

**EXHIBIT 1  
CHARACTERISTICS OF DOMAIN NAMES**

Characteristic	Number	Total
<i>Variation of Firm's Name</i>		
Firm's name with cpa	24	
Firm's name without cpa	<u>30</u>	<u>54</u>
Firm's initials with cpa	32	
Firm's initials without cpa	<u>8</u>	<u>40</u>
Did not use firm's name (other)	<u>6</u>	<u>6</u>
<i>Variation of cpa</i>		
cpa	45	
cpas	4	
-cpa	7	
-cpas	<u>2</u>	<u>58</u>
<i>Top-level domain</i>		
.com	98	
.net	<u>2</u>	<u>100</u>
<i>Unprotected domain names</i>		
Variation on firm's name with cpa	23 out of 24	
Variation on firm's name without cpa	13 out of 30	
Variation on firm's initials with cpa	31 out of 32	
Variation on firm's initials without cpa	2 out of 8	
Variation on other	2 out of 6	<u>71 out of 100</u>