

ESTTA Tracking number: **ESTTA788401**

Filing date: **12/09/2016**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Notice of Opposition

Notice is hereby given that the following party opposes registration of the indicated application.

Opposer Information

Name	Anonymous Alerts, LLC
Granted to Date of previous extension	12/11/2016
Address	245 Main Street, Suite 400 White Plains, NY 10601 UNITED STATES

Attorney information	Richard Mark Blank, esq. 19 Ledgewood Commons Millwood, NY 10546 UNITED STATES rmb@blanklegal.com Phone:9178304702
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Applicant Information

Application No	86875054	Publication date	06/14/2016
Opposition Filing Date	12/09/2016	Opposition Period Ends	12/11/2016
Applicant	Report It LLC 2353 Butter Road Lancaster, PA 17601 UNITED STATES		


Goods/Services Affected by Opposition

Class 009. First Use: 2016/01/10 First Use In Commerce: 2016/01/10 All goods and services in the class are opposed, namely: Computer application software for mobile phones, namely, software for anonymous and confidential reporting of comments, concerns, information and questions in the fields of consumer and business experiences, community safety and security and workplace relationships
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Grounds for Opposition

Priority and likelihood of confusion	Trademark Act Section 2(d)
Dilution by blurring	Trademark Act Sections 2 and 43(c)
Dilution by tarnishment	Trademark Act Sections 2 and 43(c)
Deceptiveness	Trademark Act Section 2(a)
Disparaging	Trademark Act Section 2(a)
Misuse of Registration symbol	Copelands' Enterprises Inc. v. CNV Inc., 945 F.2d 1563, 20 USPQ2d 1295 (Fed. Cir. 1991)

Mark Cited by Opposer as Basis for Opposition

U.S. Application No.	86794071	Application Date	10/20/2015
Registration Date	NONE	Foreign Priority Date	NONE
Word Mark	REPORT IT		
Design Mark			
Description of Mark	NONE		
Goods/Services	<p>Class 009. First use: First Use: 2012/11/27 First Use In Commerce: 2012/11/27</p> <p>Downloadable software for electronic reception and transmission and tracking of emergency messages and signals; computer software that facilitates user input of information, student information, and emergency contact information; downloadable computer software that facilitates user input of information, student information, and staff information and parent information; smart devices, namely, mobile phones, tablet computers; downloadable software for transmitting emergency panic button communications across wireless networks; downloadable computer application software for mobile devices, namely, software for use in the reporting of bullying activities; computer software for providing communications between students, schools and their parents and for providing access to student, child, teacher, or parent location information; computer software for use in database management, use as a spreadsheet, and word processing; downloadable computer software that facilitates user input of information, student information, and staff information and parent information; downloadable software in the nature of a mobile application for school communications about active shooter on campus</p>		

Related Proceedings	Opposer is opposing Applicant's mark with the application number of 86875047 in a separate proceeding.
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Attachments	86794071#TMSN.png(bytes) Notice_of_Opposition_86875054_12-9-2016.pdf(505223 bytes) Notice_of_Opposition_Exhibits_A-C.pdf(5090133 bytes) Notice_of_Opposition_Exhibits_D-G.pdf(4233456 bytes)
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Certificate of Service

The undersigned hereby certifies that a copy of this paper has been served upon all parties, at their address record by Facsimile or email (by agreement only) on this date.

Signature	/richardblank/
Name	Richard Mark Blank, esq.
Date	12/09/2016

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD**

ANONYMOUS ALERTS, LLC

Opposer,

Serial No.: 86875054
ESTTA TRACKING NO:
ESTTA775735

v.

REPORT IT LLC

REPORT IT SEE IT, SAY IT,
REPORT IT (“MARK”)

Applicant.

Serial No. 86875054 (“APPLICATION”)

NOTICE OF OPPOSITION

Opposer Anonymous Alerts, LLC (“Opposer”), by its attorney Richard Mark Blank, Esq., for its Notice of Opposition against Applicant Report It LLC (“Applicant”), alleges as follows:

Parties

1. Opposer is a New York State limited liability corporation with an address at 245 Main Street, Suite 400, White Plains, NY 10601.
2. Applicant is a Pennsylvania State limited liability corporation with an address at 2353 Butter Road, Lancaster, Pennsylvania, 17601.
3. Opposer believes that it will be damaged by registration of the MARK. Therefore, pursuant to Lanham Act §13(a), 15 U.S.C. § 1063(a), Opposer has standing to oppose Applicant’s Application No. 86875054 (the “Application”).

Opposer and Its Famous Trademarks

4. Opposer, since at least as early as 2012, has been in the forefront and the leader for anonymous reporting of bullying, drugs, cyberbullying, credible threats, weapons on campus, and the like, Opposer's products and services featured on major television, print, online, social media, and other digital content such as BBC Worldwide News, Wall Street Journal, FOX, ABC, NBC, CBS, District Administration Magazine, eSchool News, and more (see Exhibit A).

5. Opposer is the owner of, among other marks, the famous ANONYMOUS ALERTS® trademark, which is used and registered for, among other things, anonymous incident reporting, anonymous reporting, and bullying reporting. Opposer is a global organization based in the United States, with a sales and distribution network that reaches the U.S., Canada, Africa, and abroad.

6. Opposer's Goods and Services provided under Opposer's Marks have been extensively and continuously sold, licensed, leased, provided, marketed, advertised and promoted throughout the United States, Canada, and on the World Wide Web. As a result of the quality of Opposer's Goods and Services and the widespread promotion thereof under Opposer's Marks, the goods and services have been met with great commercial success and widespread licensees, school districts, consumer, and media recognition. In addition, Opposer's Marks have become symbols of Opposer and its affiliated companies. Opposer's Goods and Services, and Opposer's goodwill, and some or all of Opposer's Marks are famous in the United States with respect to Opposer's Goods and Services, and were famous prior to any use by Applicant.

Applicant and Its Application to Register
“Report It See It, Say It, Report It”

7. Upon information and belief, we believe applicant is a new company just entering the industry. Upon information and belief, Applicant is a Pennsylvania State limited liability corporation with an address at 2353 Butter Road, Lancaster, Pennsylvania, 17601, and seeks to register Applicant’s Mark for use with goods and services described as:

8. Upon information and belief, Applicant’s First Use of its Goods and/or Services is listed in its application as First Use in Commerce being January 10, 2016.

9. Upon information and belief, Applicant’s recited goods and services in Applicant’s application are listed as follows: “Computer application software for mobile phones, namely, software for anonymous and confidential reporting of comments, concerns, information and questions in the fields of consumer and business experiences, community safety and security and workplace relationships” in International Class 09 (“Applicant’s Goods and Services”).

Likelihood of Confusion, 15 U.S.C. §1052(d)

10. Opposer incorporates herein by reference each of the foregoing paragraphs.

11. Opposer has priority based on its valid and subsisting registrations and applications for Opposer's various Marks, including but not limited to, Anonymous Alerts®. Opposer also has priority based on the prior use of Opposer's Marks in commerce, in connection with Opposer's Goods and Services before the filing date of the opposed application and the date of first use alleged by Applicant.

12. Applicant's Mark is similar to Opposer's Mark in appearance, sound, commercial impression, and use. Opposer's Mark is used in conjunction with the Anonymous Alerts® brand, products, patents, and patents pending. Specifically, the marks are pronounced almost identically in part. In other words, the dominant "Report It" portion of Applicant's Mark is identical to Opposer's "Report It" Mark in appearance, sound, commercial impression, and use. The "Report It" portion of Applicant's Mark is the dominant portion. The "Report It" portion of Applicant's Mark is pronounced and spelled the same as Opposer's Mark.

13. Both Opposer's and Applicant's Marks' are involved in the mobile application anonymous reporting space. Applicant's Goods and Services are substantially and materially the same. For example, Applicant and Opposer both claim the following Goods and Services:

Applicant - "Computer application software for mobile phones...";

Opposer - "computer application software for mobile devices..."

14. Applicant's Goods and Services, customers, and marketing channels so closely overlap with Opposer's goods and services as to be highly likely to cause confusion or mistake, or to deceive consumers under Section 2(d) of the Lanham Act, as amended, 15 U.S.C. §1052(d). See Exhibit G and compare with Exhibits C and D.

Dilution, 15 U.S.C. §1125(c)(1)

15. Opposer incorporates herein by reference each of the foregoing paragraphs.

16. Opposer and its affiliated companies have engaged in nationwide advertising, promotion, and use of its distinctive Opposer's Marks for many years. Further, Opposer, directly and through its affiliated companies, has had substantial sales of Opposer's Goods and Services in connection with its Opposer's Marks.

17. Opposer's Marks have for many years received significant media attention and publicity nationwide and worldwide. Such significant and frequent media attention and publicity has had a substantial impact on the public, and has long created an association in the minds of consumers between Opposer's Marks and Opposer and Opposer's affiliated companies. See Exhibit A.

18. Opposer's Marks are strong and distinctive marks that became famous within its demographic and primary categories of sales, as defined under Section 43(c)(1) of the Lanham Act, 15 U.S.C. § 1125(c)(1), well before both the filing date of the opposed Application, and any first use alleged by Applicant.

19. In view of the similarities of the parties' marks and the fame within the demographic and primary categories of sales of Opposer's goods and services and Opposer's Marks, Applicant's Mark so closely resembles Opposer's "Report It" Mark

that it is likely to cause dilution by blurring of the distinctive quality of such marks.

See Exhibit G.

Fraudulent Misuse Of A Mark, Which Subjects The Application To Cancellation

Applicant's use of the "®" in connection with the applied for Mark, in part, and/or in whole, is a practice that is improper and could preclude registration. As part of this opposition, Opposer requests that the Court rule that Applicant cease and desist such improper use of the registration symbol and deny registration.

Upon information and belief, Applicant claims to have a license from Report It Systems, Inc. on their trademark "Report It" registration number 4300099, which is a registered trademark in Class number 045 for the following goods and services "Telephone hot line counseling, namely, offering advice regarding employee misconduct investigations; providing advice through an anonymous interactive website regarding employee misconduct investigation." The Applicant is not only using the ® symbol in connection with "Report It" in the goods and services listed in this paragraph on its website. See Exhibit G.

The Applicant is fraudulently misusing the ® symbol in connecting it with Applicant's application and the goods and services that Applicant is applying for. (See Exhibit G) ("report it® is a free and simple to use app that can be installed on any mobile device...")

From - 945 F.2d 1563 20 U.S.P.Q.2d 1295 COPELANDS' ENTERPRISES, INC., dba Copelands' Sports, Appellant, v. CNV, INC., Appellee. Nos. 90-1451, 90-1457. United States Court of Appeals, Federal Circuit. Oct. 1, 1991:

"The usage and marking of the goods with a notice of registration by use of the symbol [circled R] is a fraudulent misuse of the mark and subjects

the mark application to cancellation, if registered, and will support a refusal to register. We call your attention to the case of Fox-Stanly Photo Products, Inc. v. Otaguro, 333 F.Supp. 1293, (D. [sic, Mass.] 1972), 174 U.S.P.Q. 257, where the Court held that misuse of notice of registration of a mark was unclean hands so as to bar registration.”

“The Trademark Manual of Examining Procedure at Section 902.03 provides that fraudulent intent and purpose in using a federal registration symbol is a basis for refusal of registration. Thus, we oppose the pending application for fraudulent misuse of the ® symbol in connection with the Applicant’s application.”

“The owner of a trademark registered in the United States may display with the mark a notice of that registration, such as the registration symbol consisting of "the letter R enclosed within a circle." 15 U.S.C. § 1111. The improper use of a registration notice in connection with an unregistered mark, if done with intent to deceive the purchasing public or others in the trade into believing that the mark is registered, is a ground for denying the registration of an otherwise registrable mark. See Federated Foods, Inc. v. Fort Howard Paper Co., 544 F.2d 1098, 1101, 192 USPQ 24, 27 (CCPA 1976); see also Johnson Controls, Inc. v. Concorde Battery Corp., 228 USPQ 39, 44 (TTAB 1985); Libbey-Owens-Ford Glass Co. v. Plastron, Inc., 80 USPQ 591, 592 (Comm'r Pat.1949); Weil & Durrse v. United Piece Dye Works, 70 USPQ 36, 37 (Comm'r Pat.1946). In Johnson Controls, the board set forth its position as follows:

The improper use of the registration symbol by an applicant will defeat applicant's right to registration only in those cases where it is

conclusively established that the misuse of the symbol was occasioned by an intent to deceive the purchasing public or others in the trade into believing that the mark was registered.

228 USPQ at 44. The Trademark Manual of Examination Procedures, § 902.04, as amended by Rev. 6, Examination Guide 26-83 (1983), requires denial of registration "[i]f there is clear evidence of fraud in the use of the registration symbol on specimens in an application." See also Trademark Manual of Examination Procedures, §§ 902.03, 1213."

As a general rule, the factual question of intent is particularly unsuited to disposition on summary judgment. See *KangaROOS U.S.A., Inc. v. Caldor, Inc.*, 778 F.2d 1571, 1575, 228 USPQ 32, 34-35 (Fed.Cir.1985) (citing *Pfizer, Inc. v. International Rectifier Corp.*, 538 F.2d 180, 185, 190 USPQ 273, 277 (8th Cir.1976), cert. denied, 429 U.S. 1040, 97 S.Ct. 738, 50 L.Ed.2d 751 (1977) ("summary judgment is inappropriate where issues of fact, intent [and] good faith ... predominate")); *Albert*, 729 F.2d at 763, 221 USPQ at 207. ("Intent is a factual matter which is rarely free from dispute.... [C]utting off Albert's right to trial on the issue was improper.") Although purporting to explain its actions."

The sequence of events here raises serious questions as to Applicant's purpose and intent in using the registration notice in light of the fact that Applicant chose to use the ® symbol with the dominant portion of Applicant's applied for mark and applied for goods and services in anticipation of our Opposition.

Applicant appears to have a disregard for the rules and regulations concerning trademarks as have been set forth by Federal Statute, as well as, codes and guidelines, including those of, the United States Patent and Trademark Office.

See Exhibit G where Applicant has been advertising “Report It” as a registered trademark for downloadable apps on Applicant’s website;

(Quote from Exhibit G)

“report it® is a free and simple to use app that can be installed on any mobile device...”

Applicant does not have such a registration, as examination is not complete, registration has not occurred, and applicant is involved in the current proceedings concerning said application. Opposer prays that Application Serial No. 86875054 be refused registration due to applicant’s fraudulent misuse of the mark, which subjects the application to cancellation.

WHEREFORE, Opposer prays that Application Serial No. 86875054 be refused registration, that no registration be issued thereon to Applicant and that this opposition be sustained in favor of Opposer.

A filing fee for the Notice of Opposition is being paid to the USPTO via credit card on EFS Web together with this filing. If there are any additional fees required, or any refunds, please notify Opposer of same.

Respectfully submitted,

Date: December 9, 2016

By: /Richard Blank/
Richard Mark Blank, Esq.
19 Ledgewood Commons
Millwood, NY 10546
Phone: 917-830-4702
Email: rmb@blanklegal.com

CERTIFICATE OF TRANSMITTAL
AND CERTIFICATE OF SERVICE

I hereby certify that on December 9, 2016, this correspondence is being electronically transmitted in PDF format to the Trademark Trial and Appeal Board through the Electronic System for Trademark Trials and Appeals (ESTTA) and to Applicant's attorney per mutual consent for email service of any court or other documents.

/Richard Blank/
Richard Mark Blank, Esq.

Exhibit A

News, media, etc.



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School's anonymous messaging app to tackle bullying

10 September 2014 Last updated at 09:07 BST

Anonymous messaging apps have seen a surge in popularity.

While some have been used for cyber-bullying, a school in South Carolina has embraced the technology and developed its own app to help students feel safer.

Pupils can use the Anonymous Alerts app to tell teachers about any concerns they may have using their school issued iPad.

The BBC's Jonathan Blake reports.

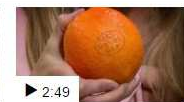
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The Best Revenge Is a Bullying App

Gregory Bender's Anonymous Alerts, an app that lets students to report bullying

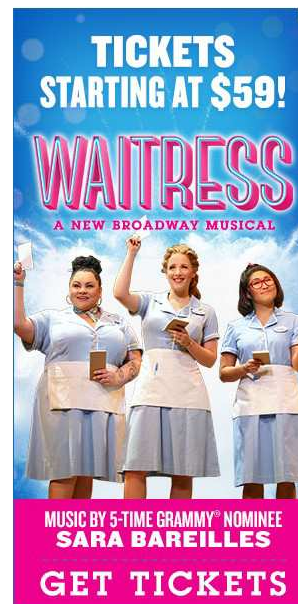


ILLUSTRATION: ROB SHEPPERSON



By RALPH GARDNER JR.
April 28, 2015 8:03 p.m. ET

1 COMMENTS



Ask me anything



9:40 AM
12/7/2016



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NEWS WEATHER SPORTS MORNING SHOW VIDEO ENTERTAINMENT CONTACT US

Huntsville schools' alert system encourages 'See something, say something'

Published: Wednesday, May 13th 2015, 10:03 pm EST
Updated: Wednesday, June 10th 2015, 10:03 pm EST



(Source: Roycom Media)

HUNTSVILLE, AL (WAFF) - Spice, a synthetic form of marijuana, has caused at least five people to die in Alabama this year.

People hospitalized range in age from early teens through their 60s. This includes two Deshler students who reportedly [overdosed on the substance](#) this week.

[MORE: Spice's side effects; deadly](#)

impact in Alabama

Huntsville City Schools is aware the problem and is taking action.

They launched a new program called "Anonymous Alerts," which is aimed to keep Spice and other drugs out of schools.

Anonymous Alerts is a proactive approach. The school district is opening the lines of

Additional Links

3 more 'spice' deaths reported in Alabama

Sign then Drive Event
Joy is just a test drive away.
The 2017 Volkswagen Jetta
Visit participating Tri State dealerships.
FIND A DEALER >
Volkswagen

FOX19 HEADLINES

Trump's Mar-A-Lago hiring foreign workers again

'Time' names Donald Trump its Person of the Year

Frantic rescue underway in Indonesia as quake kills scores

SB I-75 crash clears, delays linger

Judge won't delay trial over fire that ...



Pocatello Idaho Falls
20° 20°

HOME NEWS WEATHER VIDEO SPORTS LIFESTYLE MARKETPLACE SHARE ABOUT

School program tackles bullying

By: Jen Austin

Posted: Jan 17, 2014 01:14 PM MST

Updated: Aug 24, 2016 09:16 PM MDT



BONNEVILLE COUNTY, Idaho - A new program allows students to report bullying without fearing retaliation.




Tweets by @localnews8

- Local News 8 @localnews8**
Local legislators met w/ D25 to talk a/b concerns ahead of the 2017 session
bit.ly/2hgpeO
- Local News 8 @localnews8**
Witnesses testified in the death of Skylar Huffield Tuesday. Timothy Blaney is charged with first-degree murder.
localnews8.com/news/crime-tra...

Embed View on Twitter

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Cyberbullying

2 minutes left

GET SCHOOLED
CYBERBULLYING

TAMPA 93° 78° JOIN US FOR OUR NEW 11AM NEWSCAST WEEKDAYS HERE ON NEWS CHANNEL 8.

Anonymous Alerts

Submitter Type: [dropdown]
Adult Related Incident: [checkbox]
Select School Type: [dropdown]
Location: [text]
Victim Name: [text]
Grade: [dropdown]
Priority: [dropdown]

Report Incident: [text area]

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- Tampa veterinarians closely watching Florida screwworm infestation
- Fire destroys 60-foot yacht in Apollo Beach
- Report: Toys R Us, Target selling Hatchimals Sunday
- Two suspects taken to hospital after Hillsborough deputy-involved shooting

TAMPA, Fla. (WFLA) – Cyberbullying is the use of any technology – social media posts, or text messages – intended to cause harm.

Joan Reubens has been the Bullying Prevention Specialist for Pinellas County Schools for 11 years. She says there's a lot more cyberbullying as technology continues to get better.

"Our students are engaging in cyberbullying on social networking sites, and sometimes they engage in it while on school grounds," says Joan.

There are endless ways cyberbullying can be transmitted.

>>How much social media monitoring of your kids is enough?



Don't just buy it.
Masterpass™ it.



School District Launches Anonymous App To Report Bullying

September 24, 2015 9:55 AM

Filed Under: [app](#), [Apps](#), [bully](#), [Bullying](#), [cell phone](#), [little elm](#), [Little Elm Independent School District](#), [Little Elm ISD](#)



(credit: Peter Parks/AFP/Getty Images)

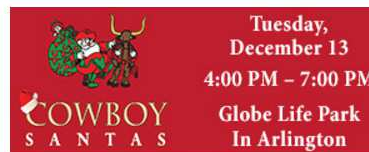


Follow CBSDFW.COM: [Facebook](#) | [Twitter](#)

LITTLE ELM (CBSDFW.COM) – One North Texas school district has a new 'tech-friendly' way for students to report bullying.

The Little Elm Independent School District has launched an anonymous alerts app to let students or staff report bullying, harassment and other sensitive topics.

Pat Robbins, the Little Elm ISD director of communication services and



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Submitted by Ariana Fine on Fri, 10/07/2016 - 4:03am.

App empowers bystanders to send anonymous security reports

[Anonymous Alerts](#)



The Cleveland Metro School District (CMSD), the second largest school district in Ohio with 103 schools and serving approximately 38,000 students, announced the implementation of Anonymous Alerts, the state-of-the-art communications, anti-bullying and safety reporting tool and mobile application system.

CMSD students and others can now use an app to report bullying and other concerns to school security without giving their names.

Students, parents, staff and community members who download the Anonymous Alerts app



Subscribe FREE to DA



DA Career Center
Where can you go from here?

View
Jobs
Now

NEWS

Anonymous Alerts helps district step up anti-bullying vigilance

March 14th, 2016

[Tweet](#) [Share 4](#) [in Share](#) [11](#) [G+1](#) [0](#)  



Anonymous Alerts helps students in the Croton-Harmon School District report their concerns quickly using anti-bullying and safety-reporting app

Anonymous Alerts, a mobile communications tool that empowers students to report their concerns quickly, has been implemented by the Croton-Harmon School District in New York, which serves approximately 1,700 students.

Using the mobile app technology, students can now quickly and anonymously report urgent or sensitive information to authorized school officials.

The app allows students and other school personnel to maintain their confidentiality while calling



Related Content

NEWS

[Finding the right parent-teacher communication app for your class](#)

NEWS

[8 anti-bullying resources for](#)

Exhibit B

iTunes Store

Anonymous Alerts

[View More by This Developer](#)

By Message Logix, Inc. d/b/a Anonymous Alerts

Open iTunes to buy and download apps.



[View in iTunes](#)

+ This app is designed for both iPhone and iPad

Free

Category: [Education](#)

Updated: Oct 27, 2016

Version: 3.1.1

Size: 4.2 MB

Languages: English, Arabic, French, Simplified Chinese, Spanish, Traditional Chinese

Seller: Message Logix, Inc.

© 2016 Message Logix, Inc.

Rated 4+

Compatibility: Requires iOS 8.0 or later. Compatible with

Description

Anonymous Alerts® is a complete anonymous reporting software and management system. It is simple, secure and enables a submitter to quickly report incidents relating to bullying, cyberbullying, depression, family problems, drugs, gang-related issues, harassment, weapons or guns on campus or unusual behavior which may warrant

[Message Logix, Inc. d/b/a Anonymous Alerts Web Site](#) [Anonymous Alerts Support](#) [Application License Agreement](#) [...More](#)

What's New in Version 3.1.1

Bug Fixes for iOS 10

Enhanced User Experience

Screenshots

[iPhone](#) | [iPad](#)



Exhibit C

Webpage from Opposer's Website

What is Anonymous Alerts?

Anonymous Alerts® patented anti-bullying app helps combat bullying and other negative activity in schools by empowering students to come forward to help themselves and other students. Social and peer pressures are some of the hardest obstacles for students to overcome, now they can report bullying and safety issues quickly using Anonymous Alerts® to **report it™**.

How do students anonymously report concerns?

Students or parents in the school community can anonymously submit suspicious activity, safety threats, bullying, drug abuse, depression, harassment, family issues and self-harm issues to school administrators or counselors. Students can establish 1-way or **anonymous 2-way communications™** with a school official about an incident. The Anonymous Alerts® mobile app is available for free to download from the Apple Store, Google Play store, and the Chrome store.

CLIENT TESTIMONY

"We've been using the Anonymous Alerts program for nearly a year. Our school is a safer place now that students have a better way of reporting campus concerns, including bullying and cyberbullying. During the year we implemented Anonymous Alerts, our suspension rate reduced over 50 percent."



Exhibit D

Webpage from Opposer's Website

Student anti-bullying app

Anonymous Alerts® anti-bullying app and safety reporting system is simple, secure and enables students to quickly report incidents related to bullying, cyberbullying, student depression, family problems, self-harm, drugs, gang-related issues, harassment, weapons on campus or unusual student behavior which may warrant immediate attention by school officials. The reporter of the incident can establish **anonymous 2-way communications™** with school officials. Anonymous Alerts® encourages those who feel vulnerable or less confident to speak up without fear of reprisal to **report it™**.

Student anonymous report submissions

- Incidents can be anonymously submitted to school officials
- Student can establish **anonymous 2-way communications™**
- Students can attach a photo, screenshot or video with their report
- Customize apps with your logo, incidents types and locations
- Robust help and resources section (completely customizable)
- iPhone/iPad App available for download and reporting
- Android App available for download and reporting
- Chromebook App available for download and reporting
- SSL encryption



Exhibit E

Opposer's Mobile Application Screens



Exhibit F

Three Examples of Opposer's
Clients' Websites Promoting
Opposer's Goodwill and Business



Little Elm ISD
Engage Equip Empower

[Home](#)

[Our District](#)

[Support Services](#)

[For Parents](#)

[Community](#)

[Report Cards](#)

[Registration](#)

[Employment](#)

Little Elm ISD ▶ Support Services ▶ Communication Services and Community Relations

COMMUNICATION SERVICES
AND COMMUNITY RELATIONS

[Overview](#)

[▶ Peachjar Electronic Flyers](#)

[Anonymous Alerts](#)

[Community Partners](#)

[GoLobo News](#)

[Little Elm Identity Guidelines](#)

[Little Elm ISD Mobile App](#)

[Lobos Listen](#)

[News & Announcements Archive](#)

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ANONYMOUS ALERTS



ANONYMOUS®
Bullying ALERTS
student reporting service

[Click here to submit an Alert.](#)



Anonymous Alerts

Home / Anonymous Alerts

What is Anonymous Alerts?

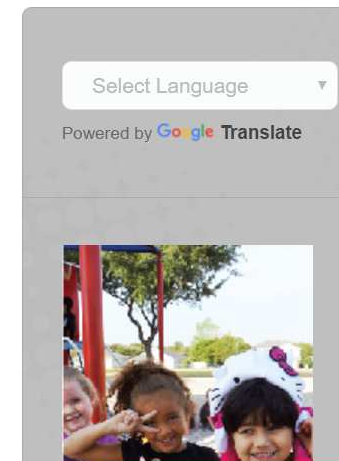
Anonymous Alerts allows students or parents to anonymously submit any sensitive or urgent student issues quickly to school officials. Students or parents can submit reports such as bullying, cyberbullying, depression, dating violence, drug or alcohol use, threats against the school, weapons on campus and more. All messages submitted remain completely anonymous.

How Can I Send A Report To A School Official?

Click on the following link: www.anonymoualerts.com/roundrockisd

Download the Free Anonymous Alert [Apple iOS App](#) or [Android App](#)

- Start the App





Issue 108
COUNTDOWN
1442 15 08 50
Days Hours Minutes Seconds

- Division of Safety and Security
- Home
 - Anonymous Alerts
 - Calendar
 - Curfew Guidelines
 - Center for Safe Youth
 - Cleveland STANCE
 - MyCOM
 - Everyday Heroes
 - Frequently Asked Questions
 - Important Numbers
 - Parent Code of Conduct
 - Parent Information
 - Safety & Security

Cleveland Metro Schools is pleased to introduce a new communications tool called Anonymous Alerts®.

report bullying or cyberbullying

help your friends

be proactive

report depression

REPORT STUDENT CONCERNS QUICKLY

ALL REPORTS WILL REMAIN ANONYMOUS

report weapons in school

report drug or alcohol use

report suspicious behavior

What is the Anonymous Alerts app?

The Anonymous Alerts bullying and safety app reporting system helps combat bullying and other negative activity in schools by empowering students to speak up. Social and peer pressure are some of the hardest obstacles for students to overcome.

The system allows for 1-way or 2-way anonymous encrypted communications between submitters (students, parents or community members) and district administration and/or school staff. Users of the system have the option to remain anonymous or to reveal their identity when submitting a report.

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Exhibit G

Examples of Applicant's or
Applicant's Affiliated Entities
Website Pages



Anonymous and confidential Reporting



How it
works?



Consumer
Engagement



Employee
Engagement



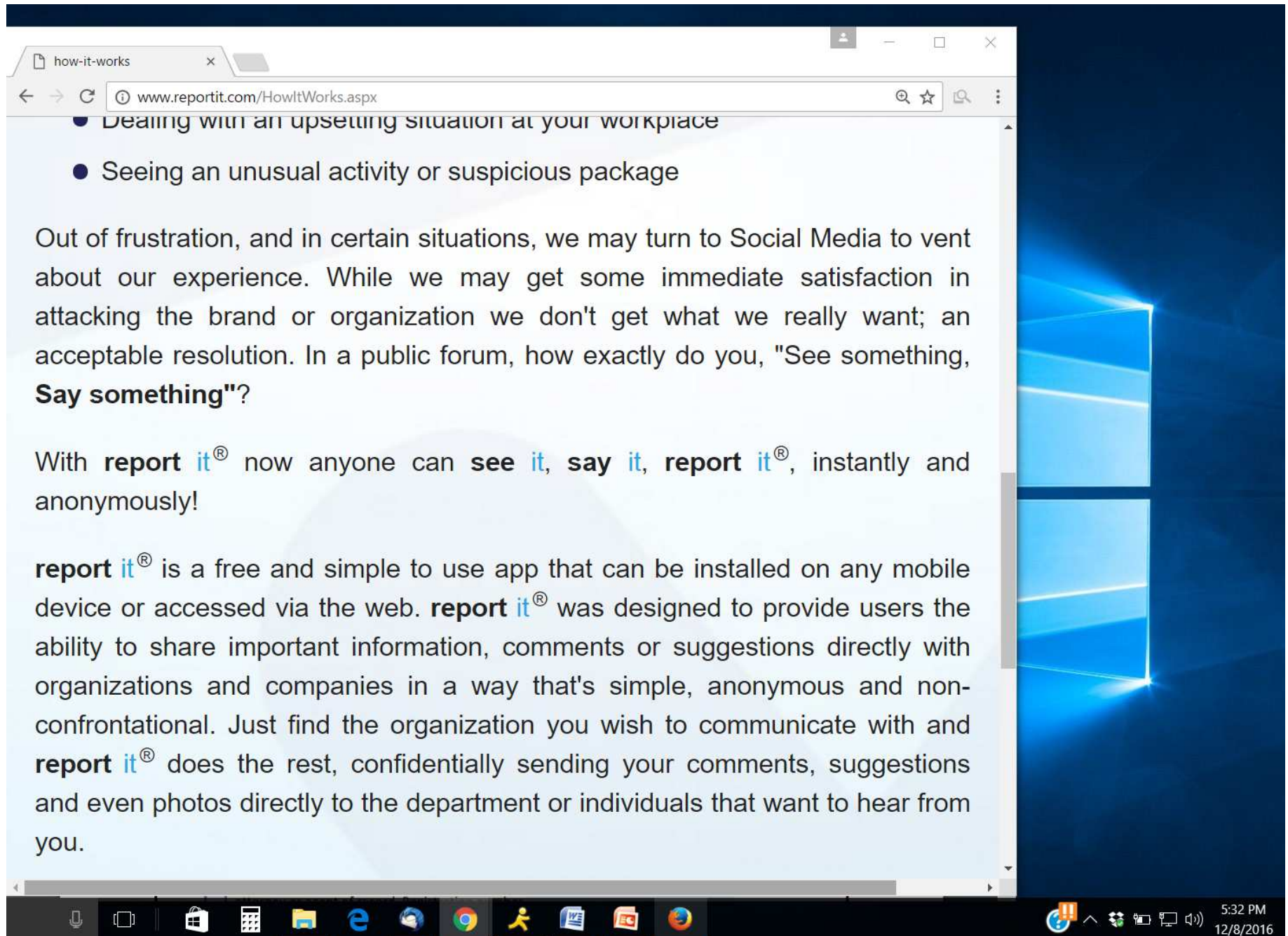
Community
Engagement



Hotline
Solutions

see it, say it, report it,





Dealing with an upsetting situation at your workplace

- Seeing an unusual activity or suspicious package

Out of frustration, and in certain situations, we may turn to Social Media to vent about our experience. While we may get some immediate satisfaction in attacking the brand or organization we don't get what we really want; an acceptable resolution. In a public forum, how exactly do you, "See something, **Say something**"?

With **report it**® now anyone can **see it**, **say it**, **report it**®, instantly and anonymously!

report it® is a free and simple to use app that can be installed on any mobile device or accessed via the web. **report it**® was designed to provide users the ability to share important information, comments or suggestions directly with organizations and companies in a way that's simple, anonymous and non-confrontational. Just find the organization you wish to communicate with and **report it**® does the rest, confidentially sending your comments, suggestions and even photos directly to the department or individuals that want to hear from you.

How it works

How to download and use **report it**®



Let's face it, there are many situations in which we wish we could anonymously communicate important and relevant information to individuals or organizations but are not willing to deal with the hassle and time it takes using 800 numbers or email. We all deal with these type of experiences many times a day including:

- Having a bad experience at a restaurant or retail store
- Dealing with an upsetting situation at your workplace
- Seeing an unusual activity or suspicious package

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