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BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

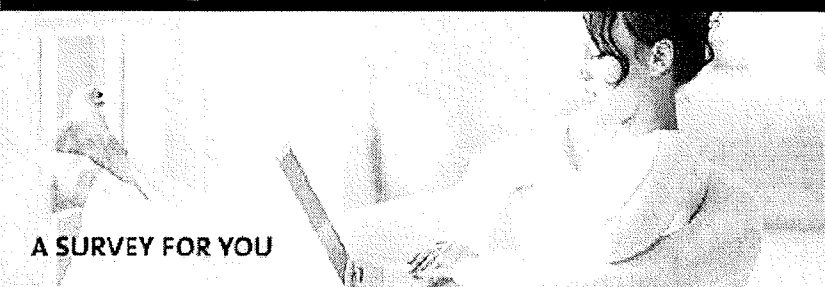
Proceeding	91198355
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Attachments	Ford Testimony Deposition_ Trial Exhibit 1 _ Ex. B_ Part 4.pdf (49 pages) (1621202 bytes)

Appendix B

APPENDIX B

EMAIL INVITATION FOR SURVEY PARTICIPATION

KnowledgePanel® the opportunity to be heard



A SURVEY FOR YOU

Dear firstname,

Thanks for being an integral part of KnowledgePanel!

We have some time-sensitive questions for you about email and instant messaging use. We would appreciate it if you could complete this survey by Wednesday, August 24 at 11:59pm Pacific time. We hope you'll take the opportunity to let us know your opinions on the topics in this survey.

Your latest survey can be accessed by clicking the following link:

[Click Here to Start Survey](#)

(If it does not work automatically from email, please copy the below link to your internet browser).

<http://sd.kninc.net/sd.aspx>

Our Panel Member Support Center is available if you have questions or comments. You can contact us at our toll free 1-800-782-6899 number, or simply reply to this email invitation. In order to better serve you, please be sure to include reference **#(38665)** in the Subject of your message. We are always happy to hear from you!

Thanks,

KnowledgePanel Support Team

www.knowledgepanel.com

This email was intended for %%firstname%%.

Participating in KnowledgePanel® gives you a unique opportunity to make your opinions heard among business and government decision makers. You can express those opinions fully confident that KnowledgePanel is committed to safeguarding your privacy. We will never transfer your personally identifiable information (name, address, phone number) to users of our research without your consent, nor will we ever try to sell you anything.

Our Privacy Policy meets the rigorous standards established by TRUSTe and CAARO (the Council of American Survey Research Organizations, www.caaro.org) - which defines "best practices" for the survey research industry - as well as local, national and international laws. Please [click here](#) to read the entire Privacy Policy.

If you have any questions about our Privacy Policy or practices, you can email us at privacy@knowledgepanel.com. Thanks again for your participation in KnowledgePanel. If you believe you have received this email in error, please contact KnowledgePanel support by either emailing support, calling our toll-free number at 1-800-782-6899, or clicking on the following link: [Contact Support](#)

Knowledge Networks, Inc.; Panel Relations; 570 South Ave.; Cranford, NJ; 07016

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Appendix C

APPENDIX C

SURVEY SCREEN SHOTS - TEST CELL

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

Select one answer only

- ☐ Yes
- ☐ No

Next

Do you currently use instant messaging?

Select one answer only

- ☐ Yes
- ☐ No

Next

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

Select one answer only

- ☐ I agree
- ☐ I do not agree

Next

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

Select one answer only

- ☐ I agree
- ☐ I do not agree

Next

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

Select one answer only

- ☐ Yes
- ☐ No

Next

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

Select one answer only

- ☐ I agree
- ☐ I do not agree

Next

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.

Next

FACEMAIL

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

Next

FACEMAIL

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

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

Type in the answer

☐ Don't know

Next

FACEMAIL

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

Why do you say that?

Type in the answer

Next

FACEMAIL

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

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

Select one answer only

- ☐ Are being offered with the authorization or approval of any other company or companies
- ☐ Are not being offered with the authorization or approval of any other company or companies
- ☐ Don't know or have no opinion

Next

FACEMAIL

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

With what other company or companies?

Type in the answer

☐ Don't know company/companies

Next

FACEMAIL

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

Why do you say that?

Type in the answer

Next

FACEMAIL

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

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

Select one answer only

- ☐ Has a business affiliation or business connection with any other company or companies
- ☐ Does not have a business affiliation or business connection with any other company or companies
- ☐ Don't know or have no opinion

Next

FACEMAIL

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

With what other company or companies?

Type in the answer

☐ Don't know company/companies name(s)

Next

FACEMAIL

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

Why do you say that?

Type in the answer

Next

Thank you for your time and your participation.

Next

Appendix D

APPENDIX D

SURVEY SCREEN SHOTS - CONTROL CELL

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

Select one answer only

- ☐ Yes
- ☐ No

Next

Do you currently use instant messaging?

Select one answer only

- ☐ Yes
- ☐ No

Next

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

Select one answer only

- ☐ I agree
- ☐ I do not agree

Next

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

Select one answer only

- ☐ I agree
- ☐ I do not agree

Next

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

Select one answer only

- ☐ Yes
- ☐ No

Next

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

Select one answer only

- ☐ I agree
- ☐ I do not agree

Next

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.

Next

THINKMAIL

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

Next

THINKMAIL

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

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

Type in the answer

☐ Don't know

Next

THINKMAIL

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

Why do you say that?

Type in the answer

Next

THINKMAIL

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

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

Select one answer only

- ☐ Are being offered with the authorization or approval of any other company or companies
- ☐ Are not being offered with the authorization or approval of any other company or companies
- ☐ Don't know or have no opinion

Next

THINKMAIL

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

With what other company or companies?

Type in the answer

☐ Don't know company/companies

Next

THINKMAIL

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

Why do you say that?

Type in the answer

Next

THINKMAIL

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

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

Select one answer only

- ☐ Has a business affiliation or business connection with any other company or companies
- ☐ Does not have a business affiliation or business connection with any other company or companies
- ☐ Don't know or have no opinion

Next

THINKMAIL

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

With what other company or companies?

Type in the answer

☐ Don't know company/companies name(s)

Next

THINKMAIL

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

Why do you say that?

Type in the answer

Next

Thank you for your time and your participation.

Next

Appendix E

APPENDIX E

EMAIL CONSENT FOR RECONTACT INTERVIEW FOR VALIDATION



Email & IM Users – Validation Recruitment

August 2011

- Questionnaire -

[SP; PROMPT ONCE]

CONSENT. Recently you completed a Knowledge Networks survey called “Email and Instant Messaging.”

Thank you for sharing your opinions in that survey—we appreciate hearing what you had to say!

We have two more questions related to this survey that we would like to ask you in a brief follow-up interview that would be conducted by telephone. If you are selected to participate, the entire follow-up call should take no more than a minute or two of your time.

In order to do this, we would need to pass along your name and telephone number to the sponsor of this project. The information would be used for this study only and would not be shared with any other parties.

Please note that this is NOT a marketing call or an attempt to sell you any products.

Would you be willing to be contacted by telephone to answer two more questions about this survey?

Yes 1
No 2

SHOW DISPLAY1 IF CONSENT = “YES”.

[DISPLAY1]

Thank you for agreeing to participate in this telephone follow-up to the survey about email and instant messaging that you recently completed.

If you are selected, an interviewer calling on behalf of the project’s sponsor will be contacting you by telephone in the next few days.

We look forward to hearing your opinions!

SHOW DISPLAY2 IF CONSENT = “NO” OR REFUSED AFTER PROMPT.

[DISPLAY2]

Even though you indicated you would not like to be contacted with follow-up questions to the survey about email and instant messaging that you recently completed, we’d like to thank you again for your participation in that study.

We look forward to hearing your opinions in future Knowledge Networks surveys!

OMIT STANDARD CLOSE.

Appendix F

APPENDIX F
SAMPLE DISPOSITION

	<u>Number</u>
Total Invitations Sent	1,556
Invitations with no response	967
Invitations with response, not qualified	
- Q1.0/Q1.1 Does not use email and does not use instant messaging	25
- Q2.0 Refused to do without assistance	1
- Q3.1 Refused to wear contacts/eyeglasses	1
Qualified Respondents	
- Qualified, did not complete Questionnaire	11
- Completed Questionnaires	551
Total Eligible	562

Questionnaire completion rate $551/562 = 98.04\%$

Appendix G

APPENDIX G
TECHNICAL NOTE

Calculation of the interval range, at a 95% confidence level, if the research were based upon a census of the population is as follows:

$$\frac{x}{1.96} = \sqrt{\frac{pq}{n-1}}$$

- x = the calculated (+/-) interval range
- 1.96 = the 95% confidence level for estimating the interval within which to expect the population proportion
- pq = the measure of sample dispersion
- n = total sample size

The calculated response interval range for individuals likely to use email and/or instant messaging who believe that Opposer FACEBOOK is the source, authorization/approval of, or business affiliation/connection of email and instant messaging services bearing the mark FACEMAIL is 36.20% +/-5.65% (i.e., if a census were taken, one would be 95% confident that the likelihood of confusion would be between 30.37% and 41.85% of the defined population).

