

Jacoby, Seth
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9/15/2010

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UNITED STATES DISTRICT COURT
EASTERN DISTRICT OF MICHIGAN

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THE WEATHER UNDERGROUND, INC.,
a Michigan corporation,
Plaintiff,

vs.

Case No.
2:09-CV-10756

NAVIGATION CATALYST SYSTEMS,
INC., a Delaware corporation;
BASIC FUSION, INC., a Delaware
Corporation; CONNEXUS CORP.,
a Delaware corporation; and
FIRSTLOOK, INC., a Delaware
corporation,
Defendants.

-----x

C O N F I D E N T I A L
A T T O R N E Y S ' E Y E S O N L Y

Butzel Long, P.C.
380 Madison Avenue
New York, New York
Wednesday, September 15, 2010
10:03 a.m.

Videotape deposition of SETH JACOBY,
held at the above-mentioned time and place, before
Elizabeth M. Kondor, CCR, CLR and Notary Public.

1 A. I'm responsible for running the
2 Firstlook business, which includes domain
3 acquisition, domain optimization, lander page
4 optimization, toolbar development, toolbar search
5 optimization. I run the technology group, I run
6 the business group. There's approximately 19
7 employees. I'm in charge of the business.

8 Q. And how are those employees broken
9 down, generally, in terms of domain acquisition
10 versus toolbar versus lander pages?

11 A. Let's see. So, the toolbar business
12 probably -- of course, there's going to be overlap
13 between those businesses, because they're all
14 somewhat related, but the toolbar business
15 probably is -- if I had to break it down in
16 percentages, would that work for you?

17 Q. Sure.

18 A. I would say probably 10 percent of
19 the business works on the toolbar-related
20 business. Maybe 50 percent of the business is
21 related to page optimization, sort of page
22 delivery, and that includes for toolbar pages and
23 domain pages. And the rest of the business is --
24 maybe 20 percent -- I guess that's about right.
25 And then the remaining part is surrounded around