EXHIBIT I

IN THE UNITED STATES DISTRICT COURT
FOR THE DISTRICT OF SOUTH CAROLINA
CHARLESTON DIVISION

ROGER CLEVELAND GOLF COMPANY, INC.,

) No. 2:09-cv-02119 MBS

Plaintiff,

VS.

) Deposition of

CHRISTOPHER PRINCE, SHELDON SHELLEY, PRINCE DISTRIBUTION, LLC, and BRIGHT BUILDERS, INC.,

) EMILY A. DAVIES

Defendants.

October 28, 2010

Davies Residence 2216 Fairway Drive

Spanish Fork, Utah 84660

1:05 p.m.

Letitia L. Meredith
-Registered Professional Reporter-Certified Shorthand Reporter



333 SOUTH RIO GRANDE SALT LAKE CITY, UTAH 84101 WWW.DEPOMAXMERIT.COM TOLL FREE 800-337-6629 PHONE 801-328-1188 FAX 801-328-1189

APPEARANCES

For Plaintiff: John C. McElwaine

NELSON MULLINS RILEY

SCARBOROUGH 151 Meeting Street

Sixth Floor

Charleston, South Carolina 29401

For Defendant Bright Builders:

Paul Doolittle JEKEL-DOOLITTLE P.O. Box 2579

Mount Pleasant, South Carolina 29464

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EXHIBITS

No. 1 Account Notes

PROCEEDINGS

(Exhibit 1 was marked.)

EMILY A. DAVIES,

called as a witness on behalf of the plaintiff, being duly sworn, was examined and testified as follows:

EXAMINATION

BY MR. MCELWAINE:

- Q. Ms. Davies, my name is a John McElwaine.

 I'm an attorney with Nelson Mullins, and my law firm is representing Cleveland Golf. On the phone with me here in Charleston as well, not in my office but in Charleston, is Paul Doolittle who represents Bright Builders. Thanks for letting the court reporter into your home and agreeing to a telephone deposition.
 - A. No problem.
- Q. This deposition is being taken pursuant to the federal rules of civil procedure and the local rules of this district.

Let me ask to start whether you've ever had your deposition taken before.

- A. No.
- Q. There are a few ground rules I want to go over to start with. The first is that all your answers need to be verbal, no nodding or shaking your

A. Okay.

- Q. Also, try to keep in mind that if you're answering affirmatively or negatively not to use unh-unhs or uh-huhs. It just makes it difficult for the court reporter to get the proper answer down.
 - A. Right.
- Q. As I said earlier on, this should be a brief deposition, but if for any reason you need to take a break -- I know your daughter is sleeping -- please feel free to interrupt us and ask for a break. This is not an endurance test, and this is not to inconvenience you. So at any moment feel to ask for a break.
 - A. Okay.
- Q. As I mentioned, this deposition is being taken pursuant to the local rules of civil procedure here in South Carolina, and as a result I have to instruct you that as a witness you must ask me for any clarifications, definitions, or clarifications of any words. Do you understand that?
 - A. Yes.

1	Q. If I ask you a question and you answer, is
2	it fair then to assume that you understood the
3	question that I asked?
4	A. Yes.
5	Q. Also, during this deposition Mr. Doolittle
6	may object to a question that I'm asking, and if he
7	does so, we're doing that to note it on the record.
8	You'll still be asked to answer the question in this
9	deposition. It's just being done to address the
10	propriety of that question at a later time. So
11	you'll still have to answer the question. Do you
12	understand that?
13	A. Yes.
14	Q. Let's go over some brief background
15	questions here. Can you tell me your full name for
16	the record.
17	A. Emily Ann Davies.
18	Q. Is that Ann with an "e"?
19	A. No, A-n-n.
20	Q. Ms. Davies, how old are you?
21	A. 28.
22	Q. Do you have any relatives over the age of
23	18 that live in the state of South Carolina?
24	A. No.
25	Q. Can you tell me what your current address

is now? 1 2216 Fairway Drive, Spanish Fork, Utah 2 Α. 84660. 3 Tell me a little bit about your educational 4 background. Where did you go to college? 5 To Brigham Young University in Idaho. Α. 6 When did you graduate from BYU? 7 0. In 2002. 8 A . And what was your major? 9 O. Social work. 10 A. 11 Q. Did you get a master's or did you go straight into the workforce after that? 12 I went straight into the workforce. 13 Α. And what was your first job out of BYU? 14 0. 15 Α. It would have been at probably Favero 16 Orthodontics. I don't know if I worked there --17 How long did you hold that position for? I'm just trying to remember what I did 18 after I graduated that summer. It might have been 19 20 Ace Hardware. I don't remember. Either Ace Hardware or the orthodontist. 21 Q. What is the next job that you recall and when did you 22 23 obtain that job? My next job would have been Pizza Docs in 24 25 Provo, and I received that job in November of 2002.

1		Q.	And how long did you work there for?	
2		A.	A month and a half.	
3		Q.	What was the next job after that?	
4		A.	It would have been Bright Builders.	
5		Q.	So you began working with Bright Builders	
6	in t	he ye	ar 2002; is that correct?	
7		Α.	It was actually February of 2003.	
8		Q.	What was your first job title at Bright	
9	Buil	ders?		
10		Α.	Front office.	
11		Q.	I'm sorry. I missed the beginning part of	E
12	that			
13		Α.	Front office.	
14		Q.	Front office?	
15		Α.	Yeah. I was a secretary.	
16		Q.	And how long did you stay as a secretary?	
17		A.	Probably two years.	
18		Q.	Sometime in 2005 you got a new position;	is
19	that	corr	ect?	
20		A.	That's correct.	
21		Q.	And what was that?	
22		Α.	The office manager.	
23		Q.	Do you recall what month it was that you	
24	were	prom	oted to office manager?	
25		Α.	I don't.	
			7	

would have probably helped out sending welcome

packets to clients that had signed up with all the start-up information or contact information. I would have -- I kind of covered for a lot of people if they were out of the office. I would put notes in their account in regards to stuff that had been e-mailed in by the client. I would take all faxes from clients and put them in their notes stating the date we received them. That's about all I can think of right now.

Q. During that time period did you do any search engine submission?

- A. I would have done them if our SEO marketing team was unable to do them. I was a backup for them.
- Q. I know you mentioned it, but I'm not sure I got it down. When was it that you were laid off from Bright Builders?
 - A. May of 2010.

- Q. Do you know why you were laid off?
- A. Just they were downsizing the company and couldn't afford to pay me anymore.
 - Q. Are you working right now?
 - A. No.
 - Q. Have you ever played golf?
 - A. No. Miniature golf.
 - Q. Are you familiar with any brands of golf

- 1	
1	clubs?
2	A. Yes.
3	Q. Have you ever heard of Cleveland golf clubs
4	before?
5	A. Yes. I've seen a commercial for them.
6	Q. Have you ever purchased golf clubs?
7	A. No.
8	Q. For somebody else obviously.
9	A. No.
.0	Q. Have you done anything today to prepare for
.1	this deposition?
.2	A. No.
L3	Q. Have you spoken with anyone in preparation
L4	for today's deposition?
15	A. No.
16	Q. When was the last contact you had with
L7	anybody from Bright Builders?
18	A. The end of August.
19	Q. And who was that?
2 0	A. Brian Cole.
21	Q. What was the subject of that conversation?
22	A. He was letting me know that I might be
23	subpoenaed, and I have been talking to Virginia
24	Cole or Virginia Curtis the last week about my
25	COBRA insurance.

1	Q. Anybody else that you've spoken to from
2	Bright Builders since leaving in May?
3	A. No. Just Brian Cole.
4	Q. Have you reviewed any documents in
5	preparation for your deposition today?
6	A. No.
7	Q. When you spoke with Mr. Cole, did he tell
8	you about the subject of this case?
9	A. He mentioned that it was for Christopher
10	Prince I believe is his name, and I was familiar with
11	it because before I was laid off I was asked to copy
12	notes from his account to send to the lawyers. So he
13	just mentioned that it was in regards to this case.
14	Q. And do you know why Cleveland Golf has sued
15	Bright Builders?
16	A. I do not.
17	Q. Do you know the Defendant Christopher
18	Prince?
19	A. I don't.
20	Q. Did you ever speak with him?
21	A. No. I don't think I have.
22	Q. Have you ever heard of the business Prince
23	Distribution, LLC?
24	A. No.
25	Q. Have you ever heard of the website
	11

1	copycatclubs.com?
2	A. No.
3	Q. Are you familiar with any of Mr. Prince's
4	website or domain names?
5	A. No.
6	Q. Let me ask that in not a compound fashion.
7	Are you familiar with any of Mr. Prince's
8	websites?
9	A. No.
10	Q. Are you familiar with any of Mr. Prince's
11	domain names?
12	A. No.
13	Q. Do you think you have ever worked with
14	Mr. Prince as part of your job duties with Bright
15	Builders?
16	A. No. I don't believe I've ever spoken with
17	him directly.
18	Q. That's not exactly the question. Do you
19	think you've ever worked with Mr. Prince who was a
20	client of Bright Builders?
21	A. I might have, but I don't remember
22	specifically.
23	Q. What was Bright Builders' business?
24	A. We had websites that people would purchase
25	that had a backroom so they could create their own

website and sell products online, and we provided the backroom support and technical support for that website.

- Q. And your involvement with providing that backroom support was primarily, as you referred to, front office, but sometimes you filled in on the backroom support with clients; is that correct?
 - A. That's correct.

- Q. Can you provide me a bit more detail about the fill in support that you might provide to Bright Builders' clients?
- A. I might have taken a call if clients had problems with putting information on their website. I would have shown them where to do it. If they had problems updating their contact information, I could have shown them how to do that and updating any of their billing information with us. As you mentioned earlier, if they had done or submitted -- wanted to submit their website to a search engine and no marketing team members were able to do it, I would have done that for them. Other than that, that's about it.
- Q. So it sounds like you were trained to work with the Bright Builder program; is that correct?
 - A. That's correct.

1	Q. Were you also trained to work with the
2	Bright Lister program?
3	A. No, I was not.
4	Q. Are you familiar with the internal
5	note-taking program that Bright Builders used to work
6	with its clients?
7	A. Yes.
8	Q. Does that have a name?
9	A. It doesn't. It was just the note section
10	in our backroom.
11	Q. How often did you submit domain names to
12	search engines?
13	A. Maybe two times a month if that, and that
14	was only if the marketing team was out of town or on
15	vacation or sick and unable to do it themselves.
16	Q. Tell me what you know about the search
17	engine process, search engine submission process.
18	What would you do in that case?
19	A. So what would happen is a Bright Builders
20	client would go into their backroom when they were
21	ready to submit their search engine and put in their
22	domain name and name and contact information, and
23	when they submitted that in the backroom, it would be
24	e-mailed to a Bright Builders e-mail box specifically
25	for search engines. And we had a program called

Submit Wolf that would take the information from the 1 e-mail and put it into a form in Submit Wolf. And we 2 just -- once it was uploaded to Submit Wolf, we would 3 hit submit and it would submit to all the search 4 engines. 5 Q. So walk me through this process. You get 6 an e-mail into a particular e-mail account. Do you 7 remember the name of that e-mail account? 8 It would have been -- I can't recall it for A. 9 10 sure. Can you just guess? 11 It would have either been "submissions" at 12 the BrightBuilders.com or "domains" at 13 BrightBuilders.com probably. 14 Q. So you get an e-mail in, and what would you 15 need to do to take the information in that e-mail and 16 put it into the Submit Wolf program? 17 So the e-mail that we would receive was 18 already in a form layout, and I would just copy the 19 whole e-mail, open Submit Wolf, and start a new 20 submission, and just paste it right in the new 21 submission and hit "start" and it would do it all for 22

Q. Do you know anything more about the Submit Wolf program?

23

24

25

me.

1	A. I don't.
2	Q. Like what search engines it submitted to or
3	any other manners which it worked?
4	A. I just know there was a very long list of
5	search engines. It wasn't just the top search
6	engines like Google, Yahoo. There was a very long
7	list of, I would say, over a hundred search engines
8	it would submit it to.
9	Q. And you said that you thought you probably
10	submitted only twice had to submit domain names to
11	the Submit Wolf program only twice a month; is that
12	correct?
13	A. That's correct.
14	Q. And for how long a period of time were you
15	doing that at an approximate rate of twice per month?
16	A. At least the last five years that I was
17	with the company.
18	Q. Do you recall assisting Christopher Prince
19	with any search engine submissions?
20	A. I don't recall.
21	MR. MCELWAINE: Madam Court Reporter, if you'll
22	hand Ms. Davies what we've marked as Exhibit 1 to her
23	deposition.
24	Q. Ms. Davies, I would ask you to take a look
25	at this document. I will tell you that it is

1	27 pages long. I don't expect you to read everything
2	in here but would ask if you recognize this document?
3	A. I do.
4	Q. Can you tell me what it is?
5	A. These are the clients notes from our
6	backroom.
7	Q. And are these the notes that you pulled
8	together?
9	A. Yes.
10	Q. Did you create this document, Ms. Davies?
11	A. I did.
12	Q. And what you see here is a true and
13	accurate copy of what you created; correct?
14	A. Yes.
15	Q. If you would turn to the fourth page,
16	there's an entry at 3/16/2009.
17	A. Okay.
18	Q. It says at 6:17 p.m. by Dustin York,
19	"Completed free search engine submission." Is that
20	the submissions that you had been describing to us
21	through the Submit Wolf program?
22	A. Yes, it is.
23	Q. Okay.
24	A. And Dustin is the person who usually did
25	them.
	17

25

Do you recall what domain name you A. I don't. I would not look at any of the information in the e-mail except for the client's Can you describe to me what you would have I would have been told by the marketing manager that they were unable to do search engine submissions and if I would help them out. I would have looked in the e-mail box and seen that there was submission in Submit Wolf and submitted it. And then I would have looked at the e-mail to see the client's name, and I would have gone in his account in our backroom and made the note that a search engine 18 Letitia L. Meredith, RPR DepomaxMerit

submission had been completed. 1 Q. So you wouldn't review the domain name or 2 key words for any type of accuracy or compliance with 3 your company's regulations -- or policies, I should 4 say? 5 No, I would not. 6 A. When an e-mail came in through the Bright 7 Builders search engine submission form, who was 8 listed it as the sender of that e-mail if you recall? 9 The sender would have been from the client, 10 the client's e-mail address. 11 Even though it was being done through an 12 online search form --13 Α. Yes. 14 -- submission form? 0. 15 Yes. Α. 16 But it didn't really originate from the 17 client's e-mail account; is that correct? 18 That's correct. 19 I can't remember if I asked you this 20 question. Forgive me if I'm repeating myself. Do 21 you recall what website you submitted on 11/24/2008? 22 I do not. A. 23 If you would flip one more page ahead, at 24 the bottom there's a 9/18/2008 entry that indicates 25

you completed a free search engine submission. Do you recall what website or domain name you submitted in this instance?

A. No, I do not.

- Q. Can you describe to me the process you would have gone through on 9/18/2008?
- A. I would have been asked by someone in the marketing department to complete the search engine submissions that had been in the e-mail box because they were unable to. I would have opened the e-mail box and completed the search engine submissions in that e-mail box for their Bright Builders clients by opening an e-mail, copying the information in that e-mail, creating a new submission in Submit Wolf and submitting it to search engines. Once that had been completed, I would have gone back to the e-mail, looked up the client's name and found his account in our backroom and entered a note into his or her account stating that the search engine submission had been completed.
- Q. Once you did all of that, what would you do with the e-mail that contained the search engine submission?
 - A. I would delete it.
 - Q. If you would flip all the way to the

back -- and so the easiest thing to do would be to go to back. I don't need to talk to you about the last page, but the second to last page, it starts with a 2/22/2008 date.

A. Okay.

- Q. It's an entry by you. Can you just look this over and tell me what's going on here.
 - A. For the e-mail or the UPS tracking?
 - Q. The e-mail.
- A. The e-mail is from Summer who is from the resellers office who actually sold Christopher Prince the Bright Builders package, and she was letting me know that he had spent a great deal of money with their company and she wanted to make sure that he had a very good experience. And we had a feature in our backroom that we could mark clients as high priority, and it would mark their account so that we made sure that we followed up with them very quickly; we were always fast to respond to e-mails; and we just took the extra step to make sure those clients were always happy and taken care in a timely manner.
- Q. Do you have any knowledge about

 Mr. Prince's experience with working with Bright
 Builders?
 - A. No, I do not.

- Q. Do you know whether he was treated as a high-priority client?
- A. I would assume -- I had marked his account as high priority. I would assume that he received the treatment, but I do not know.
- Q. Look at the bottom. And you were getting into this before. What does the UPS tracking number signify?
- A. Every client that was given a Bright
 Builders website would receive a welcome packet and
 it would include all of our contact information,
 directions on logging into their account, our hours
 of technical support, and all the services that we
 would provide to them as a technical support company.
 And we would ship that out them, and that is the UPS
 tracking number for that package that Mr. Prince
 would have received.
 - Q. If you will flip through the last page --
 - A. Okay.

- Q. -- there's an entry by Emily Frame. What did Emily Frame do for Bright Builders?
- A. She held a variety of jobs. At this time she would have been a coaching coordinator, and she was in charge of making sure all new clients were welcomed and set up with a coach if they purchased

coaching services.

- Q. What does "new coaching model change from zero to one" mean?
- A. We changed our coaching so that instead of having specific times each week for a certain period of weeks that a client would receive a coaching session, it was more of a on-a-needs basis and you would call in when you needed help and scheduled appointments when you needed it. And she was marking in their account that this client was in the new coaching model.
- Q. It sounds like you have some general knowledge about the coaching process; is that correct?
 - A. Yes.
- Q. Tell me about that coaching process. What would go on. What I'm asking you -- my question is in the time frame we're talking about here in February 2008 time frame to March 2009 time frame.
- A. My understanding is a client would purchase a certain time period of coaching -- whether it be two weeks, one month, three months, six months, whatever it was -- and our coaching program would take care of them for that specific amount of time.

 And anytime they called in with questions about their

1	website, they would help them, coach them on
2	different I don't know different ways to help
3	them with their site and create a successful site.
4	Q. Were you ever a witness to that coaching
5	going on? Did you ever look over somebody's shoulder
6	to see that going on?
7	A. No, I did not.
8	Q. So where does your knowledge about the help
9	that may have been provided to Bright Builders'
10	clients come from?
11	A. Just from the weekly training meetings we
12	would have. They would update us on what each
13	department is currently doing to help clients.
14	Q. You never saw a live call or training
15	session going on?
16	A. No.
17	Q. Is it your understanding that the Bright
18	Builders coaches would review Bright Builders'
19	clients websites?
20	A. Review what do you mean by "review"?
21	Q. View them, look at them.
22	A. Yes. They would look at their websites
23	occasionally.
24	Q. What can you tell me about the search
25	engine optimization package that was offered? Are

you familiar with that? 1 I am not familiar with that. 2 What do you know about drop shipping? Q. 3 I know very little. I know what it is 4 basically. 5 Q. Can you tell me what you know about it even 6 if it's very little. 7 It is a way for people to find products to 8 sell on their own websites without having to keep the 9 products in their own home. I believe they would 10 find a drop shipper that was selling products, and 11 when they have an order, they would let the drop 12 shipping company know and the order would go out 13 directly from the drop shipper's warehouse. 14 O. Do you know where most drop shippers are 15 16 located? I do not. 17 A. Do you know if drop shippers commonly sell 18 name brand products? 19 20 I do not know. Would it surprise you to be able to buy a 21 name brand product via drop shipper? 22 Α. No. 23 If you'll turn back to the last page of 24 Exhibit 1, you have an entry on 2/22/2008 that 25

indicates that the coaching company changed from unassigned to Bright Business Center. What does that mean?

- A. We had two different types of coaching that we provided at one time. One was for real estate, and so it was my job when a new client was entered if it was going to be a Bright Builders account, then I needed to change the coaching company as Bright Business Center so that our coaching team could contact them.
- Q. What was the real estate business? I have not heard of that before.
- A. It was something that was done when I first signed up for the company -- or started with the company in 2003. They would provide -- it was not in-house, so I don't know what the coaching went over, but there were websites to market -- that were marketed directly towards real estate agents, people trying to sell houses.
- Q. If you glance at the entries below that, can you tell me about what they mean if you know?
- A. Yes. Auction Success Group would have been the company that sold Mr. Prince the Bright Builders package, and they had the ability to enter new client information directly into our backroom. So the note

on 2/21/2008 at 8:20 p.m. that says "created account" would have been Auction Success Group entering in the new client information. The note right above it that says "Please add ITS" means that they sold them a tax software and so they wanted us to put it in the notes that the client would be receiving that even though we didn't fulfill on that product. And "ASG to collect" means that Auction Success Group charged the clients credit card.

- Q. Do you recall the names of any websites that you worked with while employed with Bright Builders?
 - A. Yes.
 - Q. What websites do you recall the names of?
- A. Are you asking for reseller websites or client websites?
 - Q. Client website.
- A. I believe one client website was puppetville.com and handsontools.com. I'm not aware of very many though. Those are the only two that come to mind right now.
- Q. Why is that it those come to your mind right now?
- A. Those were part of our -- we had a club of clients that were making a substantial amount of

1	money on their website each month, and those two were
2	part of that. And so we would regularly look at
3	those websites to see how they are using our backroom
4	to create a website and what's making it successful.
5	Q. Did Bright Builders look at other
6	successful businesses' websites besides those two?
7	A. Yes.
8	Q. Can you give me a range of the number of
9	websites that may have been studied by Bright
10	Builders?
11	A. I wouldn't even know where to guess a
12	number at. I would say maybe 50, but that's a
13	complete guess. I wasn't involved in any of that.
14	MR. MCELWAINE: That's all the questions that I
15	have.
16	THE WITNESS: Okay.
1.7	MR. DOOLITTLE: No questions from Mr. Doolittle.
18	MR. MCELWAINE: Thank you so much for your time.
19	This will conclude the deposition. We really
20	appreciate it and hopefully your daughter slept
21	through all this.
22	THE WITNESS: Yes, she's still sleeping.
23	MR. MCELWAINE: Thank you for your time, Emily.
24	We appreciate it.
25	(This deposition was concluded at 1:46 p.m.)

CERTIFICATE

STATE OF UTAH COUNTY OF SALT LAKE

THIS IS TO CERTIFY that the foregoing deposition was taken before me, Letitia L. Meredith, Registered Professional Reporter for the State of Utah and Certified Shorthand Reporter for the State of California.

That the said witness was by me, before examination, duly sworn to testify the truth, the whole truth, and nothing but the truth in said cause.

That the testimony was reported by me in Stenotype, and thereafter transcribed by computer under my supervision, and that a full, true, and correct transcription is set forth in the foregoing pages.

I further certify that I am not of kin or otherwise associated with any of the parties to said cause of action and that I am not interested in the event thereof.

WITNESS MY HAND and official seal at Spanish Fork, Utah, this day of 2010.