UNITED STATES DISTRICT COURT EASTERN DISTRICT OF TEXAS MARSHALL DIVISION

| BRIGHT RESPONSE LLC | § |
|-------------------------------------|---|
| | § |
| Plaintiff, | § |
| | § |
| V. | § |
| | § |
| GOOGLE INC., YAHOO!, INC., AOL LLC, | § |
| and AMERICA ONLINE, INC., | § |
| | § |
| Defendants. | § |

Civil Action No. 2:07-cv-371-CE

NOTICE OF INTENT TO PURSUE INEQUITABLE CONDUCT COUNTERCLAIMS

Pursuant to the Court's Order dated August 27, 2010, notice is hereby given that Defendant Yahoo!, Inc. intends to pursue its counterclaims for inequitable conduct against Plaintiff Bright Response, LLC.

Respectfully submitted,

/s/ Jennifer H. Doan Jennifer H. Doan Texas Bar No. 08809050 Joshua R. Thane Texas Bar No. 24060713 HALTOM & DOAN 6500 Summerhill Road, Suite 100 Texarkana, TX 75503 Telephone: (903) 255-1000 Facsimile: (903) 255-0800 Email: jdoan@haltomdoan.com Email: jthane@haltomdoan.com

Jason C. White Mansi Shah Scott Sherwin HOWREY LLP 321 N. Clark, Suite 3400 Chicago, IL 60654 Tel: 312.595.1239 Fax: 312.595.2250 Email: whitej@howrey.com Email: shahm@howrey.com Email: sherwins@howrey.com

William C. Rooklidge HOWREY, LLP 4 Park Plaza, Suite 1700 Irvine CA 92614-2559 Telephone: (949) 721-6900 rooklidgew@howrey.com

ATTORNEYS FOR YAHOO!, INC.

CERTIFICATE OF SERVICE

The undersigned certifies that the foregoing document was filed electronically in compliance with Local Rule CV-5(a). All other counsel of record not deemed to have consented to electronic service were served with a true and correct copy of the foregoing by certified mail, return receipt requested, on this the 7th day of September, 2010.

/s/ Jennifer H. Doan Jennifer H. Doan