

EXHIBIT J

**NAVIGATION CATALYST SYSTEMS
DOMAIN REGISTRATION COMPLIANCE STANDARD OPERATING
PROCEDURES**

1. Pre-registration automated pre-screening for trademarks

- We have built a “blacklist” database of (i) character-strings that represent non-generic and descriptive brands and trademarks, and (ii) domains which represent non-generic and descriptive brands and trademarks.
- Our domain registration engine uses this blacklist to reject from our automated registration process any domain which contains the exact domain or character-string on the blacklist.
- The blacklist actively removes dashes (“-”) and “www” in the character-string so the root characters are still recognized and screened out.
- This blacklist is regularly updated by our compliance staff as described in the processes below

2. Post-registration, pre-purchase human screening for trademarks

- We recognize that domains may still be argued to be close derivations of non-generic or descriptive trademarks, even if they do not match the character strings blacklisted from our automated screening process.
- Therefore, any domain that passes the blacklist and is auto-registered is reviewed by our compliance screeners on a daily basis.
- Screeners attempt to identify domains that may be deemed to be close derivations of reasonably known, non-generic, or descriptive trademarks or famous brands, including clear typos and clear misspellings, and mark those domains for deletion.
- The USPTO trademark database is integrated with our process to assist screeners by identifying domains that may be registered trademarks.
- The screener rejected names are not purchased and returned before the end of the Add Grace Period.
- The screener rejected domains are also added to our blacklist that prevents re-registered again by our automated system.

3. Post-purchase, proactive human screening for trademarks and generic-optimization

- Since our domain portfolio was built over many years, screeners routinely search the portfolio for domains that might be close

derivations of non-generic or descriptive trademarks or famous brands, or that became non-generic or descriptive trademarks or famous brands after our registration of the domain.

- We eliminate and delete thousands of close derivations of trademarks each month by proactive human screening, including adding the screener rejected names to our blacklist to prevent re-registration by our automated system.
- In some cases we may own a generic domain that may be a close match to a known trademark. In these cases, we seek to optimize the name to the generic use of the word or to a category which does not conflict with the trademarked use. For example, if we owned <time.com> we would optimize the domain name towards clocks and timepieces, not magazine subscriptions based on Time Warner's ownership of the "Time" trademark as it relates to news periodicals.

4. Complaint management

- We recognize that domains may still be argued to be close derivations of non-generic or descriptive trademarks even after our automated and screener reviews. Therefore, we may receive a cease and desist letter, UDRP complaint or civil complaint.
- Any domain at-issue is immediately added to do not delete list to ensure the domain will remain registered, and will be renewed at our expense if necessary, while a resolution is sought.
- All claims are forwarded to Seth Jacoby, President of Firstlook, and Chris Pirrone, General Counsel, for analysis of merits.
- If a claim has merit, we promptly seek resolution and either transfer or delete the domain pursuant to instructions from the claimant.
- The trademark is then add to the blacklist and screeners will use increased diligence to exclude such trademark and related domains from registration