

EXHIBIT 8



1810 Chapel Avenue West
Cherry Hill, NJ 08002
(856) 661-1900
Fax: (856) 661-1919
www.flastergreenberg.com

JORDAN A. LAVINE
Direct Dial: (215) 279-9389
Direct Fax: (267) 279-9394
E-Mail: jordan.lavine@flastergreenberg.com

May 7, 2009

Mr. Kent Walker
Vice President & General Counsel
Legal Department
Google, Inc.
1600 Amphitheatre Parkway
Mountain View, CA 94043

Re: Permanent Suspension of Google AdWords Account of Ascentive, LLC

Dear Mr. Walker:

I write on behalf of our client Ascentive, LLC ("Ascentive"), to request that Google, Inc. ("Google"), immediately revoke its suspension of Ascentive's Google AdWords account.

Over the past decade, Ascentive has developed and sold over a dozen computer software products and developed a reputation as a leader in the PC software industry. Ascentive's products have received accolades from media organizations such as The Wall Street Journal, Newsweek, Forbes, Tech TV and NBC. Ascentive is a Microsoft Certified Partner with one established patent, which was awarded "fast-track" review status by the USPTO for potential counterterrorism applications, and three additional pending patent applications.

Ascentive has made substantial investments in its computer software products, its marketing, and specifically, its online advertising. A significant portion of Ascentive's revenues are derived from online advertising and sales.

Google recently informed Ascentive that Google was permanently suspending Ascentive's AdWords account for "multiple policy disapprovals," but failed to identify any Google policy violated by Ascentive. See Correspondence attached as Exhibit A. The Google representative that corresponded with Ascentive stated that under Google's Terms and Conditions, Google could take such action "for any reason." *Id.*

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May 7, 2009
Page 2

However, Google's Terms and Conditions do not permit Google to permanently suspend a customer's account, and prevent that customer from running any future AdWords advertisements, "for any reason." The Terms and Conditions outline specific "Prohibited Uses" in Paragraph 4, and state: "[v]iolation of the foregoing may result in immediate termination of this Agreement or customer's account without notice and may subject Customer to legal penalties and consequences." See Terms and Conditions attached as Exhibit B.

Ascentive did not violate any provision of Paragraph 4. To the contrary, Ascentive's conduct as a Google AdWords customer complied with Google's Terms and Conditions and the applicable policies, regulations, code of conduct and guidelines at all times.

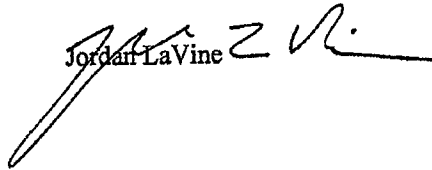
Google's suspension of Ascentive's AdWords account has caused and continues to cause Ascentive to lose significant revenues. For example, Ascentive is currently running television advertisements for its "FinallyFast" computer software available online. Ascentive's FinallyFast trademark has gained widespread recognition as a result of its efforts, and Google estimates that over 33,000 Google users search for "FinallyFast" per month. See <https://adwords.google.com/select/KeywordToolExternal>. However, due to Google's unwarranted suspension of Ascentive's account, Ascentive's FinallyFast.com website no longer appears in Google's Sponsored Links or natural search listings, so Google users searching for Ascentive's software are currently being redirected to other websites.

As Google's permanent suspension of Ascentive's AdWords account is not permitted or warranted under the Terms and Conditions governing the AdWords Program, and Google's suspension and actions are causing harm to Ascentive on an ongoing basis, we request that the suspension immediately be revoked.

If you would like to discuss this matter, please do not hesitate to contact the undersigned.

Very truly yours,

Jordan LaVine



cc: Ascentive, LLC

Arena, Alexis

From: Arena, Alexis
Sent: Thursday, May 21, 2009 9:58 AM
To: 'adwords-support@google.com'
Cc: 'legal@google.com'; LaVine, Jordan
Subject: RE: [#440973179] Regarding your email to the Legal Team

Attachments: K. WALKER 5.7.09.PDF



K. WALKER
5.7.09.PDF (671 KB)

Tulika,

Please address future correspondence regarding this matter to my attention or to the attention of Jordan LaVine, who I copied on this email. We represent the AdWords account holder, Ascentive, LLC.

The account listed as canceled is associated with the email address tmcMahon@ascentive.com and with the Customer ID No. [REDACTED]. The cancellation has affected all accounts tied to the My Client Center of Ascentive, LLC, which is associated with the email google@ascentive.com and with the Customer ID No. [REDACTED].

I have attached a copy of our May 7, 2009 correspondence to Google's legal department. As Google's unwarranted suspension is causing harm to Ascentive, LLC, on an ongoing basis, we request that the suspension be revoked immediately.

Please contact me if you need any additional information. We look forward to your prompt response.

Very truly yours,

Alexis Arena, Esq.
Flaster/Greenberg P.C.
1628 John F. Kennedy Boulevard
Philadelphia, Pennsylvania 19103
(215) 279-9908 (Phone)
(215) 279-9394 (Fax)
www.flastergreenberg.com

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

From: Maroccia, Lisa
Sent: Thursday, May 21, 2009 8:35 AM
To: Arena, Alexis
Subject: FW: [#440973179] Regarding your email to the Legal Team

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

From: AdWords Support [mailto:adwords-support@google.com]
Sent: Monday, May 18, 2009 3:26 AM
To: Maroccia, Lisa
Subject: [#440973179] Regarding your email to the Legal Team

Hello,

Thank you for your email. I'm sorry for the late reply. I see that you have send a letter to our legal team regarding your AdWords account getting permanently suspended from advertising. I'm sorry we are not able to locate your account per the information mentioned in your email. I request you to send your AdWords CID or the email address

associated with your account so that I can look into this issue further. Please know that your customer ID is located at the top of every page in your AdWords account.

If you have additional questions, please visit our Help Center at <https://adwords.google.com/support>, where you'll find answers to many frequently asked questions. We look forward to providing you with the most effective advertising available.

Sincerely,

Tulika
The Google AdWords Team

Learn from other AdWords users. Ask questions, share answers, and post your favorite AdWords tips. Find out more at <http://www.google.com/support/forum/p/AdWords?hl=en>

Arena, Alexis

From: AdWords Support [adwords-support@google.com]
Sent: Friday, May 22, 2009 12:11 AM
To: Arena, Alexis
Cc: legal@google.com; LaVine, Jordan
Subject: Re: [#440973179] Regarding your email to the Legal Team

Hello Alexis,

Thank you for your email. I see that you are concerned about your AdWords account getting permanently suspended and I see that you have had a previous correspondence with our AdWords specialists Peter in this regard.

Alexis, as mentioned in Peter's email, your Google AdWords account has been suspended due to multiple policy disapprovals. We are unable to revoke your account suspension, and we will not accept advertisements from you in the future. You may visit <https://adwords.google.com/select/contentpolicy.html> if you need more information about our content policy .

As noted in our Terms and Conditions, Google reserves the right to terminate advertisements for any reason. To view our Terms and Conditions, please visit <https://adwords.google.com/select/tsandcsfinder>.

If you have additional questions, please visit our Help Center at <https://adwords.google.com/support>, where you'll find answers to many frequently asked questions. We look forward to providing you with the most effective advertising available.

Sincerely,

Tulika
The Google AdWords Team

Learn from other AdWords users. Ask questions, share answers, and post your favorite AdWords tips. Find out more at <http://www.google.com/support/forum/p/AdWords?hl=en>

Original Message Follows:

From: "Arena, Alexis" <Alexis.Arena@flastergreenberg.com>
Subject: RE: [#440973179] Regarding your email to the Legal Team
Date: Thu, 21 May 2009 09:57:33 -0400

>
> Tulika,
>
> Please address future correspondence regarding this matter to my
> attention or to the attention of Jordan LaVine, who I copied on this
> email. We represent the AdWords account holder, Ascentive, LLC.
>
> The account listed as canceled is associated with the email address
> tmcMahon@ascentive.com and with the Customer ID No. [REDACTED]. The
> cancellation has affected all accounts tied to the My Client Center of
> Ascentive, LLC, which is associated with the email
> google@ascentive.com and with the Customer ID No. [REDACTED].
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> I have attached a copy of our May 7, 2009 correspondence to Google's
> legal department. As Google's unwarranted suspension is causing harm
> to Ascentive, LLC, on an ongoing basis, we request that the suspension
> be revoked immediately.
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> Please contact me if you need any additional information. We look

> forward to your prompt response.
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> Very truly yours,
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> Alexis Arena, Esq.
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> To: Maroccia, Lisa
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> Hello,
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> Thank you for your email. I'm sorry for the late reply. I see that you
> have send a letter to our legal team regarding your AdWords account
> getting permanently suspended from advertising. I'm sorry we are not
> able to locate your account per the information mentioned in your email.
> I request you to send your AdWords CID or the email address associated
> with your account so that I can look into this issue further. Please
> know that your customer ID is located at the top of every page in your
> AdWords account.
>
> If you have additional questions, please visit our Help Center at
> <https://adwords.google.com/support>, where you'll find answers to many
> frequently asked questions. We look forward to providing you with the
> most effective advertising available.
>
> Sincerely,
>
> Tulika
> The Google AdWords Team
>
> -----
> Learn from other AdWords users. Ask questions, share answers, and post
> your favorite AdWords tips. Find out more at
> <http://www.google.com/support/forum/p/AdWords?hl=en>
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