

EXHIBIT A

Arena, Alexis

From: Rebecca Kline [rkline@ASCENTIVE.COM]
Sent: Tuesday, June 23, 2009 4:07 PM
To: Tim O'Malley
Subject: FW: [#316143318] Google AdWords Trademark Complaint

-----Original Message-----

From: Google Advertising Legal Support Team [mailto:ads-trademarks@google.com]
Sent: Wednesday, September 24, 2008 8:23 PM
To: Rebecca Kline
Subject: Re: [#316143318] Google AdWords Trademark Complaint

Hello Rebecca,

Thank you for sending us your trademark complaint letter. Your complaint has been processed, and the ad text in question no longer includes your trademark: ASCENTIVE.

Please note we only processed the exact trademark you submitted. If you would like us to investigate variations or misspellings of your trademark, please supply us with a list of the exact variations or misspellings, and we will review them.

Yours faithfully,

Amanda
Google Advertising Legal Support

Original Message Follows:

From: "Services Admin" <ads-trademarks@google.com>
Subject: Google AdWords Trademark Complaint
Date: Mon, 4 Aug 2008 13:08:24 -0700

Hello,

This is an auto-generated email. Please do not reply.

Thank you for using our online trademark complaint form. We have received your complaint and have queued it for review. Once our investigation of your complaint is complete, we will send you an email confirmation. Please note that we receive a high volume of trademark complaints and address them in the order they are received. We appreciate your patience.

If your complaint is missing any information, we will contact you via email. Also, please keep your email address updated as we will use this as our primary means of communication with you.

Here is the information we received:

Name: Rebecca Kline
Title: Online Marketing Coordinator
Company Name: Ascentive, LLC
Relationship: employee
Address: 201 Spring Garden St
Suite 400
Philadelphia, PA 19123
Email: rkline@ascentive.com

Arena, Alexis

From: Google Advertising Legal Support Team [ads-trademarks@google.com]
Sent: Friday, January 30, 2009 5:28 PM
To: Tim O'Malley
Subject: Re: [#394332109] Google AdWords Trademark Complaint

Hello Tim,

Thanks for submitting your trademark complaint letter. We investigate the use of trademarks in ad text. However, we do not investigate URLs as part of our trademark complaint procedure. This is because the use of a URL does not necessarily constitute trademark use, particularly in the case of post-domain paths or subdomains.

Because Google is not in a position to be the arbiter of third-party disputes, we encourage you to contact the advertiser directly regarding your concerns.

If you have additional questions, please visit our Trademark FAQ in the AdWords Help Center (<https://adwords.google.com/support/bin/topic.py?topic=52>) to find answers to many frequently asked questions. You may also contact us at ads-trademarks@google.com with further questions.

Best Regards,

Uzma
Google Advertising Legal Support Team

Original Message Follows:

From: "Services Admin" <ads-trademarks@google.com>
Subject: Google AdWords Trademark Complaint
Date: Fri, 30 Jan 2009 10:23:17 -0800

>
> Hello,
>
> This is an auto-generated email. Please do not reply.
>
> Thank you for using our online trademark complaint form. We have
> received your complaint and have queued it for review. Once our
> investigation of your complaint is complete, we will send you an
> email confirmation. Please note that we receive a high volume of
> trademark complaints and address them in the order they are received.
> We appreciate your patience.
>
> If your complaint is missing any information, we will contact you
> via email. Also, please keep your email address updated as we will
> use this as our primary means of communication with you.
>
> Here is the information we received:
>
> Name: Tim O'Malley
> Title: Manager of Search Engine Marketing
> Company Name: Ascentive LLC
> Relationship: Employee
> Address: 201 Spring Garden Street
> Suite 400
> Email: tomalley@ascentive.com
> Phone: 215-320-6000
> AdWords ID: ██████████
> Trademark owner same as above? Yes

>
> TRADEMARK OWNER INFORMATION, IF DIFFERENT THAN ABOVE
> TM Owner Name:
> Address:
> Email:
> Phone:
> AdWords ID:
>
> TRADEMARK DETAILS
>
> Are there more than 10 trademarks? No
> If yes, the attached document will be sent for review.
>
> Trademark 1
> Trademark: ASCENTIVE
> Country: USA
> Word/Design: Word & Design
> Registered? Yes
> Application or Registration Number: 3091824
>
>
> SCOPE OF COMPLAINT -- ADVERTISERS INVOLVED
> All advertisers or specific advertisers? specific advertisers
> If specific advertisers, the URL(s) of concern are listed below.
> ascentive.UpdatesPC.com
>
> SCOPE OF COMPLAINT -- SUBSTANCE
>
> Trademark rights in the US, UK, Ireland or Canada: we are concerned
> with the use of our trademarks in ad text: Yes
> Trademark rights outside the US, UK, Ireland or Canada: we are
> concerned with the use of our trademarks in ad text: No
> Trademark rights outside the US, UK, Ireland or Canada: we are
> concerned with the use of our trademarks as keywords: No
>
> CLARIFICATIONS
>
>
> LEGAL AFFIRMATIONS
> * I have a good faith belief that use of the trademarks described
> above with the advertisements described above are not authorized by the trademark owner or
> its agent, nor is such use otherwise permissible under law.
>
> * I represent that the information in this notification is true and
> correct and that I am authorized to act on behalf of the trademark owner.
>
> If you have additional questions at this time, please visit our Help
> Center at <https://adwords.google.com/support> to find answers to many frequently asked
> questions.
>
> Sincerely,
>
> Google Advertising Legal Support Team
>

Phone: 215-320-6000 x191
AdWords ID: [REDACTED]
Trademark owner same as above? No

TRADEMARK OWNER INFORMATION, IF DIFFERENT THAN ABOVE
TM Owner Name: Adam Schran
Address: 201 Spring Garden St
Suite 401
Philadelphia, PA 19123
Email: aschran@ascentive.com
Phone: 2153206000
AdWords ID:

TRADEMARK DETAILS

Are there more than 10 trademarks? No
If yes, the attached document will be sent for review.

Trademark 1
Trademark: Ascentive
Country: USA
Word/Design: Word
Registered? Yes
Application or Registration Number: 3091824

SCOPE OF COMPLAINT -- ADVERTISERS INVOLVED
All advertisers or specific advertisers? all advertisers
If specific advertisers, the URL(s) of concern are listed below.

SCOPE OF COMPLAINT -- SUBSTANCE

Trademark rights in the US, UK, Ireland or Canada: we are concerned with the use of our trademarks in ad text: Yes
Trademark rights outside the US, UK, Ireland or Canada: we are concerned with the use of our trademarks in ad text: No
Trademark rights outside the US, UK, Ireland or Canada: we are concerned with the use of our trademarks as keywords: No

AUTHORIZED ENTITIES

Ascentive - [REDACTED] - Applies to all current and future accounts belonging to this advertiser

CLARIFICATIONS

LEGAL AFFIRMATIONS

* I have a good faith belief that use of the trademarks described above with the advertisements described above are not authorized by the trademark owner or its agent, nor is such use otherwise permissible under law.

* I represent that the information in this notification is true and correct and that I am authorized to act on behalf of the trademark owner.

If you have additional questions at this time, please visit our Help Center at <https://adwords.google.com/support> to find answers to many frequently asked questions.

Sincerely,

Google Advertising Legal Support Team