

# EXHIBIT 1

**EXHIBIT 1**  
**GLOSSARY OF**  
**COMMONLY USED COMPUTER/INTERNET TERMS**<sup>1</sup>

**ADVERTISING MERCHANT:** is the seller of a good or service that is being advertised online through an AFFILIATE marketing mechanism.

**AFFILIATE:** is, in the Internet marketing context, an entity (or “publisher” of a website) that is compensated for directing Internet traffic (*i.e.*, viewers) to an ADVERTISING MERCHANT website. This is often accomplished by posting specially coded HYPERLINKS on a website, which, when clicked upon, redirect the viewer to the desired ADVERTISING MERCHANT website.

**A-RECORD:** (also known as an “Address” record) is a data record that specifies the numeric IP ADDRESS of the Internet devices (e.g. SERVERS) to which a viewer’s BROWSER would be sent for a requested DOMAIN NAME. For example, the A-RECORD for the DOMAIN NAME example.com might be 123.45.67.89.

**A-RECORD HOST:** is the entity that is associated with an A-RECORD (*i.e.*, the owner of the IP ADDRESS which the A-RECORD references).

**BROWSER:** is computer software that allows a user to navigate and view websites. An example of a BROWSER is Internet Explorer.

**CPA NETWORK:** is an entity that brings ADVERTISING MERCHANTS and AFFILIATES together, acting as a type of middle-man, in an Internet marketing model. The CPA (“Cost-per-action”) Network connects ADVERTISING MERCHANTS, who have goods and services that need advertising, to AFFILIATES, who get paid to drive traffic through their websites to the goods and services of ADVERTISING MERCHANTS in order to generate sales leads for the ADVERTISING MERCHANTS. Whenever a user clicks on a specially coded HYPERLINK on an AFFILIATE website, the CPA NETWORK gets paid a commission by the ADVERTISING MERCHANT for bringing in a possible sales lead. The CPA NETWORK then shares a portion of the proceeds with the AFFILIATE who originally generated the sales lead.

**CREDIT CARD PROCESSING SITE:** is the website of the ADVERTISING MERCHANT, who is selling the product or program and would be taking the credit card information of viewers (consumers) that signed up for the product or program.

**DOMAIN NAME:** is a case-insensitive string of letters, numbers and/or other symbols separated by periods, that maps to an IP ADDRESS. Domain names were developed because IP

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<sup>1</sup> The foregoing definitions have been simplified for purposes of convenience, are not being offered as binding, technical definitions and may vary when used in other contexts.

ADDRESSES, which consist entirely of long strings of numbers, are hard for users to remember and type without error. An example of a DOMAIN NAME is example.com. A DOMAIN NAME can be re-mapped to a different IP ADDRESS so a DOMAIN NAME does not necessarily always go to the same IP ADDRESS.

**DOMAIN NAME REGISTRANT or REGISTRANT:** The listed owner of a DOMAIN NAME.

**DOMAIN NAME REGISTRAR or REGISTRAR:** is a company authorized to sell domain names and arrange for them to be made available on the Internet.

**DOMAIN NAME SYSTEM (“DNS”):** is a hierarchical naming system for computers connected to the Internet or a private computer network. The DNS acts as a type of “phone book” by mapping DOMAIN NAMES (*e.g.*, uscourts.gov) to numerical IP ADDRESSES. By mapping domain names to IP ADDRESSES, a user can find a particular website by simply typing in a BROWSER the more commonly known DOMAIN NAME instead of the specific numeric IP ADDRESS.

**HOSTING:** is the business of housing, serving and maintaining computer files and information. Website hosting is the business of housing, serving and maintaining website-related files and information.

**HYPERLINK:** is a link from one electronic document to another that can be triggered by the user by clicking the link. For example, a viewer can click the “Rules” hyperlink on the U.S. District Court for the District of Utah’s website (www.utd.uscourts.gov) and be directed to a menu of further HYPERLINKS on a separate page pertaining to, among other things, the Federal and Local Rules.

**IP ADDRESS:** is a unique number assigned to every device on the Internet. Although stored as binary numbers, they are displayed in human-readable notations. Under one version of an addressing system using IP ADDRESSES, an IP ADDRESS consists of 4 sets of numbers (ranging from 0 to 255) separated by periods or “dots,” (*e.g.*, 165.113.245.2), which are used by computers to locate and identify a particular computer.

**MX RECORD:** stands for Mail Exchange Record, which identifies the computer that is responsible for receiving e-mails addressed to a particular DOMAIN NAME.

**PROXY REGISTRATION SERVICES:** are privacy-related services available to DOMAIN NAME owners in order to shield or hide their identity from the public. Instead of seeing the actual names of the DOMAIN NAME owners as registrants in the publicly accessible WHOIS RECORD, viewers merely see a proxy placeholder, such as Domains by Proxy, LLC, etc.

**SERVER:** can refer to a computer or software running on a particular computer.

**UNIFORM RESOURCE LOCATOR (“URL”):** is the unique full address (or sometimes referred to the “web address”) of a web page. An URL consists of, at minimum, a DOMAIN NAME, but might contain other address information as well. For example, the URL for the U.S.

District Court for the District of Utah is <http://www.utd.uscourts.gov>. Further, “uscourts.gov” is the DOMAIN NAME portion of the URL.

**WHOIS DATABASE:** is a publicly available database that contains WHOIS RECORDS that list basic information about the registered owner of a DOMAIN NAME (self-reported by the owner), including the owner’s name, physical address, telephone number, and e-mail address. Each REGISTRAR maintains its own WHOIS DATABASE.

**WHOIS RECORD:** is a record maintained as part of the WHOIS DATABASE that is designed to allow the public to look up the identities of the REGISTRANTS of DOMAIN NAMES. DOMAIN NAME REGISTRANTS can easily change their listed information in the WHOIS DATABASE and may use PROXY REGISTRATION SERVICES to mask their identities.