

EXHIBIT C

Arena, Alexis

From: Google Advertising Legal Support Team [ads-trademarks@google.com]
Sent: Wednesday, January 21, 2009 3:26 PM
To: Tim O'Malley
Subject: Re: [#390417477] Trademark Transfer Request

Hello Tim,

Thank you for letting us know about your new accounts. We have placed a note in the new account (██████████) stating that the advertiser is permitted to use the FINALLYFAST.COM trademarks, etc. You may now resubmit any ads for review.

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 concerns.

Best,

Christina
Google Advertising Legal Support Team

Original Message Follows:

From: "Tim O'Malley" <tomalley@ASCENTIVE.COM>
Subject: Trademark Transfer Request
Date: Tue, 20 Jan 2009 14:20:52 -0500

> Hello,
>
> I recently created a new My Client Center (Customer ID# ██████████) and have begun to re-structure all connected account based on National Targeting. To that end, I need to have the existing Trademark Authorization from account # ██████████ transferred to also allow the new US Targeted account # ██████████ to use our trademark terms in our ad copy. This applies to all trademarks related to the "Finally Fast" and "FinallyFast.com" brand name.
>
> Thanks for your assistance,
>
> Tim O'Malley
> Manager of Search Engine Marketing
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