

Exhibit 64

FILED UNDER SEAL

Exhibit 65

Users
1209 active users

lifesnapz.com/admin/stats

LifeSnapz
the history of us™

Users Groups Comments Photos Background Jobs (55) Stats System

Stats as of Fri, Oct 12 2012 at 9:55AM CDT

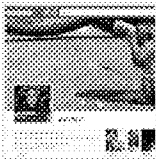
**8136 Users, 18020 Events, 3538 Groups, 10115 Comments, 179207 Photos,
886 Videos, 938 Favorites**

Google

Brian Hand Account Logout

T0001476

Exhibit 66



Facebook Timeline

Facebook Timeline is a radical new profile page design that Facebook will launch around the end of September 2011. It was announced by Mark Zuckerberg at Facebook's F8 conference following an introduction from SNL's Andy Samberg. (See pictures of Facebook Timeline here.)

Follow

Facebook Timeline changes the default profile from a list of your most recent updates to a complete summary of your entire life since birth. It includes photos, videos, status updates and locations you have visited. The new Facebook profile is divided into two main columns, with a line down the middle representing the passage of time. Users are encouraged to add life events which were not captured by Facebook, particularly those that occurred before the person joined Facebook.

Timeline uses an algorithm to assess the most important moments of your life, which can then be edited to your satisfaction. Unwanted updates can be hidden from the Timeline.

The new profile pages are thought to constitute one of Facebook's most extreme redesigns so far, completely reimagining what a social networking profile can be. Timeline also means that Facebook now bears fewer similarities to Google+, a social network from Google which currently uses the standard format of showing the most recent updates first.

Facebook made Timeline available for testing on September 22, 2011 (see How to Enable The New Facebook Timeline). The response to the new layout has been mixed, with Mashable editor Lance Ulanoff penning an article entitled "Facebook Timeline, Zuckerberg's Biggest Gamble Yet". Charlie White, meanwhile, praised the changes in an article titled: Why I Love the New Facebook Timeline".

Criticisms of Facebook Timeline include claims that by requesting users "complete" their profiles, Facebook is seeking to capture more user data to make its service more appealing to advertisers. Others have expressed concerns about Facebook Timeline's ability to surface information about a person that was previously hard to access, and that Facebook's encouragement to add your date of birth to your profile (among other incentives to add additional personal information) may encourage identity theft.

Facebook Timeline has yet to be launched to all of its 800 million users.

16 STORIES

267 FOLLOWERS

Facebook Is Getting Too Damn Complicated [OPINION]

Ever noticed how the remote for each new TV you check out seems to have more and more buttons? Or how that online game you used to enjoy is feeling less like fun as the...

1 day ago by Chris Taylor

3,998

4K

238

Like



Facebook Sued Over "Timelines" Trademark

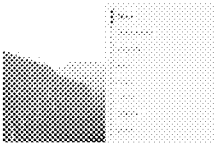
Facebook has been hit with a lawsuit over a trademark dispute surrounding the new Facebook Timeline profiles. Timelines.com asserts that if Facebook is allowed to move...

2 days ago by Ben Parr

1,337

353

Like



Will You Fill in Your Facebook Timeline Gaps? [POLL]

Facebook Timeline allows users to see their past updates -- including wall posts, photos or announcements. It can document your entire life, starting at birth and ending...

2 days ago by Meghan Peters

970

280

Like



Why Facebook Timeline Will Be Huge for Brands

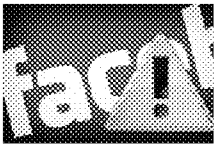
Zeny Huang is an Emerging Media Strategist at JWT New York where she helps brands connect with fans in innovative and meaningful ways using social media. You can follow...

3 days ago by Zeny Huang

3,294

1K

Like



Facebook Users Beware: Facebook's New Feature Could Embarrass You

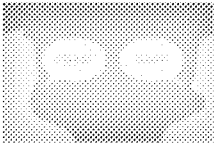
If you didn't watch Mark Zuckerberg's Facebook announcements last week -- and of course the vast majority of Facebook users did not -- you may be in for a surprise. Aside...

4 days ago by Pete Cashmore

6,740

25K

Like



Facebook Privacy: 3 Fights to Expect When You Get the New Timeline

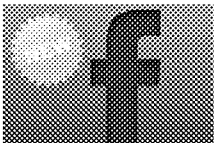
As an adult, you have responsibilities -- an income, maybe a mortgage, possibly children. That's great! Congrats. Now is certainly not the time to be throwing caution to...

4 days ago by Stephanie Buck

1,366

2K

Like



The New Facebook: How to Take Control of Your Privacy

Facebook took a huge step toward ubiquitous sharing with its new timeline and sharing features. And it rightfully creeps some people out. Not everybody wants to share...

4 days ago by Sarah Kessler

3,141

6K

Like

No, You Aren't Going to Quit Facebook

Dear Facebook Users, With all of the new changes to Facebook, especially the new Facebook Timeline, some of you have indicated that you've had enough and are planning to...

5 days ago by Christina Warren

3,002

7K

Like

Don Draper Invents Facebook Timeline [VIDEO]

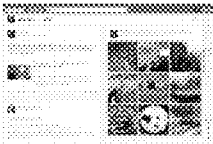
ENTERTAINMENT In this Facebook Timeline and Mad Men video mashup, Donald Draper pitches the idea of a nostalgia-infused social network that "lets us travel the way a child travels --..."

5 days ago by Jennifer Van Grove

2,439

4K

Like



Facebook Updates Timeline to Avoid Outing Unfrienders

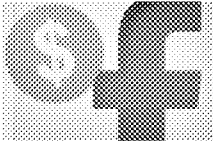
Facebook users noticed an odd feature of the new Timeline profiles last week that allowed them to see who had unfriended them throughout the years. That "bug" has now been...

September 26, 2011 by Sarah Kessler

1,429

1K

Like



No, Facebook Will Not Make You Pay to Get the New Profiles

A completely untrue rumor that Facebook will soon start charging users is making the rounds yet again. Ever since Facebook introduced Timeline profiles, several Facebook...

September 25, 2011 by Ben Parr

3,158

95K

Like



Is Facebook Trying to Kill Privacy? [OPINION]

This post reflects the opinions of the author and not necessarily those of Mashable as a publication. Facebook has finally done it. It's just a few updates away now from...

September 23, 2011 by Ben Parr

1,763

3K

Like



HOW TO: Use the New Facebook to See Who Has Unfriended You

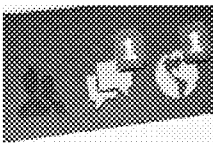
In addition to showing users a timeline of their activity on the site throughout the years, it turns out that Facebook's new Timeline profile provides a rundown of which...

September 23, 2011 by Sarah Kessler

2,731

2K

Like



Why Facebook Timeline Is Made For Its Youngest Users [OPINION]

When Facebook launched its integrated messages system in November 2010, founder Mark Zuckerberg related an anecdote about his girlfriend's younger sister. He talked about...

September 23, 2011 by Josh Catone

1,233

2K

Like

Facebook's New Profiles: First Impressions

Facebook has unveiled its new Timeline profile pages, and they are a radical departure from the Facebook you know. On the stage of the f8 developer conference in San...

September 22, 2011 by Ben Parr

1,643

3K

Like

Facebook Timeline: Zuckerberg's Biggest Gamble Yet

Facebook Timeline sounds like a good idea. It's your life, organized and summarized for public consumption — or as public as you want to make it. It's your own...

September 22, 2011 by Lance Ulanoff

756

937

Like

About Mashable

Mashable is the largest independent online news site dedicated to covering digital culture, social media and technology. With more than 50 million monthly pageviews and 17 million unique monthly visitors, Mashable has one of the most engaged online news communities. Founded in 2005, Mashable is headquartered in New York City with an office in San Francisco.

Partners

Global Syndication Partners

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Submit News	iPhone App	Trending	Business &
Advertise	iPad App	Mashable	Marketing
Reprints	Android App	Awards	Entertainment
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Subscribe			Mobile
			Dev & Design
			Media
			Social Good
			Startups

[Report a bug](#)

Exhibit 67



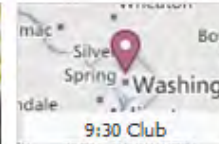
Brendan Hughes

Update Info

Activity Log



- Worked at Cooley LLP
- Studied at Vanderbilt University Law School
- Lives in Washington, District of Columbia
- Add your hometown



About

Friends 256

Photos 96

Map 3

Likes 12

Status Photo Place Life Event

How are you doing, Brendan?

Post

Nathan Fischer Jennifer Dhatt Hughes
Monday

Happy Anniversary !!!

Activity Recent



Brendan is now friends with Julie Dew and Justin Hibey.

Friends

See All



Brendan Hughes

Like · Comment



Natalie Mathews Steimel ▸ **Jennifer Dhatt Hughes**

Monday near Phoenix, AZ 📍

Happy anniversary, Jen! I hope that Brendan Hughes spoils you rotten today! :)

Like · Comment

👍 Jennifer Dhatt Hughes likes this.



Jennifer Dhatt Hughes Thank you!!

Monday at 5:39pm via mobile · Like



Write a comment...



Jennifer Dhatt Hughes with Brendan Hughes.

January 7 📍



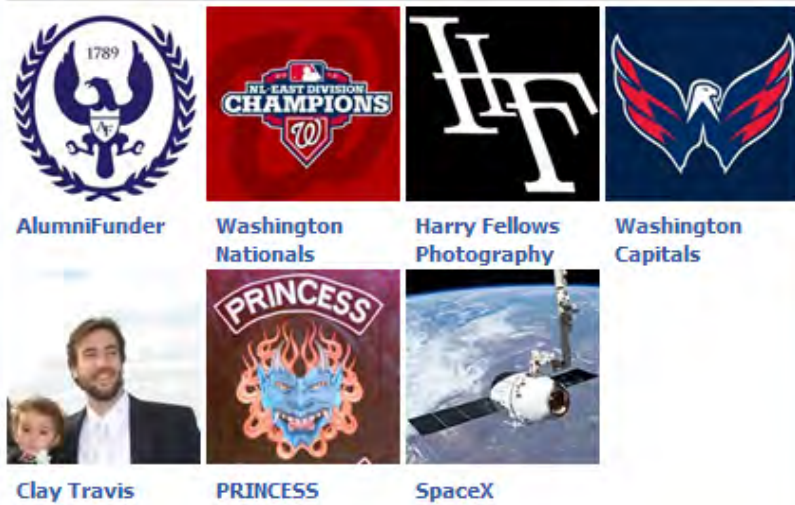
Photos

See All



Likes

See All



Monica Dhatt Fischer ▸ **Nathan Fischer**

January 2 near Burke 📍

Like · Comment · Share

Insiya Lightwalla Dhatt, Tom Gravely, Joseph Couvillon and 40 others like this.

View 4 more comments

 **Jaclyn Hanifen** Beautiful family!
January 7 at 6:38pm via mobile · Like

 **Lynda Williams** Love to see you in person!
January 7 at 8:39pm · Like

 **Mary Hughes Ryan** What a beautiful family! Love you guys!
January 7 at 10:45pm via mobile · Like

 **Kenny Miller** This is a fantastic photo!! You have a beautiful family!!
January 7 at 10:55pm via mobile · Like

Write a comment...

<http://sports.yahoo.com/blogs/nfl-shutdown-corner/rg3-offers-words-comfort-tony-romo-221114227--nfl.html> — with Brendan Hughes.



RG3 offers words of comfort for Tony Romo
sports.yahoo.com

As if we needed any more reason to sanctify Robert Griffin III: turns out that he's a classy guy in victory, too. In the immediate aftermath of Sunday night's win-or-go-home season finale between the

Unlike · Comment · Share

You, Jennifer Dhatt Hughes and Monica Dhatt Fischer like this.



Write a comment...

December

 **Jennifer Dhatt Hughes** with Brendan Hughes.
December 20, 2012 📷

 **Brendan Hughes**
December 1, 2012 via iOS 📷

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Capital One Credit Cards



We've got great cards with great rewards. What kind of card will you choose?

2,935,103 people like Capital One.

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0% CC Fees w/Coaster!

itunes.apple.com





Natalie Mathews Steimel Jennifer Dhatt Hughes

Monday near Phoenix, AZ

- Change Date...
- Hide from Timeline
- Report/Remove Tag...

Happy anniversary, Jen! I hope that Brendan is rotten today! :)

Like · Comment

Jennifer Dhatt Hughes likes this.



Jennifer Dhatt Hughes Thank you!!

Monday at 5:39pm via mobile · Like

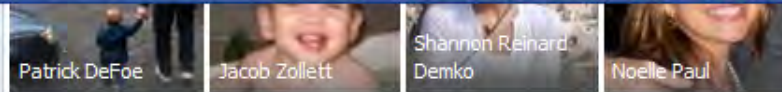


Write a comment...



Jennifer Dhatt Hughes with Brendan Hughes.

January 7



Photos

See All



Likes

See All



AlumniFunder



Washington Nationals



Harry Fellows Photography



Washington Capitals



Clay Travis



PRINCESS



SpaceX

Now

December

2012

2011

2010

2009

2004

1999

1995

Born

Sponsored

Craftmark Homes



Limited Offer! Free Stone Fronts or Free Morning Rooms at select luxury home communities in Maryland & Virginia!

Like · 2,666 people like Craftmark Homes.

End Your Card Search



Capital One has the benefits and rewards you may be looking for.

2,934,870 people like Capital One.

Chat (4)

Exhibit 68



Brendan Hughes

About ▾

Work and Education

[Edit](#)

Employers



Cooley LLP

College

**Georgetown University**

Class of 1999 · Government · Washington, District of Columbia

**Vanderbilt University Law School**

Class of 2004 · Nashville, Tennessee

High School

**Georgetown Preparatory School**

Class of 1995 · Rockville, Maryland

Living

[Edit](#)**Washington, District of Columbia**

Current City

Relationship

[Edit](#)**Jennifer Dhatt Hughes**

Married since January 28, 2006

History by Year

2004



Graduated from Vanderbilt University Law School

1999



Graduated from Georgetown University

1995



Graduated from Georgetown Preparatory School

About You

[Edit](#)[Write About Yourself](#)

Basic Info

[Edit](#)

Birthday June 7

Relationship Status Married to Jennifer Dhatt Hughes

Anniversary January 28, 2006

[Add Languages](#)[Add Religious Views](#)[Add Political Views](#)

Contact Info

[Edit](#)

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rhsmith.umd.edu



Earn your Grad Degree in 9-15 mos. from Smith School. Apply by 2/1 for Fall Semester.

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towncrest.com



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Brendan Hughes

Map

Add a place to your map

Add Photos to Map

All

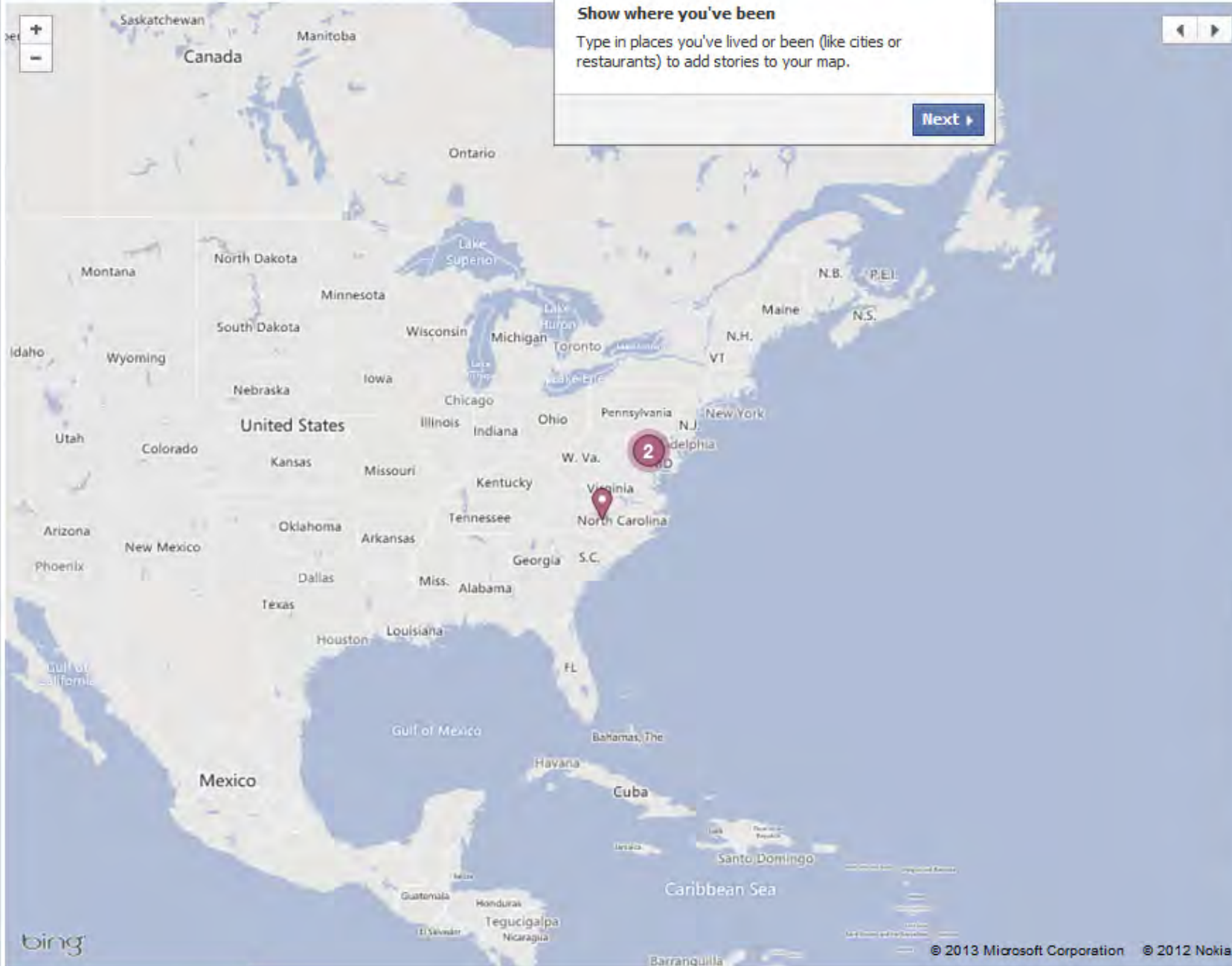
2012

2011

Show where you've been

Type in places you've lived or been (like cities or restaurants) to add stories to your map.

Next



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Heal Better to Recover Faster with Nova Pain & Rehab of Clarendon & Ballston. Visit our Page and 'Like' us today!

Like · 560 people like NOVA Pain & Rehab Center

Gaithersburg Apt Rentals

townecrest.com



Towne Crest has it all! Our 1,2,3 BR apts & townhomes are spacious



Brendan Hughes

Friends

Edit

+ Find Friends

256

Friends

46

From High School

45

From College

Friends

Search Your Friends



✓ Friends

✓ Friends

✓ Friends

✓ Friends

✓ Friends

✓ Friends

✓ Friends

✓ Friends

✓ Friends

✓ Friends

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Georgetown Report

georgetownreport.com



A blog about the real estate market in Georgetown and Washington DC.

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Design your own Locket!

picturesongold.com



This Valentines Design your own locket in just three steps. We'll Add Your Photo & Engrave.



Brendan Hughes

Photos

+ Add Photos

Add Video



Your Albums (4) · Videos



iOS Photos
1 photo



Cover Photos
1 photo



Profile Pictures
2 photos



Timeline Photos
1 photo

Photos you hide from your timeline still appear in search and other places on Facebook. To review what you've hidden, just click the .

Close

Photos of You



Sponsored

The Table Church
a new church in NE DC

The Table is a church plant based in NE DC. Learn more about our launch.

160 people like The Table Church DC.

Hood College
hood.edu



Get Your Master's Degree at Hood College. Explore the Various Graduate Programs Offered!

Georgetown Report
georgetownreport.com



A blog about the real estate market in Georgetown and Washington DC.

ATTENTION SPORTS FANS!
thegreenturtle.com



To prove that our burgers are the best you can try a different one everyday for only \$6.99



Brendan Hughes

Events ▾

+ Create Event

Past Events

Brendan does not have any upcoming events. These are his past events.

**STANDOUT Charlotte - benefiting the Cystic Fibrosis Foundation**Friday, November 9, 2012 at 6:30pm
Jeremy C. Johnson invited you.CenterStage@NODA
Charlotte, North CarolinaJeremy C. Johnson
invited you.**Lost on Thursdays > Connie B2B Maksim [Resolute VS. Beef Records] 10.04.12**Thursday, October 4, 2012 at 9:00pm
By Lost on ThursdaysLost on Thursdays
Washington, District of Columbia

You were invited.

**AlumniFunder Launch Party (invite only)**Saturday, September 29, 2012 at 9:00pm
S Ryan Meyer invited you.F Scott's
Washington, District of ColumbiaS Ryan Meyer invited
you.**MUSIQUE BOX | WED 09.19.12 | JOZIF (UK) | Ft. Prab K & Sarah Myers**Wednesday, September 19, 2012 at 10:00pm
By Opera Ultra LoungeOpera Ultra Lounge
Washington, District of Columbia

You were invited.

**MUSIQUE BOX | WED 9.5.12 | AUDIOFLY | ft. Jubilee & Charles Martin**Wednesday, September 5, 2012 at 10:00pm
By Opera Ultra LoungeOpera Ultra Lounge
Washington, District of Columbia

You were invited.

**MUSIQUE BOX | WED 8.29.12 | JAMES TEEJ of MY FAVORITE ROBOT | ft. Navbox & Philip Goyette**Wednesday, August 29, 2012 at 10:00pm
By Opera Ultra LoungeOpera Ultra Lounge
Washington, District of Columbia

You were invited.

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Georgetown Report

georgetownreport.com



A blog about the real estate market in Georgetown and Washington DC.

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Design your own Locket!

picturesongold.com



This Valentines Design your own locket in just three steps. We'll Add Your Photo & Engrave.

Bainbridge River Oaks

Grand opening. NEW apartments for rent in Woodbridge, VA. Lease now for our best pricing.

Like · 198 people like Bainbridge River Oaks.



SUN 08.26 | Stranger Than Paradise ft Guti, Navbox, Jubilee, Chris Nitti at ESL Terrace

Sunday, August 26, 2012
By Stranger Than Paradise (STP)

Washington, District of Columbia 20001

You were invited.



LOST on Thursdays | 07.26.12 | Solomon Sanchez & Jubilee

Thursday, July 26, 2012 at 9:00pm
By Lost on Thursdays

Lost on Thursdays
Washington, District of Columbia

You were invited.



MUSIQUE BOX | WED 07.25.12 | Musical Guests: Chris Nitti & Phillip Goyette | ft. Jubilee & Navbox

Wednesday, July 25, 2012 at 10:00pm
By Opera Ultra Lounge

Opera Ultra Lounge
Washington, District of Columbia

You were invited.



LOST on Thursdays | 07.12.12 | Navbox Bday & Friends

Thursday, July 12, 2012 at 9:00pm
By Lost on Thursdays

Lost on Thursdays
Washington, District of Columbia

You were invited.



MUSIQUE BOX | WED 07.11 | Special Guest STACEY PULLEN, Detroit | Featuring Jubilee & Navbox

Wednesday, July 11, 2012 at 9:00pm
By Opera Ultra Lounge

Opera Ultra Lounge
Washington, District of Columbia

You were invited.



Life Presents: Lee Burrige & Mike Fisher @ U Street Music Hall

Friday, July 6, 2012 at 10:00pm
By Life

U Street Music Hall
Washington, District of Columbia

You were invited.



LOST on Thursdays | 06.28.12 | Maksim & Sarah Myers

Thursday, June 28, 2012 at 9:00pm
By Lost on Thursdays

Lost Society
Washington, District of Columbia

You were invited.



MUSIQUE BOX | WED 06.27 | birthday set by Lost (Lee Lee) | featuring Lanyx & JUBILEE

Opera Ultra Lounge
Washington, District of Columbia

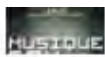
You were invited.

Wawa



Wawa Coffee is \$1, any size, any variety, including Hazelnut & Kona Blend. Find a Wawa!

Like · Joe Breslin likes: Wawa.



LOVE (Leo Lee) | featuring LameX & Jubilee

b2b NAVBOX

Wednesday, June 27, 2012 at 10:00pm



LOST on Thursdays | 06.21.12 | Prab K • B2B • Raffi

Thursday, June 21, 2012 at 9:00pm

By Lost on Thursdays

Lost Society
Washington, District of Columbia

You were invited.



MUSIQUE BOX | WED 06.20 | Special Guests Mazi A & Charles Martin | Featuring Jubilee & Navbox

Wednesday, June 20, 2012 at 10:00pm

Opera Ultra Lounge
Washington, District of Columbia

You were invited.



LOST on Thursdays | 06.14.12 | Jubilee • Soul Sway • Yacine A

Thursday, June 14, 2012 at 9:00pm

By Lost on Thursdays

Lost Society
Washington, District of Columbia

You were invited.



MUSIQUE BOX | WED 06.13 | Opening Night ft Jubilee, Navbox and Special Guests RWS

Wednesday, June 13, 2012 at 10:00pm

Opera Ultra Lounge
Washington, District of Columbia

You were invited.



LOST on Thursdays | 06.07.2012 | Michael Lewis * Chris Nitti & Morgan Tepper

Thursday, June 7, 2012 at 9:00pm

By Lost on Thursdays

Lost Society
Washington, District of Columbia

You were invited.



LOST on Thursdays | 05.31.2012 | Schubert • Dave Martin | Red Skies & Nomad

Thursday, May 31, 2012 at 9:00pm

By Lost on Thursdays

Lost Society
Washington, District of Columbia

You were invited.



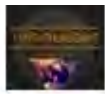
Andrew Grant & Lomez (My Favorite Robot) @ Lost on Thursdays

Thursday, May 24, 2012 at 9:00pm

By Lost on Thursdays

Lost Society
Washington, District of Columbia

You were invited.



LOST on Thursdays | Feat. MARTINEZ (Cadenza/Moon Harbour) | Lost Society

Thursday, May 17, 2012 at 9:00pm
By Lost on Thursdays

Lost Society
Washington, District of Columbia

You were invited.



05.03/Lost on Thursdays • Mulen Records Showcase • iO & Goshva (UKRAINE) • Lips • Red Skies/Nomad

Thursday, May 3, 2012 at 9:00pm
By Lost on Thursdays

Lost Society
Washington, District of Columbia

You were invited.



Lost on Thursdays • Marko Peli • Sax Taxi • Jubilee • Red Skies/Nomad

Thursday, April 26, 2012 at 9:00pm
By Lost on Thursdays

Lost Society
Washington, District of Columbia

You were invited.



LOST on Thursdays • Soul Sway • Team Zapata • Red Skies & Nomad

Thursday, April 19, 2012 at 9:00pm

Lost Society
Washington, District of Columbia

You were invited.



NCAA Sweet 16 Party for Peace

Thursday, March 22, 2012 at 6:30pm
Timothy Hogan invited you.

McFadden's DC
Washington, District of Columbia

Timothy Hogan invited you.



RCCH & Capitol Hill Village Pancake Breakfast

Saturday, February 11, 2012 at 7:00am
Chuck Charpentier invited you.

Capitol Hill Presbyterian Church
Washington, District of Columbia

Chuck Charpentier invited you.

Exhibit 69

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

1			
2			
3			
4			
5	TIMELINES, INC.,)	
)	
6	Plaintiff,)	
)	
7	vs.)	No. 11-CV-6867
)	
8	FACEBOOK, INC.,)	
)	
9	Defendant.)	
	-----)	

DEPOSITION OF SAMUEL W. LESSIN
Palo Alto, California
Thursday, September 13, 2012
Volume I

*** HIGHLY CONFIDENTIAL ***

Reported by:
CARLA SOARES
CSR No. 5908
Job No. 1525241

Pages 1 - 316

1

2

3

MS. MOORE: We're on to Exhibit 7. I'm going to ask that that be marked as Deposition Exhibit 7.

5

(Exhibit 7 was marked for identification by

6

the court reporter and is attached hereto.)

7

BY MS. MOORE:

8

Q Mr. Lessin, if you could review that after she

9

hands that to you. Thank you.

10

MR. WILLSEY: This is Exhibit 7?

11

THE REPORTER: Yes.

12

BY MS. MOORE:

13

Q Please let me know when you've had an

14

opportunity to review this. It's been marked by

15

Facebook as FB_TL_3663 through 3665.

16

Have you had an opportunity to review it, sir?

17

A I have.

18

Q And do you recognize this document?

19

A I don't.

20

Q Can you tell me what it is based on your

21

review?

22

A It appears to be a communication from Robyn to

23

the entire company recapping a Q&A session.

24

Q What is an open Q&A with Mark Zuckerberg?

25

A It's an opportunity for -- to have a meeting

1 Q And who is leadership?

2 A My leadership or Mark Zuckerberg's leadership
3 because of the rule that Facebook brands everything in
4 the ways that describe it most easily for the user, as
5 we do with events, as we do with groups, as we do with
6 countless products.

7 Q Did you do that with f8?

8 A With f8?

9 Q The f8 conference.

10 A I'm not involved in that.

11 Q We're going to be talking about it later.

12 A Okay.

13 MR. WILLSEY: Let me object. Vague and
14 ambiguous and calls for a legal conclusion and assumes
15 facts not in evidence.

16 THE WITNESS: Can you repeat the question
17 again?

18 MS. MOORE: Can you read it back, please?

19 (Record read as follows:

20 "Question: Did you do that with f8?")

21 THE WITNESS: I was uninvolved and not even at
22 the company during the decision to name our developer
23 conference "f8."

24 BY MS. MOORE:

25 Q You've made statements about how Facebook

1 decides to brand products.

2 A That's correct.

3 Q I wanted to understand if that applies to
4 everything that --

5 A Just as with most things, there are points in
6 history where other decisions were made. But this is --
7 the current strategy is as I have stated.

8 Q Which is?

9 A To name things as descriptively as possible.

10 Q And that is why? Why do you do that?

11 A Because the point of our names is to make it
12 easy for almost a billion humans to use our service.

13 Q A billion humans? Is that the number of users
14 that Facebook has right now?

15 A On the order of.

16 Q Ballpark, one billion?

17 A On the order of.

18 Q What does that mean?

19 A It means there's not an order of magnitude
20 larger or less than.

21 Q So do you have a billion users, sir?

22 A I don't know.

23 Q Who would know that?

24 A Our database.

25 MR. WILLSEY: I just want to clarify. In

1 "profile," which is a pretty generic concept of a user
2 profile with a certain amount of specific information
3 and recent posts, would be going away with this
4 transition finally.

5 Q And that is the transition to the Timeline
6 product; is that right?

7 A Well, it's the introduction of the new
8 Timeline product named "Timeline" which replaced the
9 profile, and then the wall which in many ways was a
10 hangover -- was still hung over from earlier versions of
11 Facebook would also be going away at the same time but
12 separately.

13 Q And you write that there were good reasons
14 from a branding, impact and competitive position to make
15 this decision.

16 What were those good reasons?

17 A Yeah. Again, for us, for us internally, when
18 we speak, "branding" simply means giving users clear
19 names which they can understand how products work and
20 what they are.

21 We do this consistently with most of our
22 products, events, groups, et cetera. "Camera" is
23 another example. We name things what they are.

24 The impact component of this was simply that
25 we were introducing a new product, and the more

1 clearly we named it as the new product, we believed that
2 users would better understand how to use it and what it
3 was.

4 "Branding" simply means that we would be using
5 this name externally, not internally, and trying to,
6 again, give users the ability to clearly understand what
7 the new Timeline product was.

8 "Competitive," again, we operate a social
9 networking service at a macro level. We have
10 competitors in the social networking space. We are, of
11 course, always trying to launch good new products and
12 market them clearly with clear descriptive names of what
13 the products are that we offer in the social networking
14 space.

15 So the competitive position we believe will be
16 strengthened by having a clear product with a clear,
17 simple name.

18 MS. MOORE: Mr. Lessin, at this time I don't
19 have any further questions.

20 There were some -- a number of questions that
21 have been noted throughout the course of this day that
22 could not be answered. Among those are questions
23 relating to document Bates labeled FB_TL_11912, which
24 you identified as the unaudited financial document
25 relating to the display advertising revenue for

Exhibit 70

Your Cover

Fill this wide, open space with a unique image that represents you best. It's the first thing people see when they visit your timeline.



Matt Brown

[update info](#) [View Activity](#)

- Communication Designer at Facebook
- Studied English at Indiana University
- Lived in San Francisco, California
- Married to Tiffany Jones Brown

28 yrs



Michelle Kelly



Brooks Long



Steph Lee



David Lee



[Learn more](#)

Try it out

Get a photo taken to see how it looks as the cover.

[Status](#) [Posts](#) [More](#)

[Recent Activity](#)

Cover

Stories

Apps

[New Post](#)

Your Apps

The movies you quote. The songs you have on repeat. The activities you love. Now there's a new class of social apps that let you express who you are through all the things you do.

More from our editors & you
Approved by our Editors & you





3.61 miles

Distance: 3.61 mi | Time: 32:00 mins

Like Comment

App: **Kobo**
August



Recently read

 <p>Filmmaking Glasses Follow along the screenings, but without the red light on Thursday.</p>	 <p>Rowing with Pink Last read on Tuesday.</p>	 <p>Fall of Flowers Last read on Tuesday.</p>	 <p>Skyless Love Last read on Monday.</p>
--	--	---	---

More from our editors & you
Approved by our Editors & you

Netflix
August

Movies Watched

 <p>Super Star Me The story of a woman who goes from a small town to a big city.</p>	 <p>Get Through the Gift Shop The story of a woman who goes from a small town to a big city.</p>
--	--

Spotify
August

Your Music

Current Playlist

Thunder Clatter

- Thunder Clatter — 17 songs
- Clatter — 15 songs

Nike+ GPS
August 2013

Longest Run




Watch the Apps video


More

Play music

The music you listen to is on your timeline, so friends can listen along.

 Cover

 Stories

 Apps


 New Posts

Your Stories

Share and highlight your most memorable posts, photos and life events on your timeline. This is where you can tell your story from beginning, to middle, to now.

Status Photos Places

What's on your mind?

 **Matt Brown**
August 22 · 21

Your weekend / SF Means U.S. photos



Recent Activity


-  Matt Brown **Reacted to** [Matt Brown's post](#) · 21 ago
-  Matt **Interacted with** [Tom Whitworth's post](#) · 21 ago

 **Matt Brown**
August 22 · 21

And... necessary backpacking in Pilot Ridge (1 of 3)



Like · Comment

 **Matt Brown** **reacted to** [Tom Whitworth's post](#) · August 22





Nicholas Felton
📍 [San Francisco](#) on Facebook
San Francisco

Star or remove

★ **Star or remove**
Star your favorite posts to make them stand out, or remove the ones you want to hide.

 Cover

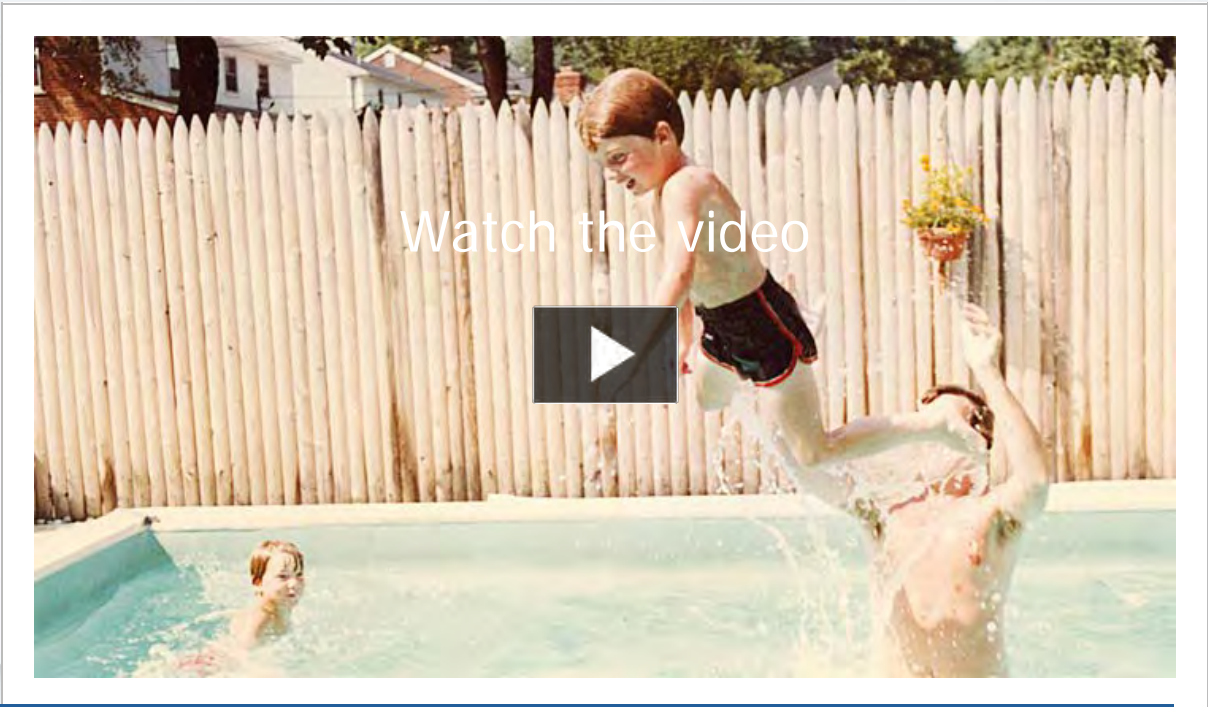
 **Stories**

 Apps

 New Post

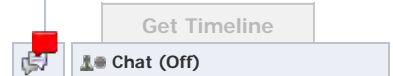
Introducing Timeline

Tell your life story with a new kind of profile.



Your Cover

Fill this wide, open space with a unique image that represents you best. It's the first thing people see when they visit your timeline.



Get Timeline



Try it o
Click a photo to see how the cover.

Your Stories



Matt Brown

Update Info View Activity * ▾

Share and highlight your most memorable posts, photos and life events on your timeline. This is where you can tell your story from beginning, to middle, to now.

Status Photo Place

What's on your mind?

Matt Brown
August 29

Last Weekend / SF Moma (16 photos)



Recent Activity

- Matt likes Mountain Biking.
- Matt subscribed to Tom Watson's updates.

Matt Brown
August 21

2nd Anniversary Backpacking — Point Reyes (3 photos)

Like - Comment

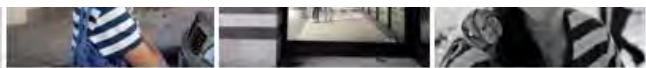
Matt Brown became friends with **Nicholas Felton**.
August 11

Nicholas Felton
 Co-workers at Facebook
See friendship

Like - Comment

Tom Watson
August 11

Star on
Star your favorite moments to them wider remove the want to hid



Like · Comment

3

Likes August



George Saunders



Mountain Biking



Brian Eno



Christopher Walken

Friends August

Added 9 Friends



Friends Added who work at Facebook

Nine

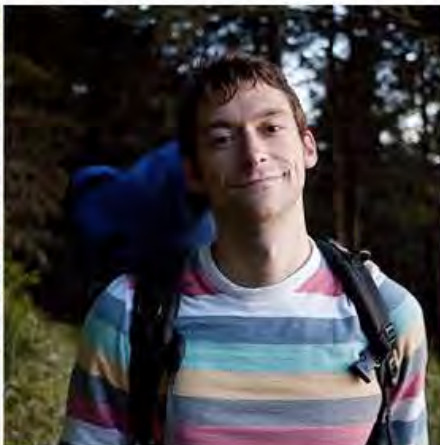
Josh Wiseman, Sam Lessin, Chris Cox and 6 others.

Status Photo Place

What's on your mind?

Matt Brown about a month ago

2nd Anniversary Backpacking — Point Reyes (3 photos)



Like · Comment

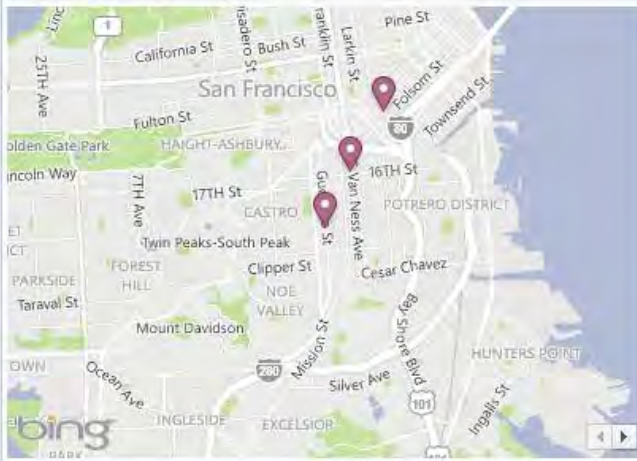
Fries well done. — with Matt Brown at In-N-Out Burger - Daly City.

Like · Comment

4

Places September

Visited 3 Places



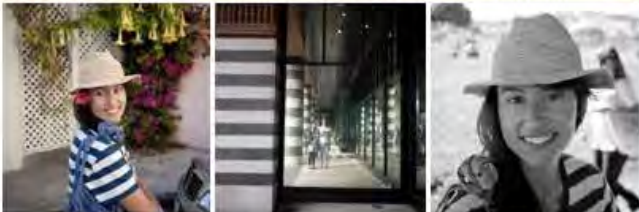
Recent Activity

Matt likes Mountain Biking.

Matt subscribed to Tom Watson's updates.

Matt Brown
August 29

Last Weekend / SF Moma (16 photos)



Like · Comment

3

Likes
August



George Saunders



Mountain Biking



Brian Eno



Christopher Walken

Friends
August

Added 9 Friends



Friends Added who work at Facebook

Matt Brown became friends with **Nicholas Felton**.
August 11



Nicholas Felton

Co-workers at Facebook

See friendship

Like · Comment

Tom Watson
August 11

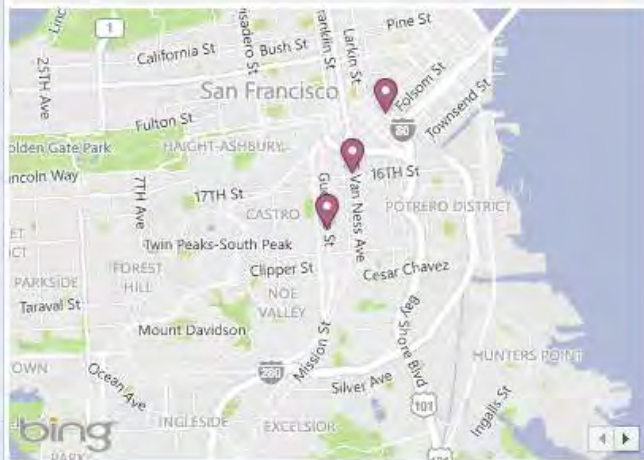
Fries well done. — with Matt Brown at In-N-Out Burger - Daly City.

Like · Comment

4

Places
September

Visited 3 Places



Your Apps


The movies you quote. The songs you have on repeat. The activities you love. Now there's a new class of social apps that let you express who you are through all the things you do.

 **Matt Brown** completed a run.
August 6 via RunKeeper

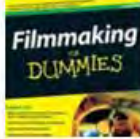
3.61 miles

Duration: 38'27" | Pace: 10'39"/mile


 Like -  Comment

 **Kobo**
August


Recently read




Filmmaking For Dummies, 2nd Edition
Last read on Thursday




Playing With Fire
Last read on Tuesday




Fall of Thanes
Last read on Tuesday




Bicycles: Love Poems
Last read on Monday


 **Matt Brown** watched 7 movies on Hulu.
August 4




Super Size Me
Documentary filmmaker Morgan Spurlock puts his touch...




Exit Through the Gift Shop
The story of how an eccentric French shop keeper...




Jedi Junkies
Jedi Junkies is a fun, affectionate and funny look at the...




Silverado
Four unlikely heroes attempt to reclaim a helpless town...




My Girlfriend's Boyfriend
Alyssa Milano stars as Jesse, a girl who finds herself...


 See 2 additional movies...

 **Netflix**
August


Movies Watched




Super Size Me
Documentary filmmaker Morgan Spurlock puts his touch...




Exit Through the Gift Shop
The story of how an eccentric French shop keeper...


 **Spotify**
August


Top Album



Keegan DeWitt
Thunder Clatter

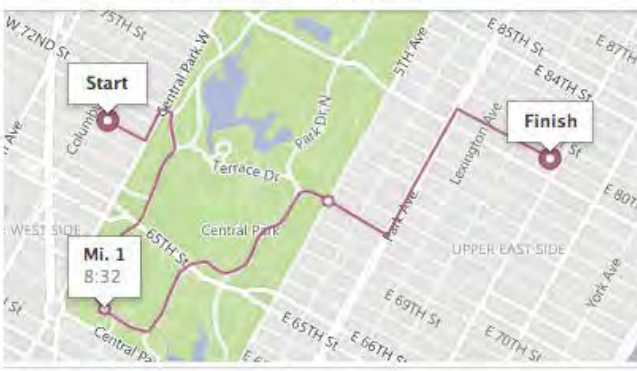
 Thunder Clatter — 47 plays

 Colour — 43 plays

 **Nike+ GPS**
August 2011

Longest Run

6.32 miles Duration: 1:38:27 Avg. Pace: 10:39/mile




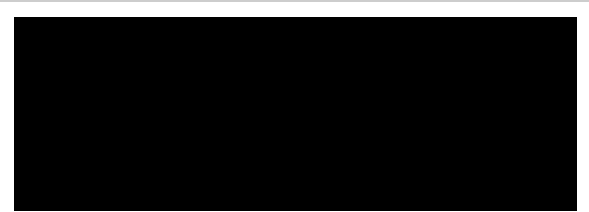
Miles Run

36.2 miles

6 runs totaling 9 hours and 42 minutes



 **Play m**
The music
to is on yo
so friends c
along.





[Learn more](#) about Apps.

More About Timeline

Preview your timeline

Once you get timeline, you'll have 7 days before anyone else can see it. This gives you a chance to get your timeline looking the way you want before other people see it.

Decide what to highlight

To help you get started, your timeline includes some of your top photos and stories. Hide or highlight whatever you want and add anything that's missing.

Control who sees your stuff

Only the people you originally shared a post with can see it on your timeline. If you want, you can go back and change who sees a post, delete it or just hide it from your timeline.

Learn more in the [Help Center](#).



[See how](#) the new Timeline works



359 of your friends have signed up for timeline.

Get Timeline



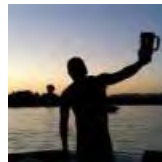
Renee Padgett



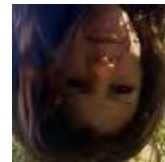
Laura Smale-Krajca



Sudhir Pala



Jk Mayall



Michelle Renee Mayall-Tanko



Shannon Vaughan



Chris Tanko



Marie Pacheco



Cathy Decker Padgett



Justin K Mayall



Kat Johnston



Raleigh Padgett



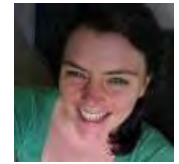
Chrissy Nagyhazi



Amy Erickson-Binford



Emily Thomsen



Tara Righetti




 You and 6,994,762 others like this. 6,994,762 people like this. Be the first of your friends.

Exhibit 71

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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 ROBERT ARMOUR
Chicago, Illinois
Wednesday, September 19, 2012

Reported by:
PAULA CAMPBELL, CSR, RDR, CRR, CCP
JOB NO. 53017

1 HIGHLY CONFIDENTIAL - R. ARMOUR

2 groundbreaking product.

3 Q. Has it been financially successful, in your
4 estimation?

5 A. No.

6 Q. And why do you think that's the case?

7 A. We never charged for it.

8 Q. And target market for Timelines.com, how
9 would you describe that?

10 A. It was much more broad. Anybody that
11 wanted to record any history about anything. Was
12 open -- we didn't -- we didn't put any bounds around
13 who used it. You know, if you look at -- if you
14 look at the LifeSnapz site, you will see very much
15 it's a family feel.

16 If you read the marketing material for
17 LifeSnapz and Photogram, it's mom and kids and
18 family. With Timelines, it was anybody that wanted
19 to share their event with the world. I mean, the
20 concept around Timelines was to let the people of
21 the world record the history of the world, however
22 they define that history.

23 Q. Do you have a rough ballpark estimate of
24 how much the company spent on marketing and
25 promotion in 2010?

1 HIGHLY CONFIDENTIAL - R. ARMOUR

2 A. It will be close to zero.

3 Q. How about for 2011?

4 A. 2011 would have been -- would have been our
5 payments to Triple Point. They were probably in the
6 neighborhood of three to six grand a month. We
7 probably had them for six or eight months. That was
8 the primary spend.

9 Q. What about the cost of the internet
10 advertising?

11 A. Very small. Don't even -- I know that we
12 did it. It was a very small number.

13 Q. And the Triple Point advertising was
14 primarily focused on Photogram; right?

15 A. Yes.

16 Q. Was it exclusively for Photogram?

17 A. Yes.

18 Q. Okay. If you know, how does the company
19 intend to market and advertise its goods and
20 services under the term timelines over the next five
21 years?

22 A. Don't know.

23 Q. What were the plans as of the point you
24 left the company in January of this year?

25 A. Well, the plans were to continue to do what