

EXHIBIT 4 STEPS TO PROTECT A FIRM'S ONLINE IDENTITY

- Register several variations of a domain name for up to 10 years.
- Ensure that domain names are registered with and managed by a reputable U.S. company.
- Ensure that a web presence provider is a reputable U.S.-based company.
- Invest in sophisticated technology such as active server pages to protect content.
- Protect content by encrypting the code.
- Don't publicize e-mail addresses unless absolutely necessary.
- Don't reveal any more about the company or its members than necessary.
- Use password-protected areas judiciously.