have created an Event, just click the "Add Photos" button from the event page, select the origin of your photos (your computer, Flickr or Picasa), select the photos you want to include in your event and we will upload them to your LifeSnapz event.

You can upload as many photos as you like to LifeSnapz.

## 15) How should I get my paper photos on LifeSnapz?

All photos on LifeSnapz need to be digital, either from a digital camera or from scanning a paper photo. You can have your photos digitized at most photo processing outlets or you can find many photo digitizers on the web. Once your photos are digitized, you will be able to upload them to LifeSnapz.

## 16) What do I need to do to put videos on LifeSnapz?

Videos can be uploaded to LifeSnapz from two places, YouTube.com or Vimeo.com. You will need an account with one of those services before you can upload videos. You can get an account from YouTube.com here and from Vimeo.com here. Once your videos are uploaded to YouTube or Vimeo, all you need to do is click "Add Videos" on LifeSnapz.com and then copy and paste the video's URL or the embed code into the box that appears. The URL will be in the browser's address bar and the embed code will be on the video's page on YouTube or Vimeo.

## 17) Can I use LifeSnapz to document a future event?

Yes, LifeSnapz can be used to chronicle a future event. You can put as much or as little information about the event as you would like - only an event title and date are required. Once the event date is passed, you can contribute photos, videos and text to the event.

## 18) How can I provide feedback to LifeSnapz.com?

You can send us an email to [feedback@lifesnapz.com](mailto:feedback@lifesnapz.com). We'd love to hear from you!

Not getting your question answered?

Contact us at [feedback@lifsnapz.com](mailto:feedback@lifsnapz.com) and we will get right back to you!

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## About Us

### What is LifeSnapz?

LifeSnapz is a free, easy and secure way for people to record and organize important events, milestones and memories in their lives.

Users of LifeSnapz can contribute text, photos, and video to describe these events, share them with self-designated groups (like family members, colleagues, schoolmates or youth sports teams) and explore these events using dynamic timelines, maps, and lists.

Our vision is a site where users and groups can keep their memories alive and vibrant so that they can be relived for many years thereafter.

Founded in January 2007, Timelines, Inc. is based in Chicago, Illinois and funded by Apex Venture Partners and Trident Capital.

### How you can help us

If you love LifeSnapz (or have ways to help us improve), please share your thoughts with us at [feedback@lifesnapz.com](mailto:feedback@lifesnapz.com).

- ✦ Tell your friends and family members about us and encourage them to set up their own accounts at LifeSnapz.
- ✦ Send us a testimonial ([feedback@lifesnapz.com](mailto:feedback@lifesnapz.com)), tell us how you have used LifeSnapz or write about us on your blog (and be sure to let us know about it!);
- ✦ Subscribe to the LifeSnapz blog to stay up-to-date with our progress.

### Who is LifeSnapz?

**Brian Hand – Co-Founder and CEO**



Brian brings over 20 years of entrepreneurship and venture capital experience to his role as CEO at LifeSnapz. Prior to founding LifeSnapz, Brian founded ShopLocal (formerly known as SalesHound) in 1999. ShopLocal helps advertisers use the Web to promote local, in-store sales and deals. ShopLocal was acquired by Gannett, Tribune and Knight Ridder in 2004.

ShopLocal is now the leader in multi-channel marketing and advertising services and provides innovative media solutions to nearly all major US retailers, including Target, Sears, Best Buy, CVS and Home Depot.

Prior to founding ShopLocal, Brian spent 16 years in the venture capital and investment banking industry with First Analysis Corporation. As Vice Chairman of the firm for the last three years, he was responsible for co-managing day-to-day activities of the company's investment research, investment banking and venture capital activities. He was also responsible for identifying, investing in and managing portfolio companies as part of the firm's \$500 million family of venture capital funds.

Brian received his BS and MS degrees in mechanical engineering from Rensselaer Polytechnic Institute, and an MBA from the JL Kellogg Graduate

School of Management at Northwestern University.

### **Geoff Buesing – Co-founder & Lead Developer**

Geoff is a co-founder of LifeSnapz and lead developer. Prior to LifeSnapz, Geoff was one of the first three employees of ShopLocal with Brian and Scott, and was responsible for design and front-end development. Much prior to that, in 1983, Geoff programmed his first bulletin board system in BASIC on a Commodore 64.

Geoff is a Ruby on Rails committer and recently contributed time zone awareness features to the 2.1 release of Rails.

### **Scott McMillin – Co-founder & Lead Developer/Designer**

Scott is a co-founder of LifeSnapz and lead developer/designer. Prior to LifeSnapz, Scott was one of the first three employees of ShopLocal with Brian and Geoff. Scott has been a designer and developer for over twelve years, starting with Kraft Foods. After ShopLocal, Scott did a lot of freelance work for a bunch of companies both big and small, including a brief foray into services for virtual worlds.

### **Bob Armour – Chief Marketing Officer and VP Business Development**



Bob brings over 15 years of experience in marketing and business development, both as an operator and a consultant, to LifeSnapz. Prior to LifeSnapz, Bob was the CMO at ShopLocal, the leading provider of multi-channel retail and advertising services. As CMO, Bob oversaw all aspects of corporate marketing and business development as well as product development for ShopLocal.com, the company's comparison shopping site. Bob has also held leadership positions at Acxiom, a leading data and information services company, and A.T. Kearney, a leading management consultancy.

Bob received his BA in economics from the University of Notre Dame and his MBA from the J.L. Kellogg School of Graduate Management at Northwestern University.

Connect with Bob on: LifeSnapz Blog, LinkedIn, Facebook, Twitter

### **Zach Zolton – Developer**

Zach began programming when he found QBasic and started making screen savers for MS-DOS. His professional career started in 1999, analyzing existing code for Y2k Readiness. He then went on to spend 8 years creating software and web applications using Microsoft technologies, including the past two years as a lead developer for ShopLocal.com.

### **Trevor Turk - Developer**

As a passionate Ruby on Rails developer, Trevor brings nearly 10 years of professional web experience to LifeSnapz, both in the US and abroad. Trevor's first experience was providing technical services to not-for-profit organizations in the Chicago area. After that, Trevor worked for the largest distance-learning school in the UK, where he helped to bring all of the organization's informational materials available online.

Following his experience in England, Trevor worked for a Chicago company that creates technical documentation for banking institutions, where he focused on bringing all of the company's products onto the web. As part of this initiative, he served as the senior analyst on a multi-million dollar offshoring initiative and created a secure document-sharing web application that is still in use today.

Immediately prior to joining LifeSnapz, Trevor worked for Tribune Interactive and was responsible for special projects regarding the nine newspaper websites operated by the company.

### Contact Information

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Chicago, IL 60613  
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### Feedback

If you have any questions, comments or compliments, please send an email to [feedback@lifesnapz.com](mailto:feedback@lifesnapz.com).

### Employment

Interested in working for LifeSnapz? Please email your resumé to [jobs@lifesnapz.com](mailto:jobs@lifesnapz.com).

### Partner

If you would like to find out about partnership opportunities with LifeSnapz please email [partners@lifesnapz.com](mailto:partners@lifesnapz.com) for more information.

### Press

If you are with the press and want to find out what LifeSnapz is up to please email [press@lifesnapz.com](mailto:press@lifesnapz.com).

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# Terms of Use

## LifeSnapz Terms of Use

PLEASE READ OUR TERMS OF USE CAREFULLY BEFORE YOU USE OUR WEB SITE.

Timelines, Inc. ("LifeSnapz", "we", "us" or "our") provides its web site, LifeSnapz, located at [www.lifesnapz.com](http://www.lifesnapz.com) (the "Site"), to you, an individual user ("you") for your individual usage, subject to compliance with the terms and conditions set forth herein. In addition, please see our privacy policy (which can be accessed at [lifesnapz.com/privacy\\_policy](http://lifesnapz.com/privacy_policy)). We intend to cooperate fully with any law enforcement officials or agencies in the investigation of any violation of the terms of use or of any applicable laws.

**1. Agreement.** By using the Site, you agree to be bound by this Terms of Use ("TOU"). If you do not agree to the terms and conditions contained in this TOU, we do not consent to provide you with access to the Site, and you should cease your use of it. We may modify the Site at any time without prior notice and you accept those modifications if you continue to use the Site. You should check the Site frequently to see recent changes.

By using the Site and Services, you represent and warrant that:

1. all registration information you submit is truthful and accurate;
2. you will maintain the accuracy of such information;
3. you are 13 years of age or older; and
4. your use of the Service does not violate any applicable law or regulation.

If we believe that you are under 13 years of age, your profile may be deleted and your membership may be terminated without warning.

We reserve the right at any time to:

1. change the terms and conditions of the TOU;
2. change the Site, including eliminating or discontinuing any feature of the Site; or;
3. impose fees, charges or other conditions for use of the Site or parts thereof (with reasonable notice).

**2. The Service.** We provide you with services, including but not limited to, managing and sharing life events (the "Service"). Unless explicitly stated otherwise, any new features that enhance the current Service shall be subject to the TOU. In order to use the Service, you must obtain access to the World Wide Web, either directly or through devices that access web-based content, and pay any service fees associated with such access. You are responsible for providing all equipment necessary to make such connection to the World Wide Web. You agree not to reproduce, duplicate, copy, sell, resell or exploit any portion of the Service, use of the Service, or access to the Service.

We reserve the right at any time and from time to time to perform maintenance, upgrades, updates, suspend, and to modify the Service (or any part thereof, such as certain features or functions) with or without notice. You agree that we shall not be liable to you or to any third party for any modification or suspension of the Service.

The Service is controlled and operated by us from our offices in the State of Illinois. We make no representation that any of the materials or the services to which you have been given access are available or appropriate for use in other locations. Your use of or access to the Service should not be construed as the Company purposefully availing itself of the benefits or privilege of doing business in any state or jurisdiction other than Illinois.

BY USING THE SERVICE OR ACCESSING THE SITE, YOU ACKNOWLEDGE THAT YOU HAVE READ THE TOU AND AGREE TO BE BOUND BY THEM.

**3. Registration.** In consideration of use of the Service, you agree to provide true, accurate, current and complete information about yourself on the Service's registration form, and to maintain and promptly update the registration information to keep it true, accurate, current and complete. If you provide any information that is untrue, inaccurate, not current or incomplete, or we have reasonable grounds to suspect that such information is untrue, inaccurate, not current or incomplete, we have the right to suspend or terminate your account and refuse any and all current or future use of the Service (or any portion thereof).

You will also be asked to provide an email address and password. You are entirely responsible for maintaining the confidentiality of your password. You may not use the account and password of someone else at any time. You agree to notify us immediately of any unauthorized use of your account or password.

**4. Your Conduct.** You understand that all information, data, text, software, music, sound, photographs, graphics, video, messages or other materials ("Content"), whether publicly posted or privately transmitted, are the sole responsibility of the person from whom such Content originated. You, and not us, are entirely responsible for all Content that you upload, post or otherwise transmit via the Service. We do not control the Content posted via the Service and, as such, we do not guarantee the accuracy, integrity or quality of such Content, including but not limited to any commentary posted on the Service. You understand that by using the Service, you may be exposed to Content that is offensive, indecent or objectionable.

You agree to not use the Service to:

1. upload, post or otherwise transmit any Content that is unlawful, harmful, threatening, abusive, harassing, tortious, defamatory, vulgar, obscene, libelous, invasive of another's privacy, hateful, or racially, ethnically or otherwise objectionable;
2. harm minors in any way;
3. impersonate any person or entity, including, but not limited to, any official or agent representing the Service, forum leader, guide or host, or falsely state or otherwise misrepresent your affiliation with a person or entity;
4. forge headers or otherwise manipulate identifiers in order to disguise the origin of any Content transmitted through the Service or develop, other than as facilitated by the Service, restricted or password-only access pages, or hidden pages or images (those not linked to another accessible page);
5. upload, post or otherwise transmit any Content that you do not have a right to transmit under any law or under contractual or fiduciary relationships (such as inside information, proprietary and confidential information learned or disclosed as part of employment relationships or under nondisclosure agreements);
6. upload, post or otherwise transmit any Content that infringes any patent, trademark, trade secret, copyright or other proprietary rights of any party;
7. upload, post or otherwise transmit any material that contains software viruses or any other computer code, files or programs designed to interrupt, destroy or limit the functionality of any computer software or hardware or telecommunications equipment including, without limitation, by means of submitting a virus to the Service, overloading, "flooding," "spamming," "mail bombing," or "crashing";
8. interfere with or disrupt the Service or servers or networks connected to the

Service, or disobey any requirements, procedures, policies or regulations of networks connected to the Service;

9. advocate or encourage conduct that could constitute a criminal offense, give rise to civil liability, or intentionally or unintentionally violate any applicable local, state, national or international law, including, but not limited to, any regulations having the force of law in any jurisdiction around the world;
10. harass another individual or group;
11. collect or store personal data about users other than those who willingly provide such information in order to use the Service;
12. advertise or otherwise solicit funds or post Content that is a solicitation for goods or services;
13. access content or data not intended for you, or log onto a server or account that you are not authorized to access;
14. probe, scan, or test the vulnerability of the Service or any associated system or network, or breach security or authentication measures without proper authorization or make any attempt to do so;
15. use the Service to send unsolicited e-mail, including, without limitation, promotions, or advertisements for products or services.

To ensure that we provide a high quality experience for you and for other users of the Service, you agree that we or our representatives may access your account and records on a case-by-case basis to investigate complaints or allegations of abuse, infringement of third party rights, or other unauthorized uses of the Service. We reserve the right to terminate your account or your access to the Service immediately, with or without notice to you, and without liability to you, if we believe that you have violated any of the TOU, furnished us with false or misleading information, or interfered with use of the Service by others.

**5. Content Submitted by You.** By posting Content on the Service, you warrant and represent that you own the rights to the Content or are otherwise authorized to post, distribute, display, perform, transmit, or otherwise distribute the Content.

The burden of proving that any Content does not violate any laws or third party rights rests solely with you. You will not be compensated for any Content. You acknowledge that we do not pre-screen Content, but that we and our designees shall have the right (but not the obligation) in our sole discretion to remove or block access to any Content that violates the TOU or is otherwise objectionable.

You agree that you must evaluate, and bear all risks associated with, the use of any Content, including any reliance on the accuracy, completeness, or usefulness of such Content.

**6. Indemnification.** As a condition of your use of the Service, you agree to indemnify and hold us, and our subsidiaries, affiliates, officers, directors, representatives, agents, co-branders or other partners, and employees, harmless from any and all claims, losses, costs (including reasonable attorneys' fees) or other expenses that arise directly or indirectly out of or from (a) your Content, (b) your use of the Service, (c) your connection to the Service, (d) your violation of the TOU or (e) your violation of the rights of any third party.

**7. Termination.** You understand and agree that we may, under certain circumstances and without prior notice to you, terminate your access to and use of the Site. Cause for such termination shall include, but not be limited to, (i) breaches or violations of the TOU or other agreements or guidelines, (ii) requests by law enforcement or other government or regulatory authorities or (iii) repeat violators of third party copyrights or other intellectual property. You agree that we shall not be liable to you or any third party for any termination of your access to the Service in accordance with these TOU.

**8. Advertisements.** We may run advertisements and promotions on the Service. By using the Service and agreeing to these TOU, you agree that we have the right to run such advertisements and promotions. The manner, mode and extent

of advertising by us on the Service is subject to change in our sole discretion.

You also agree to receive periodic emails from us. These emails may include site and service updates and enhancements and marketing and promotional information. You may opt-out of any or all email communication per the LifeSnapz.com Privacy Policy.

**9. Interaction with Third Parties.** Your interaction with third parties on or through the Service is solely between you and such third party. You agree that we shall not be responsible or liable for any loss or damage of any sort incurred as the result of any such interaction.

**10. Links.** The Service may provide, or third parties may provide, links from the Service to other World Wide Web sites or resources. Because we have no control over such sites and resources, you acknowledge and agree that (a) we are not responsible for the availability of such external sites or resources, and (b) we do not endorse and are not responsible or liable for any Content, advertising, products, or other materials on or available from such sites or resources. You further acknowledge and agree that we shall not be responsible or liable, directly or indirectly, for any damage or loss caused or alleged to be caused by or in connection with use of or reliance on any such Content, goods or services available on or through any such site or resource.

**11. Proprietary Rights.** You acknowledge and agree that the Service and any necessary software used in connection with the Service, including all files and images contained in or generated by the software, and accompanying data ("Software") contain proprietary and confidential information that is protected by applicable intellectual property and other laws. You acknowledge and agree that Content contained in merchant sites, sponsor advertisements or information presented to you through the Service or advertisers is protected by copyrights, trademarks, service marks, patents or other proprietary rights and laws. You agree not to access the Service by any means other than through the interface that is provided by us for use in accessing the Service. Except as expressly authorized by us or advertisers, you agree not to modify, rent, lease, loan, sell, distribute or create derivative works based on the Service or the Software, in whole or in part.

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3. identification of the material that is claimed to be infringed or to be the subject of infringing activity and that is to be removed or access to which is to be disabled, and information reasonably sufficient to permit us to locate the material;
4. information reasonably sufficient to permit us to contact you, such as an address, telephone number, and if available, an email address at which you may be contacted;
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6. a statement that the information in the notification is accurate, and under penalty of perjury, that you are authorized to act on behalf of the owner of an exclusive right that is allegedly infringed.

For this notification to be effective, you must provide it to our designated agent at:

By mail: Robert Tedesco  
Rich May PC  
176 Federal Street  
Boston, MA 02110  
By fax: 617-556-5890  
By email: [copyright@lifsnapz.com](mailto:copyright@lifsnapz.com)

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# Privacy Policy

## LifeSnapz Privacy Policy

**PLEASE READ OUR PRIVACY POLICY CAREFULLY BEFORE YOU USE OUR WEB SITE.**

This privacy policy ("Privacy Policy") covers the website [www.lifesnapz.com](http://www.lifesnapz.com) (the "Site"), owned and operated by Timelines, Inc ("LifeSnapz", "we", "us" or "our"), and all services provided on the Site (the "Service"). By visiting the Site, submitting information or using the Service, you are accepting the practices outlined in this Privacy Policy and the Terms of Use (which can be accessed at [www.lifesnapz.com/terms\\_of\\_use](http://www.lifesnapz.com/terms_of_use)). This Privacy Policy does not apply to the practices of third parties that LifeSnapz does not own or control, or to individuals that LifeSnapz does not employ or manage.

## Description of Service

LifeSnapz is an online service that allows people to share life events. Our users create profiles which are shown to people in their personal network. A personal network consists of a user's family and friends as listed by the user on the Site, plus the people that a user is connected to via their family and friends. Some personal information we ask for is displayed to other users within these personal networks. Users can mark events as private or viewable by their personal network.

## Information We Collect

We collect user-submitted information such as name and email address to identify users and send notifications related to the use of the Service. For paid services, users will be asked to submit financial information such as their credit card number. We also collect user-submitted content for events, such as descriptions, photos and comments.

We automatically receive and record certain traffic data on our server logs from the user's browser including IP address, internet service provider, date and time stamp, referring and exit pages, browser type and the web pages requested. LifeSnapz uses this traffic data to help diagnose problems with our servers, analyze trends and administer the Site. We also automatically collect usage information, such as the numbers and frequency of users to the Site. This information is only used in the aggregate.

## Use of the Information

Account information as well as full name, events, photos and comments are displayed according to whether a user classifies the event on the Site as private or viewable by his or her personal network. Email address and full name are used when a user invites a friend via email to join the Service, when a user requests to add another user to a group or when we send notifications to a user related to the use of the Service. Except when inviting or adding other users, a user's email address is not shared or displayed within a user's personal network. Users within a personal network communicate with each other through the Service without disclosing email addresses. A user's email address may also be used to send notifications when a user adds or updates events, asks questions, makes comments, sends invitations, resets passwords, creates relationships and when we receive payments. Notifications are only sent from other users that you already connected to. We will send periodic emails to you regarding site enhancements, service alterations and other marketing communications. At any time, you may opt out of email altogether or choose not to receive certain email notifications. We use your server, IP address, and browser-type related information in the administration of the Site.

## Sharing of the Information



As a matter of policy, except where you are expressly informed otherwise, we do not sell, rent, share, trade or give away any of your personal information, unless we have your consent. However, LifeSnapz may share aggregate usage information in a non-personally identifiable manner to advertisers, subsidiaries, affiliates and other third party service providers only to the extent required for such third parties to provide their services so that LifeSnapz can present to users more targeted products, services and advertising.

We use outside vendors to fulfill various services, such as a financial transaction processing company to bill you for goods and services. When you sign up for a paid services we offer, we will share only that information necessary for the third party to provide that service. These third parties are prohibited by contract from using your personally identifiable information for any other purpose. We may release personal information when we believe in good faith that release is necessary to comply with the law; enforce or apply our conditions of use and other agreements; or protect the rights, property, or safety of LifeSnapz, our employees, our users, or others. This includes exchanging information with other companies and organizations for fraud protection and credit risk reduction.

In some cases, we may choose to buy or sell assets. In these types of transactions, user information is typically one of the business assets that are transferred. Moreover, if LifeSnapz, or substantially all of its assets, were acquired, user information would be one of the assets that are transferred.

Except as set forth above, you will be notified through the Service by email and a notice on the web site when your personal information may be shared with third parties.

## Links

The Site may contain links to other websites. Please be aware that LifeSnapz is not responsible for the privacy practices, security or the content of other websites. We encourage our users to be aware when they leave the Site and to read the Privacy Policies of each website that collects personally identifiable information. This Privacy Policy applies solely to information collected on this Site.

## Use of Cookies

A cookie is a piece of data stored on a user's computer tied to information about the user. We use both session ID cookies and persistent cookies. For the session ID cookie, once users close the browser, the cookie terminates. A persistent cookie is a text file stored on a user's hard drive for an extended period of time. You may be able to configure your browser to accept or reject all or some cookies, or notify you when a cookie is set by following your Internet browser's "Help" file instructions. However, you must enable cookies from LifeSnapz in order to use many functions on the Site. Cookies are used to manage sessions on the Site. LifeSnapz cookies do not collect personal information. Also, users may optionally use a cookie to remember their password in order to automatically log-in to the Site. We do not use cookies to collect private information that a user did not intentionally submit to us. We may use a third-party tracking service that uses their own cookies to track non-personally identifiable information about visitors to our site in the aggregate including, but not limited to, page views, referring websites, time spent on the site and exit points, to help us improve the quality of the Service. This Privacy Policy covers the use of cookies by LifeSnapz and does not cover the use of cookies by any Web advertising partners, third-party ad servers or ad networks. A cookie is also a yummy baked good and we do not use that type of cookie on this site, but please feel free to send us some. Chocolate chip would be fantastic!

## Correcting, Updating or Removing Information

LifeSnapz users may access, modify, or remove any of their personal information at any time by logging-in to their accounts and accessing Account. When you update information, however, we may maintain a copy of the unrevised information in our records. You may request deletion of your LifeSnapz account by sending an email to LifeSnapz at [support@lifesnapz.com](mailto:support@lifesnapz.com). Please note that some information may remain in our records, such as on back-up tapes, after deletion of your account.

## Changes to our Privacy Policy

LifeSnapz may amend this Privacy Policy at any time, at our sole discretion. Use of information we collect now is subject to the Privacy Policy in effect at the time such information is used. If we change this Privacy Policy, we will post those changes on the Site so users are always aware of what information we collect, how we use it, and under what circumstances, if any, we disclose it. If we make material changes to this policy, we will notify you here, by email, or by means of a notice on our home page.

## Invite a Friend

If a user elects to invite a friend to use the Site, we ask them for the friend's email address. LifeSnapz will automatically send the friend an email inviting them to join the Site. LifeSnapz stores this email address for the purpose of automatically adding the recipient to the group for which the user is sending the invitation. LifeSnapz does not sell these email addresses or use them to send any other communication besides these invitations. If the friend subsequently accepts the invitation and creates a new account, the friend is bound by the Terms of Use of LifeSnapz.com. The friend may contact us at support@LifeSnapz.com to request the removal of this information from our database.

## Publicly Viewable Information

Please keep in mind that whenever you voluntarily disclose personal information online to be viewable on the Site (such as to your personal network), that information can be collected and used by others who have access that information. If you choose to upload a photo to your Account or an event, this photo is viewable by others. By posting personal information online, you may receive unsolicited messages from other parties.

## Security

Your LifeSnapz account is password-protected. You need to work to protect against unauthorized access to your password and to your computer by logging-off once you have finished using a shared computer. No method of transmission over the Internet, or method of electronic storage, is 100% secure. Therefore, while we strive to use commercially acceptable means to protect your personal information, we cannot guarantee its absolute security. We limit access to your information to those employees who need access to perform their job functions, such as our customer service personnel. All of our employees are kept up to date on our privacy and security practices. If you have any questions about the Site's security, please contact us.

## Third Party Advertising

Ads appearing on the Site are delivered to users by our Web advertising partners. Our Web advertising partners may use cookies. Doing this allows our Web advertising partners to recognize your computer each time they send you an online advertisement. In this way, our Web advertising partners may compile information about where you, or others who are using your computer, saw their advertisements and determine which advertisements are clicked on. This information allows our Web advertising partners to deliver targeted advertisements that they believe will be of most interest to you. LifeSnapz does not have access to or control of the cookies that may be used by any Web advertising partners, third-party ad servers or ad networks.

## Conditions of Use

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## Questions or Suggestions?

If you have any questions about this Privacy Policy, the practices of the Site, or your dealings with LifeSnapz, please contact us at:

Timelines, Inc.

1802 West Berteau Avenue, Suite 203  
Chicago, IL 60613  
Email: [support@lifesnapz.com](mailto:support@lifesnapz.com)





## Log in to LifeSnapz

Email Address

Password

Remember me



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## Recover Password

Email Address



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# **Exhibit 7**



lori mayall Account Logout

YOUR GROUPS

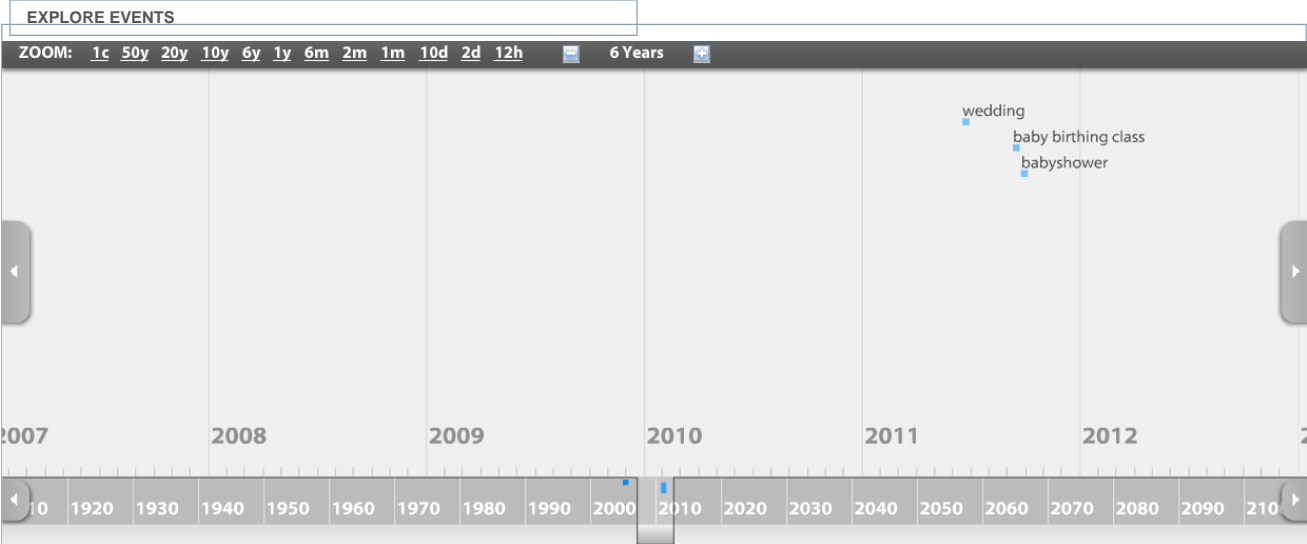
CREATE EVENT

All test



test

Latest Updates Events **Timeline** Map Photos Videos Invite New Member



View All Events Your Favorites

They Were There

brother dad sister

Filter by date range

Blog Help & FAQs About Us Feedback

Visit [Timelines.com](http://Timelines.com) to record and share history with the rest of the world.

Terms of Use Privacy Policy

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# **Exhibit 8**



subscriber services

search

JS Online

search

Web Search powered by YAHOO! SEARCH

# JSOnline

MILWAUKEE-WISCONSIN  
JOURNAL SENTINEL

Home News Weather Opinion Sports Business Food & Dining Entertainment Features Photo/Video Classified Job/Recruit Call/Bus Home Marketing

Monday, October 10, 2011



## Brewers Timelines

2011 Season

- All Opponents -



**Next game** Oct 10 2011

vs. St. Louis Cardinals [View games](#)

### 2011 SEASON

Mar 31	Apr 2	Apr 3	Apr 4	Apr 5	Apr 6	Apr 7	Apr 8	Apr 9	Apr 10	Apr 13	Apr 14	Apr 15	Apr 17	Apr 17	Apr 18
L	L	L	L	W	W	W	L	W	W	W	W	L	L	L	W
6-7	2-4	3-12	1-2	1-0	5-4	4-2	4-7	6-0	6-5	6-0	4-1	3-4	4-8	1-5	6-3

### 2011 SEASON

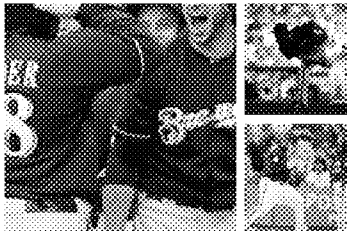
Oct 9 2011

Braun, Fielder land big blows in comeback victory

**Brewers 9** St. Louis Cardinals 6

at Miller Park

[GAME COVERAGE](#)



Oct 7 2011

Brewers win thriller, get home-field edge rest of the way

**Brewers 3** Arizona Diamondbacks 2

at Miller Park

[GAME COVERAGE](#)



More timelines: [Packers](#) | [Bucks](#) | [Badgers](#) | [Badgers](#) | [Golden Eagles](#)

[Brewers Game Timeline \(2009-Present\)](#) »

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# **Exhibit 9**



Timelines

About

Highlights



Create Page Shortcuts

### About

Discover, record & share history on with Timelines. Visit Timelines.com to get started.

#### Mission

Our mission is to enable the Web and mobile devices to be used as a platform to record history and share events.

#### Company Overview

Timelines, Inc. is the leader in providing services that enable people and entities to discover, record and share history on the web. The company's platform is uniquely built to chronicle events (using descriptions, photos, videos, and locations contributed by multiple users), and then enables people to relate these events to each other based on time, place or topic.

The company is based in Chicago and funded by Apex Venture Partners and Trident Capital.

### Basic Info

Launched April 20, 2009

Products Timelines offers four services:

- Timelines.com, for individuals and entities that want to reach and interact with a broad audience about publicly shared events

- Timelines SE, for media businesses that want a custom-branded, hosted solution as part of their websites to showcase past content in an innovative, contextually relevant manner

- LifeSnapz.com, for families and other trusted groups that want a more controlled, permission-based environment for recording and sharing their events

Photogram, a free iPhone app that provides special delivery of your photos via Email, Facebook and Twitter (launching in June 2011)

### Contact Info

Website <http://timelines.com>

Sponsored

Sponsored See All

#### North Peninsula Moms



Sign up and connect with other moms with children 0-5. Play dates, events and support.

Like · 9 people like North Peninsula Moms.

#### Trustworthy Babysitters



Find Reliable and Trusted Babysitters. Read Real Reviews and Schedule Online Today.

12,581 people like UrbanSitter.

#### Gurnick LVN Program

[gurnick.edu](http://gurnick.edu)



13 Month LVN Program in San Mateo. Day and evening classes. Financial aid available.

#### Trader Joe's Delivered

[helloenvoy.com](http://helloenvoy.com)



Envoy - a weekly grocery delivery service in San Mateo. Use code FB10 to take \$10 off!



# **Exhibit 10**

*The*  
American Heritage®  
College Dictionary

FOURTH EDITION



Houghton Mifflin Harcourt  
Boston • New York

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p.cm.

Based on the fourth ed. of the American Heritage dictionary.

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1. English language--Dictionaries. 2. Americanisms. I  
Houghton Mifflin Company. II. American Heritage dictionary.

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423--dc21

2001039826

Manufactured in the United States of America





# **Exhibit 11**

# Merriam- Webster's Collegiate<sup>®</sup> Dictionary

ELEVENTH  
EDITION

Cooley LLP  
LIBRARY  
San Francisco, CA



Merriam-Webster, Incorporated  
Springfield, Massachusetts, U.S.A.



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PE1628.M36 2003

423—dc21

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2003

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16th Printing Quad Graphics Versailles KY January 2012

timber-ing \ˈtɪm-b(ə-)rɪŋ/ n (15c): a set or arrangement of timbers
timber-land \-bər-land/ n (1654): wooded land esp. with marketable timber
timber-line \-lɪn/ n (1867): the upper limit of arboreal growth in mountains or high latitudes — called also tree line
timber-man \-mən/ n (1889): LUMBERMAN
timber rattlesnake n (1895): a widely distributed rattlesnake (Crotalus horridus) chiefly of the eastern U.S.
timber wolf n (1860): GRAY WOLF
timber-work \ˈtɪm-bər-wɜrk/ n (14c): timber construction
timbre also tim-ber \ˈtɪm-bər, ˈtɪm-, ˈtɪm(b)r-/ n [F, fr. MF, bell struck by a hammer, fr. OF, drum, fr. MGk tymbanon kettledrum, fr. Gk tympanon — more at TYPANUM] (1845): the quality given to a sound by its overtones; as a: the resonance by which the ear recognizes and identifies a voiced speech sound b: the quality of tone distinctive of a particular singing voice or musical instrument — tim-bral \-brəl, ˈtɪm- / adj
tim-brəl \ˈtɪm-brəl/ n [dim. of obs. E timbre small drum, tambourine, fr. ME, fr. AF, drum] (ca. 1520): a small hand drum or tambourine — tim-bréled \-brəld/ adj
time \ˈtɪm/ n [ME, fr. OE tīma; akin to ON tīmi time, OE tīd — more at tīd] (bef. 12c) 1 a: the measured or measurable period during which an action, process, or condition exists or continues; DURATION b: a nonspatial continuum that is measured in terms of events which succeed one another from past through present to future c: LEISURE (see for reading) 2: the point or period when something occurs; OCCASION 3 a: an appointed, fixed, or customary moment or hour for something to happen, begin, or end (arrived ahead of ~) b: an opportune or suitable moment (decided it was ~ to retire) — often used in the phrase about time (about ~ for a change) 4 a: a historical period; AGE b: a division of geologic chronology c: conditions at present or at some specified period — usu. used in pl. (~s are hard) d: above with the (~s) d: the present time (issues of the ~) 5 a: PRESENT TIME b: a period of apprenticeship c: a term of military service d: a prison sentence 6: SEASON (very hot for this ~ of year) 7: rate of speed; TEMPO b: the grouping of the beats of music c: a moment, hour, day, or year as indicated by a clock d: a calendar (what ~ is it) b: any of various systems (as sidereal or solar) of reckoning time 9 a: one of a series of recurring instances or repeated actions (you've been told many ~s) b pl (1): added or accumulated quantities or instances (five ~s greater) (2): equal fractional parts of which an indicated number equal a comparatively great quantity (seven ~s smaller) (three ~s closer) c: TURN (three ~s at bat) 10: finite as contrasted with infinite duration 11: a person's experience during a specified period or on a particular occasion (good ~) (a hard ~) 12 a: the hours or days required to be occupied by one's work (make up ~) (on company ~) b: an hourly pay rate (straight ~) c: wages paid at discharge or resignation (pick up ~) (get out ~) 13 a: the playing time of a game b: TIME-OUT 14: a period during which something is used or available for use (computer ~) — at the same time: NEVERTHELESS, YET (sleek and at the same time strangely unprofessional — Gerald Weak) — at intervals: OCCASIONALLY — for the time being: for the present — from time to time: once in a while; OCCASIONALLY — in time: very quickly or soon — in time 1: sufficiently early 2: EVENTUALLY 3: in correct tempo (learn to play in time) — on time 1 a: at the appointed time b: on schedule 2: on the installment plan — time and again: FREQUENTLY, REPEATEDLY
vb timed; tim-ing vt (14c) 1 a: to arrange or set the time of (a watch) b: to regulate (a watch) to keep correct time 2: to set tempo, speed, or duration of (timed his leap perfectly — Neil Armstrong) 3: to cause to keep time with something 4: to determine or record the time, duration, or rate of (~ a horse) 5: to dispose (as a mechanical part) so that an action occurs at a desired instant or in a desired way ~ vi: to keep or beat time
adj (ca. 1711) 1 a: of or relating to time b: recording time 2: intended to ignite or explode at a specific moment (a ~ charge) 3 a: payable on a specified future day or a certain length of time after presentation for acceptance (a ~ draft) (~ deposits) b: based on installment payments (a ~ sale)
n and a half n (1888): payment for work (as overtime or holiday pay) at one and a half times the worker's regular wage rate
bomb n (1893) 1: a bomb so made as to explode at a predetermined time 2: something with a potentially dangerous or detrimental delayed reaction
capsule n (1938) 1: a container holding historical records or representative of current culture that is deposited (as in a carbonate) for preservation until discovery by some future age 2: something resembling a time capsule (sunken vessels are archaeological ~s — Philip Trapp)
card n (ca. 1891): a card used with a time clock to record an employee's starting and quitting times each day or on each job
chart n (ca. 1930) 1: a chart showing the standard times in various parts of the world with reference to a specified time 2: TIME LINE 1
clock n (1887): a clock that stamps starting and quitting times on an employee's time card
con-sum-ing \ˈtɪm-kən-ˈsu-mɪŋ/ adj (1600) 1: using or taking a great deal of time (~ chores) 2: wasteful of time (~ tactics)
adj (1631) 1: done or taking place at a time of a specified sort (a ~ arrival) 2: made to occur at or in a set time (a ~ explosion)
dilatation n (1934): a slowing of time in accordance with the theory of relativity that occurs in a system in motion relative to an outside observer and that becomes apparent esp. as the speed of the system approaches that of light — called also time dilatation
re-lease \ˈrɪ-lɪs/ or time-re-lease \ˈtɪm- / adj (1966) consisting of or containing a drug that is released in small amounts of time (as by dissolution of a coating) usu. in the gastrointestinal tract (~ capsules)
exposure n (1893): exposure of a photographic film for a definite time usu. of more than one half second; also: a photograph taken of such exposure

time frame n (1964): a period of time esp. with respect to some action or project
time-honored \ˈtɪm-ə-nərd/ adj (ca. 1596): honored because of age or long usage (~ traditions)
time immemorial n (1602) 1: a time antedating a period legally fixed as the basis for a custom or right 2: time so long past as to be indefinite in history or tradition — called also time out of mind
time-keep-er \ˈtɪm-kē-pər/ n (1686) 1: TIMEPIECE 2: a clerk who keeps records of the time worked by employees 3: a person appointed to mark and announce the time in an athletic game or contest — time-keep-ing \-pɪŋ/ n
time killer n (1728) 1: a person with free time 2: something that passes the time: DIVERSION
time lag n (1892): an interval of time between two related phenomena (as a cause and its effect)
time-lapse \ˈtɪm-laps/ adj (1927): of, relating to, or constituting a motion picture made so that when projected a slow action (as the opening of a flower bud) appears to be speeded up
time-less \ˈtɪm-ləs/ adj (ca. 1560) 1 archaic: PREMATURE, UNTIMELY 2 a: having no beginning or end; ETERNAL b: not restricted to a particular time or date (the ~ themes of love, solitude, joy, and nature — Writer) 3: not affected by time: AGELESS — time-less-ly adv — time-less-ness n
time line n (1951) 1: a table listing important events for successive years within a particular historical period 2 usu time-line \ˈtɪm-lɪn/ : a schedule of events and procedures: TIMETABLE 2
time lock n (ca. 1871): a lock controlled by clockwork to prevent its being opened before a set time
time-ly \ˈtɪm-lɪ/ adv (bef. 12c) 1 archaic: EARLY, SOON 2: in time: OPPORTUNELY (the question was not ~ raised in the state court — W. O. Douglas)
timely adj time-ly-er; -est (13c) 1: coming early or at the right time (a ~ decision) (~ payment) 2: appropriate or adapted to the times or the occasion (a ~ book) — time-li-ness n
time machine n (1895): a hypothetical device that permits travel into the past and future
time-of-flight \ˈtɪm-s(v)-ˈflaɪt/ adj (1945): of, relating to, being, or done with an instrument (as a mass spectrometer) that separates particles (as ions) according to the time required for them to traverse a tube of a certain length
time-ous \ˈtɪ-məs/ adj (ca. 1520) chiefly Scot & So Afr: TIMELY — time-ous-ly adv
time-out \ˈtɪm-aʊt/ n (ca. 1896) 1: a brief suspension of activity: BREAK; esp: a suspension of play in an athletic game 2: a quiet period used esp. as a disciplinary measure for children
time out of mind (15c): TIME IMMEMORIAL 2
time-piece \ˈtɪm-pēs/ n (1765): a device (as a clock or watch) to measure or show progress of time; esp: one that does not chime
time-pleas-er \ˈpɪl-ɪ-zər/ n (1593) obs: TIMESERVER
time-er \ˈtɪ-mər/ n (1841): one that times; as a: TIMEPIECE; esp: a stopwatch for timing races b: TIMEKEEPER c: a device (as a clock) that indicates by a sound the end of an interval of time or that starts or stops a device at predetermined times
time reversal n (1955): a formal operation in mathematical physics that reverses the order in which a sequence of events occurs
times \ˈtɪmz/ prep (14c): multiplied by (two ~ two is four)
time-sav-ing \ˈtɪm-sə-vɪŋ/ adj (1828): intended or serving to expedite something (~ kitchen appliances) — time-sav-er \-sə-vər/ n
time-scale \ˈtɪm-skāl/ n (1890): an arrangement of events used as a measure of the relative or absolute duration or antiquity of a period of history or geologic or cosmic time
time series n (1919): a set of data collected sequentially usu. at fixed intervals of time
time-server \ˈtɪ-sər-vər/ n (1584): a person whose behavior is adjusted to the pattern of the times or to please superiors: TEMPORIZER
time-serv-ing \-vɪŋ/ n (1621): the behavior or practice of a timeserver
timeserving adj (1621): marked by or revealing a lack of independence or integrity (a mean, ~ little man, grovelling obsequiously before the wealthy people — Peter Forster)
time-shar-ing \ˈtɪm-ʃer-ɪŋ/ n (1953) 1: simultaneous use of a central computer by many users at remote locations 2 or time-share \-ʃer/: joint ownership or rental of a vacation lodging (as a condominium) by several persons with each occupying the premises in turn for short periods — time-share vt
time sheet n (1904) 1: a sheet for recording the time of arrival and departure of workers and for recording the amount of time spent on each job 2: a sheet for summarizing hours worked by each worker during a pay period
time signature n (1875): a sign used in music to indicate meter and usu. written as a fraction with the bottom number indicating the kind of note used as a unit of time and the top number indicating the number of units in each measure
times sign n (1948): the symbol x used to indicate multiplication
time stamp n (1892): a device for recording the date and time of day that letters or papers are received or sent out — time-stamp vt
time-table \ˈtɪm-tā-bəl/ n (1838) 1: a table of departure and arrival times of trains, buses, or airplanes 2 a: a schedule showing a planned order or sequence b: PROGRAM 3 — time-table vt
time-test-ed \ˈtɪs-təd/ adj (1930): having effectiveness that has been proved over a long period of time (~ methods)
time trial n (ca. 1949): a competitive event (as in auto racing) in which individuals are successively timed over a set course or distance
time warp n (1954): an anomaly, discontinuity, or suspension held to occur in the progress of time — time-warp or time-warped \ˈtɪm-wɔrpt/ adj
time-work \ˈtɪm-wɜrk/ n (1829): work paid for at a standard rate for the hour or the day — time-work-er \-wɜr-kər/ n

\ə\ about \ə\ kitten, F table \ər\ further \ə\ ash \ə\ ace \ə\ mop, mar \ə\ out \ch\ chin \e\ bet \e\ easy \g\ go \l\ hit \l\ ice \j\ job \ŋ\ sing \d\ go \d\ law \d\ boy \th\ thin \th\ the \ū\ loot \ū\ foot \y\ yet \zh\ vision, beige \k, ŋ, æ, ʊ, \ see Guide to Pronunciation

# **Exhibit 12**

# New Oxford American Dictionary

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*Edited by*

Angus Stevenson

Christine A. Lindberg

FIRST EDITION

Elizabeth J. Jewell

Frank Abate

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UNIVERSITY PRESS

# OXFORD

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# **Exhibit 13**

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1 3 5 7 9 10 8 6 4 2

**time frame** ► *n.* a period of time, esp. a specified period in which something occurs or is planned to take place.

**time-honored** ► *adj.* [attrib.] (Of a custom or tradition) respected or valued because it has existed for a long time.

**time-keeper** /'tɪm.keɪpər/ ► *n.* 1 a person who measures or records the amount of time taken, esp. in a sports competition. 2 [usu. with adj.] a person regarded as being punctual or not punctual: *we were good time-keepers.* ■ a watch or clock regarded as recording time accurately or inaccurately. ■ archaic a clock. — **time-keeping** *n.*

**time lag** ► *n.* see **LAG** (sense 1).

**time-lapse** ► *adj.* denoting the photographic technique of taking a sequence of frames at set intervals to record changes that take place slowly over time. When the frames are shown at normal speed, or in quick succession, the action seems much faster.

**time-less** /'tɪmlɪs/ ► *adj.* not affected by the passage of time or changes in fashion: *timeless designs.* — **time-lessly** *adv.* **time-less-ness** *n.*

**time limit** ► *n.* a limit of time within which something must be done.

**time-line** /'tɪmlɪn/ (also **time line**) ► *n.* a graphic representation of the passage of time as a line.

**time lock** ► *n.* a lock fitted with a device that prevents it from being unlocked until a set time. ■ a device built into a computer program to stop it operating after a certain time. ► *v.* (**time-lock**) [trans.] secure (a door or other locking mechanism) with a time lock. ■ link (something) inextricably to a certain period of time.

**time-ly** /'tɪmlɪ/ ► *adj.* done or occurring at a favorable or useful time; opportune: *a timely warning.* — **time-li-ness** *n.*

**time machine** ► *n.* (in science fiction) a machine capable of transporting a person backward or forward in time.

**time off** ► *n.* time for rest or recreation away from one's usual work or studies: *we're too busy to take time off.*

**time out** ► *n.* 1 time for rest or recreation away from one's usual work or studies. ■ (usu. **timeout** or **time-out**) a brief break in play in a game or sport. ■ (also **timeout** or **time-out**) an imposed temporary suspension of activities, esp. the separation of a misbehaving child from one or more playmates as a disciplinary measure. 2 (usu. **timeout**) Comput. a cancellation or cessation that automatically occurs when a predefined interval of time has passed without a certain event occurring.

**time-piece** /'tɪm.pi:əs/ ► *n.* an instrument, such as a clock or watch, for measuring time.

**time-er** /'tɪm.ər/ ► *n.* 1 an automatic mechanism for activating a device at a preset time: *a video timer.* ■ a person or device that measures or records the amount of time taken by a process or activity. 2 [in comb.] used to indicate how many times someone has done something: *we're first-timers.*

**time-release** ► *adj.* denoting something, esp. a drug preparation, that releases an active substance gradually.

**times** /tɪmz/ ► *prep.* multiplied by: *11 times 4 is 44.* [see **TIME** sense 5 of the *n.*]

**time-saving** /'tɪm.səvɪŋ/ ► *adj.* (of a device, method, etc.) reducing the time spent or required through greater efficiency or a shorter route. — **time-saver** *n.*

**time series** ► *n.* Stat. a series of values of a quantity obtained at successive times, often with equal intervals between them.

**time-server** ► *n.* 1 a person who changes their views to suit the prevailing circumstances or fashion. 2 a person who makes very little effort at work because they are waiting to leave or retire. — **time-serving** *adj.*

**time-share** /'tɪm.ʃeɪ(ə)r/ ► *n.* the arrangement whereby several joint owners have the right to use a property as a vacation home under a time-sharing scheme. ■ a property owned in such a way.

**time-sharing** ► *n.* 1 the operation of a computer system by several users for different operations at the same time. 2 the use of a property as a vacation home at specified times by several joint owners.

**time sheet** (also **time-sheet** /'tɪm.ʃi:t/) ► *n.* a piece of paper for recording the number of hours worked.

**time-shift** ► *v.* 1 [intrans.] move from one period in time to another. 2 [trans.] record (a television program) for later viewing. ► *n.* (**time shift**) a movement from one period in time to another, esp. in a play or movie.

**time signature** ► *n.* Music an indication of rhythm following a clef, generally expressed as a fraction with the denominator defining the beat as a division of a whole note and the numerator giving the number of beats in each bar.

**time slice** ► *n.* Comput. a short interval of time during which a computer or its central processor deals uninterruptedly with one user or program, before switching to another.

**times table** ► *n.* informal term for **MULTIPLICATION TABLE**.

**time-table** /'tɪm.təbəl/ ► *n.* a chart showing the departure and arrival times of trains, buses, or planes. ■ a plan of times at which events are scheduled to take place, esp. toward a particular end. ► *v.* [trans.] schedule (something) to take place at a particular time: *weigh-ins are time-tabled for Mondays.*

**time travel** ► *n.* (in science fiction) the action of traveling through time into the past or the future. — **time-travel** *v.* **time-travel-er** *n.*

**time trial** ► *n.* (in various sports) a test of a competitor's individual speed over a set distance, esp. a cycling race in which competitors are separately timed.

**time warp** ► *n.* (esp. in science fiction) an imaginary distortion of space

in relation to time whereby people or objects of one period can be moved to another.

**time-worn** /'tɪm.wɔ:rn/ (also **time-worn**) ► *adj.* damaged or impaired, or made less striking or attractive, as a result of age or much use.

**time zone** ► *n.* see **ZONE** (sense 1).

**tim-id** /'tɪmɪd/ ► *adj.* (**-id-er**, **-id-est**) showing a lack of courage or confidence; easily frightened. — **tim-id-ity** /'tɪmɪdɪti/ *n.* **tim-id-ly** *adv.* **tim-id-ness** *n.* [16th C.: from L. *timidus*, from *timere* 'to fear'.]

**tim-ing** /'tɪmɪŋ/ ► *n.* the choice, judgment, or control of when something should be done: *one of the secrets of golf is good timing.* ■ a particular point or period of time when something happens. ■ (in an internal combustion engine) the times when the valves open and close, and the time of the ignition spark, in relation to the movement of the piston in the cylinder.

**tim-ing belt** ► *n.* a metal chain or reinforced rubber belt that drives the camshaft of an internal-combustion engine. Also called **timing chain**.

**Ti-mi-șoara** /'tɪmɪʃə'wərə/ a city in western Romania; pop. 325,000. Hungarian name **TESMESVÁR**.

**tim-mo-cracy** /tə'mɒkrəsi/ ► *n.* (pl. **-cies**) esp. Philos. 1 a form of government in which possession of property is required in order to hold office. 2 a form of government in which rulers are motivated by ambition or love of honor. — **tim-mo-cratic** /tɪmɒ'krætɪk/ *adj.* [15th C.: from OFr. *timocracie*, via med. L. from Gk. *timokratia*, from *timē* 'honor, worth' + *kratia* 'power'. Sense 1 reflects Aristotle's usage, sense 2 Plato's.]

**Ti-mor** /'tɪmɔ:ər/ the largest of the Lesser Sunda Islands, in the southern Malay Archipelago; pop. 3,383,000. — **Ti-mo-rese** /tɪmə'rez/ *adj.* & *n.*

**tim-or-ous** /'tɪmərəs/ ► *adj.* showing or suffering from nervousness, fear, or a lack of confidence: *a timorous voice.* — **tim-or-ous-ly** *adv.* **tim-or-ous-ness** *n.* [ME (in the sense 'feeling fear'): from OFr. *temoreus*, from med. L. *timorosus*, from L. *timor* 'fear'; from *timere* 'to fear'.]

**Ti-mor Sea** an arm of the Indian Ocean between Timor and northwestern Australia.

**Tim-o-thy** /'tɪməθi/ either of two books of the New Testament, epistles of St. Paul addressed to St. Timothy.

**tim-o-thy** /'tɪməθi/ (also **tim-o-thy grass**) ► *n.* a Eurasian grass (*Phleum pratense*) that is widely grown for grazing and hay. It is naturalized in North America, where many cultivars have been developed. [18th C.: named after Timothy Hanson, the American farmer who introduced it to Carolina from New York (c.1720).]

**Tim-o-thy, St.** (1st century AD), disciple of St. Paul.

**tim-pa-ni** /'tɪmpəni/ (also **tim-pa-ni**) ► *plural n.* kettledrums, esp. when played by one musician in an orchestra. — **tim-pa-nist** *n.* [19th C.: from Ital. pl. of *timpano* 'kettledrum', from L. *tympanum* 'drum' (see **TYPANUM**).]

**tin** /tɪn/ ► *n.* 1 a silvery-white metal, the chemical element of atomic number 50. It is used in various alloys, notably bronze, and for electroplating iron or steel sheets to make tinfoil. (Symbol: **Sn**) ■ short for **TINPLATE**. 2 a metal container, in particular: ■ esp. Brit. an airtight sealed container for preserving food, made of tinplate or aluminum; a can. ■ a lidded airtight container made of tinplate or aluminum: *a cookie tin.* ► *v.* (**tinned** /tɪnd/, **tin-ning**) [trans.] cover with a thin layer of tin. — **PHRASES** **have a tin ear** be tone-deaf. [OE, of Gmc. origin; rel. to Du. *tin* and Ger. *Zinn*.]

**tin-a-mou** /'tɪnəmoʊ/ ► *n.* a ground-dwelling tropical American bird (family Tinamidae) that looks somewhat like a grouse. [18th C.: via Fr. from Galibi *tinamu*.]

**Tin-ber-gen** /'tɪn.bə:ʒən/, Jan (1903–94), Dutch economist; brother of Nikolaas Tinbergen. He pioneered in econometrics. Nobel Prize for Economics (1969, shared with Ragnar Frisch).

**Tin-ber-gen**, Nikolaas (1907–88), Dutch zoologist; brother of Jan Tinbergen. He introduced the concept of displacement activity. Nobel Prize for Physiology or Medicine (1973, shared with Lorentz and Karl von Frisch).

**tin can** ► *n.* a tinplate or aluminum container for preserving food, esp. an empty one. ■ Nautical slang a destroyer or a submarine.

**tin-ct** ► *abbr.* tin-cture.

**tin-ct-orial** /tɪŋk'tɔ:riəl/ ► *adj.* tech. of or relating to dyeing, coloring, or staining processes. [17th C.: from L. *tinctorius* (from *tinctor* 'dyer', from *tingere* 'to dye or color') + **-AL**.]

**tin-cture** /'tɪŋkʃər/ ► *n.* 1 a medicine made by dissolving a drug in alcohol. 2 a slight trace of something: *a tincture of bitterness.* 3 Heraldry any of the conventional colors (including the metals and stains, and often the furs) used in coats of arms. ► *v.* (**be tin-ctured**) be tinged, flavored, or imbued with a slight amount of. [ME (denoting a dye or pigment): from L. *tinctoria* 'dyeing', from *tingere* 'to dye or color'. Sense 2 (early 17th C.) comes from the obs. sense 'imparted quality', likened to a tint imparted by a dye.]

**tin-der** /'tɪndər/ ► *n.* dry, flammable material, such as wood or paper, used for lighting a fire. — **tin-der-y** *adj.* [OE *tynder*, *tyndre*, of Gmc. origin; rel. to Du. *tonder* and Ger. *Zunder*.]

**tin-der-box** /'tɪndər.bɒks/ ► *n.* hist. a box containing tinder, flint, a steel, and other items for kindling fires. ■ fig. a thing that is readily ignited. ■ fig. a volatile situation, or a person who is readily aroused, esp. to anger.

**tin-e** /'tɪn/ ► *n.* a prong or sharp point, such as that on a fork or antler. — **tin-ed** *adj.* [OE *tind*, of Gmc. origin; rel. to Ger. *Zinne* 'pinnaclé'.]

**tin-e-a** /'tɪnə/ ► *n.* technical term for **RINGWORM**. [ME: from L., 'worm'.]