

**EXHIBIT
DOMAIN NAME DISPUTE RESOLUTION METHODS**

Method	Function	Comments
DNS and Web Monitoring	Check DNS registries and web for all potentially infringing DNS registrations and usage.	Primary costs are Internet watch services and trademark search bots.
“Soft Notice”	Warn potentially infringing registrants of future action in event of web usage.	Mutes risks of adverse publicity, deters infringement; very low cost.
Cease and Desist Letter (“Hard Notice”)	Formal threat of legal action in event of continued web usage.	Low cost; however, tough stance risks adverse publicity (for bullying).
Settlement Negotiations	Offer to purchase potentially infringing DNS registrations—capped by ACPA/UDRP costs.	Offer of nuisance value: hundreds to a few thousand dollars prior to UDRP or ACPA action.
UDRP Arbitration	Initially useful to clear out cybersquatter backlog; no economic damages.	Online, arbitrationlike proceedings; remedies limited to cancellation or transfer of infringing DNS names.
ACPA Litigation	Used for serious domain name infringements because economic damages and attorneys fees are available.	Most costly, hence used only for major mark confusion or dilution, and obscenity.