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BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

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Attachments	Ford Testimony Deposition_ Trial Exhibit 1 _ Ex. B Part 1.pdf (105 pages) (3339816 bytes)

Exhibit B

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September 1, 2011

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FROM: Ford Bubala & Associates

RE: Likelihood of Confusion Survey
Facebook, Inc. v. Think Computer Corporation

Enclosed herein, please find the results of a survey designed to address the issue of likelihood of confusion. Specifically, this survey was designed to measure the degree, if any, to which Applicant's proposed FACEMAIL mark as identified in Application Serial No. 85056260 for "E-mail data services; Providing e-mail and instant messaging services; Providing e-mail services; secure e-mail services" is likely to cause confusion as to the source, authorization or approval of, or business affiliation or business connection of Applicant's business with Opposer FACEBOOK in particular due to the use of FACE in the FACEMAIL mark.

Provided in this report is a synopsis of the methodology for the survey, the survey screener and questionnaire, copies of the survey exhibit, response frequencies for the survey's questions, and a listing of the survey's responses. The appendix of this report contains a sequential listing of the survey responses and other survey-related background materials.

LIKELIHOOD OF CONFUSION SURVEY
FACEBOOK, INC. v. THINK COMPUTER CORPORATION

Ford Bubala & Associates
September, 2011

LIKELIHOOD OF CONFUSION SURVEY
FACEBOOK, INC. v. THINK COMPUTER CORPORATION
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Tab A

SURVEY SYNOPSIS

SURVEY BACKGROUND

The report contained herein provides the results of a survey designed to address the issue of likelihood of confusion. Specifically, this survey was designed to measure the degree, if any, to which Applicant's proposed FACEMAIL mark as identified in Application Serial No. 85056260 for "E-mail data services; Providing e-mail and instant messaging services; Providing e-mail services; secure e-mail services" is likely to cause confusion as to the source, authorization or approval of, or business affiliation or business connection of Applicant's business with Opposer FACEBOOK in particular due to the use of FACE in the FACEMAIL mark.

The likelihood of confusion survey conducted in this matter employed a scientific experimental survey design consisting of two survey cells: (1) a test or experimental survey cell designed to measure the likelihood of confusion, if any, with respect to the source, authorization/approval of, or business affiliation/connection of Applicant's services (i.e., E-mail data services; Providing e-mail and instant messaging services; Providing e-mail services; secure e-mail services) bearing Applicant's FACEMAIL mark; and, (2) a control survey cell designed to measure the extent of mismeasurement in the likelihood of confusion test cell survey results.

SAMPLING FRAME

This survey employed a non-volunteer internet panel created and maintained by Knowledge Networks. Knowledge Networks' panel is a probability based internet panel generally representative of the U.S. population based upon the U.S. Census. Knowledge Networks' panel consists of approximately fifty thousand U.S. residents eighteen years of age or older, including cell phone-only households.

Potential respondents were sent an email invitation inviting them to fill out the screening portion of the interview to determine whether or not they met the defined universe definition. Subsequently, those potential respondents who met the defined universe definition were invited to complete the main survey.

In total, five hundred fifty-one (551) interviews were conducted in the likelihood of confusion survey; two hundred

seventy-nine (279) in the test cell and two hundred seventy-two (272) in the control cell.

Although the survey in this matter consisted of two cells (i.e., a test cell and a control cell), any single respondent participated in only one of the two cells.

SURVEY UNIVERSE

Generally, respondents who qualified for the survey were males and females eighteen (18) years of age or older who met the following specific criteria:

- they currently use email and/or currently use instant messaging;
- they agreed to answer the questions in the survey by themselves without the help or assistance of anyone else and without seeking information from any other source (e.g., internet search); and
- if they wore contact lenses or eyeglasses, when looking at a computer monitor,¹ would wear them when filling out the questionnaire.

SURVEY EXHIBITS

The exhibits utilized in the survey were either a screen with Applicant's FACEMAIL mark as shown on Application Serial No. 85056260 and below that the list of Applicant's services, taken directly from Application Serial No. 85056260 (test cell) or a screen with the fictitious THINKMAIL mark and below that the same list of Applicant's intended services (control cell). See Survey Exhibit B, pages 6 and 55. Again, any single respondent saw, and was asked about, only one of the two exhibits.

¹ When the Knowledge Networks panel was originally created, in 1999, all participating households were given a WebTV to use in answering surveys. In 2002, Knowledge Networks allowed panel members to use their own internet connected computers, if they had one, in answering surveys. In 2009, Knowledge Networks provided laptops to non-internet households instead of WebTV units. See <http://www.knowledgenetworks.com/knpanel/KNPanel-Design-Summary.html>

SURVEY RESULTS

The survey results are representative and statistically projectable to all adults in the U.S. eighteen (18) years of age or older, who currently use email and/or currently use instant messaging, and who also met the other conditions of the survey universe.

SURVEY METHODOLOGICAL PROCEDURES

The sample selection, questions, questionnaire design, and interviewing procedures employed in this survey were designed in accordance with the generally accepted standards and procedures in the field of surveys. The survey was also designed to meet the criteria for survey trustworthiness detailed by the Federal Judicial Center in the Manual for Complex Litigation, Fourth.

The survey conducted in this matter was administered under a double-blind protocol. Specifically, not only were the respondents not informed as to the purpose or sponsor of the survey, but similarly, the staff of Knowledge Networks was not informed as to the purpose or sponsor of the survey.

Interviewing and data gathering were carried out, under the direction of Ford Bubala & Associates, by Knowledge Networks, an independent professional organization who maintains an online non-volunteer internet panel. Ford Bubala & Associates conducted validations of approximately twenty percent (20.15%) of the interviews by recontacting, by telephone, survey respondents to confirm their qualification and participation in the survey. This level of validation exceeds industry standards. None of the interviews failed to validate.

The Appendix of this report contains a sequential listing of the survey responses, and other survey-related background materials.

SURVEY RESEARCH DESIGN/TABULATION/ANALYSIS

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Dr. Gerald L. Ford

PROFESSIONAL SURVEY ORGANIZATION

Knowledge Networks, Inc.
2100 Geng Road, Suite 210
Palo Alto, California 94303

INTERVIEWING DATES

August 18 through August 25, 2011

Tab B

LIKELIHOOD OF CONFUSION SURVEY
EXHIBIT, SCREENER AND QUESTIONNAIRE - W

FACEMAIL

E-mail data services,
Providing e-mail and instant messaging services,
Providing e-mail services,
Secure e-mail services

SCREENER - W

SCREEN #1

1.0 Other than correspondence with Knowledge Networks, do you currently use email?

_____ 1. yes

_____ 2. no

CONTINUE.

SCREEN #2

1.1 Do you currently use instant messaging?

_____ 1. yes

_____ 2. no

IF 'YES' TO EITHER Q1.0 OR Q1.1, CONTINUE.

IF 'NO' TO BOTH, TERMINATE.

SCREEN #3

2.0 Do you agree to answer the questions in this survey by yourself without the help or assistance of anyone else?

_____ 1. I agree CONTINUE.

_____ 2. I do not agree TERMINATE.

SCREEN #4

2.1 Do you agree to answer the questions in this survey without seeking information from any other source (e.g., internet search)?

_____ 1. I agree CONTINUE.

_____ 2. I do not agree TERMINATE.

SCREEN #5

3.0 Do you usually wear contact lenses or eyeglasses when you are looking at a computer monitor?

_____ 1. yes CONTINUE.

_____ 2. no GO TO --> QUESTIONNAIRE.

SCREEN #6

3.1 Do you agree to wear them during the rest of the questionnaire?

_____ 1. I agree CONTINUE.

_____ 2. I do not agree TERMINATE.

QUESTIONNAIRE - W

SCREEN #7

In this survey, you are going to be shown a survey exhibit, and then you will be asked a few questions.

Please understand that we are only interested in your opinions or beliefs; and if you don't have an opinion or belief or don't know the answer to a question, that is an acceptable answer.

Please feel free to take as much time as you like looking at the survey exhibit before moving on to the survey questions.

SCREEN #8

Survey exhibit W.

SCREEN #9

4.0 SHOW REDUCED SIZE SURVEY EXHIBIT W.
Who, or what company, do you believe is offering these services with this name?

_____ don't know GO TO --> Q5.0

SCREEN #10

4.1 SHOW REDUCED SIZE SURVEY EXHIBIT W.
Why do you say that?

CONTINUE.

ROTATE Q5 AND Q6 SERIES.

SCREEN #11

5.0 SHOW REDUCED SIZE SURVEY EXHIBIT W.

Do you believe that the services with this name...

CHOOSE ONE.

ROTATE FIRST TWO RESPONSE ALTERNATIVES.

- _____ 1. one, are being offered with the authorization or approval of any other company or companies;
- _____ 2. two, are not being offered with the authorization or approval of any other company or companies; or
- _____ 3. three, don't know or have no opinion?
IF '...USED WITH AUTHORIZATION...', CONTINUE;
OTHERWISE, GO TO --> Q6.0

SCREEN #12

5.1 SHOW REDUCED SIZE SURVEY EXHIBIT W.

With what other company or companies?

RECORD RESPONSE VERBATIM.

_____ don't know company/companies GO TO --> Q6.0

SCREEN #13

5.2 SHOW REDUCED SIZE SURVEY EXHIBIT W.

Why do you say that?

RECORD RESPONSE VERBATIM.

CONTINUE.

SCREEN #14

6.0 SHOW REDUCED SIZE SURVEY EXHIBIT W.

Do you believe that the company that offers these services
with this name...

CHOOSE ONE.

ROTATE FIRST TWO RESPONSE ALTERNATIVES.

- _____ 1. one, has a business affiliation or business
connection with any other company or companies;
- _____ 2. two, does not have a business affiliation or
business connection with any other company or
companies; or
- _____ 3. three, don't know or have no opinion?
IF '...HAS A BUSINESS AFFILIATION...', CONTINUE;
OTHERWISE, GO TO --> Q7.0.

SCREEN #15

6.1 SHOW REDUCED SIZE SURVEY EXHIBIT W.

With what other company or companies?

RECORD RESPONSE VERBATIM.

_____ don't know company/companies name(s) GO TO --> Q7.0

SCREEN #16

6.2 SHOW REDUCED SIZE SURVEY EXHIBIT W.

Why do you say that?

RECORD RESPONSE VERBATIM.

_____ CONTINUE.

SCREEN #17

7.0 Thank you for your time and your participation.

Tab 1

TABLE 1
TEST CELL - FACEMAIL

Q4.0 Who, or what company, do you believe is offering these services with this name?

Q4.1 Why do you say that?

<u>Response Categories</u>	<u>Response Distribution</u>	
	<u>Number</u>	<u>Percent</u> (n=279)
1. Facebook	85	30.47
2. Facebook or Other	2	0.72
3. Facemail	50	17.92
4. Other	26	9.32
5. Don't know	116	41.58
6. No response	--	---
Total	<u>279</u>	<u>100.00</u>

Note: Total on this and all subsequent tables may not be exactly 100.00 percent, due to rounding.

RESPONSE CATEGORIES
Questions 4.0 and 4.1

TEST CELL - FACEMAIL

1. Facebook
2. Facebook or Other
3. Facemail
4. Other
5. Don't know
6. No response

SURVEY RESPONSES

TEST CELL - FACEMAIL

Q4.0 Who, or what company, do you believe is offering these services with this name?

Q4.1 Why do you say that?

RESPONSE CATEGORY 1: Facebook

RESPONDENT

<u>NUMBER</u>	<u>RESPONSE</u>
462	Q4.0 Facebook. Q4.1 Because of the name.
466	Q4.0 Facebook. Q4.1 Just a guess because of Facebook.
469	Q4.0 It doesn't say, but by the name could be Facebook. Q4.1 The name Facemail, like Facebook.
476	Q4.0 Facebook. Q4.1 Face.
482	Q4.0 Facebook. Q4.1 Face is not a word I would associate with e-mail normally. So it must be a reference to a company like Facebook.
500	Q4.0 Facebook. Q4.1 Sounds similar.
503	Q4.0 Facebook. Q4.1 The use of the word Face as the name of the product.
505	Q4.0 Facebook. Q4.1 Face?
531	Q4.0 Facebook. Q4.1 Similar name.
537	Q4.0 Facebook. Q4.1 Reference to Face before e-mail.
539	Q4.0 Facebook. Q4.1 Part of the name.

Q4.0 Who, or what company, do you believe is offering these services with this name?
 Q4.1 Why do you say that?

RESPONSE CATEGORY 1: Facebook continued

<u>RESPONDENT</u> <u>NUMBER</u>	<u>RESPONSE</u>
540	Q4.0 Facebook. Q4.1 Sounds like Facebook would name a service Facemail.
542	Q4.0 Facebook. Q4.1 Simply because of the similarity in the two names. Facemail, Facebook.
548	Q4.0 Facebook. Q4.1 The word Face in Facemail.
549	Q4.0 Facebook.com. Q4.1 Face.
551	Q4.0 Facebook. Q4.1 Facebook, Facemail = simple association.
555	Q4.0 Facebook. Q4.1 Name similar.
561	Q4.0 Probably Facebook. Q4.1 Because it has Face in the name.
562	Q4.0 Facebook. Q4.1 Face is in name.
575	Q4.0 Facebook. Q4.1 The name, plus the fact that the services offered are also offered by Facebook through their website.
580	Q4.0 Facebook. E-mail. Q4.1 Face - mail implies it.
585	Q4.0 Facebook. Q4.1 Face in the name.
586	Q4.0 Facebook. Q4.1 Similar name.
587	Q4.0 Facebook. Q4.1 The Facemail logo and the word Face.
591	Q4.0 Facebook. Q4.1 Similar name/service.
592	Q4.0 Facebook. Q4.1 So closely associated with Face.

Q4.0 Who, or what company, do you believe is offering these services with this name?

Q4.1 Why do you say that?

RESPONSE CATEGORY 1: Facebook continued

RESPONDENT

<u>NUMBER</u>	<u>RESPONSE</u>
596	Q4.0 Facebook. Q4.1 Because the word Face is in both.
597	Q4.0 Facebook. Q4.1 Because of Face in the name.
598	Q4.0 Facebook. Q4.1 Face in the title.
624	Q4.0 Facebook. Q4.1 Facemail looks similar to Facebook.
627	Q4.0 Facebook. Q4.1 Because they both start with Face.
631	Q4.0 Facebook. Q4.1 Similar name.
632	Q4.0 I would associate it with Facebook. Q4.1 The first part of the email refers has part of the company's name.
635	Q4.0 Facebook. Q4.1 Facebook and Facemail both begin with the word Face, so it seems that they should be owned by the same company.
643	Q4.0 Facebook. Q4.1 Because of the name.
644	Q4.0 Facebook. Q4.1 The word Face preceding the word mail.
658	Q4.0 Facebook. Q4.1 I say that based on the name.
663	Q4.0 Facebook. Q4.1 The name.
664	Q4.0 Facebook. Q4.1 Face is the first part of the name.
670	Q4.0 Facebook. Q4.1 Because it has Face in the name.
701	Q4.0 Facebook. Q4.1 I thought I heard it on the news.

Q4.0 Who, or what company, do you believe is offering these services with this name?

Q4.1 Why do you say that?

RESPONSE CATEGORY 1: Facebook continued

RESPONDENT

<u>NUMBER</u>	<u>RESPONSE</u>
703	Q4.0 Facebook. Q4.1 The word Face in the title.
733	Q4.0 Facebook. Q4.1 They both have Face in the front. Probably only a big company will consider to enter the email provider industry.
749	Q4.0 Facebook. Q4.1 Facemail - Face maybe from Facebook.
758	Q4.0 Facebook. Q4.1 Facemail, like Gmail is Google.
767	Q4.0 Facebook. Q4.1 Starts with Face.
773	Q4.0 Probably Facebook. Q4.1 It seems like it's a play on words with email for Facebook users.
776	Q4.0 Facebook. Q4.1 Because of the name Facemail.
781	Q4.0 Facebook. Q4.1 Because it's called Facemail like Facebook.
784	Q4.0 Facebook. Q4.1 Because of Face in the name.
801	Q4.0 Facebook. Q4.1 Because it starts with the word Face.
810	Q4.0 Facebook. Q4.1 From the name, I could see it's similar to Facebook. They don't have an e-mailing feature as of now, may be they are going introduce that as well.
811	Q4.0 Facebook. Q4.1 Because of the word Face.
814	Q4.0 Facebook. Q4.1 Face is in name.

Q4.0 Who, or what company, do you believe is offering these services with this name?

Q4.1 Why do you say that?

RESPONSE CATEGORY 1: Facebook continued

RESPONDENT

NUMBER RESPONSE

823	Q4.0	Facebook.
	Q4.1	Face in the email title.
828	Q4.0	Possibly Facebook, but I haven't heard of it, yet.
	Q4.1	I use Facebook often, but haven't seen it advertised on there.
830	Q4.0	Facebook.
	Q4.1	They are popular now and because of the word Face.
860	Q4.0	Facebook.
	Q4.1	It sounds like Facemail.
866	Q4.0	Facebook.
	Q4.1	Face.
875	Q4.0	Facebook.
	Q4.1	It is called Facemail.
882	Q4.0	Facebook.
	Q4.1	Similar in name.
884	Q4.0	Facebook.
	Q4.1	Because of the name Face.
893	Q4.0	Facebook.
	Q4.1	Face is likely the root of Facemail similar to Facebook much like iMac, iTunes, iPod are related with "i."
899	Q4.0	Facebook.
	Q4.1	Because Facemail seems to be a combination of Facebook and email.
904	Q4.0	Facebook.
	Q4.1	Because of the Face in the name.
905	Q4.0	Facebook.
	Q4.1	Makes sense Facebook would come up with some type of email.
906	Q4.0	Facebook.
	Q4.1	The word Face.
907	Q4.0	Facebook.
	Q4.1	The word Face.

Q4.0 Who, or what company, do you believe is offering these services with this name?
 Q4.1 Why do you say that?

RESPONSE CATEGORY 1: Facebook continued

<u>RESPONDENT NUMBER</u>	<u>RESPONSE</u>
909	Q4.0 Facebook. Q4.1 Because of the word Face in Facemail.
921	Q4.0 Facebook. Q4.1 It sounds the same.
940	Q4.0 Facebook. Q4.1 It looks like the Facebook logo.
941	Q4.0 Facebook. Q4.1 The name.
943	Q4.0 Facebook. Q4.1 Because of the name, and I know they started up a new email service.
948	Q4.0 Facebook. Q4.1 Because it says Facemail.
955	Q4.0 Facebook. Q4.1 Because of the Face in Facemail.
970	Q4.0 Facebook. Q4.1 Rather obvious, isn't it?
974	Q4.0 Facebook. Q4.1 Synonymous with Facebook.
977	Q4.0 Facebook. Q4.1 Face.
979	Q4.0 Facebook. Q4.1 It seems like it could be a part of Facebook offerings and it has Face in the name without any spaces. I.e., not Face mail but Facemail.
992	Q4.0 Facebook. Q4.1 Face in Facemail.
994	Q4.0 Facebook. Q4.1 Seems logical.
1002	Q4.0 Facebook. Q4.1 Duh. Both start with the word Face, and I suspect Facebook has some sort of copyright on the use of derivatives of its name. The same way McDonald's blocks the usage of any item prefixed with the title "Mc."

Q4.0 Who, or what company, do you believe is offering these
services with this name?
Q4.1 Why do you say that?

RESPONSE CATEGORY 1: Facebook continued

RESPONDENT

<u>NUMBER</u>	<u>RESPONSE</u>
1039	Q4.0 Facebook.com. Q4.1 The name is very much the same just with a slant towards email services.
1040	Q4.0 Facebook. Q4.1 Seems a logical connection.
1046	Q4.0 Facebook. Q4.1 They're always improving Facebook. And they want you to know it's their product, i.e., Facemail.

Q4.0 Who, or what company, do you believe is offering these services with this name?
Q4.1 Why do you say that?

RESPONSE CATEGORY 2: Facebook or Other

RESPONDENT

<u>NUMBER</u>	<u>RESPONSE</u>
813	Q4.0 Possibly Facebook or a company that wants people to think they are connected with Facebook. Q4.1 Because of the name Facemail.
954	Q4.0 Facemail or a division of Facebook. Q4.1 Facemail is in all caps. It states the names then explains services.

Q4.0 Who, or what company, do you believe is offering these services with this name?

Q4.1 Why do you say that?

RESPONSE CATEGORY 3: Facemail

RESPONDENT

NUMBER RESPONSE

468	Q4.0	Facemail.
	Q4.1	Because the letterhead indicates that Facemail is the company providing the various offered service. The indication is found in the larger lettering and the bold-face text.
486	Q4.0	Facemail.
	Q4.1	I think it's because Facemail appears in both and big letters.
510	Q4.0	I believe the company name is Facemail.
	Q4.1	This seems to be a company showing its' product.
513	Q4.0	Facemail.
	Q4.1	Looks like the company offering these services.
523	Q4.0	Facemail.
	Q4.1	Says Facemail.
535	Q4.0	Facemail.
	Q4.1	It's the largest, first word.
556	Q4.0	Facemail.
	Q4.1	It's at the top and in larger bold letters.
566	Q4.0	Facemail.
	Q4.1	Because of the headline.
567	Q4.0	Facemail.
	Q4.1	Printed in the largest font on the message.
571	Q4.0	Facemail.
	Q4.1	Because that is the large bolded word at the top of the page.
573	Q4.0	Facemail.
	Q4.1	Large print in important place.
576	Q4.0	Facemail.
	Q4.1	Because that is what it says at the top of the ad.
594	Q4.0	Facemail.
	Q4.1	That is as it appears on the message.
599	Q4.0	Facemail.
	Q4.1	First name and large type.

Q4.0 Who, or what company, do you believe is offering these services with this name?

Q4.1 Why do you say that?

RESPONSE CATEGORY 3: Facemail continued

RESPONDENT

<u>NUMBER</u>	<u>RESPONSE</u>
600	Q4.0 Facemail. Q4.1 No idea otherwise.
602	Q4.0 Facemail. Q4.1 It stands out against all the other services.
622	Q4.0 A private group called Facemail. Q4.1 There is nothing to indicate that Facemail is run by a company other than the one in bold print.
637	Q4.0 Facemail. Q4.1 The large font implies the company name.
667	Q4.0 Facemail. Q4.1 It is in bold type and the top of the message
677	Q4.0 An internet provider called Facemail. Q4.1 They provide data service.
694	Q4.0 Facemail. Q4.1 That's the headline, and there is no obvious company name on the ad.
716	Q4.0 Facemail. Q4.1 It's the heading on the page. The following lines then describe what services Facemail will provide to you.
720	Q4.0 Facemail. Q4.1 It's a stand-alone name and the services are listed below it.
728	Q4.0 Facemail. Q4.1 It's in the biggest letters.
730	Q4.0 Facemail. Q4.1 Because of the location of the word Facemail and that it's in all caps.
753	Q4.0 Facemail. Q4.1 Bigger print however doesn't name a company like Google or Yahoo as parent company.
765	Q4.0 Facemail. Q4.1 Because it's so bold in the lettering
778	Q4.0 Facemail. Q4.1 Because the other lines are not in title case.

Q4.0 Who, or what company, do you believe is offering these services with this name?

Q4.1 Why do you say that?

RESPONSE CATEGORY 3: Facemail continued

RESPONDENT

NUMBER RESPONSE

779	Q4.0	Facemail.
	Q4.1	Because that's the name at the top and it's so much bigger type than the rest.
795	Q4.0	Facemail.
	Q4.1	It is the only name at the top of the display, and is in all capital letters.
812	Q4.0	Facemail.
	Q4.1	It is the largest font on the page.
815	Q4.0	Facemail.
	Q4.1	It's there.
820	Q4.0	Facemail.
	Q4.1	It is the biggest name on the page, and it is the only one that doesn't have a services next to it.
825	Q4.0	Facemail.
	Q4.1	When reading this, I take it as Facemail is the advertising company because the letters that head the message are in big, bold, letters.
832	Q4.0	Facemail.
	Q4.1	It's in bold print at the top of the page.
836	Q4.0	Facemail.
	Q4.1	First name in large bold print appears to be introducing the services.
839	Q4.0	Facemail.
	Q4.1	Very prominent display.
843	Q4.0	Facemail.
	Q4.1	Bold print, formal name with products listed below the name.
845	Q4.0	Facemail.
	Q4.1	It is in bold.
874	Q4.0	Facemail.
	Q4.1	It's the large font.
878	Q4.0	Facemail.
	Q4.1	Large type, all capital letters, description of services below what seems to be business name.

Q4.0 Who, or what company, do you believe is offering these services with this name?

Q4.1 Why do you say that?

RESPONSE CATEGORY 3: Facemail continued

RESPONDENT

<u>NUMBER</u>	<u>RESPONSE</u>
890	Q4.0 Facemail. Q4.1 The only indication of a name or title on the exhibit is Facemail. That may be the name of the service instead of the company but it's the only information I have.
895	Q4.0 Facemail. Q4.1 It's in bold and is the first and only name.
942	Q4.0 It doesn't say in the ad. I would guess Facemail, but the ad is unclear. Q4.1 Facemail is in large bold type at the top of the ad.
957	Q4.0 Facemail. Q4.1 Because Facemail is the heading, in caps and services are listed below name.
961	Q4.0 Facemail. Q4.1 The message supplies that name.
1015	Q4.0 Facemail. Q4.1 It says providing.
1018	Q4.0 Facemail. Q4.1 Is the largest print and is prominent.
1033	Q4.0 Facemail. Q4.1 It is the largest word on the page.
1044	Q4.0 Facemail. Q4.1 Because it is on the top of the page and the largest font.

Q4.0 Who, or what company, do you believe is offering these services with this name?
 Q4.1 Why do you say that?

RESPONSE CATEGORY 4: Other

RESPONDENT NUMBER	RESPONSE
483	Q4.0 Yahoo. Q4.1 It's the one I use all the time.
485	Q4.0 Google. Cisco. Q4.1 Just what I recall.
487	Q4.0 Google/Gmail. AOL. Q4.1 I don't get the Face part of the Facemail. It implies video. Nothing I have except Skype, iChat, AOL messaging and Yahoo have video.
499	Q4.0 Yahoo. Q4.1 They are known for messaging.
508	Q4.0 No clue, though it is an obvious attempt to mimic Facebook. Q4.1 The usage of Facemail as a topic cannot be ignored with the extreme popularity of Facebook.
524	Q4.0 Microsoft. Q4.1 They offer everything.
525	Q4.0 Google. Q4.1 Not sure.
558	Q4.0 A service close to AOL, Comcast, Gmail, etc. Q4.1 That is exactly what those other companies provide.
603	Q4.0 Apple. Q4.1 Leading company in that field.
616	Q4.0 Email and chatting. Maybe a bit like Skype? Q4.1 Based on the description.
628	Q4.0 An email service similar to Facebook that allows you to connect with people. Q4.1 Based on the name and the description given.
650	Q4.0 Yahoo. Q4.1 That is the one I use.
678	Q4.0 A private company with secure messaging services for other company. Q4.1 The practical way they say it. No fuffy advertising and most of the time business is best conducted face-to-face with information.

Q4.0 Who, or what company, do you believe is offering these services with this name?
 Q4.1 Why do you say that?

RESPONSE CATEGORY 4: Other continued

RESPONDENT NUMBER	RESPONSE
683	Q4.0 Yahoo. Q4.1 Yahoo offers the things it is talking about it offers, and Facemail makes me think of the Yahoo smile face. I use Yahoo.
725	Q4.0 Microsoft. Q4.1 Most of the things on my computer are from Microsoft.
735	Q4.0 A new company of some sort. Q4.1 Only because Facebook has already been taken.
786	Q4.0 Apple. Q4.1 Seems I saw a commercial about that.
808	Q4.0 Yahoo. Q4.1 Part of advertising.
842	Q4.1 Unsure if this is a brand or a company. Sorry. Q4.2 Not enough information on the advertisement.
854	Q4.0 It will have a personal touch like face-to-face contact. Q4.1 It has the word Face in its name.
883	Q4.0 I have no idea, but seems to want to capitalize on the popularity of Facebook. Q4.1 No indication of who is offering.
914	Q4.0 AOL. Q4.1 It has to be some email servicing company so I guessed AOL.
924	Q4.0 Apple. Q4.1 Because they have an app called FaceTime.
1003	Q4.0 Doesn't say. Q4.1 Fine print is not shown.
1036	Q4.0 Google. Q4.1 Because I use it.
1038	Q4.0 Google, Yahoo, Hotmail, Windows Live, AOL. Q4.1 Provide email services.

Q4.0 Who, or what company, do you believe is offering these services with this name?
 Q4.1 Why do you say that?

RESPONSE CATEGORY 5: Don't know

<u>RESPONDENT NUMBER</u>	<u>RESPONDENT NUMBER</u>	<u>RESPONDENT NUMBER</u>
290	745	975
463	751	976
467	752	986
473	756	988
478	760	1005
488	761	1008
504	768	1010
507	771	1013
518	774	1014
522	783	1017
528	787	1019
530	789	1020
552	792	1023
559	797	1029
563	798	1031
564	800	1041
568	802	
584	804	
604	819	
615	822	
617	826	
629	844	
634	846	
636	849	
639	852	
641	853	
646	858	
653	864	
654	865	
659	876	
666	886	
675	891	
676	894	
679	896	
684	901	
685	902	
687	908	
693	911	
696	917	
700	918	
704	919	
710	920	
712	928	
713	930	
714	936	
726	947	
729	958	
732	968	
734	969	
739	971	

Tab 2

TABLE 2
TEST CELL - FACEMAIL

Q5.0 Do you believe that the services with this name...

- one, are being offered with the authorization or approval of any other company or companies;
- two, are not being offered with the authorization or approval of any other company or companies; or
- three, don't know or have no opinion?

Q5.1 With what other company or companies?

Q5.2 Why do you say that?

<u>Response Categories</u>	<u>Response Distribution</u>			
	<u>Number</u>	<u>Percent</u>	<u>Unduplicated</u>	<u>Percent</u>
		(n=279)		(n=279)
1. Are being offered with authorization or approval				
• Facebook	16	5.73	3	1.08
• Facebook or Other	3	1.08		
• Facemail	--	---		
• Other	8	2.87		
• Don't know	27	9.68		
• No response	--	---		
Subtotal	54	19.35		
2. Are not being offered with authorization or approval	47	16.85		
3. Don't know/No opinion	177	63.44		
4. No response	1	0.36		
Total	279	100.00		

RESPONSE CATEGORIES
Questions 5.0 through 5.2

TEST CELL - FACEMAIL

1. Are being offered with authorization or approval
 - Facebook
 - Facebook or Other
 - Facemail
 - Other
 - Don't know
 - No response
2. Are not being offered with authorization or approval
3. Don't know or have no opinion
4. No response

SURVEY RESPONSES

TEST CELL - FACEMAIL

- Q5.0 Do you believe that the services with this name...
- one, are being offered with the authorization or approval of any other company or companies;
 - two, are not being offered with the authorization or approval of any other company or companies; or
 - three, don't know or have no opinion?
- Q5.1 With what other company or companies?
- Q5.2 Why do you say that?

RESPONSE CATEGORY 1: Are being offered with authorization or approval
- FACEBOOK

RESPONDENT

<u>NUMBER</u>	<u>RESPONSE</u>
462* ²	Q5.1 Facebook. Q5.2 Because of the name.
503*	Q5.1 Facebook. Q5.2 Facemail is very similar with Facebook and has the same play on the word Face.
542*	Q5.1 Facebook. Q5.2 Similarity in the two names.
549*	Q5.1 Facebook. Q5.2 Just from the name.
575*	Q5.1 Facebook. Q5.2 I think it would probably be a copyright infringement on the name if another company were to brand themselves with this name.
585*	Q5.1 Facebook. Q5.2 The name.
586*	Q5.1 Facebook. Q5.2 Ditto.
624*	Q5.1 Facebook. Q5.2 Facemail looks similar to Facebook.
628	Q5.1 Facebook. Q5.2 Based on the name.

²Asterisked answers represent answers that are coded in the same response category as the respondent's previous answer to Q4.0/4.1 and thus are duplicative.

Q5.0 Do you believe that the services with this name...

- one, are being offered with the authorization or approval of any other company or companies;
- two, are not being offered with the authorization or approval of any other company or companies; or
- three, don't know or have no opinion?

Q5.1 With what other company or companies?

Q5.2 Why do you say that?

RESPONSE CATEGORY 1: Are being offered with authorization or approval
- FACEBOOK continued

RESPONDENT

NUMBER RESPONSE

631*	Q5.1 Facebook. Q5.2 Similar name (trademarked).
635*	Q5.1 If Facemail is not part of Facebook, then the name is licensed by Facebook. I don't think that anyone owns Facebook but its' investors. Q5.2 I don't recall reading anything to make me think otherwise.
716	Q5.1 Facebook. Q5.2 Same as before - the name suggests an affiliation. I'm also partially assuming the best, as I think Facebook would be suing this company if they weren't in some way related or working together.
836	Q5.1 Facebook. Q5.2 Seems so close in name that if not authorized they are wide open to a lawsuit.
977*	Q5.1 Facebook. Q5.2 Key word Face.
979*	Q5.1 Facebook. Q5.2 Because copyright laws would make it hard for someone to use Faceanything with regards to computer operations.
1039*	Q5.1 Facebook.com. Q5.2 Because of the brand name.

Q5.0 Do you believe that the services with this name...

- one, are being offered with the authorization or approval of any other company or companies;
- two, are not being offered with the authorization or approval of any other company or companies; or
- three, don't know or have no opinion?

Q5.1 With what other company or companies?

Q5.2 Why do you say that?

RESPONSE CATEGORY 1: Are being offered with authorization or approval
 - FACEBOOK OR OTHER

RESPONDENT

NUMBER RESPONSE

844	Q5.1 Google, Microsoft, Facebook, various phone companies.
	Q5.2 To reach as many people as possible through the computer, this needs connections.
961	Q5.1 Facebook and maybe other services like it.
	Q5.2 Just a hunch.
1014	Q5.1 Facebook, Google, Yahoo.
	Q5.2 Facebook, Google and Yahoo provide services to get in touch/chatting with contacts via camera so you could chat with contacts face-to-Face.

- Q5.0 Do you believe that the services with this name...
- one, are being offered with the authorization or approval of any other company or companies;
 - two, are not being offered with the authorization or approval of any other company or companies; or
 - three, don't know or have no opinion?
- Q5.1 With what other company or companies?
- Q5.2 Why do you say that?

RESPONSE CATEGORY 1: Are being offered with authorization or approval
- FACEMAIL

There are no responses in this category.

- Q5.0 Do you believe that the services with this name...
- one, are being offered with the authorization or approval of any other company or companies;
 - two, are not being offered with the authorization or approval of any other company or companies; or
 - three, don't know or have no opinion?
- Q5.1 With what other company or companies?
- Q5.2 Why do you say that?

RESPONSE CATEGORY 1: Are being offered with authorization or approval
- OTHER

RESPONDENT

<u>NUMBER</u>	<u>RESPONSE</u>
485	Q5.1 Database manager, video production, account services, a [expletive] of nerds, production types. And, necessary groupies doing the necessary work to make. This is cool and an energetic manager business play. Q5.2 Needs refining.
591	Q5.1 Don't know. Q5.2 [Not answered]
602	Q5.1 Companies that provide email and instant messaging services as well. Q5.2 Because they provide the services, too.
720	Q5.1 A parent company. Q5.2 Because I think the company is owned by another.
730	Q5.1 Different providers of the named services. Q5.2 The plural of services makes me think several (at least) companies are involved.
765	Q5.1 Message services for internet. Q5.2 Because of the services stated.
957	Q5.1 E-mail providers. Q5.2 Because e-mail providers will be passing the messages to their customers.
1038	Q5.1 Not sure. Q5.2 [Not answered]

- Q5.0 Do you believe that the services with this name...
- one, are being offered with the authorization or approval of any other company or companies;
 - two, are not being offered with the authorization or approval of any other company or companies; or
 - three, don't know or have no opinion?
- Q5.1 With what other company or companies?
- Q5.2 Why do you say that?

RESPONSE CATEGORY 1: Are being offered with authorization or approval
 - DON'T KNOW

RESPONDENT
 NUMBER

473
 500
 504
 513
 524
 548
 551
 566
 576
 603
 604
 615
 650
 670
 756
 758
 783
 784
 820
 839
 845
 874
 902
 905
 911
 1003
 1008

- Q5.0 Do you believe that the services with this name...
- one, are being offered with the authorization or approval of any other company or companies;
 - two, are not being offered with the authorization or approval of any other company or companies; or
 - three, don't know or have no opinion?
- Q5.1 With what other company or companies?
- Q5.2 Why do you say that?

RESPONSE CATEGORY 2: Are not being offered with authorization or approval

<u>RESPONDENT NUMBER</u>	<u>RESPONDENT NUMBER</u>
467	1019
469	1023
482	1041
486	
510	
552	
562	
573	
592	
600	
616	
622	
627	
636	
646	
677	
687	
693	
694	
729	
733	
749	
752	
753	
800	
812	
819	
825	
826	
843	
858	
860	
866	
878	
883	
893	
895	
906	
921	
930	
954	
955	
969	
1018	

- Q5.0 Do you believe that the services with this name...
- one, are being offered with the authorization or approval of any other company or companies;
 - two, are not being offered with the authorization or approval of any other company or companies; or
 - three, don't know or have no opinion?
- Q5.1 With what other company or companies?
- Q5.2 Why do you say that?

RESPONSE CATEGORY 3: Don't know/No opinion

<u>RESPONDENT NUMBER</u>	<u>RESPONDENT NUMBER</u>	<u>RESPONDENT NUMBER</u>	<u>RESPONDENT NUMBER</u>
290	634	776	907
463	637	778	908
466	639	779	909
468	641	781	914
476	643	786	917
478	644	787	918
483	653	789	919
487	654	792	920
488	658	795	924
499	659	797	928
505	663	798	936
507	664	801	940
508	667	802	941
518	675	804	942
522	676	808	943
523	678	810	947
525	679	811	948
528	683	813	958
530	684	814	968
531	685	815	970
535	696	822	971
537	700	823	974
539	701	828	975
540	703	830	976
555	704	832	986
556	710	842	988
558	712	846	992
559	713	849	994
561	714	852	1002
563	725	853	1005
564	726	854	1010
567	728	864	1013
568	732	865	1015
571	734	875	1017
580	735	876	1020
584	739	882	1029
587	745	884	1031
594	751	886	1033
596	760	890	1036
597	761	891	1040
598	767	894	1044
599	768	896	1046
617	771	899	
629	773	901	
632	774	904	

- Q5.0 Do you believe that the services with this name...
- one, are being offered with the authorization or approval of any other company or companies;
 - two, are not being offered with the authorization or approval of any other company or companies; or
 - three, don't know or have no opinion?
- Q5.1 With what other company or companies?
- Q5.2 Why do you say that?

RESPONSE CATEGORY 4: No Response

RESPONDENT
NUMBER

666

Tab 3

TABLE 3

TEST CELL - FACEMAIL

- Q6.0 Do you believe that the company that offers these services with this name...
- one, has a business affiliation or business connection with any other company or companies;
 - two, does not have a business affiliation or business connection with any other company or companies; or
 - three, don't know or have no opinion?
- Q6.1 With what other company or companies?
- Q6.2 Why do you say that?

<u>Response Categories</u>	<u>Response Distribution</u>			
	<u>Number</u>	<u>Percent</u>	<u>Unduplicated</u>	<u>Number</u>
		(n=279)		(n=279)
1. Has a business affiliation/ connection				
• Facebook	43	15.41	12	4.30
• Facebook or Other	3	1.08		
• Facemail	--	---		
• Other	15	5.38		
• Don't know	45	16.13		
• No response	1	0.36		
Subtotal	<u>107</u>	<u>38.35</u>		
2. Does not have a business affiliation/connection	36	12.90		
3. Don't know/No opinion	134	48.03		
4. No response	2	0.72		
Total	<u>279</u>	<u>100.00</u>		

RESPONSE CATEGORIES
Questions 6.0 through 6.2

TEST CELL - FACEMAIL

1. Has a business affiliation/connection
 - Facebook
 - Facebook or Other
 - Facemail
 - Other
 - Don't know
 - No response
2. Does not have a business affiliation/connection
3. Don't know/No opinion
4. No response

SURVEY RESPONSES

TEST CELL - FACEMAIL

- Q6.0 Do you believe that the company that offers these services with this name...
- one, has a business affiliation or business connection with any other company or companies;
 - two, does not have a business affiliation or business connection with any other company or companies; or
 - three, don't know or have no opinion?
- Q6.1 With what other company or companies?
- Q6.2 Why do you say that?

RESPONSE CATEGORY 1: Has a business affiliation/connection - FACEBOOK

RESPONDENT

<u>NUMBER</u>	<u>RESPONSE</u>
462* ³	Q6.1 Facebook. Q6.2 Because of the name.
478	Q6.1 Facebook. Q6.2 Facebook = Facemail.
503*	Q6.1 Facebook. Q6.2 Because they used the word face to preface mail.
537*	Q6.1 Facebook. Q6.2 The name in all caps.
542*	Q6.1 Facebook. Q6.2 Because of the similarity in the names.
561*	Q6.1 Facebook. Q6.2 Because it has Face in the name.
562*	Q6.1 Facebook. Q6.2 It starts with Face.
575*	Q6.1 Again, Facebook would probably not allow another company to use their name (or a variation thereof), so it's probably Facebook that is associated with this. Q6.2 See prior answer.
596*	Q6.1 Facebook. Q6.2 Only because of the similarity in the names.

³Asterisked answers represent answers that are coded in the same response category as the respondent's previous answer to Q4.0/4.1 and/or Q5.1/5.2 and thus are duplicative.

- Q6.0 Do you believe that the company that offers these services with this name...
- one, has a business affiliation or business connection with any other company or companies;
 - two, does not have a business affiliation or business connection with any other company or companies; or
 - three, don't know or have no opinion?
- Q6.1 With what other company or companies?
- Q6.2 Why do you say that?

RESPONSE CATEGORY 1: Has a business affiliation/connection
- FACEBOOK continued

RESPONDENT

NUMBER RESPONSE

- | | |
|------|--|
| 617 | Q6.1 Facebook.
Q6.2 Name is similar. |
| 624* | Q6.1 Facebook.
Q6.2 Facemail looks similar to Facebook. |
| 628* | Q6.1 Facebook.
Q6.2 Based on the name. |
| 631* | Q6.1 Facebook.
Q6.2 Trademarked similar name. |
| 632* | Q6.1 Facebook.
Q6.2 As previously noted, the name includes a portion of the, the company's name (Facebook). |
| 635* | Q6.1 Facebook.
Q6.2 See previous responses. |
| 637 | Q6.1 Perhaps Facebook.
Q6.2 Shares the word Face. |
| 643* | Q6.1 Facebook.
Q6.2 Because of the name. |
| 644* | Q6.1 Facebook.
Q6.2 Because of the word Face in the title. |
| 663* | Q6.1 Facebook.
Q6.2 The name. |
| 716* | Q6.1 Facebook.
Q6.2 The name of the company suggests an affiliation. In addition, I believe Facebook is working on expanding their services in order to compete more with Google. |
| 733* | Q6.1 Facebook.
Q6.2 Both of them have Face in the front. |
| 735 | Q6.1 Those who have Facebook on the internet.
Q6.2 Because these services could be some derivative of such a company. |

- Q6.0 Do you believe that the company that offers these services with this name...
- one, has a business affiliation or business connection with any other company or companies;
 - two, does not have a business affiliation or business connection with any other company or companies; or
 - three, don't know or have no opinion?
- Q6.1 With what other company or companies?
- Q6.2 Why do you say that?

RESPONSE CATEGORY 1: Has a business affiliation/connection
- FACEBOOK continued

RESPONDENT

NUMBER RESPONSE

767*	Q6.1 Facebook. Q6.2 Face.
778	Q6.1 Facebook. Q6.2 Because of the odd name. It doesn't seem likely that another company could (or want to) use a name so similar.
814*	Q6.1 Facebook. Q6.2 Face is in name.
832	Q6.1 Facebook. Q6.2 Just a guess.
836*	Q6.1 Facebook. Q6.2 Use of the word Face in their name, seems like a good marketing linkage.
852	Q6.1 Facebook. Q6.2 Similarity of name.
853	Q6.1 Facebook? Q6.2 Facemail - Facebook.
860*	Q6.1 Facebook. Q6.2 It sounds like the name.
875*	Q6.1 Facebook. Q6.2 Because of the name. It could be that they are just calling themselves that so that people believe it is a Facebook service.
893*	Q6.1 With Facebook. Q6.2 Very similar in name.
899*	Q6.1 Facebook. Q6.2 Because of the name.
907*	Q6.1 Facebook. Q6.2 [Not answered]
911	Q6.1 Facebook. Q6.2 Beginning of name.

- Q6.0 Do you believe that the company that offers these services with this name...
- one, has a business affiliation or business connection with any other company or companies;
 - two, does not have a business affiliation or business connection with any other company or companies; or
 - three, don't know or have no opinion?
- Q6.1 With what other company or companies?
- Q6.2 Why do you say that?

RESPONSE CATEGORY 1: Has a business affiliation/connection
- FACEBOOK continued

RESPONDENT

<u>NUMBER</u>	<u>RESPONSE</u>
954	Q6.1 I would assume that there is an affiliation with Facebook. It is very similar in name. Q6.2 It is very similar to Facebook, so they might be affiliated with Facebook or using Facebook recognition to propel their company name.
961	Q6.1 Facebook. Q6.2 Just a hunch.
974*	Q6.1 Facebook. Q6.2 [Not answered]
977*	Q6.1 Facebook. Q6.2 Uses the key word Face.
979*	Q6.1 Facebook. Q6.2 It is a reasonable assumption that a company with a name Facebook would have a connection with a company named Facemail.
1002*	Q6.1 Facebook! Q6.2 Blah.
1008	Q6.1 Facebook. Q6.2 Name similar to what Google does with Gmail.
1039*	Q6.1 Facebook.com. Q6.2 As I said 3 screens ago, Facebook Facemail.

- Q6.0 Do you believe that the company that offers these services with this name...
- one, has a business affiliation or business connection with any other company or companies;
 - two, does not have a business affiliation or business connection with any other company or companies; or
 - three, don't know or have no opinion?
- Q6.1 With what other company or companies?
- Q6.2 Why do you say that?

RESPONSE CATEGORY 1: Has a business affiliation/connection
- FACEBOOK OR OTHER

RESPONDENT

NUMBER RESPONSE

518	Q6.1 Facebook or Microsoft. Q6.2 Sounds reasonable.
801	Q6.1 Facebook or perhaps Google. Q6.2 Facebook: starts with Face. Google: because it ends with mail like in Gmail.
844	Q6.1 Google, Microsoft, various phone companies, Facebook, to name a few. Q6.2 Because I believe that these are the connections needed to reach as many people as possible through.

- Q6.0 Do you believe that the company that offers these services with this name...
- one, has a business affiliation or business connection with any other company or companies;
 - two, does not have a business affiliation or business connection with any other company or companies; or
 - three, don't know or have no opinion?
- Q6.1 With what other company or companies?
- Q6.2 Why do you say that?
-

RESPONSE CATEGORY 1: Has a business affiliation/connection
- FACEMAIL

There are no responses in this category.

- Q6.0 Do you believe that the company that offers these services with this name...
- one, has a business affiliation or business connection with any other company or companies;
 - two, does not have a business affiliation or business connection with any other company or companies; or
 - three, don't know or have no opinion?
- Q6.1 With what other company or companies?
- Q6.2 Why do you say that?

RESPONSE CATEGORY 1: Has a business affiliation/connection
- OTHER

RESPONDENT

NUMBER RESPONSE

- | | |
|-----|---|
| 485 | <p>Q6.1 I am sure that these firms are most probably, contracting segments of each specialty area. To service these segments, organizational chart may have many branches operating under an umbrella name. Find a need and fill it. Interlocking directorates, etc.</p> <p>Q6.2 Gee, first thing that comes to mind. Basic organization. Find need and fill. Real-time two-way double duplex, real-time video conference is cool and secure. Easy to say but yet very difficult to pull off. Oh, and use the KISS method. Keep it simple stupid.</p> |
| 486 | <p>Q6.1 Not sure. Maybe Yahoo, Gmail or Microsoft or some big company like that.</p> <p>Q6.2 I'm not sure - that's just what comes to my mind. I could be entirely wrong - that's just what comes to my mind.</p> |
| 499 | <p>Q6.1 MSN, Google, and other search engines.</p> <p>Q6.2 They team up to enhance services.</p> |
| 508 | <p>Q6.1 No idea, but it is very rare these days for a company to launch without some sort of sponsorship or relationship.</p> <p>Q6.2 Stated previously.</p> |
| 524 | <p>Q6.1 AT&T, Verizon, RCN, etc.</p> <p>Q6.2 Need Internet service providers for this.</p> |
| 525 | <p>Q6.1 Perhaps Google.</p> <p>Q6.2 Just really a guess.</p> |
| 587 | <p>Q6.1 Google.</p> <p>Q6.2 Email services.</p> |
| 591 | <p>Q6.1 Security organization.</p> <p>Q6.2 [Not answered]</p> |
| 594 | <p>Q6.1 Probably some well-known ISP.</p> <p>Q6.2 Facemail just doesn't sound like a real name for a company. It sounds made-up like it should be with Skype or another service of that type.</p> |

- Q6.0 Do you believe that the company that offers these services with this name...
- one, has a business affiliation or business connection with any other company or companies;
 - two, does not have a business affiliation or business connection with any other company or companies; or
 - three, don't know or have no opinion?
- Q6.1 With what other company or companies?
- Q6.2 Why do you say that?

RESPONSE CATEGORY 1: Has a business affiliation/connection
- OTHER continued

RESPONDENT

<u>NUMBER</u>	<u>RESPONSE</u>
653	Q6.1 Google or Microsoft. Q6.2 The market probably would not allow a start-up.
720	Q6.1 A search engine or software company. Q6.2 Most companies have merged or been bought out by bigger companies.
810	Q6.1 Google. Q6.2 It would be great if they can have an association with Google and allow the Google users to use their services directly.
901	Q6.1 Don't know what other company. Just think they may have an association with another company to all of these services. Q6.2 Just a thought. No real reason.
1038	Q6.1 I'm not sure. Q6.2 [Not answered]
1046	Q6.1 Google, Twitter, Friendster. Q6.2 Because I'm always getting offers or apps to link them together.

- Q6.0 Do you believe that the company that offers these services with this name...
- one, has a business affiliation or business connection with any other company or companies;
 - two, does not have a business affiliation or business connection with any other company or companies; or
 - three, don't know or have no opinion?
- Q6.1 With what other company or companies?
- Q6.2 Why do you say that?

RESPONSE CATEGORY 1: Has a business affiliation/connection
- DON'T KNOW

<u>RESPONDENT NUMBER</u>	<u>RESPONDENT NUMBER</u>
466	1010
467	1013
488	
500	
504	
523	
530	
548	
551	
556	
558	
564	
576	
585	
592	
615	
641	
670	
676	
678	
725	
730	
756	
758	
784	
812	
813	
815	
828	
839	
846	
849	
858	
865	
896	
902	
905	
909	
924	
940	
943	
955	
1003	

- Q6.0 Do you believe that the company that offers these services with this name...
- one, has a business affiliation or business connection with any other company or companies;
 - two, does not have a business affiliation or business connection with any other company or companies; or
 - three, don't know or have no opinion?
- Q6.1 With what other company or companies?
- Q6.2 Why do you say that?

RESPONSE CATEGORY 1: Has a business affiliation/connection
- NO RESPONSE

RESPONDENT
NUMBER

586

- Q6.0 Do you believe that the company that offers these services with this name...
- one, has a business affiliation or business connection with any other company or companies;
 - two, does not have a business affiliation or business connection with any other company or companies; or
 - three, don't know or have no opinion?
- Q6.1 With what other company or companies?
- Q6.2 Why do you say that?

RESPONSE CATEGORY 2: Does not have a business affiliation/connection

RESPONDENT
NUMBER

482
510
513
549
573
600
602
616
622
627
646
650
667
687
693
694
729
751
752
783
819
820
826
843
845
878
883
890
895
906
914
921
930
948
1018
1041

- Q6.0 Do you believe that the company that offers these services with this name...
- one, has a business affiliation or business connection with any other company or companies;
 - two, does not have a business affiliation or business connection with any other company or companies; or
 - three, don't know or have no opinion?
- Q6.1 With what other company or companies?
- Q6.2 Why do you say that?

RESPONSE CATEGORY 3: Don't know/No opinion

<u>RESPONDENT NUMBER</u>	<u>RESPONDENT NUMBER</u>	<u>RESPONDENT NUMBER</u>	<u>RESPONDENT NUMBER</u>
290	685	842	1040
463	696	854	1044
468	700	864	
469	701	866	
473	703	874	
476	704	876	
483	710	882	
487	712	884	
505	713	886	
507	714	891	
522	726	894	
528	728	904	
531	732	908	
535	734	917	
540	739	918	
552	745	919	
555	749	920	
559	753	928	
563	760	936	
566	761	941	
567	765	942	
568	768	947	
571	771	957	
580	773	958	
584	774	969	
597	776	970	
598	779	971	
599	781	975	
603	786	976	
604	787	986	
629	789	988	
634	792	992	
636	795	994	
639	797	1005	
654	798	1014	
658	800	1015	
659	802	1017	
664	804	1019	
666	808	1020	
675	811	1023	
677	822	1029	
679	823	1031	
683	825	1033	
684	830	1036	

- Q6.0 Do you believe that the company that offers these services with this name...
- one, has a business affiliation or business connection with any other company or companies;
 - two, does not have a business affiliation or business connection with any other company or companies; or
 - three, don't know or have no opinion?
- Q6.1 With what other company or companies?
- Q6.2 Why do you say that?

RESPONSE CATEGORY: No Response

RESPONDENT
NUMBER

539
968

Tab C

LIKELIHOOD OF CONFUSION SURVEY
EXHIBIT, SCREENER AND QUESTIONNAIRE - X

THINKMAIL

E-mail data services,
Providing e-mail and instant messaging services,
Providing e-mail services,
Secure e-mail services

SCREENER - X

SCREEN #1

1.0 Other than correspondence with Knowledge Networks, do you currently use email?

_____1. yes

_____2. no

CONTINUE.

SCREEN #2

1.1 Do you currently use instant messaging?

_____1. yes

_____2. no

IF 'YES' TO EITHER Q1.0 OR Q1.1, CONTINUE.
IF 'NO' TO BOTH, TERMINATE.

SCREEN #3

2.0 Do you agree to answer the questions in this survey by yourself without the help or assistance of anyone else?

_____1. I agree CONTINUE.

_____2. I do not agree TERMINATE.

SCREEN #4

2.1 Do you agree to answer the questions in this survey without seeking information from any other source (e.g., internet search)?

_____1. I agree CONTINUE.

_____2. I do not agree TERMINATE.

SCREEN #5

3.0 Do you usually wear contact lenses or eyeglasses when you are looking at a computer monitor?

_____1. yes CONTINUE.

_____2. no GO TO --> QUESTIONNAIRE.

SCREEN #6

3.1 Do you agree to wear them during the rest of the questionnaire?

_____1. I agree CONTINUE.

_____2. I do not agree TERMINATE.

QUESTIONNAIRE - X

SCREEN #7

In this survey, you are going to be shown a survey exhibit, and then you will be asked a few questions.

Please understand that we are only interested in your opinions or beliefs; and if you don't have an opinion or belief or don't know the answer to a question, that is an acceptable answer.

Please feel free to take as much time as you like looking at the survey exhibit before moving on to the survey questions.

SCREEN #8

Survey exhibit X.

SCREEN #9

4.0 SHOW REDUCED SIZE SURVEY EXHIBIT X.
Who, or what company, do you believe is offering these services with this name?

_____ don't know GO TO --> Q5.0

SCREEN #10

4.1 SHOW REDUCED SIZE SURVEY EXHIBIT X.
Why do you say that?

CONTINUE.

ROTATE Q5 AND Q6 SERIES.

SCREEN #11

5.0 SHOW REDUCED SIZE SURVEY EXHIBIT X.

Do you believe that the services with this name...

CHOOSE ONE.

ROTATE FIRST TWO RESPONSE ALTERNATIVES.

- _____ 1. one, are being offered with the authorization or approval of any other company or companies;
- _____ 2. two, are not being offered with the authorization or approval of any other company or companies; or
- _____ 3. three, don't know or have no opinion?
IF '...USED WITH AUTHORIZATION...', CONTINUE;
OTHERWISE, GO TO --> Q6.0

SCREEN #12

5.1 SHOW REDUCED SIZE SURVEY EXHIBIT X.

With what other company or companies?

RECORD RESPONSE VERBATIM.

_____ don't know company/companies GO TO --> Q6.0

SCREEN #13

5.2 SHOW REDUCED SIZE SURVEY EXHIBIT X.

Why do you say that?

RECORD RESPONSE VERBATIM.

CONTINUE.

SCREEN #14

6.0 SHOW REDUCED SIZE SURVEY EXHIBIT X.

Do you believe that the company that offers these services
with this name...

CHOOSE ONE.

ROTATE FIRST TWO RESPONSE ALTERNATIVES.

- _____ 1. one, has a business affiliation or business
connection with any other company or companies;
- _____ 2. two, does not have a business affiliation or
business connection with any other company or
companies; or
- _____ 3. three, don't know or have no opinion?
IF '...HAS A BUSINESS AFFILIATION...', CONTINUE;
OTHERWISE, GO TO --> Q7.0.

SCREEN #15

6.1 SHOW REDUCED SIZE SURVEY EXHIBIT X.

With what other company or companies?

RECORD RESPONSE VERBATIM.

_____ don't know company/companies name(s) GO TO --> Q7.0

SCREEN #16

6.2 SHOW REDUCED SIZE SURVEY EXHIBIT X.

Why do you say that?

RECORD RESPONSE VERBATIM.

CONTINUE.

SCREEN #17

7.0 Thank you for your time and your participation.

Tab 4

TABLE 4
CONTROL CELL - THINKMAIL

Q4.0 Who, or what company, do you believe is offering these services with this name?

Q4.1 Why do you say that?

<u>Response Categories</u>	<u>Response Distribution</u>	
	<u>Number</u>	<u>Percent</u> (n=272)
1. Facebook	--	---
2. Facebook or Other	--	---
3. Thinkmail	72	26.47
4. Other	47	17.28
5. Don't know	153	56.25
Total	<u>272</u>	<u>100.00</u>

RESPONSE CATEGORIES
Questions 4.0 and 4.1

CONTROL CELL - THINKMAIL

1. Facebook
2. Facebook or Other
3. Thinkmail
4. Other
5. Don't know

SURVEY RESPONSES

CONTROL CELL - THINKMAIL

- Q4.0 Who, or what company, do you believe is offering these
services with this name?
Q4.1 Why do you say that?
-

RESPONSE CATEGORY 1: Facebook

There are no responses in this category.

Q4.0 Who, or what company, do you believe is offering these services with this name?
Q4.1 Why do you say that?

RESPONSE CATEGORY 2: Facebook or Other

There are no responses in this category.

Q4.0 Who, or what company, do you believe is offering these services with this name?

Q4.1 Why do you say that?

RESPONSE CATEGORY 3: Thinkmail

RESPONDENT

<u>NUMBER</u>	<u>RESPONSE</u>
470	Q4.0 Thinkmail. Q4.1 Thinkmail is the opening, the rest of the messages informs potential client of services offered.
471	Q4.0 A company called Thinkmail. A data services company, i.e., email service provider. Q4.1 Because that is my interpretation of the advertisement. Big title means name of company, second line clearly states what they provide.
481	Q4.0 Thinkmail. Q4.1 It's the largest part of the ad and ties in all main points.
493	Q4.0 Thinkmail. Q4.1 Largest type face, at the top.
496	Q4.0 Thinkmail. Q4.1 Because that's the name that's plastered on the ad.
501	Q4.0 Thinkmail. Q4.1 It's at the top of the sign in bold and cap letters.
506	Q4.0 Thinkmail. Q4.1 That is the title at the top.
511	Q4.0 Thinkmail. Q4.1 Because the text below that word demonstrates a relationship to the word.
517	Q4.0 Thinkmail? Q4.1 Because of its name. Its in bold writing, and its catchy.
532	Q4.0 Thinkmail. Q4.1 Thinkmail is not a normal word so presumed to be a company name.
550	Q4.0 Thinkmail. Q4.1 It is on the heading.
554	Q4.0 Thinkmail. Q4.1 It is the title at the top and what is below seems to be describing what it is.

Q4.0 Who, or what company, do you believe is offering these services with this name?

Q4.1 Why do you say that?

RESPONSE CATEGORY 3: Thinkmail continued

RESPONDENT

<u>NUMBER</u>	<u>RESPONSE</u>
589	Q4.0 Thinkmail. Q4.1 That's the headlines.
593	Q4.0 Thinkmail. Q4.1 Seems logical given that it is the largest font and Thinkmail is not a word in the English language, therefore I assume it is a name of a company.
605	Q4.0 Thinkmail. Q4.1 Big capital letters, looks like the name of a product.
606	Q4.0 Thinkmail. Q4.1 Name is in bold, description of product refers to the name.
608	Q4.0 A small business called Thinkmail. Q4.1 Ad is very plain.
614	Q4.0 Thinkmail. Q4.1 It stands out.
625	Q4.0 Thinkmail. Q4.1 First sentence and large print with no other server information.
630	Q4.0 Thinkmail. Q4.1 Bold and all caps, nothing else in the copy that suggests a name or what a company would be named
633	Q4.0 Thinkmail. Q4.1 Based on the structure of the message, it looks like the company name followed by a description of what they do.
648	Q4.0 Thinkmail. Q4.1 It's in capital letters plus underneath describes what I believe is represented by Thinkmail.
652	Q4.0 Thinkmail. Q4.1 It's the only potential company name mentioned, and is in large print.
660	Q4.0 Thinkmail. Q4.1 Because it in big letters.

Q4.0 Who, or what company, do you believe is offering these services with this name?

Q4.1 Why do you say that?

RESPONSE CATEGORY 3: Thinkmail continued

RESPONDENT

NUMBER RESPONSE

697	Q4.0 Thinkmail. Q4.1 Thinkmail is in bold and at the top.
718	Q4.0 Thinkmail. Q4.1 Large type at the top.
740	Q4.0 Thinkmail. Q4.1 The title suggests that could be name of the company or service.
742	Q4.0 Thinkmail. Q4.1 That is what I think.
748	Q4.0 A new company called Thinkmail. Q4.1 Because that is the name at the top and there are no other names given.
764	Q4.0 I have no idea, it is not identified unless Thinkmail is a company. Q4.1 Because the company does not seem to be identified.
769	Q4.0 Thinkmail. Q4.1 Bold large letters.
780	Q4.0 Thinkmail. Q4.1 It appears to be the name of the company as it is above the other information in large, bold type.
790	Q4.0 Thinkmail. Q4.1 It's the name at the top with the biggest lettering.
794	Q4.0 Thinkmail. Q4.1 I said that because it is the name in large letters at the beginning of the exhibit, and it doesn't make any sense otherwise.
803	Q4.0 Thinkmail. Q4.1 Large print.
809	Q4.0 Thinkmail. Q4.1 It's in bold capital letters at the top of the ad.
824	Q4.0 Thinkmail. Q4.1 It could be a brand name, but it's all the evidence I have to go on at this point.

Q4.0 Who, or what company, do you believe is offering these services with this name?

Q4.1 Why do you say that?

RESPONSE CATEGORY 3: Thinkmail continued

RESPONDENT

<u>NUMBER</u>	<u>RESPONSE</u>
827	Q4.0 Thinkmail. Q4.1 By correspondence with other internet provider company names.
829	Q4.0 Thinkmail - Email company like Google. Q4.1 The typing.
833	Q4.0 Thinkmail. Q4.1 it seems fairly apparent.
834	Q4.0 Thinkmail. Q4.1 It is in capital letters and the way it reads it looks like Thinkmail is the name of the product/service.
851	Q4.0 The only information given is a company possibly named Thinkmail. Q4.1 Thinkmail is in all cap's and is the only thing on the page that is not generically typical.
856	Q4.0 Thinkmail. Q4.1 Big letters, proper noun, non-action phrase.
857	Q4.0 Thinkmail. Q4.1 Because its the largest part and the title.
862	Q4.0 Thinkmail. Q4.1 It's the biggest you see.
870	Q4.0 Thinkmail. Q4.1 The title of the company is big and bold.
873	Q4.0 Thinkmail. Q4.1 It's on the first line.
880	Q4.0 Thinkmail. Q4.1 Enlarged title. Commas indicate different services.
889	Q4.0 Thinkmail. Q4.1 The heading.
898	Q4.0 Thinkmail. Q4.1 They provide email services such as secure email and instant messaging services.
903	Q4.0 Thinkmail. Q4.1 The names in big lettering

Q4.0 Who, or what company, do you believe is offering these services with this name?
 Q4.1 Why do you say that?

RESPONSE CATEGORY 3: Thinkmail continued

RESPONDENT NUMBER	RESPONSE
910	Q4.0 Thinkmail. Q4.1 The name at the top.
916	Q4.0 Thinkmail. Q4.1 It is at the top of the page, it is larger than the rest of the words and since it isn't a real word it makes sense that it is the name of a company or product.
922	Q4.0 Thinkmail. Q4.1 It is highlighted and I see nothing else that would indicate a company name.
923	Q4.0 Thinkmail. Q4.1 It's the biggest word.
933	Q4.0 Thinkmail. Q4.1 Bold and on top.
935	Q4.0 Thinkmail. Q4.1 Those letter are the biggest.
938	Q4.0 Thinkmail. Q4.1 Thinkmail is shown in large font and the description below it says providing e-mail and ..., which suggests that Thinkmail is a company, or at least a product.
939	Q4.0 Thinkmail. Q4.1 It is the headline - with things they provide - that's the way I read it.
951	Q4.0 Thinkmail. Q4.1 Normally the company's name is in large print at the top of any sign.
960	Q4.0 Thinkmail. Q4.1 Its the letter top.
964	Q4.0 Thinkmail. Q4.1 Thinkmail posts their name at the top of the advertisement.
965	Q4.0 Thinkmail. Q4.1 That's what the title says.
981	Q4.0 Thinkmail. Q4.1 Bold print.

Q4.0 Who, or what company, do you believe is offering these services with this name?

Q4.1 Why do you say that?

RESPONSE CATEGORY 3: Thinkmail continued

RESPONDENT

<u>NUMBER</u>	<u>RESPONSE</u>
995	Q4.0 Thinkmail. Q4.1 It's at the top of page in large font.
997	Q4.0 Thinkmail. Q4.1 Because it is the headline of offered services
999	Q4.0 Thinkmail. Q4.1 It looks like the company name.
1000	Q4.0 Thinkmail. Q4.1 Because that is the name being presented before stating what services are included.
1007	Q4.0 Thinkmail. Q4.1 Because Thinkmail is the header. Then it states the services. Companies brand their product in a way so you will remember them.
1011	Q4.0 I'd assume they are named Thinkmail. Q4.1 It's prominent in the box. The text below is generic. There's no resemblance to any of the typical type faces used by other vendors, like Hotmail or Yahoo.
1025	Q4.0 Thinkmail. Q4.1 Because it says so.
1027	Q4.0 Could be Thinkmail, or someone else and Thinkmail is just one of its services. Q4.1 Doesn't tell you.

Q4.0 Who, or what company, do you believe is offering these services with this name?

Q4.1 Why do you say that?

RESPONSE CATEGORY 4: Other

RESPONDENT

NUMBER RESPONSE

477	Q4.0	Lenovo.
	Q4.1	They make the ThinkPad series of laptops.
489	Q4.0	Google.com.
	Q4.1	Because Google is up and coming. They are into everything now not just a server any more.
494	Q4.0	A college campus.
	Q4.1	Because students need to be in touch with teachers and other students and that would give them many options to do so.
541	Q4.0	The internet, or cyber space. I get my instant messaging on Facebook and e-mail service through a local company called Cybrzn.
	Q4.1	I guess because that is as much knowledge I have of this technology. And secure e-mail services are through a service offered on the internet.
544	Q4.0	Yahoo, Google, MSN.
	Q4.1	I use them.
545	Q4.0	New e-mail service.
	Q4.1	Word mail in name.
546	Q4.0	No idea - if I saw it, I would assume it's spam.
	Q4.1	Because it seems to be trying to sell me a service.
569	Q4.0	Some computer company.
	Q4.1	Because it seems to have to do with emailing which is done on the computer.
572	Q4.0	Microsoft.
	Q4.1	The way that the words are run together in the title.
601	Q4.0	Hotmail.
	Q4.1	Seems to go together with e-mail/Hotmail/Thinkmail but was just a guess.
620	Q4.0	A telephone company (i.e., AT&T, Verizon, etc.).
	Q4.1	They already have the connections to bridge the two and offer the service.
626	Q4.0	Google.
	Q4.1	Google controls a bigger part of internet.

Q4.0 Who, or what company, do you believe is offering these services with this name?

Q4.1 Why do you say that?

RESPONSE CATEGORY 4: Other continued

RESPONDENT

<u>NUMBER</u>	<u>RESPONSE</u>
638	Q4.0 Google. Q4.1 Google seems to be expanding into other electronic areas.
651	Q4.0 Yahoo. Q4.1 Don't know.
656	Q4.0 Amazon. Q4.1 It's about time.
657	Q4.0 Google. Q4.1 These services seem very similar to those offered by Google and Gmail.
665	Q4.0 IBM. Q4.1 Think has been their motto for years.
671	Q4.0 No idea. Q4.1 It gives no clue and even if it did gives no proof.
686	Q4.0 A secure internet company specially utilized for business-related activities and other similar transactions. Q4.1 Key words are secure and think. Hacking to intercept internet transactions is a headline that causes concern or should cause concern for current utiliziers.
707	Q4.0 Providing e-mail services. Q4.1 Because it says Thinkmail.
711	Q4.0 Email data services. Q4.1 Data is the key term.
715	Q4.0 A company that wants to provide email services to a company or personal. Q4.1 Because it says Thinkmail and it is a catchy phrase.
731	Q4.0 IBM. Q4.1 They had the ThinkPad Computer.
741	Q4.0 MSN. Q4.1 Don't really know, it just seems to fit.
743	Q4.0 Email service for corporations. Q4.1 The name of the company.

Q4.0 Who, or what company, do you believe is offering these services with this name?

Q4.1 Why do you say that?

RESPONSE CATEGORY 4: Other continued

RESPONDENT

NUMBER RESPONSE

750	Q4.0 Knowledge Panel. Q4.1 I'm not sure.
754	Q4.0 Service company. Q4.1 It has the ring of someone trying to sell a service for a fee.
755	Q4.0 Google. Q4.1 They are an expanding company that encompasses much of our computer communications and dealings.
757	Q4.0 An internet company. Q4.1 E-mail services.
759	Q4.0 Google. Q4.1 Nothing really.
785	Q4.0 Dish Q4.1 What?
807	Q4.0 Gmail. Q4.1 Gmail does everything. Google owns the internet.
816	Q4.0 Yahoo. Q4.1 Yahoo offers e-mail and Facebook offers IM.
861	Q4.0 E-Mail Data Services. Q4.1 Because it has the words think and mail.
868	Q4.0 Online messaging service. Q4.1 Based on words listed in ad.
892	Q4.0 IBM. Q4.1 Their laptop computer line was ThinkPad.
900	Q4.0 Google. Q4.1 No good reason. They have Gmail, so why not Thinkmail.
912	Q4.0 AT&T. Q4.1 I guessed.
915	Q4.0 Hotmail. Q4.1 Hotmail.
926	Q4.0 Hotmail. Q4.1 Because they are who I think of when it comes to email.

Q4.0 Who, or what company, do you believe is offering these services with this name?
 Q4.1 Why do you say that?

RESPONSE CATEGORY 4: Other continued

<u>RESPONDENT</u> <u>NUMBER</u>	<u>RESPONSE</u>
932	Q4.0 IBM Q4.1 Looks like their kind of approach to data delivery.
949	Q4.0 Computer service provider. Q4.1 It s related to being online.
967	Q4.0 United States Postal Service with a new idea? Q4.1 When I think mail, I think of USPS.
989	Q4.0 Hotmail. Q4.1 Because they have email services.
993	Q4.0 Online services. Q4.1 'Cause most of them are.
1028	Q4.0 IBM. Q4.1 Because of their ThinkPad line of laptops.
1045	Q4.0 No idea. Q4.1 'Cause I don't know.

Q4.0 Who, or what company, do you believe is offering these services with this name?

Q4.1 Why do you say that?

RESPONSE CATEGORY 5: Don't know

<u>RESPONDENT NUMBER</u>	<u>RESPONDENT NUMBER</u>	<u>RESPONDENT NUMBER</u>	<u>RESPONDENT NUMBER</u>
461	619	805	1032
464	621	817	1034
465	623	818	1037
472	640	831	1042
475	642	835	1043
479	645	837	1047
480	647	838	
484	649	841	
490	655	847	
491	668	848	
492	669	850	
495	672	855	
497	673	863	
498	674	867	
502	680	869	
512	681	871	
514	682	872	
515	688	877	
516	689	881	
519	690	885	
520	691	887	
521	692	888	
526	695	897	
527	698	913	
529	699	925	
533	702	929	
536	705	931	
538	706	937	
543	708	944	
553	709	945	
557	717	950	
560	719	952	
565	724	953	
570	736	962	
574	737	966	
577	738	972	
578	744	973	
579	746	982	
582	747	983	
583	762	985	
588	763	987	
590	766	991	
595	770	996	
607	777	1009	
609	782	1021	
611	788	1022	
612	791	1024	
613	793	1026	
618	799	1030	

Tab 5

TABLE 5
CONTROL CELL - THINKMAIL

- Q5.0 Do you believe that the services with this name...
- one, are being offered with the authorization or approval of any other company or companies;
 - two, are not being offered with the authorization or approval of any other company or companies; or
 - three, don't know or have no opinion?

Q5.1 With what other company or companies?

Q5.2 Why do you say that?

<u>Response Categories</u>	<u>Response Distribution</u>			
	<u>Number</u>	<u>Percent</u>	<u>Unduplicated</u> <u>Number</u>	<u>Percent</u>
		(n=272)		(n=272)
1. Are being offered with authorization or approval				
• Facebook	--	---	--	---
• Facebook or Other	1	0.37		
• Thinkmail	--	---		
• Other	25	9.19		
• Don't know	29	10.66		
• No response	--	---		
Subtotal	<u>55</u>	<u>20.22</u>		
2. Are not being offered with authorization or approval	50	18.38		
3. Don't know/No opinion	167	61.40		
Total	<u>272</u>	<u>100.00</u>		

RESPONSE CATEGORIES
Questions 5.0 through 5.2

CONTROL CELL - THINKMAIL

1. Are being offered with authorization or approval
 - Facebook
 - Facebook or Other
 - Thinkmail
 - Other
 - Don't know
2. Are not being offered with authorization or approval
3. Don't know or have no opinion

SURVEY RESPONSES

CONTROL CELL - THINKMAIL

- Q5.0 Do you believe that the services with this name...
- one, are being offered with the authorization or approval of any other company or companies;
 - two, are not being offered with the authorization or approval of any other company or companies; or
 - three, don't know or have no opinion?
- Q5.1 With what other company or companies?
- Q5.2 Why do you say that?

RESPONSE CATEGORY 1: Are being offered with authorization or approval
- FACEBOOK

There are no responses in this category.

Q5.0 Do you believe that the services with this name...
- one, are being offered with the authorization or approval of
any other company or companies;
- two, are not being offered with the authorization or approval
of any other company or companies; or
- three, don't know or have no opinion?
Q5.1 With what other company or companies?
Q5.2 Why do you say that?

RESPONSE CATEGORY 1: Are being offered with authorization or approval
- FACEBOOK OR OTHER

RESPONDENT

NUMBER RESPONSE

816 Q5.1 Facebook, Sprint, AT&T, Comcast.
Q5.2 These companies do offer IM, e-mail and secure
e-mail services.

- Q5.0 Do you believe that the services with this name...
- one, are being offered with the authorization or approval of any other company or companies;
 - two, are not being offered with the authorization or approval of any other company or companies; or
 - three, don't know or have no opinion?
- Q5.1 With what other company or companies?
- Q5.2 Why do you say that?
-

RESPONSE CATEGORY 1: Are being offered with authorization or approval
- THINKMAIL

There are no responses in this category.

- Q5.0 Do you believe that the services with this name...
- one, are being offered with the authorization or approval of any other company or companies;
 - two, are not being offered with the authorization or approval of any other company or companies; or
 - three, don't know or have no opinion?
- Q5.1 With what other company or companies?
- Q5.2 Why do you say that?

RESPONSE CATEGORY 1: Are being offered with authorization or approval
- OTHER

RESPONDENT

NUMBER RESPONSE

- | | |
|-----|---|
| 464 | Q5.1 Yahoo. |
| | Q5.2 Trying to find a way to compete with Google. |
| 494 | Q5.1 A government department. |
| | Q5.2 They need to be in touch with each other to know what is going on in other parts of the building. |
| 572 | Q5.1 Like I stated in a previous frame; I think that it might be a software application company providing a service connected with another company looking for greater utilization of its investment in hardware. |
| | Q5.2 Again, it makes sense. Otherwise, it would just be a company that had BOTH the software expertise AND the extensive investment in hardware and expertise in managing the data security and storage that would be necessary to provide this service to the potential millions who might want to use it on the web. When you post such a service on the web, you are opening the door to the world, not just downtown podunkville. It has to be a joint endeavor due to the size of the market. |
| 601 | Q5.1 Companies which regulate internet communications, but I would not know names. |
| | Q5.2 I do not think companies which use KN are companies which would be anything but legal and law abiding. |
| 605 | Q5.1 Google, Yahoo. |
| | Q5.2 Just a guess. |
| 608 | Q5.1 Google. |
| | Q5.2 They are the largest. |
| 620 | Q5.1 AT&T, Sprint, Verizon, T-Mobile. |
| | Q5.2 Same as I said before. |
| 630 | Q5.1 Security email company; would not know any names of any. |
| | Q5.2 Because is says secure email services. |

Q5.0 Do you believe that the services with this name...

- one, are being offered with the authorization or approval of any other company or companies;
- two, are not being offered with the authorization or approval of any other company or companies; or
- three, don't know or have no opinion?

Q5.1 With what other company or companies?

Q5.2 Why do you say that?

RESPONSE CATEGORY 1: Are being offered with authorization or approval
- OTHER continued

RESPONDENT

<u>NUMBER</u>	<u>RESPONSE</u>
660	Q5.1 No other companies. Q5.2 I don't see any other.
680	Q5.1 AT&T, Cox, Verizon, Sprint. Many others. Q5.2 Because my husband used to work in the telecommunication business. Because I read articles about the internet neutrality and other articles about what is happening in this world. I also hear things coming from groups that want this world to be free of government interference and nosing around. Also, the movies feature this all the time as well as TV. It is everywhere.
708	Q5.1 Microsoft, AOL, Yahoo. Q5.2 It would be hard to believe those companies would accept the service without authorization.
709	Q5.1 IBM. Q5.2 Because their slogans deal with Thinking.
741	Q5.1 Perhaps with Yahoo or AT&T or Google and maybe Microsoft. Q5.2 There networks are already in place.
780	Q5.1 Not sure what other companies. Q5.2 Unless it is a brand new company, most companies offering these services are usually affiliated with other companies.
807	Q5.1 Like I said, Google, Cisco and Kapersky or Norton. Q5.2 Could also be AOL.
863	Q5.1 HP. Q5.2 They want to offer more to their customers when buying their PC.
869	Q5.1 Microsoft perhaps. Q5.2 Microsoft seems to have the corner market on this type of stuff.
871	Q5.1 Microsoft or Apple. Q5.2 Looks like something that they would develop.
897	Q5.1 Any mobile phone service. Q5.2 Just feel that's right.

Q5.0 Do you believe that the services with this name...

- one, are being offered with the authorization or approval of any other company or companies;
- two, are not being offered with the authorization or approval of any other company or companies; or
- three, don't know or have no opinion?

Q5.1 With what other company or companies?

Q5.2 Why do you say that?

RESPONSE CATEGORY 1: Are being offered with authorization or approval
- OTHER continued

RESPONDENT

NUMBER RESPONSE

949	Q5.1 It's probably a subsidiary. Q5.2 That's what I think.
964	Q5.1 Any other security loops they may have to jump through to set up email services. Q5.2 Because there may be many steps to providing their type of service.
993	Q5.1 Hotmail. Q5.2 That's another type of source.
997	Q5.1 I don't know, but I guess it is possible. Q5.2 So many offerings for email services - it was not like this some years back.
1026	Q5.1 Other e-mail service company. Q5.2 E-mail data services.
1030	Q5.1 Who ever invented email. Q5.2 Copyright laws.

- Q5.0 Do you believe that the services with this name...
- one, are being offered with the authorization or approval of any other company or companies;
 - two, are not being offered with the authorization or approval of any other company or companies; or
 - three, don't know or have no opinion?
- Q5.1 With what other company or companies?
- Q5.2 Why do you say that?

RESPONSE CATEGORY 1: Are being offered with authorization or approval
- DON'T KNOW

RESPONDENT
NUMBER

479
512
516
545
589
606
614
691
692
697
731
737
747
754
791
834
835
861
862
873
892
932
939
981
987
989
991
996
1047

- Q5.0 Do you believe that the services with this name...
- one, are being offered with the authorization or approval of any other company or companies;
 - two, are not being offered with the authorization or approval of any other company or companies; or
 - three, don't know or have no opinion?
- Q5.1 With what other company or companies?
- Q5.2 Why do you say that?

RESPONSE CATEGORY 2: Are not being offered with authorization or approval

<u>RESPONDENT NUMBER</u>	<u>RESPONDENT NUMBER</u>
461	983
477	985
492	995
493	1011
498	1025
506	1028
520	
529	
536	
560	
565	
579	
593	
612	
626	
655	
665	
668	
673	
686	
690	
707	
717	
718	
719	
748	
755	
759	
793	
837	
847	
850	
856	
857	
867	
868	
870	
880	
898	
903	
922	
925	
926	
973	

- Q5.0 Do you believe that the services with this name...
- one, are being offered with the authorization or approval of any other company or companies;
 - two, are not being offered with the authorization or approval of any other company or companies; or
 - three, don't know or have no opinion?
- Q5.1 With what other company or companies?
- Q5.2 Why do you say that?

RESPONSE CATEGORY 3: Don't know/No opinion

<u>RESPONDENT NUMBER</u>	<u>RESPONDENT NUMBER</u>	<u>RESPONDENT NUMBER</u>	<u>RESPONDENT NUMBER</u>
465	607	750	931
470	609	757	933
471	611	762	935
472	613	763	937
475	618	764	938
480	619	766	944
481	621	769	945
484	623	770	950
489	625	777	951
490	633	782	952
491	638	785	953
495	640	788	960
496	642	790	962
497	645	794	965
501	647	799	966
502	648	803	967
511	649	805	972
514	651	809	982
515	652	817	999
517	656	818	1000
519	657	824	1007
521	669	827	1009
526	671	829	1021
527	672	831	1022
532	674	833	1024
533	681	838	1027
538	682	841	1032
541	688	848	1034
543	689	851	1037
544	695	855	1042
546	698	872	1043
550	699	877	1045
553	702	881	
554	705	885	
557	706	887	
569	711	888	
570	715	889	
574	724	900	
577	736	910	
578	738	912	
582	740	913	
583	742	915	
588	743	916	
590	744	923	
595	746	929	

Tab 6

TABLE 6
CONTROL CELL - THINKMAIL

- Q6.0 Do you believe that the company that offers these services with this name...
- one, has a business affiliation or business connection with any other company or companies;
 - two, does not have a business affiliation or business connection with any other company or companies; or
 - three, don't know or have no opinion?
- Q6.1 With what other company or companies?
- Q6.2 Why do you say that?

<u>Response Categories</u>	<u>Response Distribution</u>			
	<u>Number</u>	<u>Percent</u> (n=272)	<u>Unduplicated Number</u>	<u>Percent</u> (n=272)
1. Has a business affiliation/ connection				
• Facebook	--	---	--	---
• Facebook or Other	1	0.36		
• Thinkmail	--	---		
• Other	32	11.47		
• Don't know	49	17.56		
Subtotal	<u>82</u>	<u>29.39</u>		
2. Does not have a business affiliation/connection	56	20.07		
3. Don't know/No opinion	134	48.03		
Total	<u>272</u>	<u>97.49</u>		

RESPONSE CATEGORIES
Questions 6.0 through 6.2

CONTROL CELL - THINKMAIL

1. Has a business affiliation/connection
 - Facebook
 - Facebook or Other
 - Thinkmail
 - Other
 - Don't know
2. Does not have a business affiliation/connection
3. Don't know/No opinion

SURVEY RESPONSES

CONTROL CELL - THINKMAIL

Q6.0 Do you believe that the company that offers these services with this name...

- one, has a business affiliation or business connection with any other company or companies;
- two, does not have a business affiliation or business connection with any other company or companies; or
- three, don't know or have no opinion?

Q6.1 With what other company or companies?

Q6.2 Why do you say that?

RESPONSE CATEGORY 1: Has a business affiliation/connection
- FACEBOOK

There are no responses in this category.

Q6.0 Do you believe that the company that offers these services with this name...

- one, has a business affiliation or business connection with any other company or companies;
- two, does not have a business affiliation or business connection with any other company or companies; or
- three, don't know or have no opinion?

Q6.1 With what other company or companies?

Q6.2 Why do you say that?

RESPONSE CATEGORY 1: Has a business affiliation/connection
 - FACEBOOK OR OTHER

RESPONDENT

NUMBER RESPONSE

851 Q6.1 IBM, HP, Google, Apple, Facebook.
 Q6.2 These tend to be the big players in the markets.

- Q6.0 Do you believe that the company that offers these services with this name...
- one, has a business affiliation or business connection with any other company or companies;
 - two, does not have a business affiliation or business connection with any other company or companies; or
 - three, don't know or have no opinion?
- Q6.1 With what other company or companies?
- Q6.2 Why do you say that?

RESPONSE CATEGORY 1: Has a business affiliation/connection
- THINKMAIL

There are no responses in this category.